

Council, 26 March 2014

## Communications Report

### Executive summary and recommendations

#### **Introduction**

This report sets out the main activities of the Communications Department since the last meeting of Council. It includes statistical information and highlights key work undertaken across the range of communication channels.

#### **Decision**

The Council is requested to discuss the document.

#### **Background information**

None

#### **Resource implications**

The resources for the Department are set out in the annual workplan and budget 2013–14.

#### **Financial implications**

None

#### **Appendices**

Communications Report

#### **Date of paper**

14 March 2014

## Communications – management commentary

### Events

**Exhibitions:** In February we attended the Independent, Inclusion and Choice Show, a 2 day event in Manchester aimed at OTs, Physiotherapists and members of the public. We had a stand and gave talks on CPD and professionalism.

**Meet the HCPC events:** We have held two meet the hcpc events since the last Report to Council. The first, in Preston on 18 February reached capacity very quickly. Anyone who was unable to attend in person was offered the opportunity to watch online and we accepted questions and comments to the panel via email or Twitter. The online take up was less than we expected, however, 102 participated online and 191 in person. A video of the presentations is now on our YouTube channel. The second event was held in Llandrindod Wells and focused on the SCPEs. Approximately 90 registrants attended.

**Employer events:** We have held two further Employer events in February and March. Over 88 employers from NHS Trusts, Local Authorities and employment agencies attended the events in Inverness and Bristol.

**Education seminars:** We held the last two seminars of 2013-14 in York (January) and Cardiff (February). Both seminars were fully booked and covered the service user and carer standard.

**Talks and presentations:** We continue to receive a high volume of requests for CPD talks. Recent talks have included Hampshire County Council where we presented to 100 social workers and Haringey Council which was attended by 80 social workers. In the coming months, we will be in Warrington, York and Thurrock.

### Media

**FtP media coverage:** FtP continues to dominate our coverage. In January in particular, the case of an ODP making inappropriate comments on Twitter received a large volume of coverage. His comments related to Sir Bradley Wiggins, which gave media outlets an opportunity to use the sportsman's photo.

**Media responses and monitoring:** We issued responses to both the Sir Martin Narey report "Making the education of social workers consistently effective", published 13 February and the Professor David Croisdale-Appleby OBE report "Re-visioning social work education: an independent review", published 27 February. We monitored coverage of the reports for reaction and commentary. This was mainly in the professional press, with some national coverage. The Narey report attracted more coverage, with some focus on the HCPC.

### Publishing

**HCPC In Focus:** The February edition of our e-newsletter included a renewal reminder for physiotherapists and radiographers, details on our consultation on the standards of proficiency for hearing aid dispensers and news on the publication of our revised standards of proficiency for speech and language therapists. We also wrote about our appearance before the House of Commons' Health Select Committee and included a round-up of recent and forthcoming events.

**Education Annual Report:** As soon as the content has been agreed by Council, design work will begin and we expect the report to be published in early May.

## Communications – management commentary

**Publications requests:** As predicted, publication requests have picked up since the December lull. We expect figures will gradually increase as we move towards the recurring peak in quarter two, as universities request publications for the new academic year.

### Parliamentary

**Health Select Committee:** The HCPC have provided a written submission to the Health Select Committee, as part of their on-going enquiry in to complaints handling and raising concerns. The submission was put together by the Fitness to Practise (FTP) Department and covered the HCPC FTP processes and our response to the Francis Report and Clwyd-Hart review. This included our review of the standards of conduct, performance and ethics and the work being done to improve the FTP experience.

**Parliamentary monitoring:** 3 June 2014 has been confirmed as the date for the state opening of parliament. We will be monitoring the content of the Queen's speech for mention of the Law Commissions Bill. The issue of conversion therapy and the regulation of counsellors and psychotherapists has continued to gather pace. The subject has been raised twice recently by Labour MPs Diana Johnson and Luciana Berger in written parliamentary questions. We continue to monitor this.

### Stakeholders

**Stakeholder mapping:** Our work on mapping and analysing the HCPC's stakeholders has continued with a workshop with colleagues from across the organisation to identify and understand our relationships with various groups and individuals.

**Stakeholder events:** On 6 Feb we ran an exploring competency and public protection event with Professor Zubin Austin with 35 attendees from professional bodies and regulators. We received excellent feedback about the day: "One of the most thought provoking afternoons I've had in a long time" and "an excellent event - worth making the effort to attend".

### Northern Ireland, Scotland and Wales

**Wales:** We have been working with the lead AHP in Wales, Alison Stode, to arrange for the HCPC Director of Fitness to Practise to speak at a meeting of the Directors of Therapy.

**Northern Ireland:** The stakeholder team are in the process of planning a visit to Northern Ireland to attend a conference entitled Implementing 'Transforming Your Care' - innovation, efficiency and cross-border collaboration. They will also be meeting with consumer and professional stakeholders based in Belfast.

**Scotland:** The stakeholder team presented at the AGM of the NHS Complaints Personnel Association Scotland. This group is made up of complaints handlers from across the NHS in Scotland, as well as other regulators and government officials.

# Communications – management commentary

## Web and digital

**Web:** We are currently conducting User Acceptance Testing for a small website deployment which is due to go live at the end of March. This includes improvements to the content management system, site security and template changes.

**Registrant app:** We are now in the build phase of the project and will conduct testing towards the end of March. The new app focuses on standards, guidance and our social media/digital content. It will be available on both Android and IOS.

**Web requests:** We received 88 requests for changes during this period. Web changes included updating procurement information and changes relating to the fee rise. Intranet changes included new starter information and guidance for the new 'Go2' Co-op system. We have also had 8 separate requests that are being considered for future web deployments.

## Social media

We tweeted live from the Professor Zubin Austin event using the hashtag #HCPCAustin. There was good engagement with 115 tweets, including 69 original tweets and 46 retweets.

We also tweeted live from the Meet the HCPC event in Preston using the hashtag #HCPCpreston. In addition to allowing people who were not at the event to follow, it enabled us to field questions to be answered live at the event. There were 167 tweets in total, including 98 original tweets, and 64 retweets.

Tweets and materials from the day, including the YouTube video of the event, have been curated as a resource for registrants.

We held two tweet chats for physiotherapists on 3 February. The first, using #askHCPC, focused on registrations. The second, hosted by Physiotalk using #physiotalk, focused on CPD. Both enable registrants to ask questions and participate in discussions. We had 448 tweets and 68 participants with an estimated reach of 393,419 (impressions).

## Internal communications

**HCPC Update survey:** In February we launched a survey to gauge the effectiveness of our internal newsletter. Questions focused on content, design, frequency and means of distribution, whilst asking for any suggestions for the future. Our findings will help to develop the newsletter moving forward.

**Employee events:** we held one all employee meeting in February to update employees on organisational activities and our next meeting will be held in April.

