

Council – 23 September 2015

Communications Report

Executive summary and recommendations

Introduction

This report sets out the main activities of the Communications Department since the last meeting of Council. It includes statistical information and highlights key work undertaken across the range of communication channels.

Decision

The Council is requested to discuss the document.

Background information

None

Resource implications

The resources for the Department are set out in the annual workplan and budget 2015-16.

Financial implications

None

Appendices

Communications Report

Date of paper

15 September 2015

Communications – management commentary

1 Communications projects and activities

HCPC In Focus: From 5 June – 17 July 2015 we conducted an electronic survey to collect feedback from readers. Questions covered the relevance and amount of content, frequency of distribution, areas for future development and general feedback. The responses have provided a starting point for future developments to the newsletter with key findings including suggestions for content and interest in one-off special editions around key pieces of news. The full report has been published on our website.

Media and pr campaigns: Work continues on three key pieces of work. These include 1) promoting hcpc registration: we have surveyed registrants which has provided useful information about which resources they are currently aware of and making use of. These findings will inform the next stages of the project; 2) Signposting: we have researched organisations who either don't signpost to the HCPC online or who refer to HCPC incorrectly, including some professional bodies, charities and employers as well as NHS umbrella organisations. The next step is to tailor our approach to each, making sure they have relevant and up to date information; and 3) Be Sure: we now have a new version of the film which will be used to raise awareness of the Register and the sorts of concerns we deal with. We are finalising the communications plan and working with an external agency to place the film on a range of consumer websites.

2 Communications expertise to departments

Policy: We have developed a communications plan designed to widely disseminate the updated version of Health, disability and becoming a health and care professional which is due to be published later this month. This includes dedicated web pages, a press release and social media as well as targeted distribution to a range of stakeholders including disability and careers services at universities as well as numerous disability charities. We have also targeted collaborative outreach networks which have links to over 4,300 secondary schools and colleges. The Guide will be available in a range of formats and a new video (with British Sign Language interpreting) is being produced drawing on content from the publication.

3 Business as usual communications activities

Events

Meet the HCPC events: The next Meet the HCPC events will take place in Stornoway on 5 October and Fort William on 7 October. The programme will once again include an introduction to HCPC followed by a presentation and workshop on the preventing small problems becoming big problems research.

Communications – management commentary

Employer events: On 9 July we ran an Employer event in Exeter with 24 attendees. The event included presentations on what employers need to know about registration, fitness to practise and the research on preventing small problem becoming big problems. 71% of attendees rated the event overall as good and 29% as excellent. The next event will take place in Cambridge on 12 November.

Education stakeholder event: On 7 October we are holding the second annual education stakeholder event which will focus on the ongoing review of our Standards of education and training. The event will include a presentation by researchers at Keele University on inter-professional education among HCPC-approved programmes. Delegates from education providers, practice educators and professional bodies will be attending.

Media

Statements and reactive lines: we submitted a statement to Community Care magazine in response to a blog piece written by an academic resigning from her university position.

Articles: as well as pieces in Complete Nutrition and Locum Today we have increased the content for the HCPC blog including articles on the Education and Training Committee, FTP concerns, HCPC registration, FTP advice for employers and a welcome from Anna (former Chair) to Elaine (our new Chair). We are now posting at least 2 articles every month and in August had over 6000 page views.

Publishing

The following have been published:

- Practitioner psychologists Standards of proficiency: revised standards published on Wednesday 1 July 2015.
- Annual report and accounts 2014–15: published on Friday 17 July.

The publishing team have also worked on the following:

- Health, disability and becoming a health and care professional (final draft signed off and gone to print)
- The making of a multi-professional regulator (first draft sub-edited and sent to our designers)
- Fitness to Practise annual report (publication due November 2015)
- Education Update newsletter (publication due 12 October 2015)

Communications – management commentary

Stakeholder

Parliamentary monitoring and engagement: Three further parliamentary questions have been tabled regarding the fee rise, and the fees of other regulators, in both houses of the UK Parliament as well as the devolved assembly in Wales. Responses from the Department of Health have pointed to the fact that the HCPC has the lowest registration fee of the nine regulators overseen by the PSA. In the House of Lords, Lord Hunt of Kings Heath filed a regret motion relating to the fee rise. The issue will now be debated in the House of Lords although a date has not yet been set. There have also been several questions relating to the introduction of the Law Commission Bill and we will continue to monitor any developments on this issue. In the Scottish Parliament, the issue of adding clinical associates in applied psychology to professions regulated by the HCPC was also raised. The response pointed to the Command Paper, Enabling Excellence, and the preference for voluntary registers over statutory regulation.

Meetings with the professions: During this period, we held our annual meeting for the Chief Executive and Chair of HCPC with representatives of the Institute of Biomedical Science, and the Chartered Society of Physiotherapy on Wednesday 2 September. The Stakeholder Communications Manager also met with the incoming Assistant Director of Marketing and Communications at the College of Occupational Therapists on Friday 14 August. In the field of social work, the Stakeholder Communications Manager attended the ADASS Workforce Development Workshop on Friday 3 July, which looked at setting priorities and objectives for the group.

Conferences and presentations: The Stakeholder Communications Manager gave presentations at Epsom General Hospital on Wednesday 24 June, at the Association for Perioperative Practice Annual Conference in York on Friday 31 July, the Independent Hearing Professionals Annual Conference in Birmingham on Friday 4 September and at an AHP Study Day on Thursday 10 September at Southport and Ormskirk Hospital NHS Trust. He also attended the Patient Safety Congress in Birmingham (Monday 6 and Tuesday 7 July) as a delegate. On Tuesday 23 June, we delivered two sessions at NHS England's inaugural Chief Allied Health Professionals Conference. The theme of the Conference was innovation and entrepreneurship, and the HCPC Chair and Stakeholder Communication Manager led workshops considering how regulation supports innovation.

Wales: On Friday 19 June the HCPC Chair and Stakeholder Communications Manager met with the Lead AHP for Wales and colleagues in the Welsh administration, and attended the Directors of Therapies meeting. On Tuesday 21 July the Stakeholder Communications Manager presented the HCPC's research on 'preventing small problems from becoming big problems' to the Wales Concordat Forum.

Gibraltar: Following the signing of a Memorandum of Understanding with the Gibraltar Health Board earlier this year, the Stakeholder Communications Manager ran three well-attended sessions on the Council's CPD requirements in Gibraltar on Wednesday 1 July 2015.

Communications – management commentary

Engaging with patient, service user and carer representative organisations: following on from the Ipsos MORI research, brought to Council in February this year, we are beginning a piece of work to build relationships with a number of organisations which will allow us to share information and explore ways of working together. To date, we have identified a number of stakeholder organisations and have begun contacting and meeting with them.

Web and digital

Web deployment: Testing for this deployment, which refreshes the home, online register and audience pages, will complete in early September with a live release expected later this month. The refresh also makes the website more responsive to mobile devices.

Website review: With the help of an external supplier, we are conducting a review of the current website and existing stakeholder research to produce high-level recommendations to inform the business case for a major project to build a new HCPC website.

Email marketing: Having introduced new software to manage our bulk email, we have been setting up design templates for the different mailings that we produce. These include internal and external newsletters, Issues Brief, consultation emails and communication with HCPC Partners. We have sent 25 email campaigns during this period.

Web and digital requests: We had a total of 152 web and digital requests, including intranet video guidance for Outlook and updates to standards on the website and the myHCPC app.

Internal communications

Internal communications and engagement plans have been developed to support 1) the HR and Partners build project - this involves a range of communications activities to raise awareness of the project and to support the training of all employees and partners on the new system and 2) the Registration transformation and improvement project - this is a long term project (2015 – 2019) and the plan will be reviewed regularly. A key focus for communications activity will be National Customer Service week which takes place 5-9 October.

