

Media coverage of the British Chiropractic Association secured in February 2017:

Media type	Publication	Date	Headline
National Print	The Daily Express	03.02.17	Best way to fight misery of back pain
National Print	Scottish Daily Express	03.02.17	Exercise beats drugs for back pain
National Online	Express.co.uk	03.02.17	Forget pills...Exercise is best way to fight misery of back pain
National Print	The Sunday Telegraph	04.02.17	How to avoid back pain when driving
Consumer Online	Netdoctor.co.uk	07.02.17	Why good posture is so important to our health
National Print	The Daily Mirror	14.02.17	Short on time? Feel fitter and healthier in seconds!
National Print	Irish Daily Mirror	14.02.17	Short on time? Feel fitter and healthier in seconds!
National Online	mirror.co.uk	14.02.17	Short on time? The quick and easy way to feel fitter and happier about life in just seconds
National Print	The Daily Record	14.02.17	Short on time?

Social Media and Website Report February 2017

BCA Twitter

FEB 2017 SUMMARY

Tweets	Tweet impressions	New followers
23	18K	23
Profile visits	Mentions	
515	17	

Top tweet:

[#Heavyhandbags](#) can lead to neck and [#backpain](#). Backpacks or cross body bags can help distribute the weight more evenly, but don't over pack!

↻ 7 ♥ 2

7 retweets | 2 likes

1,726 estimated impressions

Top mention:



At [@TheAECC](#) for the BACS Conference and telling students how great it is to be a [@ChiropracticUK](#) BCA member and the support you'll receive!
pic.twitter.com/OwpMIXcA18



3 retweets | 6 likes

BCA Website

Total website page views: 39,987

Most viewed page: *About Chiropractic* – 7,397

Users: 75.8% new users 24.2% returning users

■ New Visitor ■ Returning Visitor

