



# MARKETING AND COMMUNICATIONS REPORT

13 November 2020

# BACCN Marketing and Communications Report

*November 2020*

## Contents

Website Activity.....	3
COVID-19 Resources data capture .....	3
Website Analytics .....	3
Social Media .....	3
Twitter: Total Followers 8,781 .....	3
Facebook: Total Followers 7,007 .....	5
LinkedIn: 491 Followers.....	6
Instagram: Total Followers 921 .....	7
Social Media Example Posts .....	7
E-mail Marketing .....	10
Newsletter (MailChimp) .....	10
Campaign Monitor.....	10

# BACCN Marketing and Communications Report

November 2020

## Website Activity

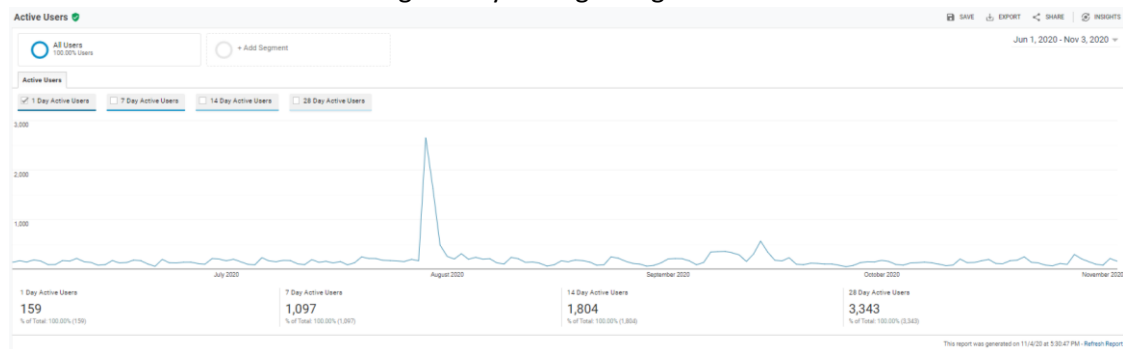
### COVID-19 Resources data capture

A registration form was set up on the website for people entering the COVID-19 Resources Centre to capture the number of non-members who viewed the pages. Since this was set up there were 3,528 visits by from non-member e-mails. This data was used in a recruitment campaign from which we gained 83 members.

### Website Analytics

This year we began tracking Website traffic via a basic free service called Google analytics which gives basic information.

The below has been taken from Google analytics regarding the BACCN website.



Generally, you have around 200 visits per day however you had 2,649 views on July 29<sup>th</sup> with for the obituary of Mr Philip Woodrow.

The majority of visits over the entire period were to visit Covid-19 pages, how to join BACCN, the online conference 2020, and News.

## Social Media

The data below is taken from 1 June 2020 – 2 November 2020.

### Twitter: Total Followers 8,781

We have had an increase of 877 followers since 1 June. Below is a summary of monthly trends, growth in followers and impressions.

# BACCN Marketing and Communications Report

November 2020

Month	Tweets	Mentions	Visits	New Followers	Tweet Impressions	Top Tweet
June	98	563	2048	136	185k	17.2k impressions Would you like to take part in a research study? This online survey aims to better understand critical care nurses' well-being. If you're interested, visit <a href="https://bit.ly/nursewellbeing">bit.ly/nursewellbeing</a> for more information or to take part. <a href="https://pic.twitter.com/qeNvXw5SlA">pic.twitter.com/qeNvXw5SlA</a>
July	140	496	2,143	166	196k	19.3k impressions In memory of all the doctors and nurses worldwide (in particular any of the Critical Care practitioners) who have died from Covid19. RIP. #NHSBirthday #NHS72 #StayHomeSaveLives <a href="https://pic.twitter.com/rQXcxec8mC">pic.twitter.com/rQXcxec8mC</a>
August	47	398	1,114	106	94.3k	3,550 impressions Simulation has played big part of the COVID-19 educational response and we'll continue this collaboration with our joint BACCN & @ASPiHUK simulation seminar with @MillieColette @SaIL_Centre Carrie Hamilton @SimComm_Academy and Clair Merriman @oxford_brookes #BACCNConf2020
September	135	1,089	3493	164	173k	8,799 impressions Evidence Based consensus paper for oral care
October	91	960	1796	141	149.4k	7,196 impressions. Our latest Covid-19 resource is a free ICU training resource/course for COVID designed mainly for those who may be returning to critical care practice or getting involved due to COVID for the first time from @EdinburghUni @FutureLearn

