

# Media dashboard



## Media Dashboard NHS Scarborough and Ryedale CCG December 2018



| Website Activity          |                                      |                         | Key deliverables for this month   |  |
|---------------------------|--------------------------------------|-------------------------|---|--|
| <b>Total Website Hits</b> | <b>Last Month</b>                    | <b>This Month</b>       | Media releases<br>Social media<br>Self-care nudge campaign<br>OTC meds / Pharmacy First<br>Website content<br>Staff newsletter<br>Stakeholder Newsletter<br>Winter comms      |  |
|                           | <b>Top 3 pages visited</b>           |                         |   |  |
|                           | Home page                            | Home page               |   |  |
|                           | RSS feed                             | RSS feed                |   |  |
|                           | About us / governing body            | Prescribing             |   |  |
|                           | <b>Average time spent on website</b> |                         | Media releases<br>Social media<br>Self-care nudge campaign<br>OTC meds / Pharmacy First<br>Website content work<br>Staff newsletter<br>Stakeholder Newsletter<br>Winter comms |  |
|                           | 2 Minutes<br>54 Seconds              | 2 Minutes<br>18 Seconds |   |  |
|                           |                                      |                         |   |  |
|                           |                                      |                         |   |  |
|                           |                                      |                         |   |  |
| Twitter Analysis          |                                      |                         | Key deliverables for next month   |  |
|                           |                                      |                         | Media releases<br>Social media<br>Self-care nudge campaign<br>OTC meds / Pharmacy First<br>Website content work<br>Staff newsletter<br>Stakeholder Newsletter<br>Winter comms |  |
|                           |                                      |                         |   |  |
|                           |                                      |                         |   |  |
|                           |                                      |                         |   |  |
|                           |                                      |                         |   |  |
| <b>New followers</b>      | <b>Last Month</b>                    | <b>10</b>               |   |  |
|                           | <b>This Month</b>                    | <b>27</b>               |   |  |
| <b>The Loop</b>           | <b>Members</b>                       | <b>184</b>              |   |  |
|                           | <b>New this month</b>                | <b>4</b>                |   |  |

# Media dashboard



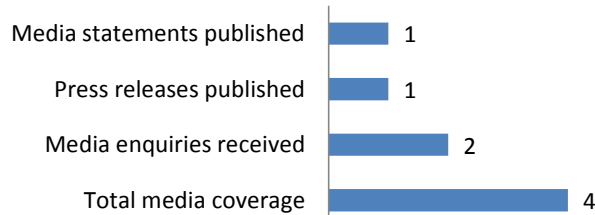
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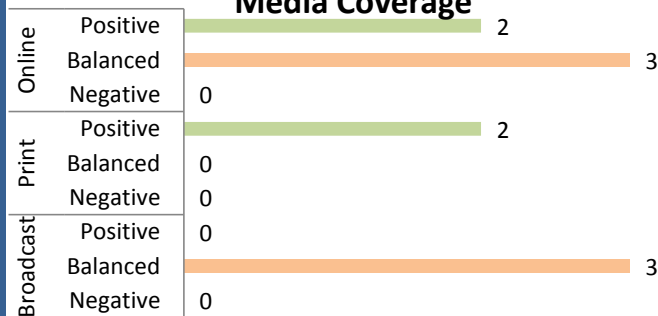
### Overall media activity and coverage

### MP & PQ's

#### Media activity



#### Media Coverage



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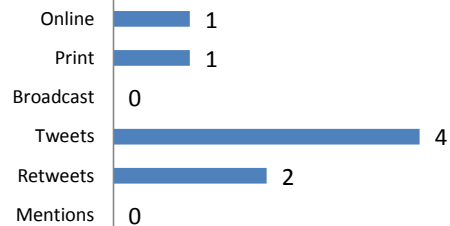
MP Letters

PQ's

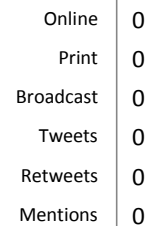
#### Top MP Letter Themes

### Top press releases

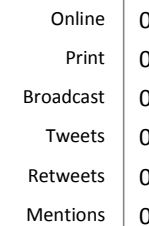
#### CCG welcomes hospital investment



#### n/a



#### n/a



NHS Scarborough and Ryedale Clinical Commissioning Group (CCG) has welcomed a £40 million funding boost to upgrade Scarborough Hospital's emergency department.

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