**Intranet:** We are in the testing phase for new intranet developments. The changes include:

- Redesigned home page including more dynamic content
- More focus on employee related content
- Creation of news items directly from the browser
- Ability for users to comment on news items, HCPC Update articles and employee features

# **Communications Department Management Information Pack**

Jacqueline Ladds, Director of Communications

March 2014

**Events**

Overview of events	7
Attendees at Meet the HCPC events – delegates by profession	8

**Media**

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**Publishing**

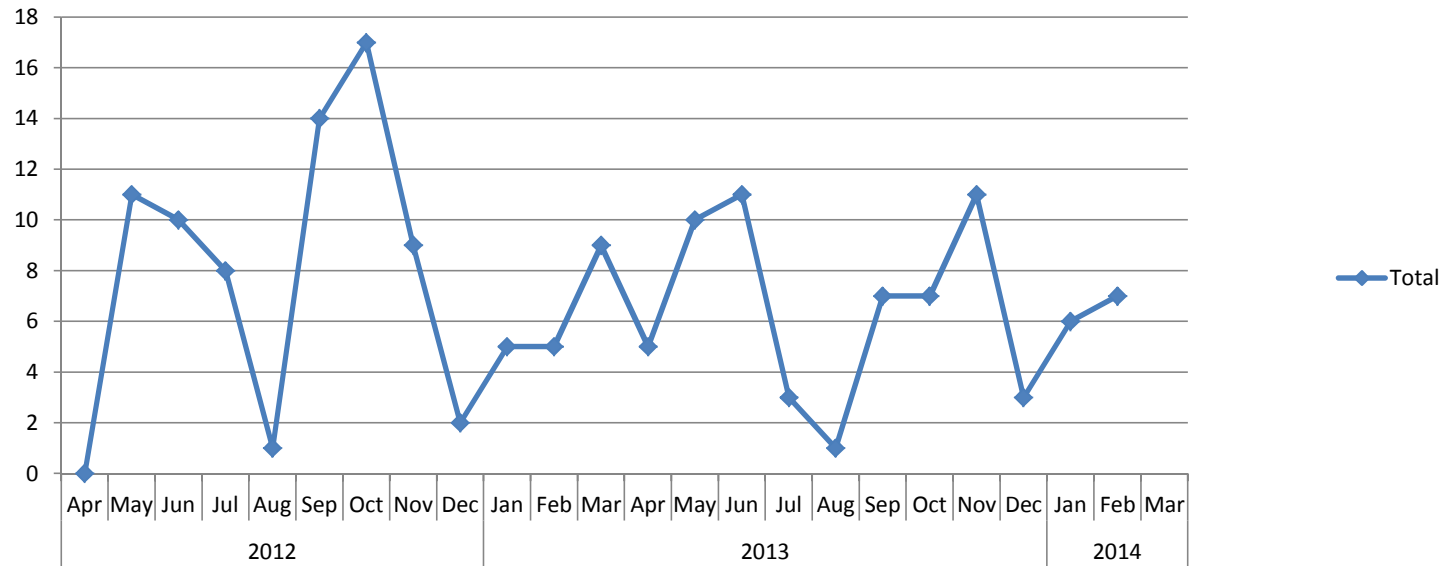
Public awareness packs requested	11
HCPC in Focus – number of new subscribers	12
HCPC registration logo – number of downloads	13
Top five requested publications	14
Standards of proficiency – hard copies requested, by profession	15

**Web**

HCPC website visits	16
Register search activity - search result page views	17

**Digital and social media**

HCPC mobile app – active users	18
HCPC mobile app – Register searches	19
HCPC YouTube channel activity	20
Twitter - followers	21
Twitter - followers vs tweets	22
Facebook	23



	2012			2013									2014											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>Exhibition stands</b>	0	2	1	0	0	1	6	4	0	0	0	2	1	1	2	0	0	2	1	1	0	0	0	1
<b>Presentations, talks and seminars (1)</b>	0	4	5	6	1	9	8	4	0	3	3	4	2	6	6	3	1	3	3	6	2	5	2	
<b>Meet the HCPC (2)</b>	0	2	2	0	0	4	0	0	0	0	1	1	2	0	0	0	0	1	1	0	0	0	0	1
<b>Employer events</b>	0	3	1	0	0	0	0	0	0	0	0	2	0	1	1	0	0	0	0	1	0	0	0	1
<b>Education seminars</b>	0	0	1	2	0	0	3	1	2	2	1	0	0	0	0	0	0	1	2	1	0	1	1	
<b>Stakeholder events</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	0	0	0	0	2	1	0	1	
<b>Total</b>	0	11	10	8	1	14	17	9	2	5	5	9	5	10	11	3	1	7	7	11	3	6	7	

2009/10	2010/11	2011/12	2012/13	2013/14
FYE	FYE	FYE	FYE	YTD
39	32	26	16	9
72	23	16	47	39
	8	9	10	5
	5	6	6	4
		6	12	6
		0	3	8
111	68	63	94	71

(1) Presentations, talks and seminars given to any stakeholder group

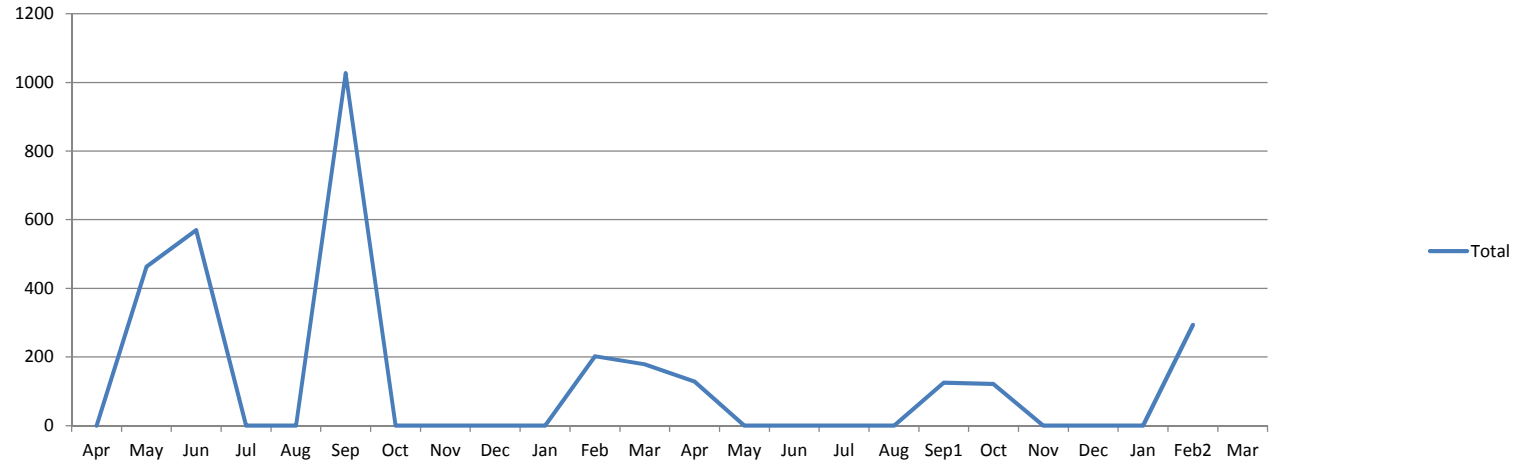
(2) 2 events on 1 day

2009-2012

Exhibitions stands and talks given at exhibitions, conferences, party conferences and fringe events are grouped together. From 2012 separated into exhibition stands and presentations

Presentations given to any stakeholder group, including, amongst others, students, registrants, professional groups, members of the public, etc.