Employee farewell to Anna van der Gaag: On 8 September we held an internal event to give employees an opportunity to say thank you and goodbye to Anna. We presented Anna with a book, which contained photos of her time as Chair and messages of best wishes from all employees.

Communications Department Management Information Pack

Jacqueline Ladds, Director of Communications
September 2015

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Publishing

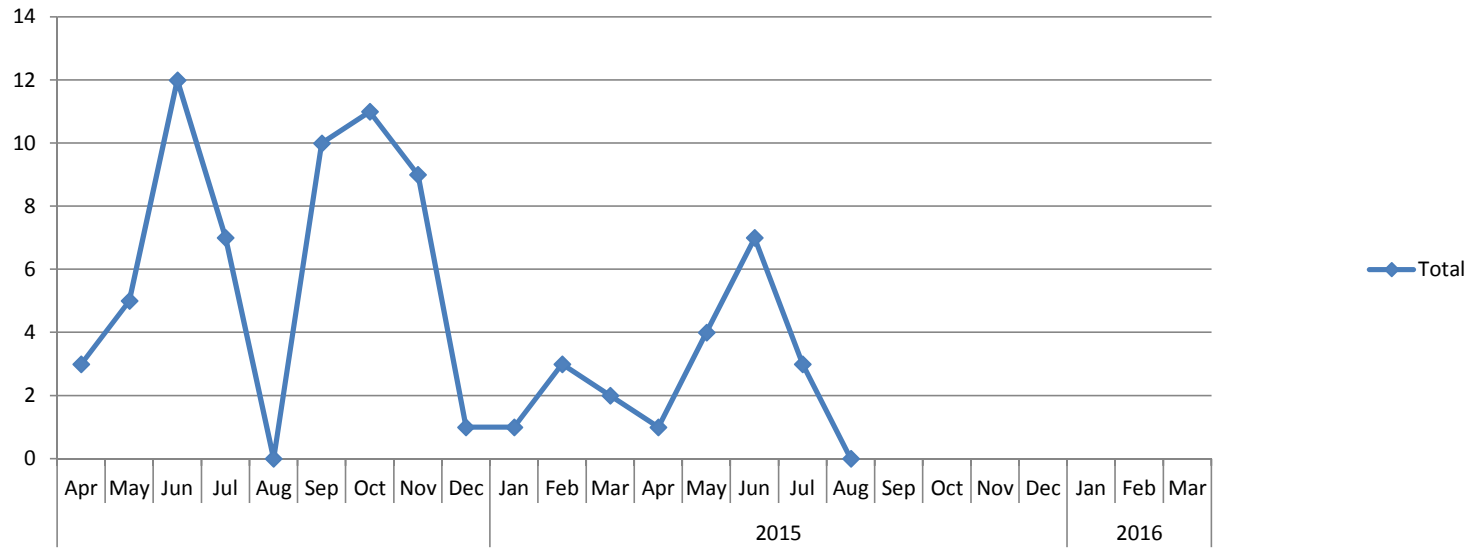
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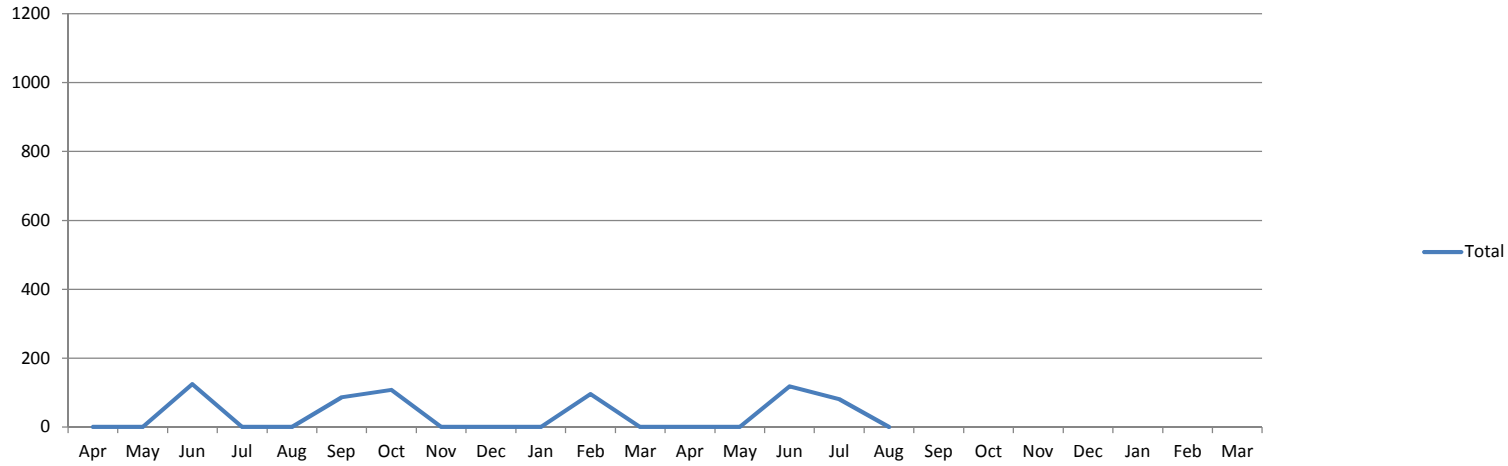


	2015												2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Exhibition stands	1	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0							
Presentations, talks and seminars (1)	1	3	9	7	0	8	4	5	0	0	0	0	0	1	1	2	0							
Meet the HCPC (2)	0	0	1	0	0	1	1	0	0	0	1	0	0	0	1	0	0							
Employer events	0	1	1	0	0	0	0	1	0	0	1	1	0	1	0	1	0							
Education seminars	0	0	0	0	0	0	5	2	1	0	0	0	0	0	0	0	0							
Stakeholder events	1	0	0	0	0	1	1	0	0	1	1	1	0	2	5	0	0							
Total	3	5	12	7	0	10	11	9	1	1	3	2	1	4	7	3	0							

2011/12 FYE	2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 YTD
26	16	10	4	1
16	47	44	37	4
9	10	7	4	1
6	6	5	5	2
6	12	6	8	0
0	3	9	6	7
63	94	81	64	15

(1) Presentations, talks and seminars given to any stakeholder group (including webinars)

