

Scotland's AHP Compendium 2020
“Using the AHP positive impact stories to influence”
Final Report
11 / 11 / 20

Aims

To publish on AHPFS webpage - accessible for anyone and everyone to use for whatever purpose they wish locally and nationally

- a) an e-book of AHP positive impact stories with preface from CAHPO, AHPFS Chair and ADSG Chair
- b) 30 remaining blogs

Organising Group

June Wylie, Fraser Ferguson, Debbie Proven, Elaine Hunter, Andrea Wilson, Kim Hartley Kean

Outcomes:

Outcome goals set before AHP Day were –

- a) Increased awareness of positive impact AHPs have
- b) Praise for AHPs from people with influence over AHP services

Measures agreed before AHP day were -

- RTs with comments
- RTs -
- AHPFS Webpage visits
- Press story /ies

Actual Outcomes

See attached – key points;

- @AHPScot had 44K impressions in October
- 20K of which were on AHP Day
- 11K out of the 20K impressions specifically referring to Compendium

In 2019 twitter stats were as follows when there were a lot more impressions

The Numbers



Other points;

- AHP Day trending at various points
- Good RTs from influential figures Gregor Smith, Jason Leitch; Fiona MacQueen; Ian Welsh; Theresa Fyffe RCN; Carey Lunan RCGP
- People have said AHP day was a much noisier, busier day than before and it gave people boost
- Good feedback from AHPFS / PB members

- HIS Comms leads – supported.
- NES Comms lead - flagged to board comms leads; advised on building social media presence – after following sustained plan NES mentions grew exponentially.

Recommendations

1: AHP Day not the end!

- Need AHP social Media / AHPFS / AD SG / NES / HIS / HEIs joined-up working, forward planning around calendar of awareness days – include HEI'S?
- Good learning from NES – it works!
- Need to intentionally capture stories all year round e.g. on Long Covid; AHP roles; user feedback; webinar recordings good source
- Need to link up our various webpages

2. We have more assets we may be able to access

- Use "Twitter Moments" – (see if we can generate from AHP Day 2020); NES doing "Wakelet" (e.g. <https://wke.lt/w/s/iirz35>)
- Explore SG Comms Team role and support
- Use medical photography to do professional photos, photo competition among AHPs; NHS Scotland photo library been revamped (search tool) but hardly any of AHPs, Careers videos;
- Link up with AHP PB comms teams - tap that asset possibly
- Consider AHP Twitter takeovers by AHP Teams
- Patient, Service users their families and carers stories of their experience of using AHP services

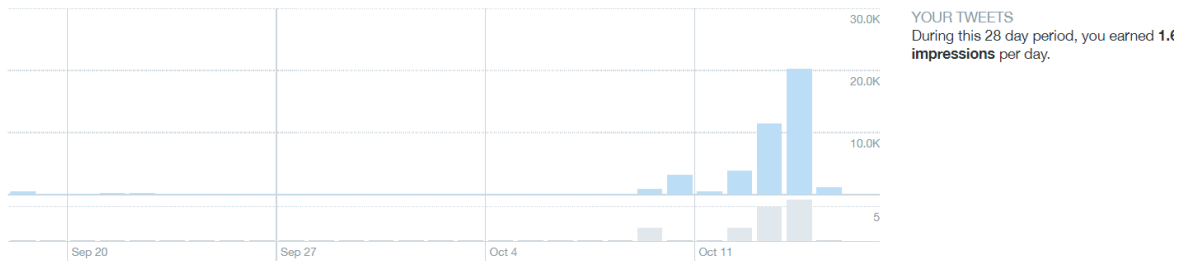
3. And other learning

- Be valuable to access “pay for” for analytics
- Multiple hashtags means measuring impact is hard, we can lost in analytics

4. One last thing from this group

- 30 positive stories still to be dropped into templates and posted on AHPFS webpage stories – this will be progressed
- Group now finished and handing back to AHP Social Media Group

Your Tweets earned **44.2K impressions** over this **28 day period**



Spike as expected on AHPsDayScot

Top three tweets were generated by ourselves

Tweet Content	Retweets	Replies	Engagement Rate
AHPsScot @Ahpsscot · Oct 12 The Allied Health Professions are diverse but their collective impact is huge! Follow #AHPsDayScot throughout the coming week to find out more and to join AHPs as they #Celebrate #Appreciate #Inspire & #Connect #AHPsDay pic.twitter.com/2T5LWXnuD9	7,923	284	3.6%
AHPsScot @Ahpsscot · Oct 14 Happy #AHPsDay! Take a look at The AHP Compendium featuring 21 positive impact stories from 11 professions & be inspired! ahpf.org.uk/Allied_Health_... #AHPsDayScot @ahpfscot @NESnmahp @Carolyncahpo @FionaCMcQueen pic.twitter.com/1l8SaHqNTM	6,354	314	4.9%
AHPsScot @Ahpsscot · Oct 13 Tomorrow we'll be sharing AHP Impact stories - a collaboration from AHPs working across Scotland, @ahpfscot & @NESNMAHP Encourage everyone to follow us, our colleagues and share the stories far and wide! #AHPsDay #AHPsDayScot @Carolyncahpo @elaineahpmh pic.twitter.com/V7YEx6UWgc	4,761	153	3.2%

Engagement rate
2.0%
Oct 15 2.3% engagement rate

Link clicks
153
Oct 15 2 link clicks

On average, you earned **5 link clicks** per day

Retweets without comments
186
Oct 15 1 Retweet without comments

On average, you earned **7 Retweets without comments** per day

Likes
426
Oct 15 14 likes