# BACCN Marketing and Communications Report

November 2020

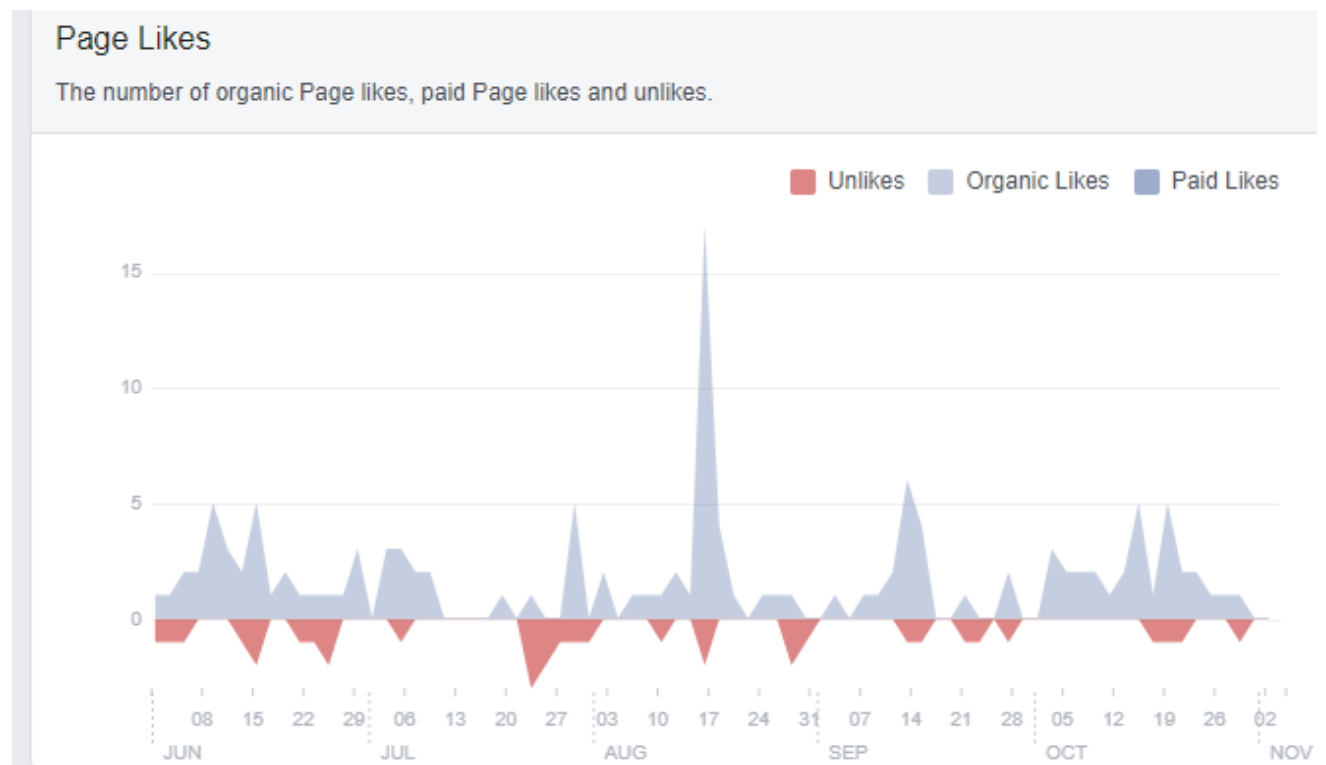
Facebook: Total Followers 7,007

We have had an increase in followers of 261 since 1 June. Below are a number of graphs taken from Facebook which shows the growth in followers and views and page likes between June and November.

