

HWK Communications Q1 2023/24 report summary

We had **5422** visits to our website during this period, with **4334** individual ‘unique’ page views. This is slightly lower compared to the last Comms Report from the period **January - March 2023** which saw **6287** visits to our website during this period, with **4690** individual ‘unique’ page views.

Website performance

Pages most viewed on the website during this period were:

- **Parking now free for blue badge holders at Kingston hospital** with 161 unique page views
- **Contact Us** with 122 unique page views
- **What we do** with 112 unique page views
- **Mental health services** with 104 unique page views
- **What we do** with 129 unique page views
- **Our news and reports:** 94 unique page views
- **Our staff** with 80 unique page views
- **All about diabetes services** with 72 unique page views
- **YOL! Sexual Health Film:** 53 unique page views

The ‘Parking at Kingston Hospital’, ‘Contact us and ‘What we do’ pages are most popular posts once again, same as the previous couple of periods.

It is good to see our ‘All about diabetes’ and ‘YOL! Sexual Health Film’ pages performing well on the website as we continue to promote these areas across all of our channels.

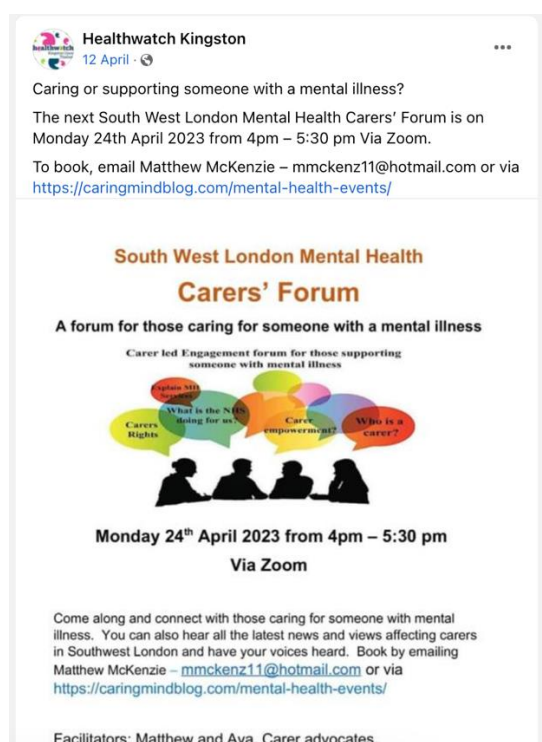
We published less reports and promoted less pieces of work during this period as we were finalising work for the end of year report. This period saw the team compiling and collating information from previous projects, rather than starting new ones, and this is reflected in what has been promoted on the website and social media.

Social media performance

Popular posts on social media during this period included:

- Caring or supporting someone with a mental illness - Carers Forum
- New intensive care unit at Kingston Hospital
- NHS strike action

SWL Mental Health Carers Forum



This post about the mental health carers forum reached 1,131 people without any paid promotional activity - proving to be a popular topic with our audiences.

We ran no paid advertising campaigns during this period.

Advertising in local newspapers - Chessington Chat and The Goodlife

We ran a couple of adverts and advertorials in local newspapers Chessington Chat and The Goodlife in April 2023.



The image is a dark teal rectangular graphic for Healthwatch Kingston upon Thames. At the top, the logo 'healthwatch' is written in white, with 'health' in lowercase and 'watch' in lowercase, and 'Kingston upon Thames' is written below it in a smaller white font. In the center, the text 'Share your NHS experience with us' is written in large, bold, white sans-serif font. Below this, the contact information is listed: 'Contact us:', 'www.healthwatchkingston.org.uk', 'info@healthwatchkingston.org.uk', and '0203 326 1255'. To the right of the contact information is a QR code, and below the QR code is a small white icon of a smartphone with the text 'SCAN ME' next to it.

It is difficult to measure the impact of these adverts as there is no way of knowing how many people saw them which could have resulted in an increase in brand awareness of Healthwatch Kingston.

In terms of website traffic, there is no significant uplift in hits to the website in the weeks and months that followed the adverts appearing in the newspapers. There was no significant increase in email or telephone enquiries either.

Newsletter

We sent out two separate newsletters during this period to the 753 recipients of our mailing list. Top performing articles were:

- All Open Meeting Event posts
- Youth Out Loud
- Community Voices
- AALDPB end of year report
- MSP