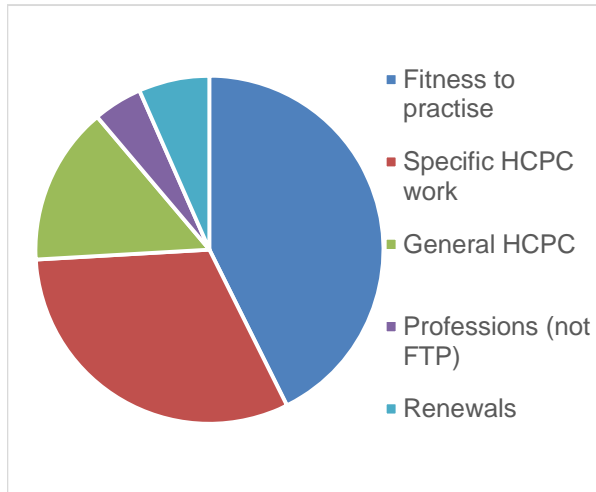
(2) 2 events on 1 day



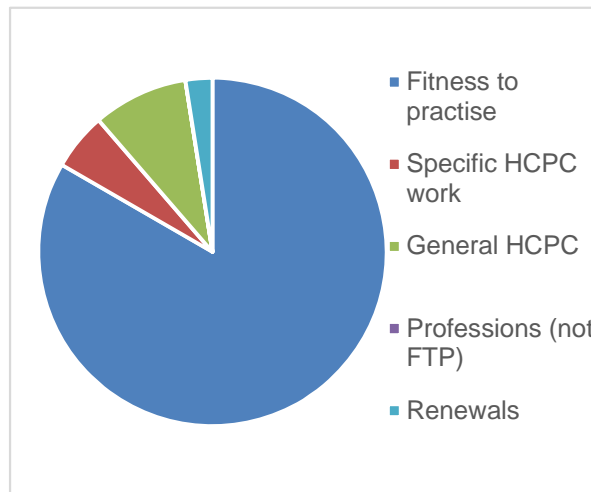
	2015												2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Arts therapists	0	0	2	0	0	10	1	0	0	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0
Biomedical scientists	0	0	7	0	0	1	4	0	0	0	7	0	0	0	2	6	0	0	0	0	0	0	0	0
Chiropodists	0	0	13	0	0	7	3	0	0	0	6	0	0	0	5	1	0	0	0	0	0	0	0	0
Clinical scientists	0	0	0	0	0	0	2	0	0	0	2	0	0	0	3	2	0	0	0	0	0	0	0	0
Dietitians	0	0	0	0	0	10	6	0	0	0	5	0	0	0	1	4	0	0	0	0	0	0	0	0
Hearing aid dispensers	0	0	2	0	0	3	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0
Occupational therapists	0	0	9	0	0	5	34	0	0	0	10	0	0	0	23	17	0	0	0	0	0	0	0	0
Operating department practitioners	0	0	4	0	0	5	3	0	0	0	5	0	0	0	3	1	0	0	0	0	0	0	0	0
Orthoptists	0	0	2	0	0	0	4	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0
Paramedics	0	0	8	0	0	8	11	0	0	0	1	0	0	0	6	3	0	0	0	0	0	0	0	0
Physiotherapists	0	0	8	0	0	6	7	0	0	0	10	0	0	0	12	10	0	0	0	0	0	0	0	0
Practitioner psychologists	0	0	6	0	0	9	14	0	0	0	8	0	0	0	7	2	0	0	0	0	0	0	0	0
Prosthetists / orthotists	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Radiographers	0	0	5	0	0	6	5	0	0	0	1	0	0	0	19	6	0	0	0	0	0	0	0	0
Social workers in England	0	0	58	0	0	0	3	0	0	0	27	0	0	0	36	1	0	0	0	0	0	0	0	0
Speech and language therapists	0	0	0	0	0	2	3	0	0	0	2	0	0	0	1	7	0	0	0	0	0	0	0	0
Other/Unknown	0	0	0	0	0	14	8	0	0	0	5	0	0	0	0	18	0	0	0	0	0	0	0	0
Total	0	0	124	0	0	86	108	0	0	0	96	0	0	0	118	81	0	0	0	0	0	0	0	0

2011/12 FYE	2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 YTD
17	9	20	18	0
57	22	46	19	8
63	28	69	29	6
12	1	11	4	5
18	10	18	21	5
13	5	12	7	0
181	71	82	58	40
13	6	11	17	4
6	5	4	6	3
46	15	38	28	9
129	51	115	31	22
34	17	37	37	9
3	0	7	0	0
35	29	51	17	25
0	2156	184	88	37
21	9	19	7	8
28	7	130	27	18
676	2441	854	414	199

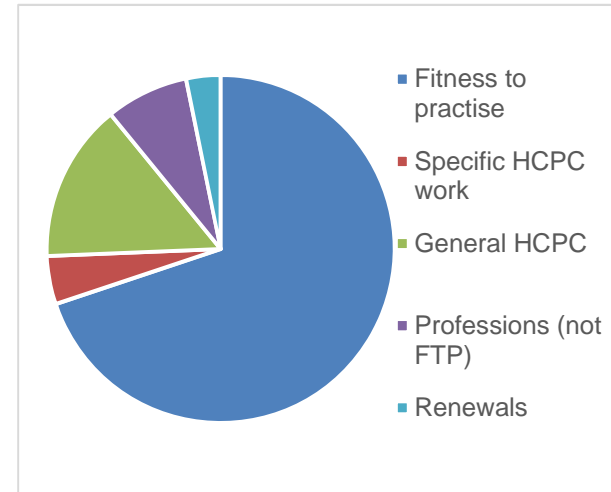
Media coverage by subject - June 2015



Media coverage by subject - July 2015



Media coverage by subject - Aug 2015

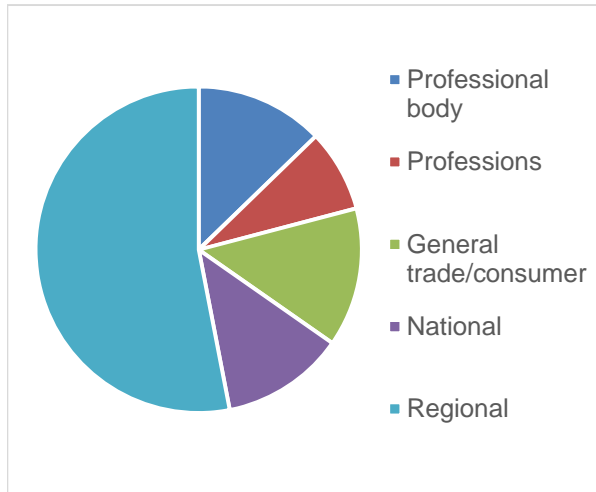


Month: June	
Category	Volume
Fitness to practise	84
Specific HCPC work	62
General HCPC	29
Professions (not FTP)	9
Renewals	13
TOTAL	197

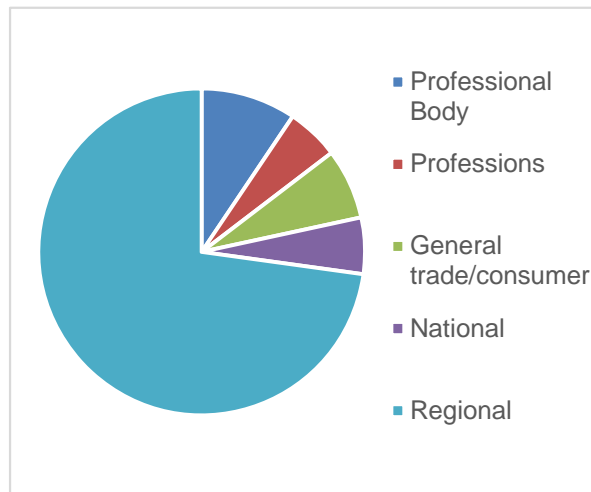
Month: July	
Category	Volume
Fitness to practise	235
Specific HCPC work	15
General HCPC	25
Professions (not FTP)	0
Renewals	7
TOTAL	282

Month: August	
Category	Volume
Fitness to practise	109
Specific HCPC work	7
General HCPC	23
Professions (not FTP)	12
Renewals	5
TOTAL	156