## Page Followers



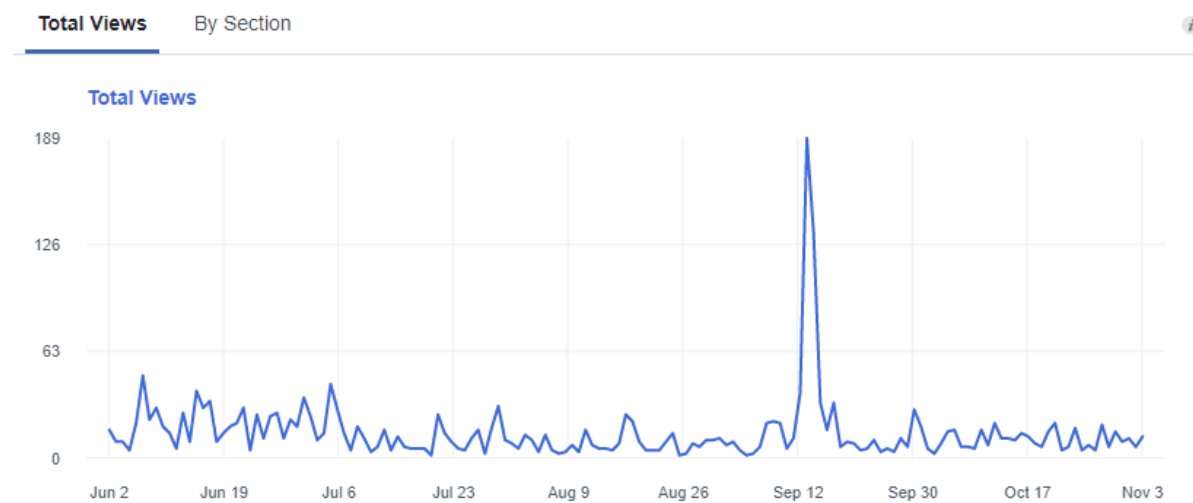
## Page Likes



# BACCN Marketing and Communications Report

## November 2020

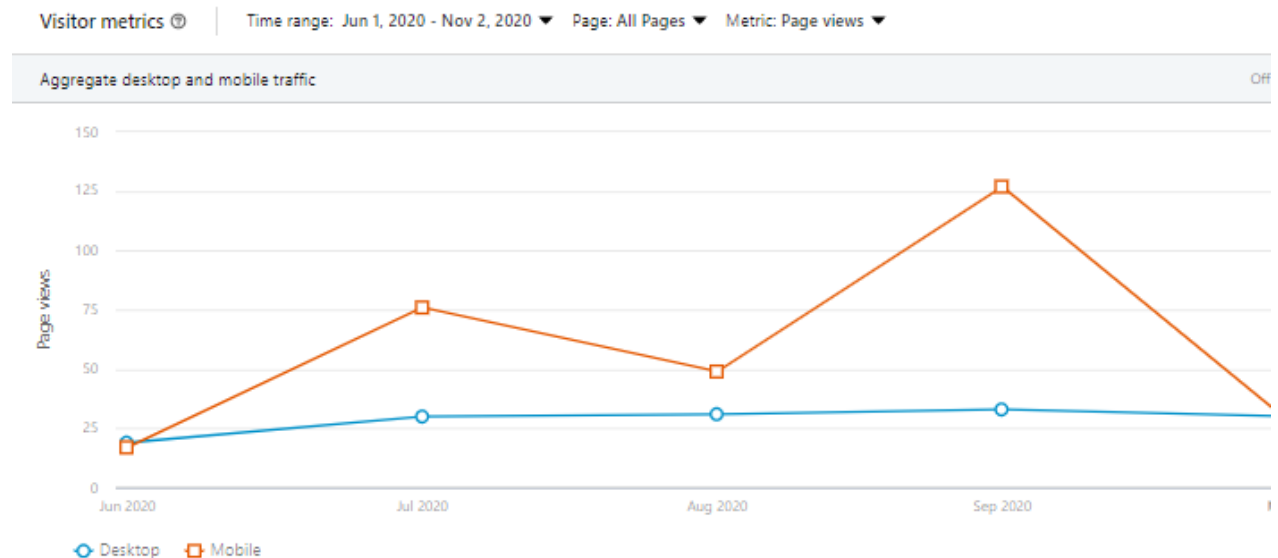
### Page Views



LinkedIn: 491 Followers

We have had an increase in followers of 71 from 1 June.

The below graph shows the pattern of views to the LinkedIn page since 1 June.



# BACCN Marketing and Communications Report

## November 2020

*Instagram: Total Followers 921*

We have had an increase in followers of 218 from 1 June.

### *Social Media Example Posts*

We have included examples of posts with graphics which have been designed by the BACCN support team and are used to promote events such as Espresso Sessions, the Virtual Journal Club, Webinars, and promoting Covid-Resources in the members area. These screenshots are from Twitter but are similar (resized) versions are also posted on LinkedIn and Facebook.



**BACCN** ❤️ @BACCNUK · Oct 30

November 24, 8pm Journal Club we will be reviewing: Chen C-M, Cheng A-C, Chou W, Selvam P, Cheng CM. "Outcome of improved care bundle in acute respiratory failure patients" Nurs Crit Care. w/ @LatifatAwotedu providing us her assessment. Register here: [ow.ly/2zt950C7hlM](https://ow.ly/2zt950C7hlM)



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**BACCN** ❤️ @BACCNUK · Oct 19

Our next Espresso Session Monday 16th Nov. 7-8pm will be on New nurses in ICU - learning from experience, and will focus on a qualitative case study carried out within one major trauma ICU. [baccn.org/events/espress...](https://baccn.org/events/espress...)



# BACCN Marketing and Communications Report

November 2020





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November 2020

**BACCN** ❤️ @BACCNUK · Aug 6

Become a BACCN member to have continued access to all educational resources AND free entry to the first BACCN Virtual Conference on 14-15 September 2020.