Listening events



	2012			2013									2014										
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep <sup>1</sup>	Oct	Nov	Dec	Jan	Feb <sup>2</sup>
Arts therapists	0	0	0	0	0	0	0	0	0	0	3	6	1	0	0	0	0	7	10	0	0	0	0
Biomedical scientists	0	0	0	0	0	0	0	0	0	0	13	9	7	0	0	0	0	9	19	0	0	0	8
Chiropodists	0	0	0	0	0	0	0	0	0	0	15	13	11	0	0	0	0	15	10	0	0	0	14
Clinical scientists	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	7	4	0	0	0	0
Dietitians	0	0	0	0	0	0	0	0	0	0	4	6	4	0	0	0	0	3	2	0	0	0	5
Hearing aid dispensers	0	0	0	0	0	0	0	0	0	0	3	2	0	0	0	0	0	2	2	0	0	0	2
Occupational therapists	0	0	0	0	0	0	0	0	0	0	26	45	6	0	0	0	0	22	10	0	0	0	23
Operating department practitioners	0	0	0	0	0	0	0	0	0	0	4	2	1	0	0	0	0	2	1	0	0	0	2
Orthoptists	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0	1	0	0	0	1
Paramedics	0	0	0	0	0	0	0	0	0	0	9	6	4	0	0	0	0	10	11	0	0	0	6
Physiotherapists	0	0	0	0	0	0	0	0	0	0	42	9	17	0	0	0	0	16	21	0	0	0	23
Practitioner psychologists	0	0	0	0	0	0	0	0	0	0	9	8	8	0	0	0	0	2	15	0	0	0	3
Prosthetists / orthotists	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	2	0	0	0	1
Radiographers	0	0	0	0	0	0	0	0	0	0	21	8	10	0	0	0	0	11	6	0	0	0	18
Social workers in England	0	463	570	0	0	1027	0	0	0	0	40	56	52	0	0	0	0	5	1	0	0	0	79
Speech and language therapists	0	0	0	0	0	0	0	0	0	0	4	5	3	0	0	0	0	2	2	0	0	0	3
Other/Unknown	0	0	0	0	0	0	0	0	0	0	3	4	4	0	0	0	0	9	4	0	0	0	105
<b>Total</b>	<b>0</b>	<b>463</b>	<b>570</b>	<b>0</b>	<b>0</b>	<b>1027</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>202</b>	<b>179</b>	<b>128</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>125</b>	<b>121</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>293</b>

2009/10 FYE	2010/11 FYE	2011/12 FYE	2012/13 FYE	2013/14 YTD
17	8	17	9	18
40	54	57	22	43
94	115	63	28	50
7	15	12	1	11
30	20	18	10	14
0	34	13	5	6
109	162	181	71	61
62	22	13	6	6
5	9	6	5	2
26	77	46	15	31
150	196	129	51	77
61	60	34	17	28
5	7	3	0	6
73	57	35	29	45
0	0	0	2156	137
19	37	21	9	10
168	22	28	7	122
<b>866</b>	<b>895</b>	<b>676</b>	<b>2441</b>	<b>667</b>

1. Online and in person attendees - Meet the HCPC Perth
2. Online and in person attendees - Meet the HCPC Preston (online- 102 views in total)



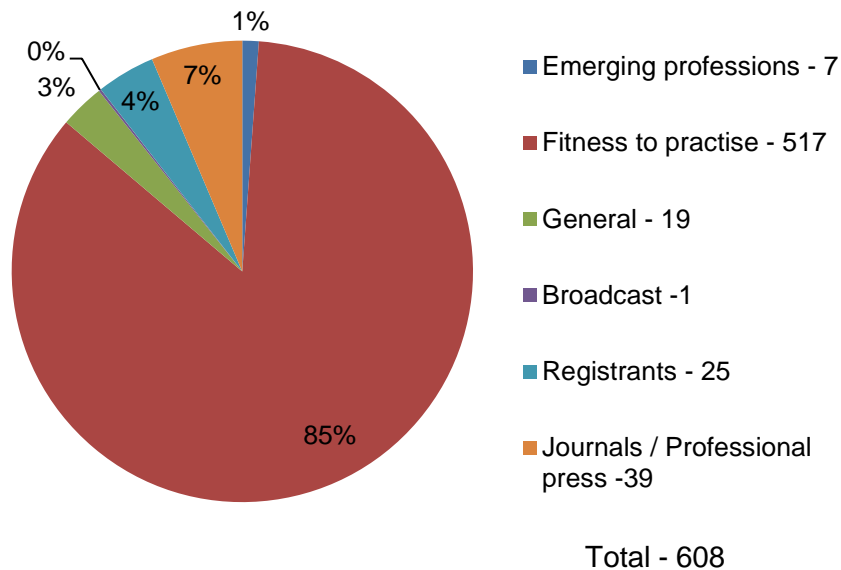
**January**

Category	Volume
Emerging professions - 7	7
Fitness to practise - 517	517
General - 19	19
Broadcast -1	1
Registrants - 25	25
Journals / Professional press -39	39
<b>TOTAL</b>	<b>608</b>

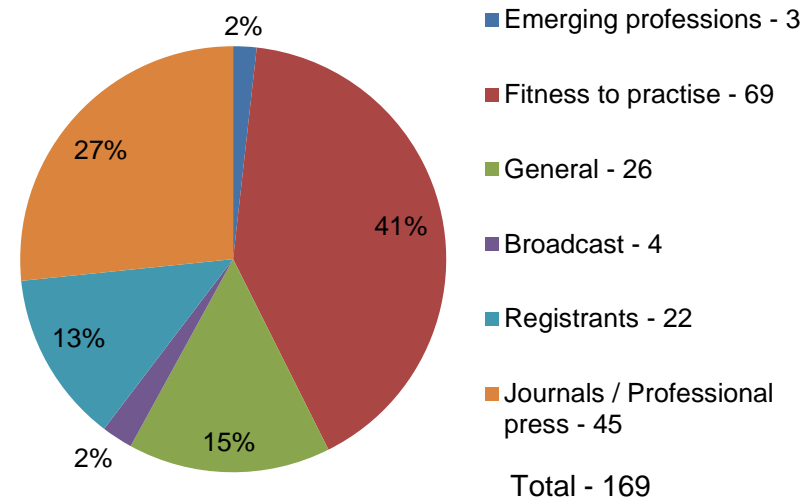
**February**

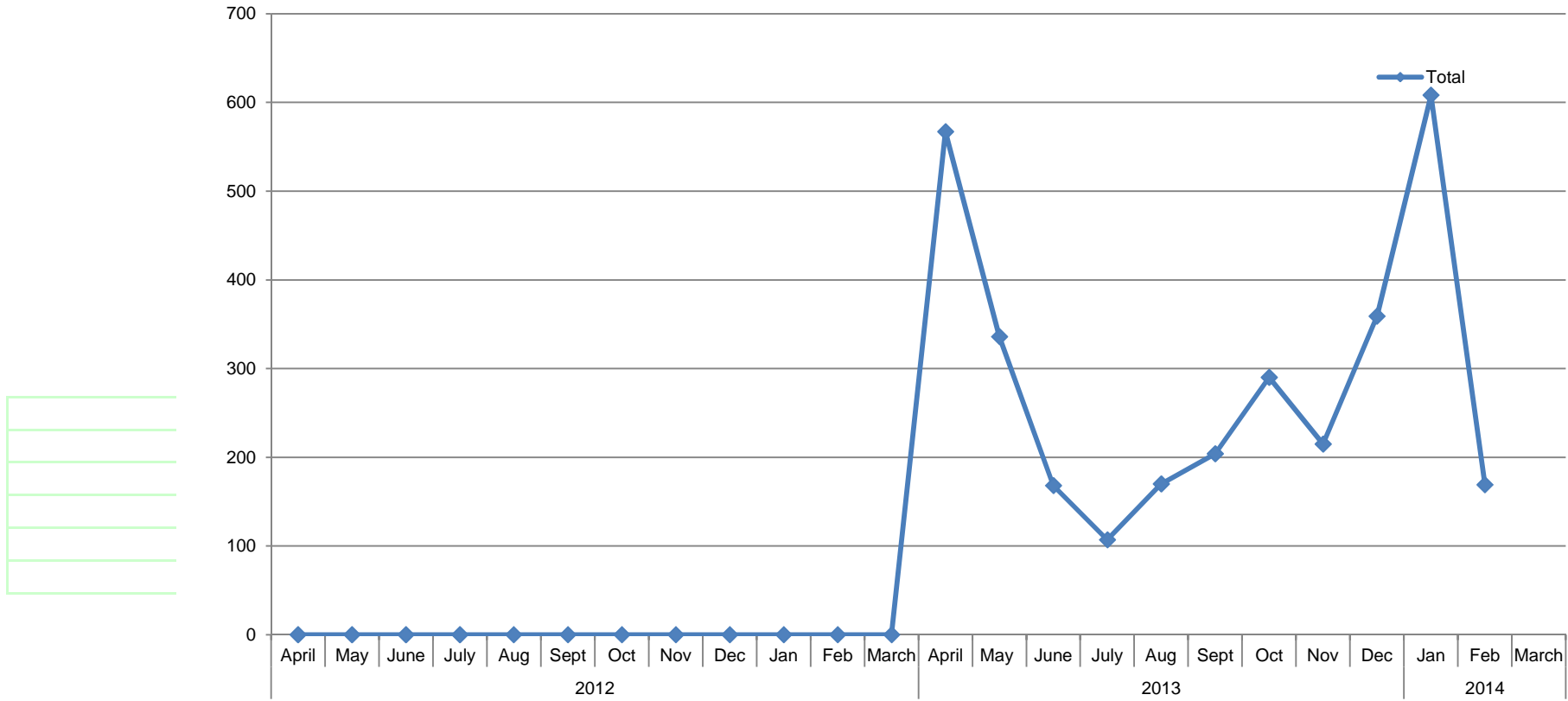
Category	Volume
Emerging professions - 3	3
Fitness to practise - 69	69
General - 26	26
Broadcast - 4	4
Registrants - 22	22
Journals / Professional press - 45	45
<b>TOTAL</b>	<b>169</b>

