

Communications report summary (Oct - Dec 2023)

We had **9141** visits to our website during this period, with **3469** individual ‘unique’ page views. This is slightly higher compared to the last Comms Report from the period **July - September 2023** which saw **6258** visits to our website during this period, with **4805** individual ‘unique’ page views.

Website performance

Pages most viewed on the website during this period were:

- [Safeguarding Adults Board Conference](#) with 251 unique page views
- ***Spotlight on health and social care services** with 203 unique page views
- [Breast Cancer Awareness Month](#) with 155 unique page views
- [News and Reports](#) with 120 unique page views
- [Contact us](#) with 117 unique page views
- [Virtual Wards - One Year On Event](#) with 113 unique page views
- [Volunteering](#) with 81 unique page views
- [Events](#) with 43 unique page views
- [Search Results](#) 24 unique page views

The London Annual Safeguarding Adults Board Conference event page received the highest number of page views during this period, once again proving the popularity of this event and also due to the promotions that were done around the event. Social care services and Breast Cancer Awareness Month also proved to be popular topics during this period.

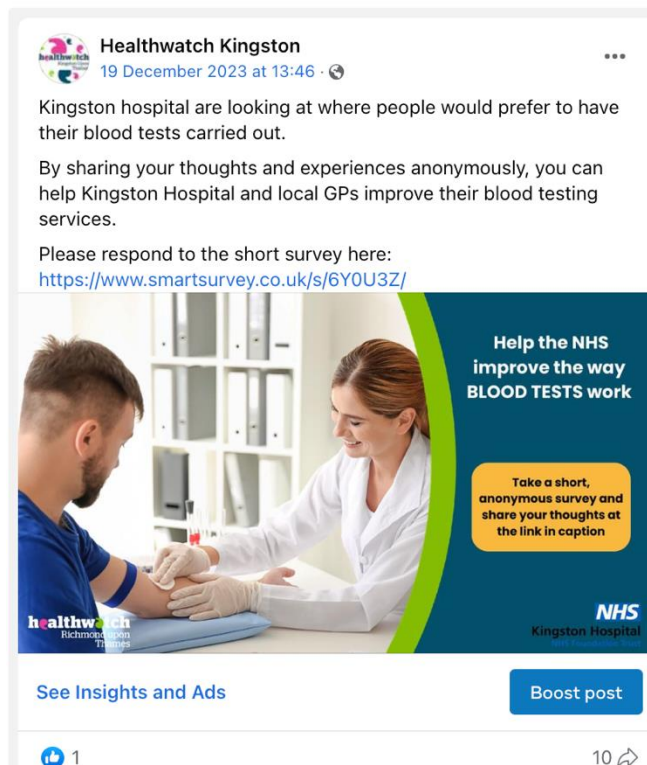
It is good to see interest in our Virtual Wards - One year on event - as this was promoted to all of our stakeholders. Interestingly the ‘Blue Badge Parking at Kingston Hospital’ page is no longer featuring at the top.

*The ‘Spotlight on health and social care services’ cannot currently be located on the website - this is something Google Analytics has pulled through. We are working on identifying the page.

Social media performance

Popular posts on social media during this period included:

- Kingston Council Awards new Healthwatch Kingston Contract
- Dementia Friends Sessions
- Kingston Hospital survey on blood tests



This post about Kingston Hospital’s survey on blood tests reached 2,730 people without any paid promotional activity - proving to be a popular topic with our audiences.

We ran no paid advertising campaigns during this period.

Newsletter

We sent out five separate newsletters during this period to the 742 recipients of our mailing list. Top performing articles were:

- Care Workforce Wellbeing Report
- Open Meeting articles
- Virtual Wards - One year on
- Adult Social Care
- Rough sleepers
- Cost of living