

## Communications report summary (January - March 2024)

We had **8323** visits to our website during this period, with **4092** individual 'unique' page views. This is slightly higher compared to the last Comms Report from the period **October - December 2023** which saw **9141** visits to our website during this period, with **3469** individual 'unique' page views.

### Website performance

Pages most viewed on the website during this period were:

- **Recruitment** with 258 unique page views
- **Mental Health Services** with 155 unique page views
- **News and Reports** with 154 unique page views
- **Contact Us** with 119 unique page views
- **Healthwatch Kingston's Open Meeting** with 102 unique page views
- **Neurodiversity Celebration Week** with 97 unique page views
- **Healthwatch Kingston ME report** with 82 unique page views
- **Healthwatch Kingston Search** with 81 unique page views
- **Events** with 66 unique page views

Our Recruitment page received the highest number of views during this period which is unsurprising since we were recruiting for a new Projects Officer and the job was advertised across Job boards, social media, our newsletter and the website. Mental Health Services continues to be a popular area of our website and it seems something Kingston residents much be searching to find out more about.

Our Neurodiversity Celebration Week interview with Katy has also been a popular item on our website as this was promoted and published across our channels. Personable content such as this usually proves popular with audiences.

We also published and promoted our ME Report during this period and so it is unsurprising to see this performing well in our top 10 viewed news items.

## Social media performance

Popular posts on social media during this period included:

- Healthwatch Kingston's January Open Meeting
- Enter and View training - despite proving a popular post we unfortunately had to reschedule this event due to last minute cancellations
- Neurodiversity Celebration Week - as highlighted above, many people engaged with our interview with Katy



**Neurodiversity Celebration Week**  
March 18 - 24, 2024

**Healthwatch Kingston @HWKingston**  
For neurodiversity celebration week, we caught up with Katy, a Kingston resident, to find out more about what living with neurodiversity is like for her. Read the conversation here:  
[https://www.healthwatchkingston.org.uk/news/2024-03-14/healthwatch-kingston-chats-katy-neurodiversity-celebration-week ...](https://www.healthwatchkingston.org.uk/news/2024-03-14/healthwatch-kingston-chats-katy-neurodiversity-celebration-week...)  
<pic.twitter.com/An9VGKHObb>

- MSP survey - we paid for promotion on this advert and so it is unsurprising that it reached 3,423 people.



**Healthwatch Kingston**  
7 March at 10:35 · 🌐

Kingston Making Safeguarding Personal Project - We are currently collecting experiences of the adult safeguarding services in Kingston. Have your say before the survey closes at the end of March: <https://uk.surveymonkey.com/r/P3B3T2D>

HEALTHWATCHKINGSTON.ORG.UK  
**Kingston Making Safeguarding Personal Project | Healthwatch Kingston** [Learn more](#)

## Newsletter

We sent out three separate newsletters during this period to the 739 recipients of our mailing list. Top performing articles were:

- Healthwatch Kingston Open Meeting (23 January)
- Recruitment
- ME Report
- E&V training
- Neurodiversity week
- Community Engagement Workshop