

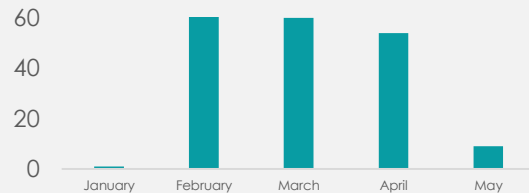
PRESS COVERAGE

Following Chiropractic Awareness Week, proactive activity was scaled back as planning for the summer PR story commenced. In May, coverage resulted from opportunities with consumer publications such as Fit & Well, where tailored information was provided to the publication, and Health & Fitness which included the BCA's statistics on sleep and back pain in a wider sleep feature. Regional coverage was secured within the Kent Messenger series, which covered the recent CAW research on back pain differences across the UK. This was also covered by the National Federation of Occupational Pensioners Magazine.

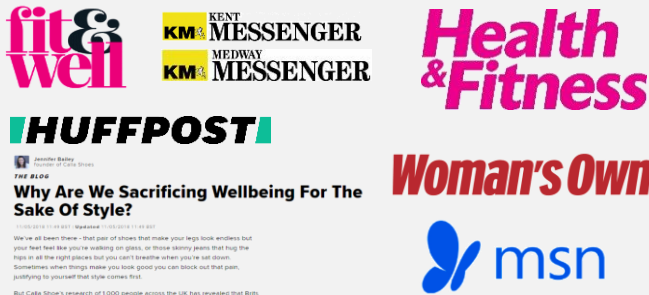
MARCH COVERAGE OVERVIEW

9 PIECES OF COVERAGE
6,510,165 OPPORTUNITIES TO SEE

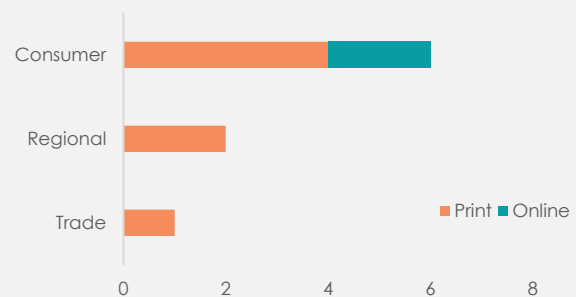
ANNUAL COVERAGE OVERVIEW



HIGHLIGHTS



COVERAGE TYPE



SOCIAL MEDIA

In the wake of the Chiropractic Awareness Week campaign, the number of visits to the website and the Find a Chiropractor page fell marginally, however there was a peak in website activity to the members page in relation to the new GDPR guidelines. On social media, the engagement and reach also declined significantly in May, particularly on Facebook where fewer posts were shared from the BCA platform. On Twitter, the number of clicks through to the website fell in comparison to the previous month, however results generated positive conversations and 34 visits to the website. Notably Dawn Harper also retweeted one of our posts which generated good engagement levels.

TWITTER

21,928 TWITTER IMPRESSIONS
149 LIKES, SHARES AND REPLIES
34 CLICKS TO WEBSITE
20 @CHIROPRACTICUK MENTIONS
24 NEW FOLLOWERS

*from posts published in May

FACEBOOK

6,048 TOTAL POST REACH
9,454 TOTAL IMPRESSIONS
267 LIKES, COMMENTS, SHARES
11 CLICKS TO WEBSITE



BCA @ChiropracticUK · May 10

TOP POST:
Pilates is a great form of exercise to prevent back pain according to @DrDawnHarper. Exercise is essential for maintaining a healthy back, and exercise like yoga or Pilates can be less demanding on your body while keeping you mobile bit.ly/211Shxd pic.twitter.com/pakbjt1EKf

British Chiropractic Association

The BCA have been supporting Run, Ronnie, Run at the celebrity charity match today! So much money raised for an amazing cause!



TOP POST:

VISITS TO WEBSITE



14,544

VISITS TO
CHIROPRACTIC-UK.CO.UK

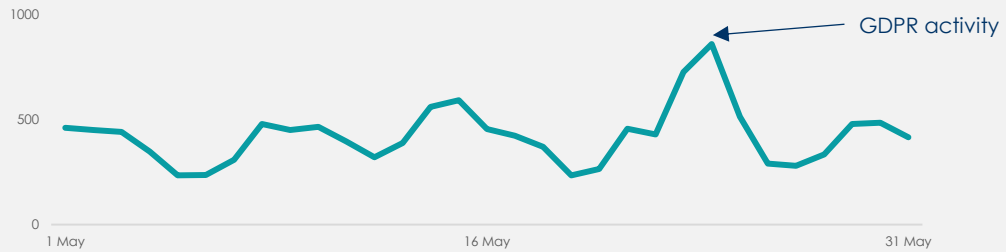
FIND A CHIROPRACTOR



3,245

VISITS TO 'FIND A CHIROPRACTOR'
SEARCH PAGE

VISITS TO WEBSITE



PRESS COVERAGE

Activity	Title	Date	Headline
CAW	NFOP magazine	01.05.18	The state of back and neck pain amongst Brits
Press Office	Health & Fitness	01.05.18	Sleep like a scandi
CAW	IHCAN (Integrative Healthcare & Applied Nutrition)	01.05.18	Back and neck pain at five-year high, say British chiropractors
CAW	Kent Messenger	03.05.18	I've finally asked for help - but at a price
CAW	Medway Messenger	03.05.18	I've finally asked for help - but at a price
Fashion	The Huffington Post	11.05.18	Why Are We Sacrificing Wellbeing For The Sake Of Style?
Fashion	MSN	13.05.18	Why Are We Sacrificing Wellbeing For The Sake Of Style?
Press Office	Woman's Own	28.05.18	Beat aches and pains
Press Office	Fit and Well	31.05.18	Banish back pain