**Media coverage - January 2014**

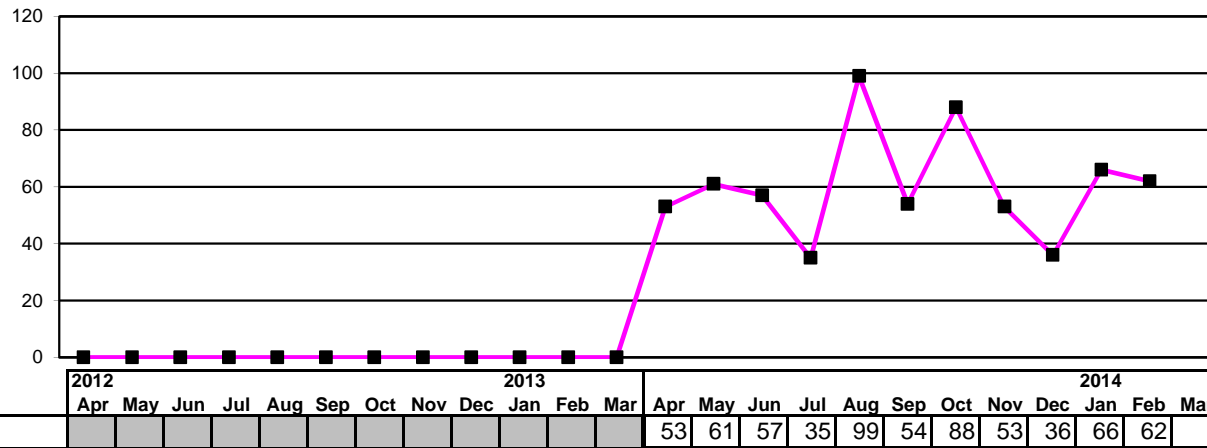


**Media coverage - February 2014**





Coverage type	2012												2013						2014						YTD 13/14
	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	
Fitness to practise													515	261	97	50	65	101	225	103	292	517	69		2295
Registrants													2	20	30	11	28	44	19	26	17	25	22		244
General HCPC													37	29	5	11	47	24	19	19	5	19	26		241
Professional Press / Journals													12	21	32	31	30	33	22	30	39	39	45		334
Emerging professions													0	2	3	4	0	2	0	4	1	7	3		26
Broadcast													1	3	1	0	0	0	5	33	3	1	4		51
<b>Total</b>													<b>567</b>	<b>336</b>	<b>168</b>	<b>107</b>	<b>170</b>	<b>204</b>	<b>290</b>	<b>215</b>	<b>359</b>	<b>608</b>	<b>169</b>		<b>3193</b>



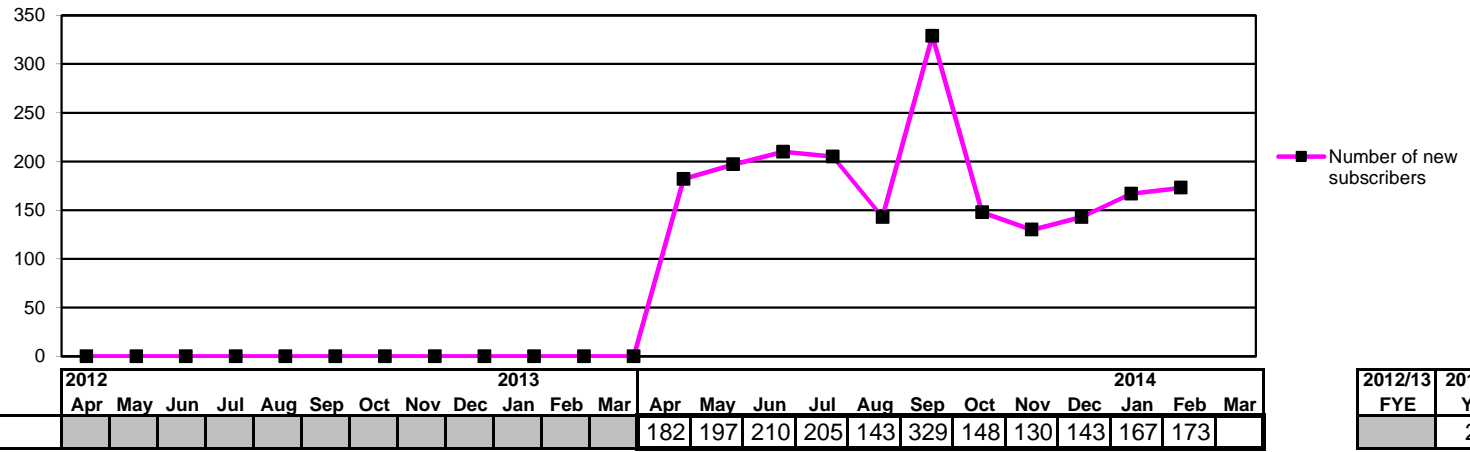
■ Number of packs requested

2012/13	2013/14
FYE	YTD
	664

One public awareness pack consists of 25 public awareness leaflets, two public awareness posters, one renewal reminder poster and one promoting your HCPC registration leaflet

