

# PR ACTIVITY: UPDATE FOR MEMBERS

## JANUARY 2019

### PRESS COVERAGE

In January, 2019 planning was a top priority for media activity, developing the key campaign and creative ideas for the coming year. During January, the BCA achieved two pieces of coverage in the Mail Online generating over 20 million opportunities to see, which is a significant increase from last month. In the article, advice from the BCA on how to protect your back is shared in a section entitled 'what are the most common myths about back pain'. Coverage also included a piece in the Ringwood & Fordingbridge News secured using member's materials for BackCare Awareness Week.

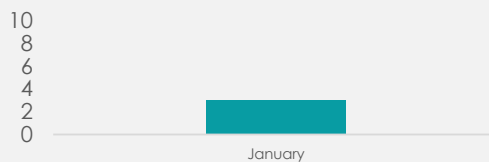
This month, Grayling made contact with a presenter at Radio 5 Live regarding an upcoming programme on young people and back pain. Action included the drafting of key talking points and statistics to share with Radio 5 Live as well as proposing a BCA patient to use as a case study. In addition, Grayling liaised with Stylist Magazine for a piece on the effects of poor posture on physical and mental health, integrating key BCA messaging into responses to the journalist's questions, for publication in February.

An additional focus for Grayling was the incorporation of BCA feedback into the finalised work and back pain press release, which will be shared with relevant media targets next month. In January, Grayling flagged a number of articles of interest to the BCA, including a piece in The Guardian highlighting the negative effects of prolonged seated periods, for which Grayling drafted a relevant comment from Tim Button. Throughout the month Grayling has continued to manage reactive media enquiries and to identify opportunities to pitch proactively, for example pitching a careers profile for Metro.

#### DECEMBER COVERAGE OVERVIEW

**3** **23,589,484**  
PIECES OF COVERAGE OPPORTUNITIES TO SEE

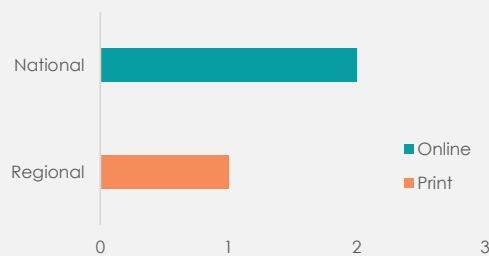
#### ANNUAL COVERAGE OVERVIEW



#### HIGHLIGHTS

**Mail**Online  
**Ringwood and Fordingbridge NEWS**

#### COVERAGE TYPE



### SOCIAL MEDIA

On Twitter, there was an increase in the number of impressions in January, climbing to 23,738 compared to last month's 18,995. In addition, the number of likes, shares, replies, mentions and clicks through to the website all showed an increase this month. Over the course of January, the BCA gained 27 new followers on Twitter, contributing to the increased traffic and engagements on the page.

On Facebook, total post reach and total impressions slightly decreased this month, however the number of likes, comments and shares were all higher than last month's figures. In addition, clicks to the website were significantly higher in January, climbing from 95 to 305.

The BCA's Instagram has grown in followers increasing from 350 to 423 this month. Although there was a decrease in the number of likes in January, this can be credited to the less frequent posting, with the two posts that were published in January both achieving a high level of engagement.

#### TWITTER

**23,738** TWITTER IMPRESSIONS  
**160** LIKES, SHARES AND REPLIES  
**43** CLICKS TO WEBSITE  
**74** @CHIROPRACTICUK MENTIONS  
**27** NEW FOLLOWERS  
*\*from posts published in January*



#### TOP POST:

**BCA @ChiropracticUK · Jan 11**  
If you're considering a #career in #chiropractic, be sure to read BCA member Mike's account of why he enjoys his job in the clinic! [bit.ly/2LAHfQw](https://bit.ly/2LAHfQw)

#### FACEBOOK

**34,613** TOTAL POST REACH  
**56,677** TOTAL IMPRESSIONS  
**1203** LIKES, COMMENTS, SHARES  
**305** CLICKS TO WEBSITE



#### TOP POST:

**British Chiropractic Association**  
18 January at 13:17  
Peter Dixon, BCA Past President and current President of The Royal College of Chiropractors, has been appointed as a Fellow of the UK's National Institute for Health and Care Excellence (NICE). A NICE Fellowship is an opportunity for experienced leaders within the field of health and social care to become ambassadors for NICE and offers the opportunity to help promote high quality care and develop new ways of working across the health and social care sector #BCAFamily

## INSTAGRAM



**285** LIKES

**423** TOTAL FOLLOWERS  
+ 17%

### TOP POST:



 chiropractic\_uk

chiropractic\_uk Do you want to maintain a healthy back in 2019? Why not consider setting a new year's resolution to incorporate our simple 3-minute #StraightenUp exercises into your daily routine? Link in bio 📌👉🏠  
#chiropractic #chiropractor #healthcare #movemore #movemorelivemore

## VISITS TO WEBSITE



**18,977**

VISITS TO  
CHIROPRACTIC-UK.CO.UK

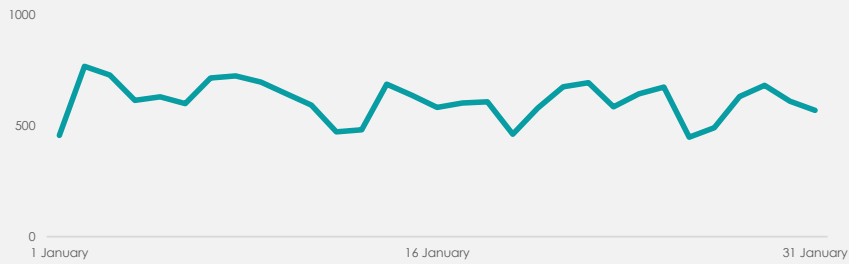
## FIND A CHIROPRACTOR



**5,845**

VISITS TO 'FIND A CHIROPRACTOR'  
SEARCH PAGE

## VISITS TO WEBSITE



# PRESS COVERAGE

Activity	Title	Date	Headline
January	Ringwood & Fordingbridge News	09.01.19	Back pain? Try Chiropractic Treatment
January	Mail Online	18.01.19	A new way to treat pain? 'Silencing' the brain cells that interpret discomfort 'may make you IMMUNE to agony'
January	Mail Online	19.01.19	Why sit-ups are the one exercise you should NEVER do