

APPENDIX 7

Social Media Coverage of Locality Plan Engagement

Twitter and Facebook promotion of the Locality Plan engagement activity – including the roadshows and survey – took place from 1st November 2017 onwards.

15 Tweets were made on Twitter and 25 posts on Facebook to promote engagement activities.







TWITTER




The total number impressions (number of people that have seen the Tweets) for the Twitter promotions was **15,512** and the total number of engagements (including retweets, clicks and likes) was **128**.

FACEBOOK

The total number of people reached in the Facebook promotion was **47,148**, with **907** post clicks and **146** likes, comments and shares.

A sample of some of the posts made on Twitter and Facebook and their reach are shown below:

<p> Oxfordshire Clinical Commissioning Group - OCCG Published by Julia Stackhouse (7) - November 21 at 6:45pm - 🌐</p> <p>People in #Banbury telling us what is important to them about GP services! Places are still available in #Didcot tomorrow and #Oxford on Thursday! Come and tell us what works and doesn't work at your doctors surgery - Book now 01865 334638</p> 	<p>Type of post: Facebook</p> <p>Reach: 3,907 Likes: 3 Shares: 0</p>
<p> Oxfordshire Clinical Commissioning Group - OCCG Published by Sara Price (7) - November 20 at 12:25pm - 🌐</p> <p>Tell us your views on primary care services in North East #Oxfordshire at a workshop on Thurs 30 Nov, Littlebury Hotel, #Bicester 6.30pm-8pm http://bit.ly/NElocalityplan #OxonLocalities</p> 	<p>Type of post: Facebook</p> <p>Reach: 895 Likes: 1 Shares: 2</p>
<p> Oxfordshire Clinical Commissioning Group - OCCG Published by Sara Price (7) - November 18 at 4:57am - 🌐</p> <p>We want to know your views on the priorities identified so far for local GP & primary care services in South East #Oxfordshire. Book a place on a workshop on Tues 28 Nov at The George Hotel, #Wallingford, 6.30pm- 8pm http://bit.ly/SElocalityplan #OxonLocalities</p> 	<p>Type of post: Facebook</p> <p>Reach: 1,746 Likes: 0 Shares: 2</p>

 <p>NHS Oxfordshire CCG @OxonCCG Do you live in or near #ChippingNorton? Share your views on local GP & primary care services & the priorities identified so far. Join a workshop on Tues 14 Nov, Chipping Norton Town Hall 7.30pm-9pm http://bit.ly/Northlocalityplan ... #OxonLocalities pic.twitter.com/FaDHkrtf9Q</p>		<p>Type of post: Twitter</p> <p>Impressions: 2,462 Total Engagements: 16</p>
 <p>NHS Oxfordshire CCG @OxonCCG Can't attend a workshop? Share your ideas & views on local GP & primary care services & the priorities identified for each Locality across #Oxfordshire. Answer the survey for your area now http://bit.ly/OxonLocalityPlans ... #OxonLocalities pic.twitter.com/J9CoCbgf4h</p>		<p>Type of post: Twitter</p> <p>Impressions: 913 Total Engagements: 7</p>
 <p>NHS Oxfordshire CCG @OxonCCG Good feedback from Witney event; local people can share more views on GP services in Carterton 8/11 all welcome https://tinyurl.com/y8w6vxyp pic.twitter.com/fStLuWVbd4</p>		<p>Type of post: Twitter</p> <p>Impressions: 1,246 Total Engagements: 8</p>