Free access closing on 12 September 2020.

[baccn.org](http://baccn.org)



**JOIN TODAY!**

Become a BACCN member to have continued access to all educational resources AND free entry to the first BACCN Virtual Conference on 14-15 September 2020.

Find out more at [www.baccn.org](http://www.baccn.org)

 3 4

# BACCN Marketing and Communications Report

*November 2020*

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## E-mail Marketing

We use both MailChimp and Campaign Monitor for BACCN email marketing (this is separate from BACCN Conference marketing).

### *Newsletter (MailChimp)*

Mailchimp is primarily used to send the BACCN member newsletters, targeted adverts which we design for our corporate/sponsorship partners (to opt-in recipients) and adhoc promotions.

### *Engagement (with Mailchimp Audience) compared to June 1*

- 45% often (vs 25%)– highly engaged contacts who often open and click emails
- 16% sometimes (vs 29%) – moderately engaged contacts who sometimes open and click emails
- 29% rarely (vs 45%)– not very engaged contacts and rarely open and

click emails

### *Campaign Monitor*

As well as being used for BACCN Conference marketing we have utilised this platform to target non-members in a membership recruitment campaign.

As mentioned previously, we collected the e-mails from 3,528 visits to the Covid Resources area and this data was used in a recruitment campaign from which we gained 83 members.

# BACCN Marketing and Communications Report

*November 2020*

## **BACCN – Support**

### **Sarah Gilliland – Membership Secretary**

Sarah will be your prime point of contact for BACCN support with backup from Rachael Scott and Leona Waggott.

[support@baccn.org](mailto:support@baccn.org) t: 0844 800 8843

### **Tracey Christy – Director**

Tracey will oversee the provision of BACCN services

[traceychristy@echoevents.org](mailto:traceychristy@echoevents.org) t: 0191 241 4523