Appendix 5: Social media analysis of the Townlands Consultation

**Twitter Analysis**
Total number of Tweets = 19
Total number of Impressions for Townlands Tweets (number of times users saw the Tweet) = 8,980
Total number of Engagements for Townlands Tweets (number of times users interacted with the Tweet) = 88

**13 May**
Have your say on proposals for services at the new Townlands Hospital, Henley on Thames  
bit.ly/1bP1ZRl  
Impressions = 425  
Engagements = 3

**13 May**
Book to attend our public workshop on Townlands Hospital on 21 May bit.ly/1bP1ZRl  
Impressions = 388  
Engagements = 0

**13 May**
Townlands Hospital consultation bit.ly/henleyhosp Have your say online or book a place at the event on 21 May pic.twitter.com/0EZsqc5cUO  
Impressions = 501  
Engagements = 5
May 21
Places still available at our #Townlands hospital consultation event tonight, 6-9pm, Phyllis Court, #Henley Call 01865 334638 to book
Impressions = 699
Engagements = 4

May 21
And if you can't make the consultation event on #Townlands hospital tonight, you can still have your say here bit.ly/townlandsurvey
Impressions = 595
Engagements = 11

May 21
Tonight's public meeting in Henley to discuss the future model of care at Townlands hospital about to begin pic.twitter.com/c5TPCH1plZ
Impressions = 442
Engagements = 10
May 21
Local residents hear about care model options for community services @ new Townlands Hospital, Henley pic.twitter.com/DYlxNyQwQQ
Impressions = 431
Engagements = 5

May 21
Extended Q&A session at Townlands hospital public meeting. Thank you to everyone who asked a question. pic.twitter.com/v8P2kaiUeZ
Impressions = 409
Engagements = 5
**May 21**
Tonight’s public meeting on future care at Townlands is concluding. Continue to share views here consult.oxfordshireccg.nhs.uk/consult.ti/Tow...
Impressions = 482
Engagements = 8

**May 22**
Thanks to those at #Townlands hospital consultation last night. Slides are at bit.ly/townlandsslides
More event dates to follow...
Impressions = 492
Engagements = 2

**May 22**
Next date for Henley Townlands hospital discussion: Join us at OCCG Governing Body meeting 1-2pm, Henley Town Hall bit.ly/occgboard
Impressions = 486
Engagements = 2

**May 24**
Have you done the #Townlands hospital survey yet? bit.ly/townlandsurvey Have your say on health services in #henley pic.twitter.com/GCHDmFrRrs
Impressions = 993
Engagements = 15
May 25
Date for the diary: Thurs 11 June, 7pm, Peppard Sports Pavillion, South #Oxon. Have your say on Townlands hospital bit.ly/1bP1ZRI
Impressions = 470
Engagements = 1

June 3
More chances to have a say on the future of #Henley #Townlands hospital bit.ly/townlandsevents
Join us 9 or 11 June to share your views
Impressions = 326
Engagements = 4

June 4
Share views & ask Qs at #Henley #Townlands hospital consultation bit.ly/townlandsevents at drop-in sessions, Christchurch centre 10-15 June
Impressions = 395
Engagements = 1

June 5
IMPORTANT:@henleystandard has published an incorrect phone no. for #Townlands hospital consultation. Correct phone no. is 01865 334638
Impressions = 353
Engagements = 1

**June 10**
Missed our drop-in session on #Townlands hospital at the Christchurch Centre in #Henley this a.m.? Come back tomorrow 10am-12noon instead!
Impressions = 318
Engagements = 4

**June 11**
Happening now! Drop-in session to share views on #Townlands hospital at the Christchurch Centre in #Henley. Pop in and see us
Impressions = 269
Engagements = 5

**June 12**
Another drop-in session today on #Townlands hospital in #Henley. We'll be at the Christchurch Centre 3-5pm to hear views - see you there
Impressions = 506
Engagements = 2
Facebook Analysis

Total number of posts = 12
Total number of people reached through these posts = 1,095
Total number of Likes, Shares & Comments = 32
Another drop-in session today on at Townsend hospital in Henley. We'll be there this afternoon from 3-5pm so if you're free and have some to share or questions to ask, won't have to see you.

http://bit.ly/2eOnhQm

Oxfordshire Clinical Commissioning Group (OCCG)