**Number of packs requested per month by profession**

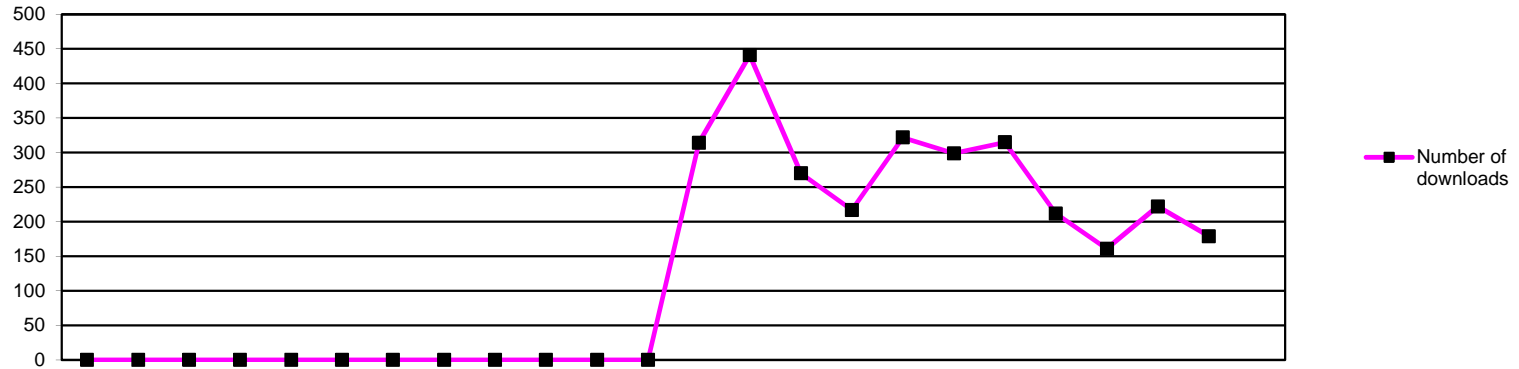
Profession	2012			2013									2014									Total			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar
Arts Therapists													1	3	0	0	0	0	2	5	0	0	0	0	11
Biomedical scientists													1	3	4	0	2	1	6	5	0	2	3		27
Chiropodists													19	16	6	7	27	14	16	13	10	20	1		149
Clinical scientists													0	0	0	0	0	0	2	0	0	0	0		2
Dietitians													0	0	3	0	1	0	0	0	1	1	0		6
Hearing aid dispensers													0	0	0	0	0	0	0	0	0	0	0		0
Occupational therapists													0	3	4	1	14	12	6	4	1	3	0		48
Operating department practitioners													2	1	0	0	10	0	4	1	0	0	12		30
Orthoptists													0	0	1	0	2	0	0		0	0	0		3
Paramedics													5	3	3	4	4	1	1	0	2	4	0		27
Physiotherapists													9	8	11	6	14	10	13	9	4	6	27		117
Practitioner psychologists													0	0	0	0	0	0	0	0	0	0	0		0
Prosthetists / orthotists													0	0	2	0	0	2	2	0	0	0	0		6
Radiographers													0	0	0	0	1	0	1	1	3	14	2		22
Social workers in England													4	5	2	5	4	3	13	3	7	6	14		66
Speech and language therapists													0	0	0	5	6	8	4	5	5	1	0		34
Other													12	19	21	7	14	3	18	7	3	9	3		116



2012/13	2013/14
FYE	YTD
	2027

Number of new subscribers	2012												2013												2014																				
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar									
													182	197	210	205	143	329	148	130	143	167	173																						

Total number of subscribers to HCPC In Focus (includes unsubscribes)	23,976
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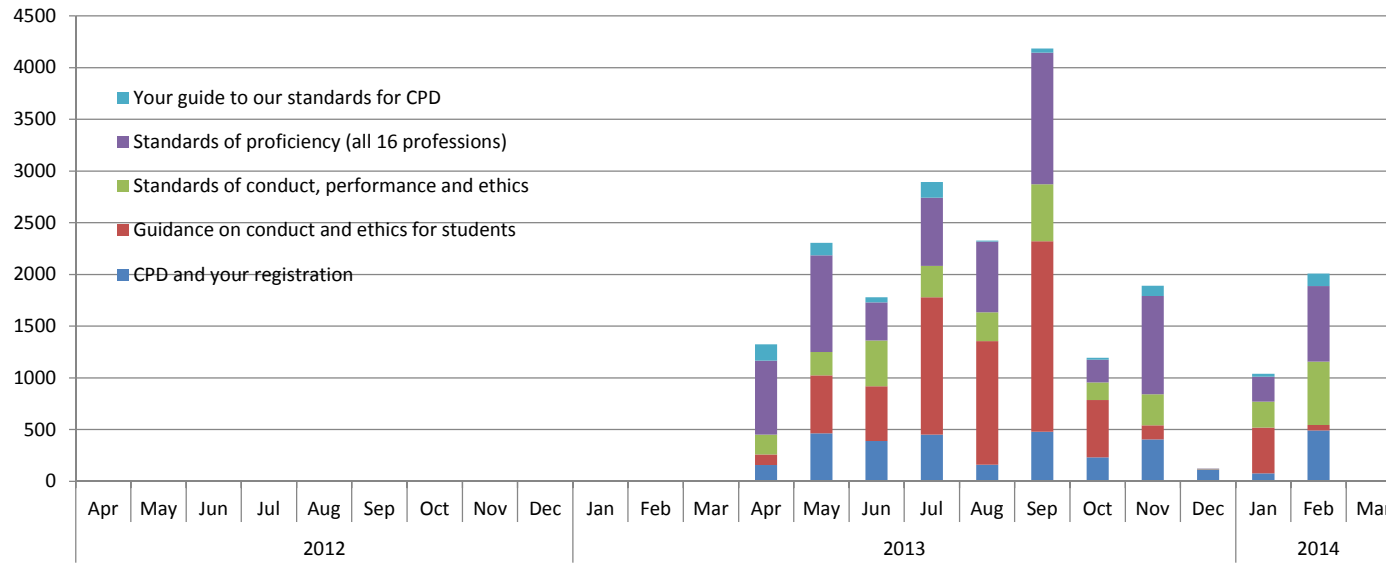


	2012			2013									2014											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of downloads													314	441	270	217	322	299	315	212	161	222	179	
Number of unregistered downloads													1	0	0	0	0	1	2	0	1	0	0	

