

PR ACTIVITY: UPDATE FOR MEMBERS

SEPTEMBER 2018

PRESS COVERAGE

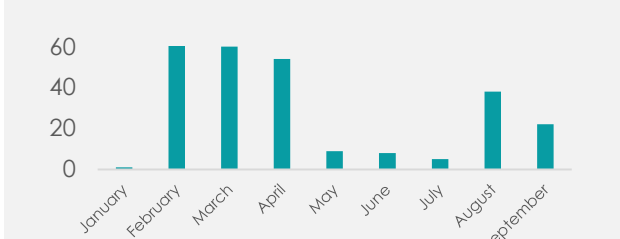
In September, a feature written for the Daily Mirror on back to school health advice, which included BCA research on children and backpacks, generated 15 syndications across regional publications. In addition, coverage from the previous summer story on women's attitudes to back pain continued to appear in publications including Natural Health magazine, Sixty Plus Surfers and the Loughborough Echo. PR activity in September was focused on preparing for BackCare Awareness Week activities in October. Other activity included providing comments on exercise and back pain to Health & Wellbeing magazine and comments on watching Netflix for long periods for Metro.co.uk, as well as working with Sealy to plan for a story on sleep later in the year.

SEPTEMBER COVERAGE OVERVIEW

22 PIECES OF COVERAGE

9,447,295 OPPORTUNITIES TO SEE

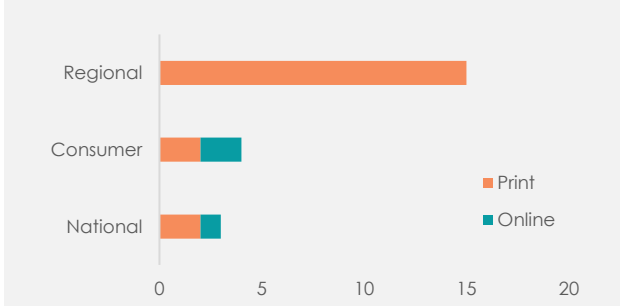
ANNUAL COVERAGE OVERVIEW



HIGHLIGHTS



COVERAGE TYPE



SOCIAL MEDIA

Results on social media were mixed in September. On Twitter, there was a positive increase in new followers and more than double the number of mentions. Possibly due to the slower summer period, overall impressions declined on Twitter, while on Facebook total reach grew significantly - by over 250%. Clicks to the website and overall engagement also increased substantially on Facebook. This may have been related to paid promotional activity for the page.

The BCA website also saw an increase on last month's impressive results, with a 7% increase of visits to chiropractic-uk.co.uk.

TWITTER

21,000 TWITTER IMPRESSIONS

138 LIKES, SHARES AND REPLIES

42 CLICKS TO WEBSITE

33 @CHIROPRACTICUK MENTIONS

34 NEW FOLLOWERS

**from posts published in September*




FACEBOOK

37,450 TOTAL POST REACH

69,145 TOTAL IMPRESSIONS

1,288 LIKES, COMMENTS, SHARES

678 CLICKS TO WEBSITE



TOP POST:

As the kids head #backtoschool, help them keep their book bags light! Removing unnecessary items each evening could help to reduce the load on their back and shoulders bit.ly/2PlwmDg

TOP POST:

British Chiropractic Association

This #PainAwarenessMonth, check out the British Chiropractic Association's advice for preventing neck and #backpain

VISITS TO WEBSITE



16,133

VISITS TO
CHIROPRACTIC-UK.CO.UK

7% INCREASE

FIND A CHIROPRACTOR

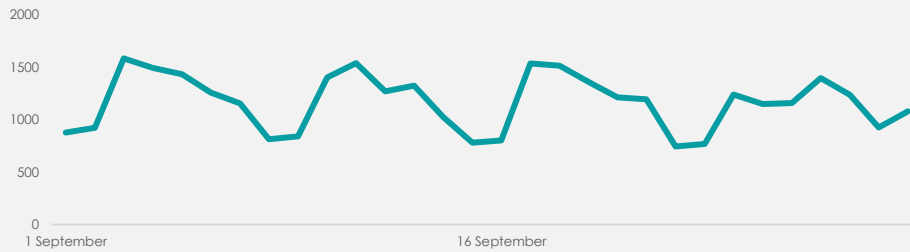


3,559

VISITS TO 'FIND A CHIROPRACTOR'
SEARCH PAGE

1% INCREASE

VISITS TO WEBSITE



PRESS COVERAGE

Activity	Title	Date	Headline
Women	Natural Health	01.09.18	5 new ways to banish pain
Women	Sixty Plus Surfers	01.09.18	Women are Bearing with Back Pain for Twice as Long as Men
Press Office	Daily Mirror	04.09.18	Beat back to school health hazards
Press Office	Irish Daily Mirror	04.09.18	Beat back to school health hazards
Press Office	Mirror.co.uk	04.09.18	Back to school: Seven top tips to beat health hazards EVERY child will face this term
Press Office	MSN	04.09.18	Back to school: Seven top tips to beat health hazards EVERY child will face this term
Press Office	Derby Telegraph	05.09.18	7 ways to help you teach school bugs a lesson
Press Office	Evening Chronicle (Newcastle)	05.09.18	7 ways to help you teach school bugs a lesson
Press Office	Evening Gazette (Teesside)	05.09.18	7 ways to help you teach school bugs a lesson
Press Office	Liverpool Echo	05.09.18	7 ways to help you teach school bugs a lesson
Press Office	Bath Chronicle	06.09.18	7 ways to help you teach school bugs a lesson
Press Office	Manchester Evening News	08.09.18	7 ways to help you teach school bugs a lesson
Press Office	Huddersfield Daily Examiner	08.09.18	7 ways to help you teach school bugs a lesson
Press Office	South Wales Evening Post	08.09.18	7 ways to help you teach school bugs a lesson
Press Office	Western Morning News	11.09.18	7 ways to help you teach school bugs a lesson
Press Office	Western Morning News Exeter	11.09.18	7 ways to help you teach school bugs a lesson
Press Office	Hull Daily Mail	11.09.18	7 ways to help you teach school bugs a lesson
Press Office	Yours	11.09.18	Your health questions answered
Press Office	Camarthen Journal	12.09.18	7 ways to help you teach school bugs a lesson
Press Office	Croydon Advertiser	14.09.18	7 ways to help you teach school bugs a lesson
Press Office	Chronicle & Informer	14.09.18	7 ways to help you teach school bugs a lesson
Women	Loughborough Echo	19.09.18	Health Notes: Putting up with pain