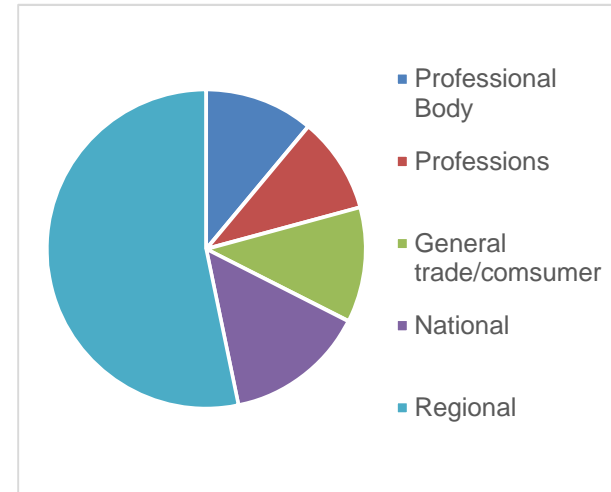
Media coverage by type - June 2015



Media coverage by type - July 2015



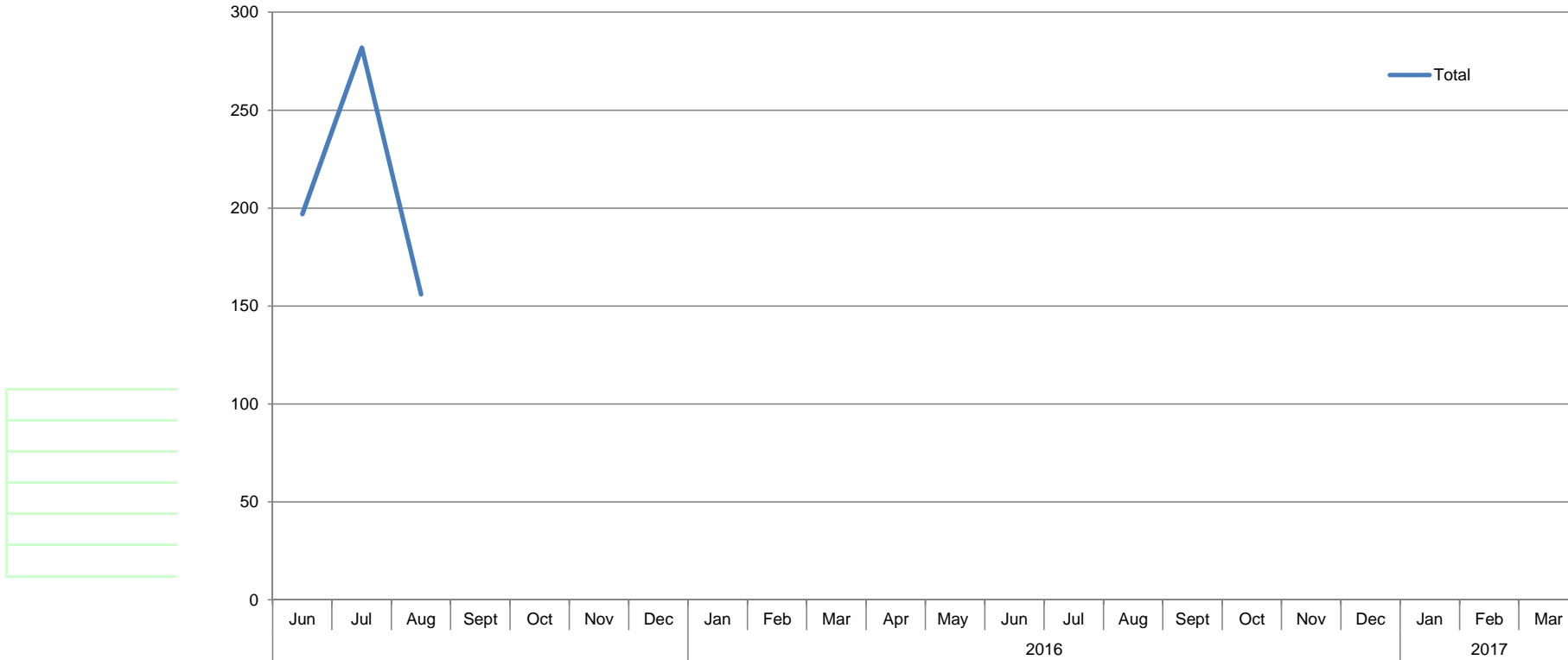
Media coverage by type - Aug 2015



Month: June	
Category	Volume
Professional body	25
Professions	16
General trade/consumer	27
National	24
Regional	104
TOTAL	197

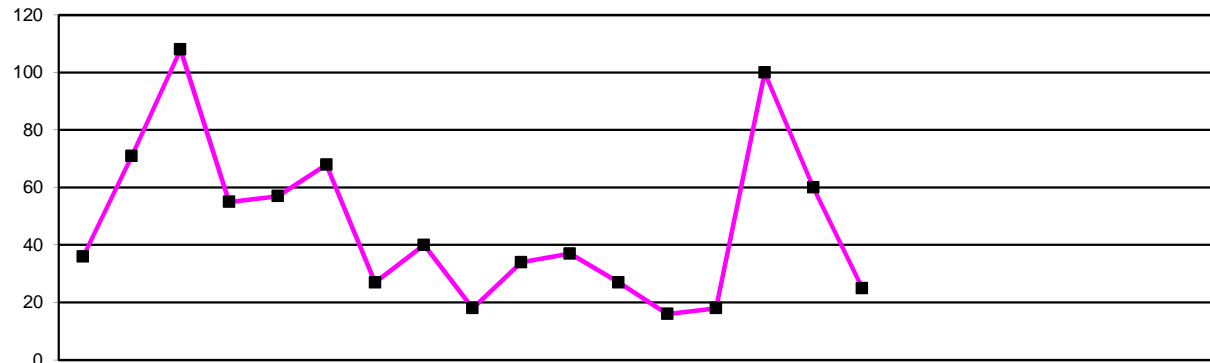
Month: July	
Category	Volume
Professional Body	27
Professions	15
General trade/consumer	20
National	16
Regional	209
TOTAL	287

Month: August	
Category	Volume
Professional Body	17
Professions	15
General trade/comsumer	18
National	22
Regional	82
TOTAL	154



Coverage type	2016												2017										
	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	
Fitness to practise	84	235	109																				
Specific HCPC work	62	25	7																				
General HCPC	29	15	23																				
Professions (not FTP)	9	0	12																				
Renewals	13	7	5																				
	0	0	0																				
Total	197	282	156																				

2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	YTD
	2588	885	0
	265	203	0
	251	606	0
	386	125	0
	26	13	0
	51	9	0
	3569	1841	0



■ Number of packs requested

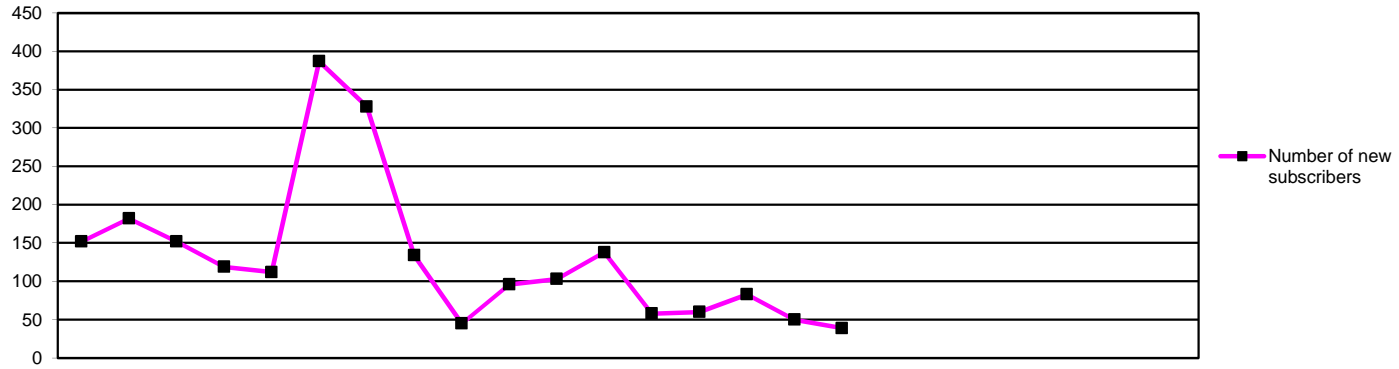
	2014			2015									2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of packs requested	36	71	108	55	57	68	27	40	18	34	37	27	16	18	100	60	25							