2012/13	2013/14
FYE	YTD
	2952
	5

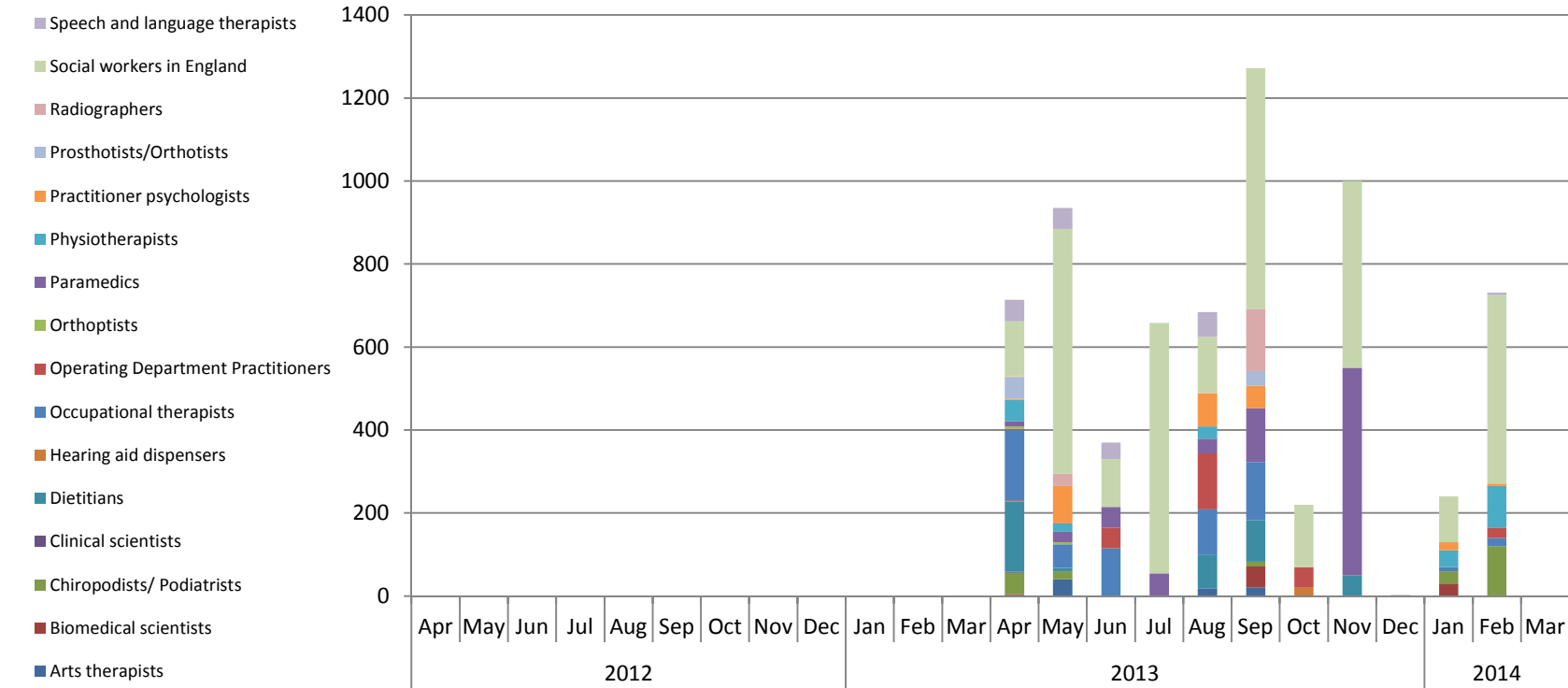
Downloads by profession

	2012			2013									2014			Total								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Arts Therapists													16	15	20	6	9	18	17	13	8	23	10	155
Biomedical scientists													4	5	4	2	4	0	4	13	6	4	2	48
Chiropodists													42	31	21	26	43	29	49	33	31	24	14	343
Clinical scientists													1	0	11	1	1	14	6	7	5	3	0	49
Dietitians													18	9	10	7	10	7	6	8	6	12	2	95
Hearing aid dispensers													9	5	3	4	3	3	1	4	0	1	2	35
Occupational therapists													23	12	8	13	15	18	55	16	17	8	12	197
Operating department practitioners													1	0	1	0	3	0	3	2	0	1	5	16
Orthoptists													1	0	0	0	5	2	0	0	0	0	0	8
Paramedics													24	14	31	30	78	39	20	15	9	9	6	275
Physiotherapists													17	42	40	54	29	32	39	30	17	38	41	379
Practitioner psychologists													51	243	89	49	68	61	62	41	34	46	58	802
Prosthetists / orthotists													8	3	0	1	0	6	0	1	2	1	0	22
Radiographers													24	5	3	2	2	1	3	3	3	16	4	66
Social workers in England													14	28	13	8	17	16	19	11	17	16	10	169
Speech and language therapists													61	29	16	14	35	53	31	15	6	10	13	283



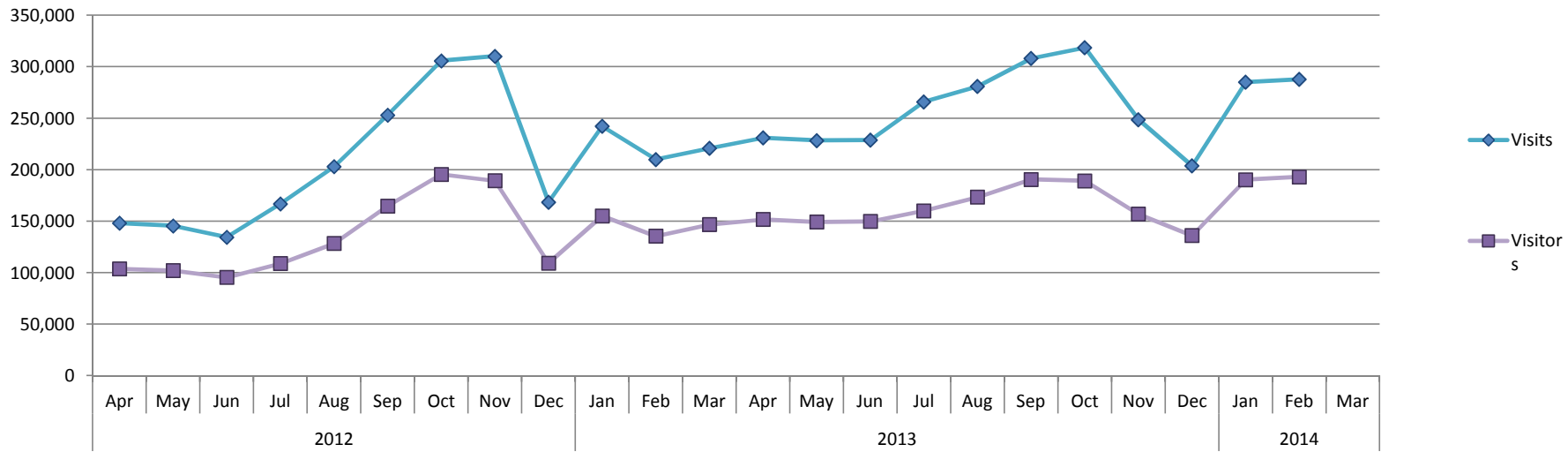
	2012			2013									2014												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
CPD and your registration													157	464	390	450	160	480	230	405	114	75	492		
Guidance on conduct and ethics for students													102	560	530	1328	1196	1842	555	137	4	445	51		
Standards of conduct, performance and ethics													192	226	440	305	278	550	170	300	2	250	615		
Standards of proficiency (all 16 professions)													714	935	370	658	684	1272	220	950	2	240	731		
Your guide to our standards for CPD													158	120	50	154	8	40	20	100	0	30	120		

