

HW Kingston Annual Communications report 2022/23 (1 April 2022 – 31 March 2023)

We had **25,260** visits to our website during this period, with **19,350** individual ‘unique’ page views.

For context, the previous year (2021 – 2022), saw **29,699** visits to our website with **22,329** of those being unique page views. Therefore, there has been a reduction in traffic to our website this year, compared to last. This may be due to less people visiting our website for information about Coronavirus. Last year our Coronavirus, vaccine, and testing pages proved to be popular receiving a total number of 2,063 views. This year the ‘Coronavirus Updates’ page has dropped down to number 30 with only 96 views. This page was closed at the end of 2022.

Top 20 webpages most viewed on the website 2022/2023 compared with 2021/2022:

	2021/2022	2022/2023
1	Covid-19 vaccine programme: 720 views	Blue Badge Parking at Kingston Hospital: 561 views
2	Share your views: 689 views	Mental Health Services: 554 views
3	Mental health services: 660 views	What we do: 485 views
4	Blue Badge Parking at Kingston Hospital: 650 views	Contact Us: 454 views
5	How to get an NHS dentist appointment: 636 views	LGBT history month 2020: 378 views
6	Vaccine walk-in clinics: 561 views	Our staff: 341 views
7	Coronavirus updates: 549 views	News and reports: 334 views
8	Contact us: 431 views	Share you views: 290 views
9	News and reports: 396 views	Bereavement Services Report: 289 views
10	What we do: 376 views	Events: 259 views
11	Our staff: 297 views	All about the ICS: 251 views
12	User log-in: 268 views	Our Board: 254 views
13	Rapid result covid-19 testing: 233 views	Care Workforce Wellbeing: 224 views
14	Events: 199 views	What I can do to volunteer: 223 views
15	Healthwatch Kingston Annual Report 2020/2021: 192 views	All about diabetes services: 216 views

16	What can I do to volunteer: 175 views	Village Surgery GP practice: 215 views
17	General advice: 169 views	Help making a complaint: 189 views
18	Time to change: 168 views	Healthwatch Kingston Annual Report 2021/2022: 165 views
19	Our board: 167 views	Open Meeting SWL ICS update: 163 views
20	Bereavement services survey: 166 views	Find services: 155 views

Blue badge parking at Kingston Hospital remains in its top spot as the most popular page on our website indicating that hospital parking is important to Kingston residents and our website may be one of the few websites that offer information about this – leading to us appearing at the top of search engine search lists.

Our Mental health services page is the second most popular page on the website indicating that mental health is an important topic for residents of Kingston and a keen area of focus in terms of our work priorities.

The following pages are around what we do, how to contact us, our staff, news and reports which indicate that people visiting our website are eager to find out more about Healthwatch Kingston and what we do.

In terms of reports published over the last year, our Bereavement Services report has proven to be the most popular, reaching number 9 in overall readership numbers on our website with 289 views, indicating it has been an important and influential piece of work.

Advice and information webpages

We received a total of 4,202 views to webpages on our website where we have provided advice and information.

Most popular, as previously reported, was that the mental health services page receiving 554 views. This was followed by our 'All about the Integrated Care Systems (ICS)' page with 251 views. Other popular advice and information pages included:

- Help making a complaint: 189 views
- All about diabetes: 180 view

Find services page: 155 views
 All about primary care networks: 142 views
 Older people services: 138
 All about safeguarding: 128

Our ‘All about pages’ received a total of 1127 views.

Healthwatch Kingston e-news

We sent a total of 8 e-newsletters out over the last year which is an increase by 1 newsletter compared to the previous year.

2021/2022	2022/2023
10 June 2021 – 587 recipients, 273 opened (46.6%), 30 clicked	19 May 2022 – 775 recipients, 333 opened (43.8%), 39 clicked
5 August 2021 – 600 recipients, 286 opened (47.7%), 36 clicked	18 July 2022 – 797 recipients, 471 opened (61.7%), 141 clicked
17 August 2021 – 602 recipients, 271 opened (45.1%), 21 clicked	17 August 2022 – 790 recipients, 382 opened (50.2%), 84 clicked
21 September 2021 – 597 recipients, 250 opened (41.9%), 13 clicked	29 September 2022 – 766 recipients, 372 opened (49.3%), 51 clicked
6 October 2021 – 595 recipients, 245 opened (41.3%), 18 clicked	17 November 2022 – 765 recipients, 387 opened (51.4%), 38 clicked
12 December 2021 – 595 recipients, 320 opened (54.2%), 57 clicked	15 December 2022 – 759 recipients, 359 opened (47.9%), 52 clicked
11 February 2022 – 717 recipients, 338 opened (47.6%), 28 clicked	19 January 2023 – 754 recipients, 365 opened (49.1%), 32 clicked
	23 February 2023 – 759 recipients, 381 opened (50.7%), 25 clicks
Total recipients: 4,888 Total opens: 1,983 (40.5%) Total clicks: 203	Total recipients: 6,165 Total opens: 3,050 (49.4%) Total clicks: 462

Our newsletter impressions have gone up from 4,888 in 2021/2022 to 6,156 in 2022/2023. The reason for this is a growing subscriber list. The open rate of our newsletters has also increased from 40.5% to 49.4% showing an increase in engagement with our newsletter content. Equally the click rate has also improved from 203 in 2021/2022 to 462 in 2022/2023.

Top newsletter items 2022/2023:

1. Virtual Wards: 104
2. All about: ICS: 101
3. HWK Annual Report: 99
4. Open Meeting (July): 95
5. Carers Report: 92
6. ME survey - 59
7. Bereavement Services Report: 41
8. A walk to remember: 36
9. Care Workforce Wellbeing: 32
10. Homelessness: 33

The most popular item in our newsletters from this year was the article about virtual wards at Kingston Hospital, followed by our 'All about the ICS' page item. Open Meetings continue to be popular as we use the newsletter to advertise all of our open meetings, listing the event information which people use to access the event.

Social media

Facebook

In 2021/2022 we posted 156 times, reaching 24,603 people. In 2022/2023 we posted a total 154 times, reaching 17,733 people.

We ran 7 promotional advertising campaigns on specific posts to advertise our key project work areas and ask people to engage and fill in our surveys. This led to the following results:

Our most popular post, reaching 4,000 people was the one asking people to have their say on the London Ambulance Strategy. This was followed by our advert asking people to engage in our ME and Fibro pulse check survey, reaching 2,800 people. This was followed by posts about our Carers Workforce Wellbeing project which reached 1,656 people

In terms of organic posts (that means they were not paid advertising posts), our most popular post was the one advertising the All Age Learning Disability Partnership Board event, posted on 18 August 2022, reaching 3,067 people. The next All Age Learning Disability Partnership Board event which was about the cost of living crisis, posted on 6 December 2022, also proved to be popular, reaching 2,267 people. This was followed by

NHS advice and support over the Jubilee Bank Holiday weekend posted on 1 June, reaching 2,057 people.

Twitter

In 2021/2022 we tweeted 130 times leading to 46,544 impressions. In 2022/2023 we tweeted 106 times leading to 23,934 impressions. Our most popular post was again the one advertising the All Age Learning Disability Partnership Board event in September 2022 which was retweeted 12 times.

Other popular posts including information on Coronavirus booster vaccinations, a workshop by Achieving for Children about SEND information which was retweeted 5 times as well as our post about Healthwatch Kingston joining Kingston Hospital's Charity Walk, A night to remember which was retweeted 5 times.