2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	YTD
	750	578	219

One public awareness pack consists of 25 public awareness leaflets, two public awareness posters, one renewal reminder poster and one promoting your HCPC registration leaflet

Number of packs requested per month by profession

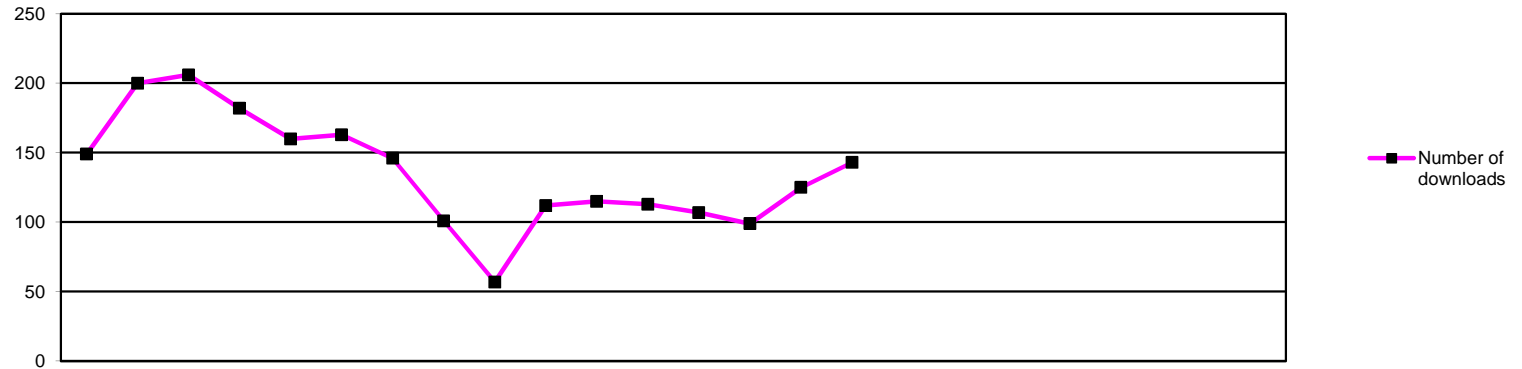
Profession	2014			2015									2016									Total			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar
Arts Therapists	1	4	6	1	1	3	4	2	0	0	0	0	0	3	3	0	0								6
Biomedical scientists	2	0	12	0	1	5	0	0	0	5	3	0	0	0	2	0	0								2
Chiropodists	7	17	25	32	25	19	3	4	1	5	18	10	8	4	18	22	10								62
Clinical scientists	0	0	1	4	0	0	0	0	1	0	0	0	0	0	0	1	0								1
Dietitians	0	11	2	0	0	0	0	0	0	0	0	0	0	0	7	0	0								7
Hearing aid dispensers	0	0	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0								0
Occupational therapists	1	0	0	1	2	1	6	0	0	6	0	0	0	1	9	5	3								18
Operating department practitioners	0	0	5	0	0	5	0	0	1	5	0	2	1	1	5	1	0								8
Orthoptists	0	0	5	0	0	0	0	0	0	0	0	0	0	1	0	0	0								1
Paramedics	0	2	5	0	0	4	0	0	0	1	0	4	0	0	15	4	0								19
Physiotherapists	8	15	19	1	4	6	2	5	0	0	4	0	2	1	8	3	1								15
Practitioner psychologists	0	0	0	0	0	0	0	3	0	0	0	0	0	2	0	0	0								2
Prosthetists / orthotists	0	0	3	0	0	0	0	0	0	0	0	1	0	0	0	0	0								0
Radiographers	4	1	0	0	0	0	0	0	2	1	0	6	1	1	0	2	3								7
Social workers in England	7	6	6	6	5	9	5	18	6	1	4	0	0	4	14	4	0								22
Speech and language therapists	0	1	0	0	5	1	0	0	0	0	0	0	0	0	5	6	6								17
Other	6	14	11	10	14	15	7	8	7	10	8	4	4	0	14	12	2								32



	2014			2015									2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of new subscribers	152	182	152	119	112	387	328	134	45	96	103	138	58	60	83	50	39							

2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	YTD
	2179	1948	290

	Total number of subscribers to HCPC In Focus (includes unsubscribes)	24,504
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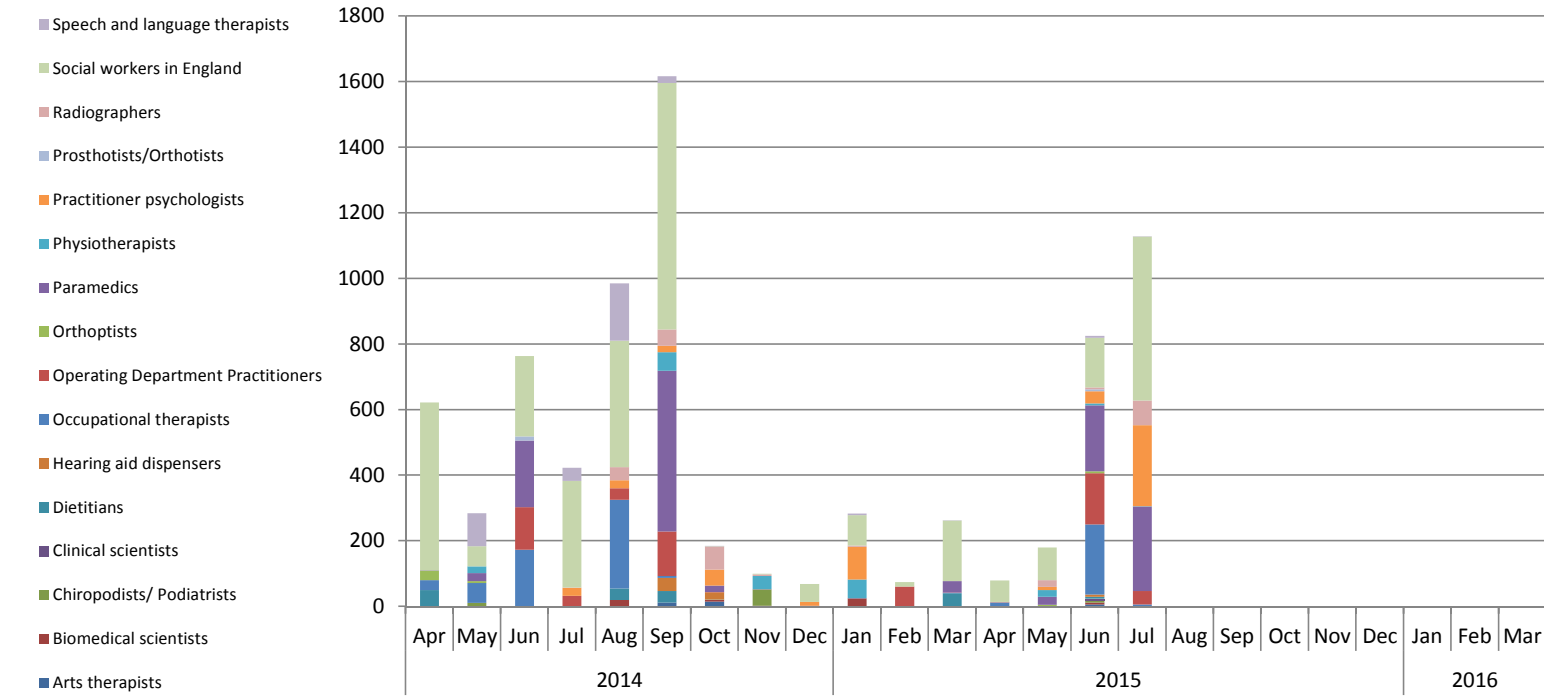