2012/13	2013/14
FYE	YTD
	3417
	6750
	3328
	6776
	800



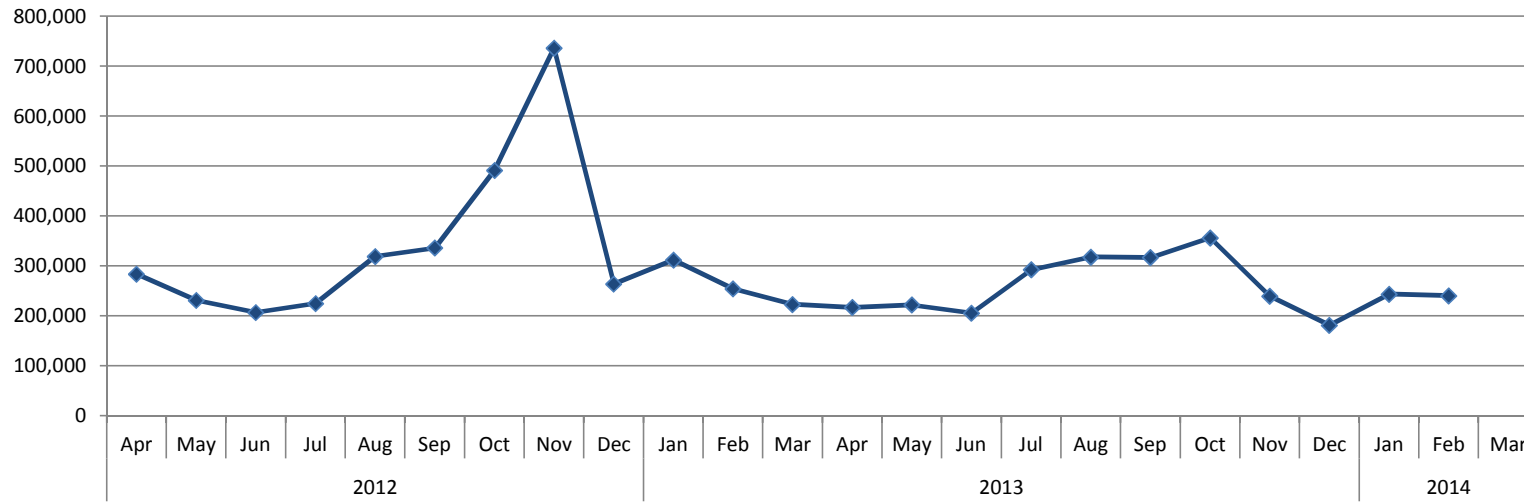
	2012			2013									2014											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>Arts therapists</b>													2	40	0	0	19	21	0	0	0	0	0	
<b>Biomedical scientists</b>													2	0	0	0	0	50	0	0	1	30	0	
<b>Chiropodists/ Podiatrists</b>													52	20	0	0	0	12	0	0	0	30	120	
<b>Clinical scientists</b>													2	0	0	0	0	0	0	0	1	0	0	
<b>Dietitians</b>													169	8	0	0	80	100	0	50	0	0	0	
<b>Hearing aid dispensers</b>													2	0	0	0	0	0	20	0	0	0	0	
<b>Occupational therapists</b>													172	57	115	0	110	140	0	0	0	10	20	
<b>Operating Department Practitioners</b>													2	0	50	0	135	0	50	0	0	0	25	
<b>Orthoptists</b>													6	5	0	0	0	0	0	0	0	0	0	
<b>Paramedics</b>													12	25	50	55	35	130	0	500	0	0	0	
<b>Physiotherapists</b>													52	20	0	0	30	0	0	0	0	40	100	
<b>Practitioner psychologists</b>													2	90	0	0	80	54	0	0	0	20	6	
<b>Prosthetists/Orthotists</b>													52	0	0	0	0	35	0	0	0	0	0	
<b>Radiographers</b>													2	30	0	0	0	150	0	0	0	0	0	
<b>Social workers in England</b>													133	590	115	603	135	580	150	450	0	110	454	
<b>Speech and language therapists</b>													52	50	40	0	60	0	0	0	0	0	6	

2012/13	2013/14
FYE	YTD
	82
	83
	234
	3
	407
	22
	624
	262
	11
	807
	242
	252
	87
	182
	3320
	208



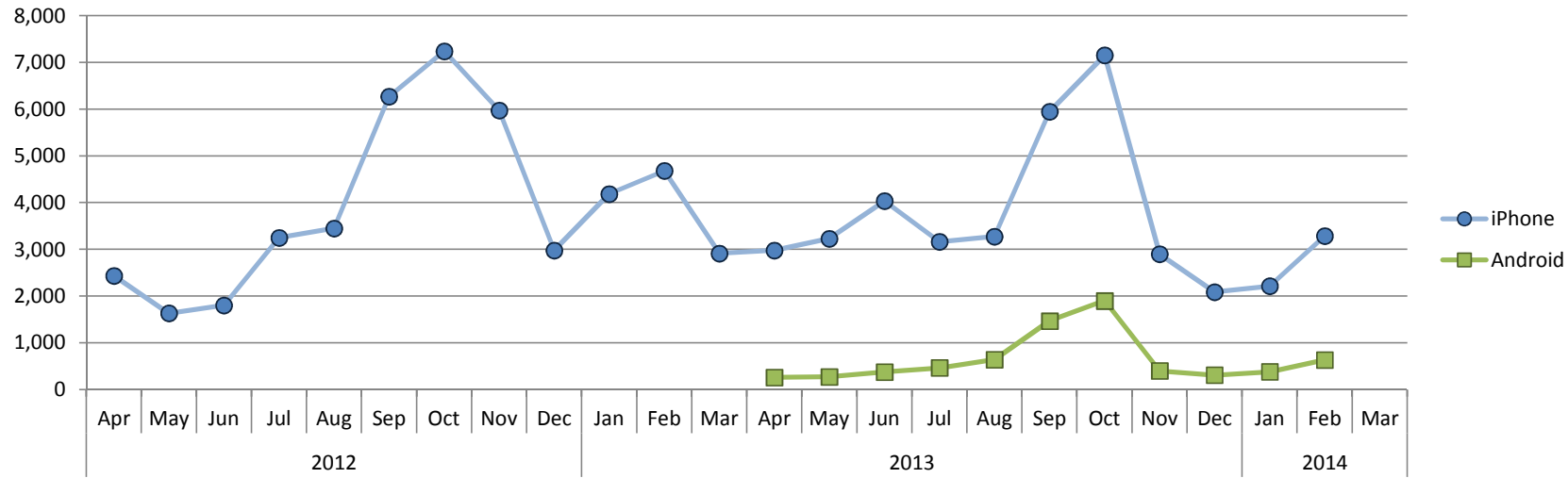
	2012			2013			2014			2009/10 FYE	2010/11 FYE	2011/12 FYE	2012/13 FYE	2013/14 YTD															
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec						Jan	Feb	Mar												
<b>Visits</b>	#####	#####	#####	#####	203,032	253,097	305,852	#####	#####	242,325	#####	220,888	#####	228,388	228,865	266,063	280,954	#####	#####	248,792	203,797	#####	287,890						
<b>Visitors</b>	#####	#####	95,464	#####	128,410	164,741	195,561	#####	#####	155,154	#####	146,764	#####	149,184	149,801	160,105	173,343	#####	#####	156,871	136,109	#####	192,973		938,149	#####	#####	#####	#####





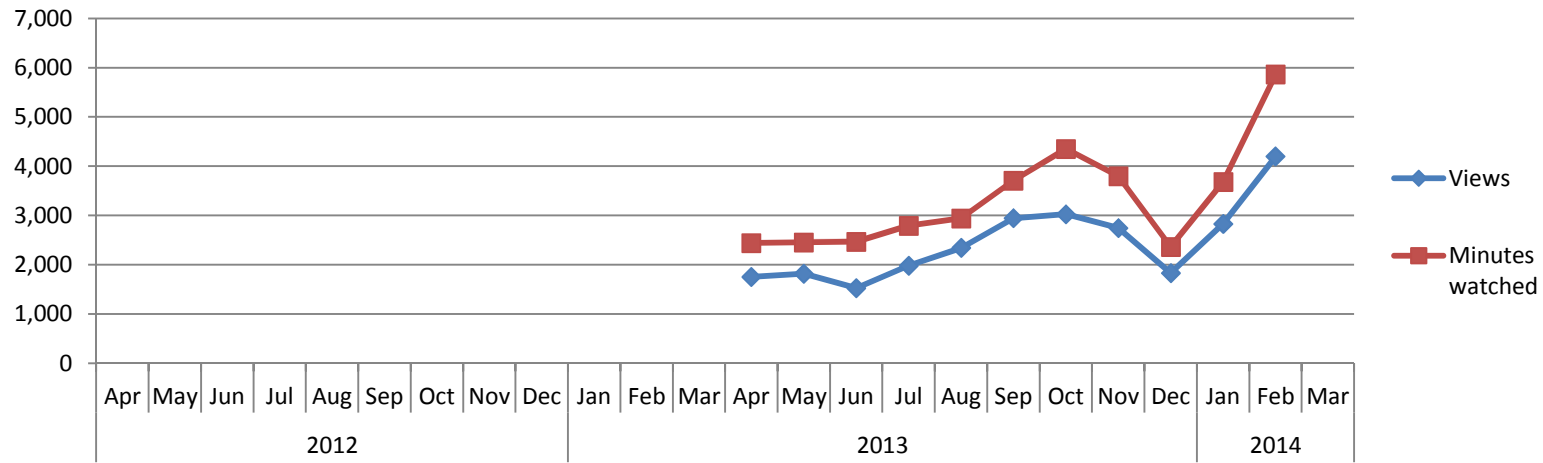
	2012			2013			2014			2009/10	2010/11	2011/12	2012/13	2013/14															
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD
Page views	283,852	#####	206,705	224,785	#####	335,990	#####	#####	263,930	#####	254,429	222,722	#####	#####	205,684	292,324	#####	#####	356,272	239,490	#####	243,448	#####				#####	#####	





