



British
Chiropractic
Association

GRAYLING
creating advantage

British Chiropractic Association

PR Evaluation
May 2023

Results snapshot



Coming up in June...

- Share Catherine's exam stress tips with national media.
- Continue to monitor for opportunities to share our recent research
- Share out James Power's bike tips for Bike Week (5-11 June)
 - Share any health or wellness tips for:
 - Diabetes Week (12-18 June)
 - National Yoga Day (21 June)
- Continue working on the Student Recruitment Campaign.

6

Pieces of content shared for the BCA website and social media

Key May activity...

- Drafted the updated research press release around back pain in young people and shared with national media
- Shared the lead article for Contact Magazine on the CAW analysis
- Started and finalised the Student Recruitment campaign plan
- Finalised and shared Kathryn's women's back health Q&A for the knowledge hub
- Shared content for Posture Month for the website and social media
- Shared the RideLondon content for the website and social media

9

Pieces of key coverage



9

OPPORTUNITIES IDENTIFIED AND RESPONDED TO



17.5K REACH



1

PIECE OF KEY COVERAGE

Key journalists engaged:



Louise Lazell, Features Reporter at **The Sunday Mirror**



Shannon McDaid, Deputy Editor at **Cover Media**



Lana Clements, Consumer Writer at **The Sun**



Tor West, Senior Health and Wellness Writer at **Sheer Luxe**

Press office activity for May...

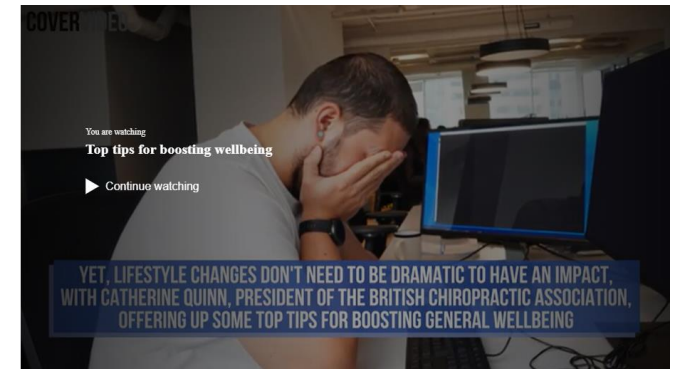
- Drafted and finalised the updated research press release around backpain in young people and shared with national media.
- Repurposed Catherine’s stress tips for an article around mental health during exam season.
- Secured an opportunity for Marc Sander’s arthritis tips to appear on the Senior Stairlifts website.
- Secured interest from the Sunday Mirror and reached out to BCA members for supporting case study.
- Shared Catherine’s comment on the benefits on Chiropractic for women going through the menopause with SheerLuxe for their upcoming feature.

Press office activity for June...

- Share Catherine’s exam stress tips with national media.
- Continue to monitor for opportunities to share our recent research
- Share out James Power’s bike tips for Bike Week (5-11 June)
- Share any health or wellness tips for:
 - Diabetes Week (12-18 June)
 - National Yoga Day (21 June)

Coverage Highlights

Herald Sun



Top tips for boosting wellbeing

May 17, 2023 - 12:13AM OovvUu

Thank you.