	2014			2015									2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of downloads	149	200	206	182	160	163	146	101	57	112	115	113	107	99	125	143								
Number of unregistered downloads	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0								

2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 YTD
	3207	1704	474
	6	1	0

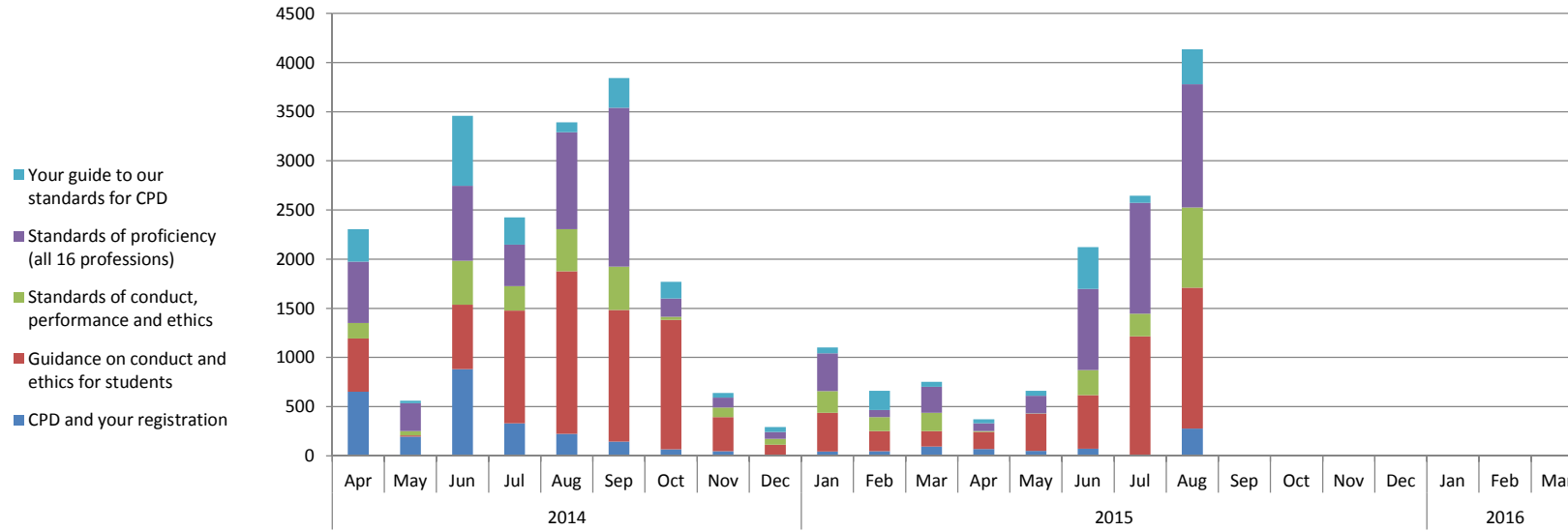
Downloads by profession

	2014			2015									2015									Total			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar
Arts Therapists	12	23	17	12	15	11	8	11	3	6	6	8	2	7	3	6									18
Biomedical scientists	1	0	1	1	1	1	2	1	0	0	1	0	2	0	5	0									7
Chiropodists	14	36	39	47	43	27	21	17	9	21	16	19	17	10	14	16									57
Clinical scientists	1	0	0	2	1	2	0	0	2	0	0	0	1	0	3	2									6
Dietitians	12	13	16	10	9	11	8	4	3	6	7	6	5	4	7	6									22
Hearing aid dispensers	0	0	6	1	6	2	1	1	1	2	1	1	4	2	5	3									14
Occupational therapists	5	7	17	13	9	9	9	13	5	6	13	8	4	6	8	11									29
Operating department practitioners	0	3	2	0	1	3	1	1	1	2	0	2	0	4	2	4									10
Orthoptists	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0									0
Paramedics	15	14	16	12	9	9	8	4	4	4	6	7	8	5	22	17									52
Physiotherapists	32	34	36	29	20	28	20	15	7	20	15	22	19	13	16	20									68
Practitioner psychologists	38	38	34	32	31	29	32	26	11	30	40	29	24	31	21	35									111
Prosthetists / orthotists	0	5	0	0	0	0	0	0	0	1	0	1	1	2	0	2									5
Radiographers	2	3	2	1	3	0	2	2	2	2	0	1	0	2	3	2									7
Social workers in England	5	14	5	14	9	25	28	3	6	6	3	3	4	5	11	9									29
Speech and language therapists	12	9	15	8	3	7	6	3	3	6	7	6	17	8	5	10									40



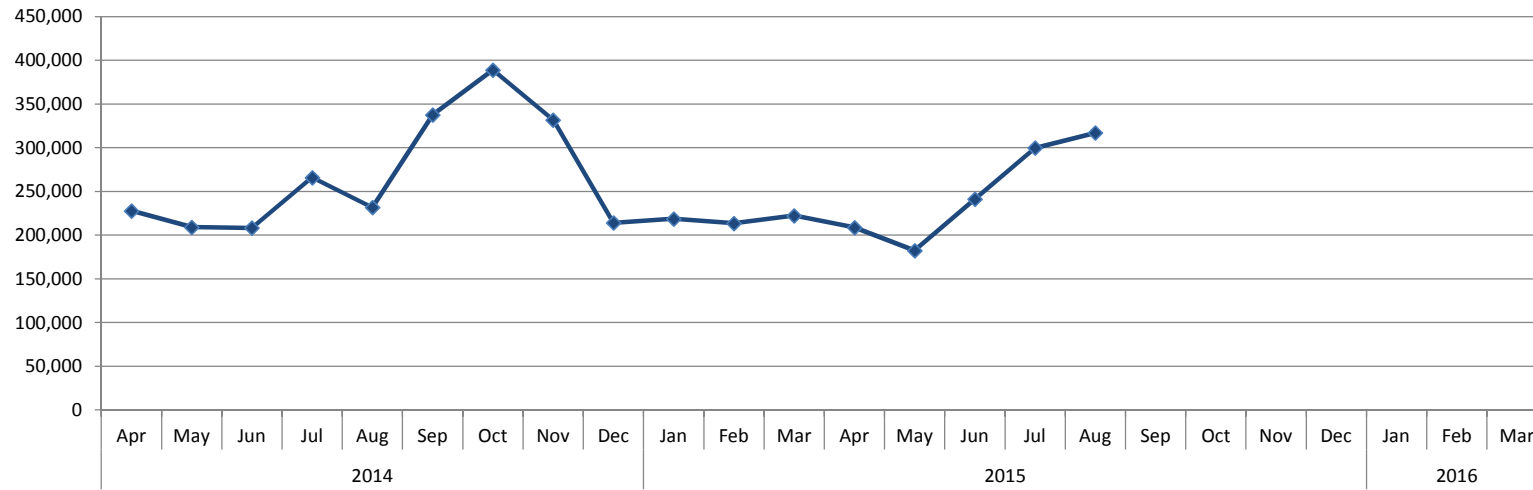
	2014			2015									2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Arts therapists	0	1	0	0	0	12	15	0	0	0	0	0	0	0	6	0								
Biomedical scientists	0	0	0	0	20	0	6	2	2	25	0	0	0	0	6	0								
Chiropodists/ Podiatrists	0	10	0	0	0	0	1	50	0	0	0	0	0	0	6	0								
Clinical scientists	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	0								
Dietitians	50	0	0	0	35	35	0	0	0	0	0	40	0	0	6	1								
Hearing aid dispensers	0	0	0	0	0	40	21	0	0	0	0	0	0	0	6	0								
Occupational therapists	30	61	173	0	270	6	0	0	0	1	1	1	12	0	214	5								
Operating Department Practitioners	0	0	130	32	35	136	1	0	0	0	60	1	0	0	156	41								
Orthoptists	30	5	0	0	0	0	0	0	0	0	0	0	0	5	6	0								
Paramedics	1	25	203	0	0	490	20	1	0	0	0	35	1	25	201	258								
Physiotherapists	0	20	0	0	0	56	0	40	0	56	0	0	0	20	6	1								
Practitioner psychologists	0	0	0	25	25	20	49	0	12	100	0	0	1	10	37	247								
Prosthetists/Orthotists	0	0	13	0	0	0	0	0	0	0	0	0	0	0	6	0								
Radiographers	0	0	0	1	40	50	70	5	0	4	0	0	0	20	6	75								
Social workers in England	511	62	245	325	385	751	1	2	55	92	13	185	65	100	151	500								
Speech and language therapists	0	100	0	40	175	21	1	0	0	5	0	1	0	0	6	1								