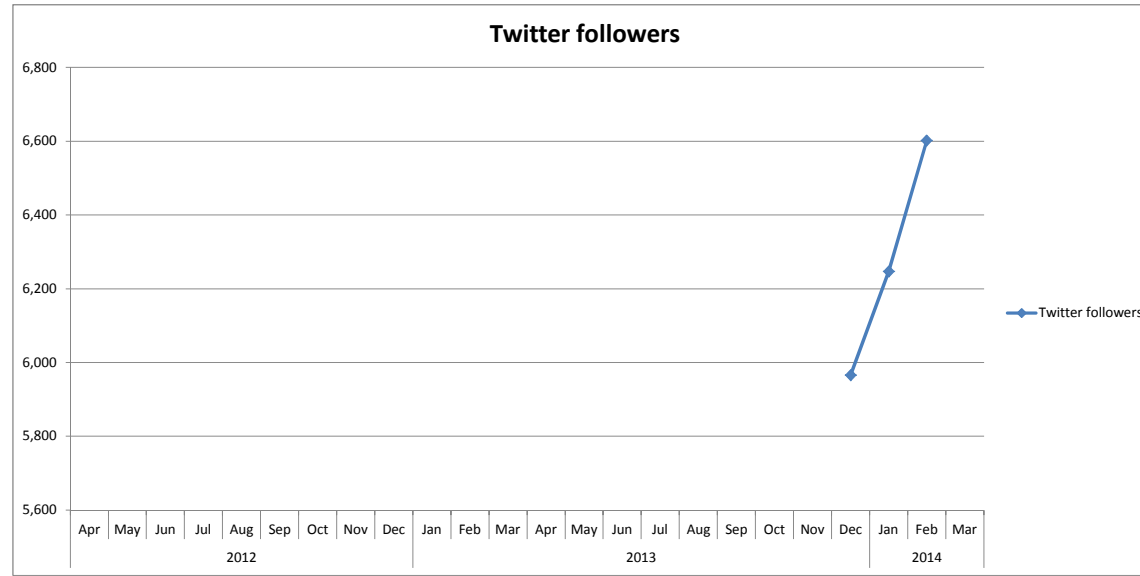
	2012			2013									2014											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>iPhone</b>	2,437	1,634	1,807	3,252	3,453	6,271	7,245	5,976	2,980	4,189	4,684	2,916	2,982	3,231	4,037	3,165	3,278	5,948	7,157	2,899	2,091	2,216	3,289	
<b>Android</b>													261	272	375	464	643	1,467	1,904	400	310	380	635	

2009/10	2010/11	2011/12	2012/13	2013/14
FYE	FYE	FYE	FYE	YTD
			46,844	40,293
				7,111

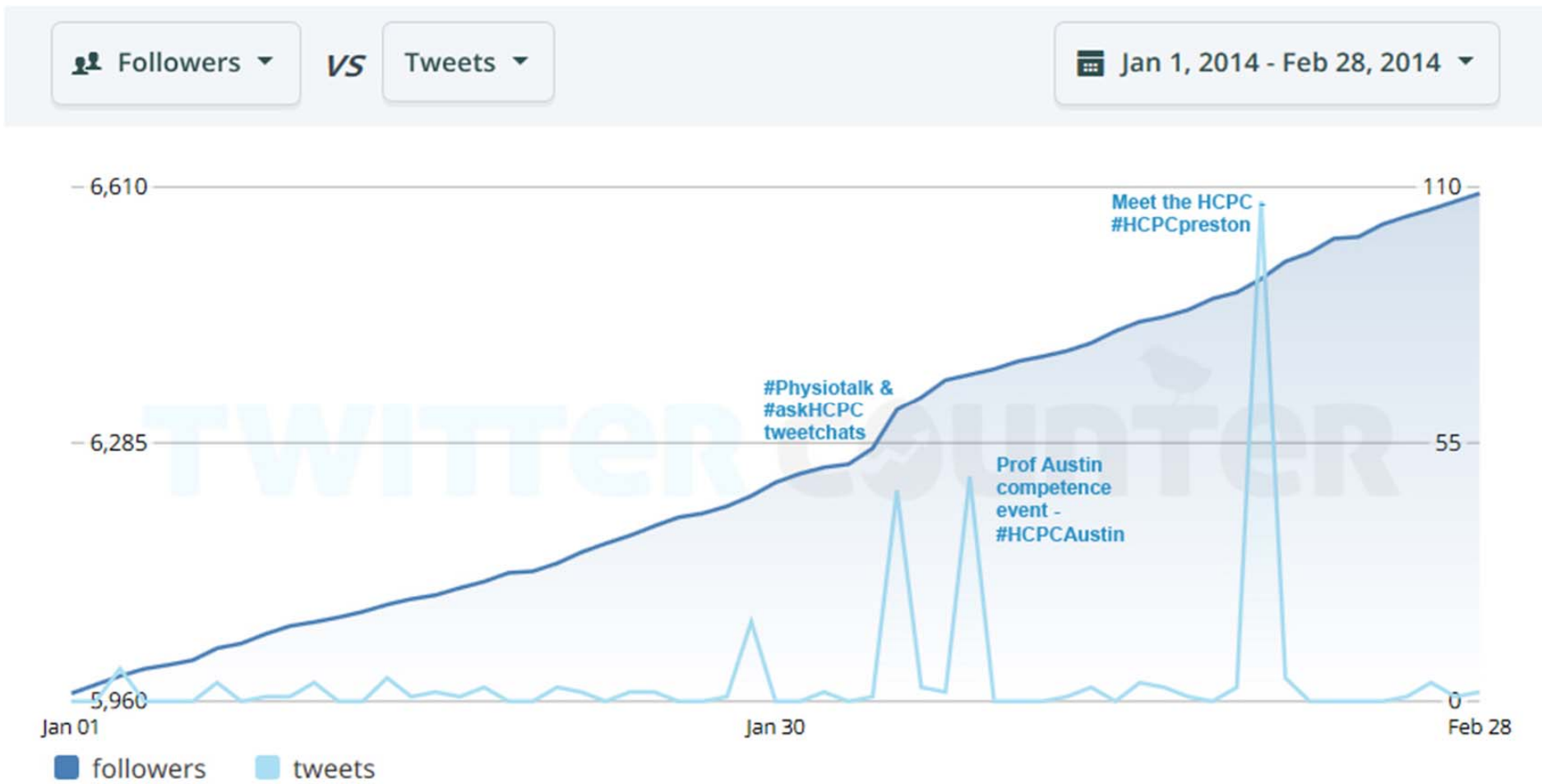


	2012			2013									2014											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>Views</b>													1,753	1,820	1,526	1,978	2,341	2,945	3,028	2,745	1,833	2,831	4,199	
<b>Minutes watched</b>													2,439	2,457	2,469	2,790	2,940	3,709	4,352	3,799	2,364	3,682	5,863	

2009/10	2010/11	2011/12	2012/13	2013/14
FYE	FYE	FYE	FYE	YTD
				26,999
				36,864



	2012												2013												2014											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar												
Twitter followers																						5966	6247	6602												



### Post Reach

The number of people who saw your posts.