2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	YTD
	82	28	6
	83	55	6
	254	61	6
	3	0	6
	407	160	7
	22	61	6
	669	543	231
	262	395	197
	11	35	11
	842	775	485
	262	172	27
	252	231	295
	87	13	6
	182	170	101
	3370	2627	816
	208	343	7

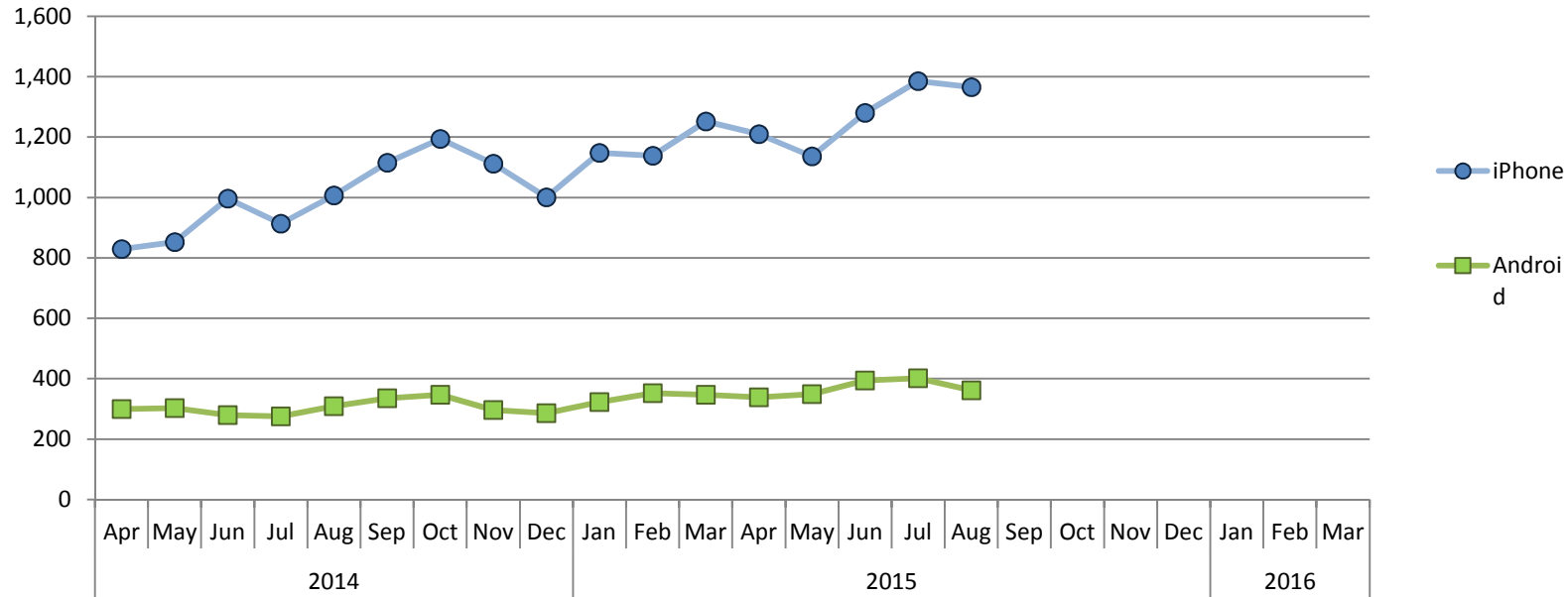


	2014			2015									2016											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
CPD and your registration	651	195	880	330	222	145	67	47	4	44	46	93	69	50	71	6	278							
Guidance on conduct and ethics for students	543	11	656	1147	1656	1337	1315	345	108	393	206	157	172	377	546	1209	1433							
Standards of conduct, performance and ethics	158	46	447	248	428	441	31	98	60	222	141	188	11	3	255	230	814							
Standards of proficiency (all 16 professions)	622	284	764	423	985	1617	185	100	69	383	74	263	79	180	825	1129	1254							
Your guide to our standards for CPD	330	25	712	276	100	302	171	49	51	60	195	50	41	50	426	72	356							

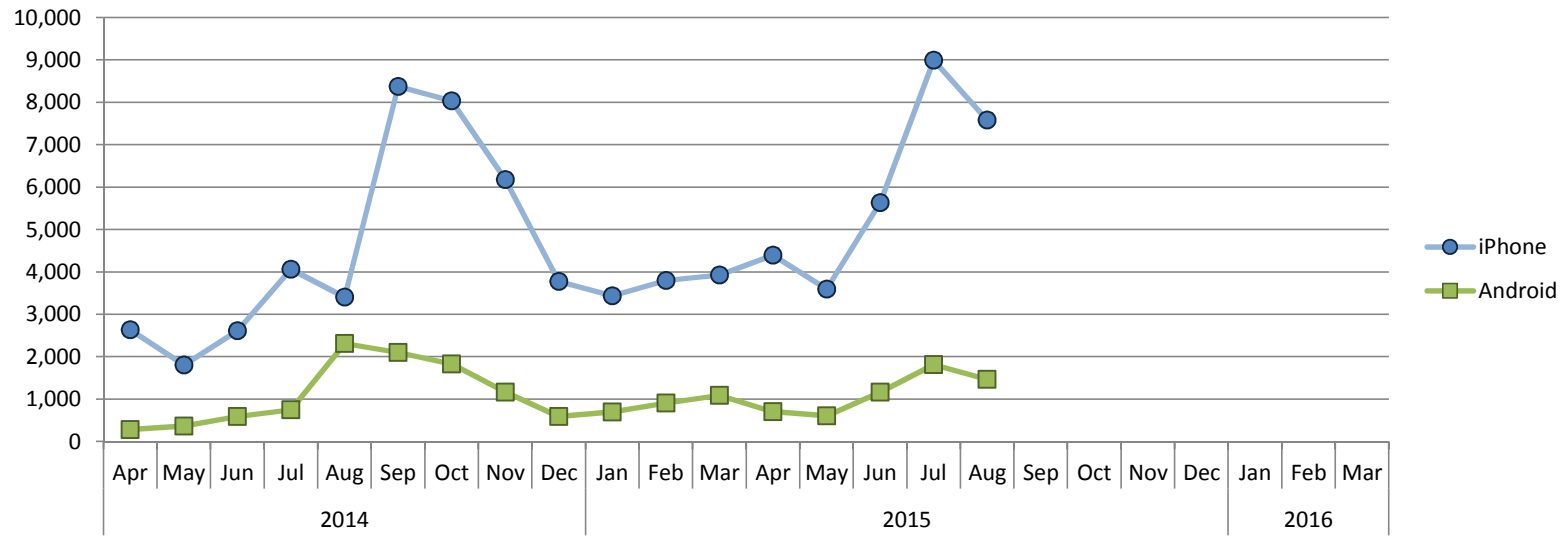
2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	YTD
	3587	2724	474
	7071	7874	3737
	3368	2508	1313
	6946	5769	3467
	875	2321	945



	2014			2015									2016									2011/12	2012/13	2013/14	2014/15	2015/16			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD
Page views	227,751	209,093	208,276	265,876	231,569	337,663	389,022	331,914	214,034	218,706	213,501	222,400	208,752	182,338	241,118	299,705	317,040									3,882,409	3,287,489	3,069,805	1,248,953

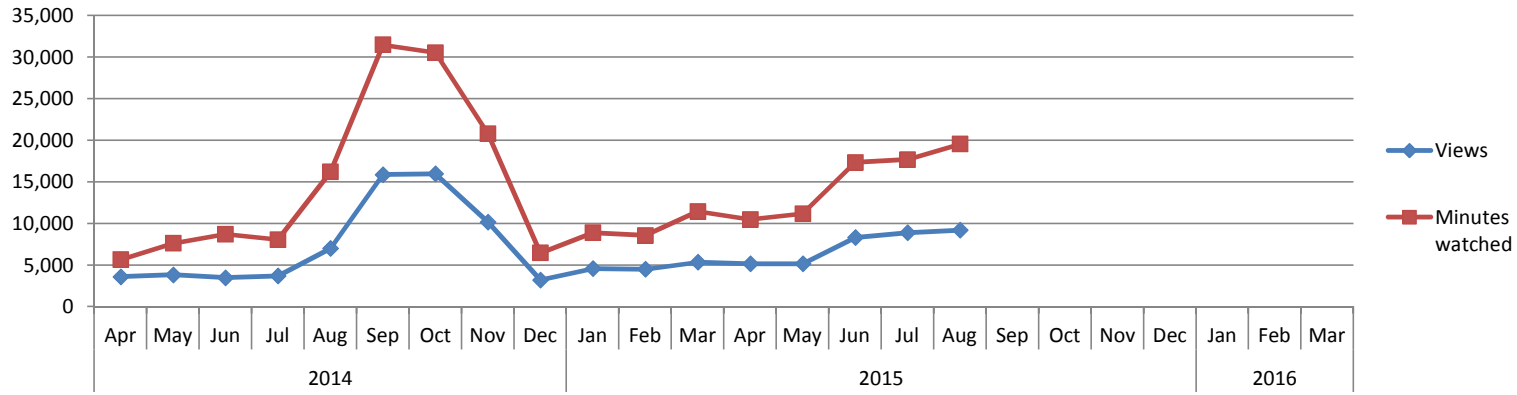


	2014			2015									2016			2011/12	2012/13	2013/14	2014/15	2015/16									
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD
iPhone	829	852	997	913	1007	1115	1194	1112	1001	1148	1138	1252	1,210	1,136	1,280	1,385	1,365												
Android	300	303	280	275	309	335	347	296	286	323	352	347	339	349	394	402	362												



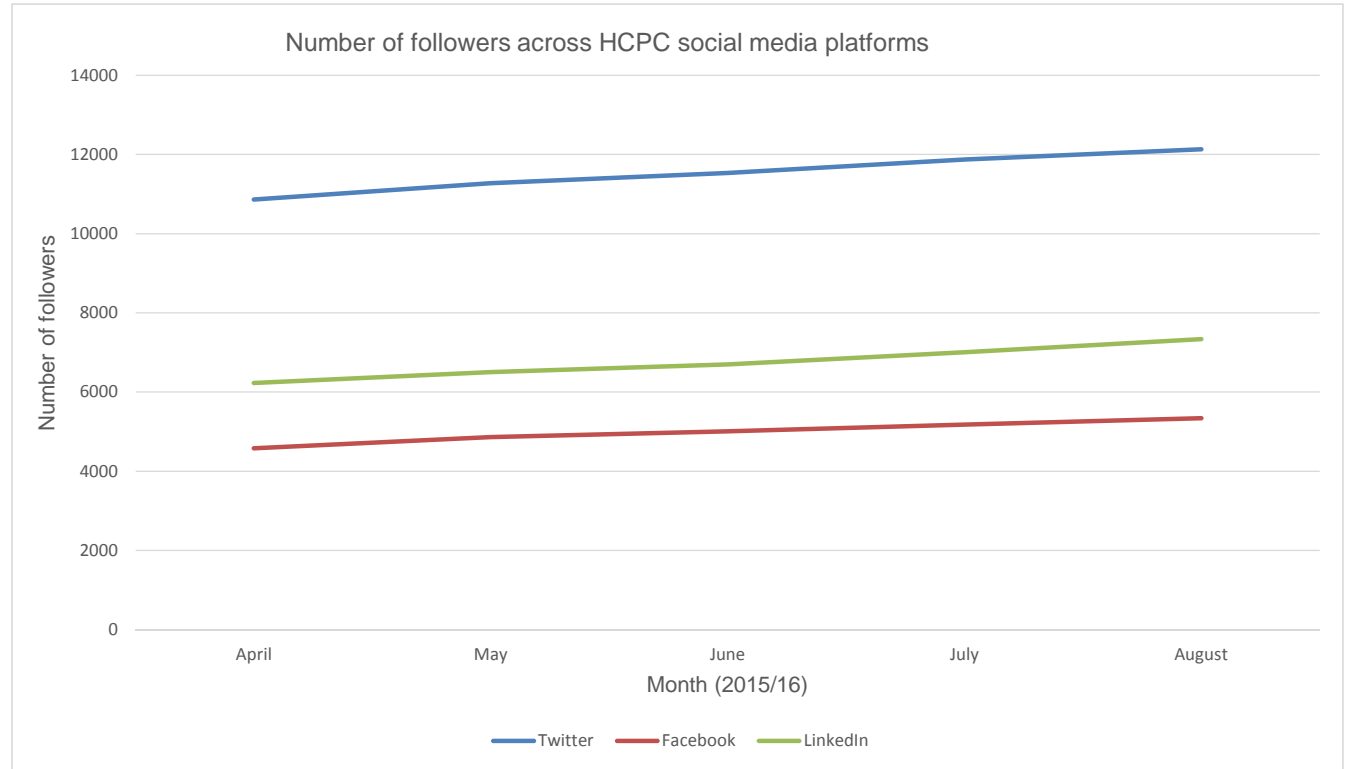
	2014			2015									2016												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
iPhone	2,636	1,808	2,619	4,065	3,411	8,379	8,035	6,182	3,779	3,435	3,799	3,931	4,396	3,595	5,638	8,993	7,587								
Android	279	363	588	753	2,314	2,104	1,830	1,165	593	701	912	1,088	707	606	1,169	1,815	1,465								

2011/12	2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	FYE	YTD
	46,844	52,079	52,079	30,209
		7,417	12,690	5,762



	2014			2015									2016												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Views	3,595	3,819	3,479	3,684	6,996	15,861	15,957	10,167	3,195	4,569	4,485	5,331	5,150	5,143	8,298	8,874	9,183								
Minutes watched	5,653	7,604	8,699	8,047	16,194	31,483	30,534	20,795	6,448	8,882	8,556	11,436	10,478	#####	17,326	17,688	19,551								

2011/12	2012/13	2013/14	2014/15	2015/16
FYE	FYE	FYE	FYE	YTD
		30,599	81,138	36,648
		41,659	164,331	76,217



Social media platform	Month				
	April	May	June	July	August
Twitter	10,860	11,270	11,532	11,867	12,126
Facebook	4,579	4,863	5,006	5,182	5,339
LinkedIn	6,230	6,507	6,697	7,009	7,337

August

