

Council, 8 February 2017

Communications Report

Executive summary and recommendations

Introduction

This report provides the Council with an update into the work of the Communications Department since the last report in December. Areas from the report to highlight are:

- **Web review project:** Following desk research, we are conducting an online survey with a range of stakeholders including registrants, employers, students, education providers, partners and employees. The aim is to build on previous research, but the findings will provide insights to inform any future development the website.
- **Events:** We have a number of events planned in the coming months including meet the hcpc events in London and Cardiff as well as an employer webcast in March. We will also be exhibiting at the annual Welsh NHS Confederation conference in Cardiff on 1 February and The Gathering in Glasgow on 22 and 23 February.
- **Publishing:** On Monday 9 January we published the Standards of proficiency for social workers in England. We have undertaken a range of activities to disseminate the report including a news item and spotlighting on our website homepage, an article in HCPC In Focus, an email to relevant stakeholders, social media messaging and a blog piece by Robert Templeton.

Our service user guide, What you should expect from your health and care professional, will be published with an accompanying video towards the end of February. We have a communications plan in place to disseminate the guidance to stakeholders on publication.

Decision

The Council is asked to discuss the Communications report

Appendices

Appendix 1 Communications Narrative Report

Appendix 2 Communications Management Information Pack

Date of paper

23 January 2017

Communications – management commentary

1 Communications projects and activities

- 1.1 **Web review project:** Phase 1 of the project commenced with a kick-off meeting with our external supplier. This was followed by a desk research exercise to help develop a knowledge base to plan the next stages of requirement analysis. We will now conduct an online survey. This is designed to build on previous research and will also contain questions that provide new insights and qualitative data. The survey will inform the recruitment of participants for future telephone interviews and stakeholder workshops.
- 1.2 **Communicating and engaging with students:** Our learning resource for students when on a practice placement is being published at the end of January. As well as new pages on the website, there will be social media messaging and information in the education newsletter, Education Update. We are also planning a webcast for students at the end of March.

2 Communications expertise to departments

- 2.1 Establishing the Health and Care Professions Tribunal Service (HCPTS): Testing for the HCPTS website is underway, and the photos for the accompanying virtual tour of 405 have been completed. Recruitment for the Tribunal Advisory Committee is complete and we are currently working on the revised policies, practise notes and publications. A communications plan is in place ready to promote the HCPTS once it is launched in April 2017.

3 Business as usual communications activities

3.1 Events

- 3.1.1 **Meet the HCPC events:** On 2 February we are holding an event in East London and there are 200 registrants booked to attend across the two sessions. On 8 March we are holding an event in Cardiff and there are currently 91 registrants booked to attend across the two sessions.
- 3.1.2 **External conferences and exhibitions:** On 1 February we will be exhibiting at the annual Welsh NHS Confederation conference in Cardiff. Delegates will include senior leaders, decision-makers, stakeholders and partners from the Welsh health and care system. The theme this year is *Shifting the balance* which reflects the strategic direction of travel towards primary and community care, ill-health prevention and integration with non-NHS services.

On 22 and 23 February we will be exhibiting at The Gathering in Glasgow. This event is the largest third sector event in the UK and is an opportunity to network and showcase work.
- 3.1.3 **Webcasts:** On 2 March we are running a webcast for employers which will cover what employers of HCPC registrants need to know about registration, the FTP process and CPD. Currently 54 people have booked to join.

Communications – management commentary

3.2 Media

3.2.1 **Articles:** We secured coverage in Complete Nutrition and the SMAE Institute magazine on a range of HCPC activities. We also provided statements for eyeofthedia.com on drug testing professionals and The Sun on standards of proficiency and English testing.

3.2.2 **Social media:** In addition to our regular social media messages, posts published included the announcement of our two new lay members, the publication of the revised Standards of proficiency for social workers in England, the revised Guidance on health and character and our upcoming Meet the HCPC and webcast events. We featured blogs on the FtP Annual Report and the changes to the social workers standards of proficiency.

3.2.3 **Campaigns:** We met with the British Society of Hearing Aid Audiologists (BSHAA) to discuss working on a joint campaign to encourage hearing aid dispensers working in private practice to promote their registration.

We are working with the Society of Chiropractors and Podiatrists to develop a campaign aimed at their members to promote their registration and at the public to raise awareness that chiropractors and podiatrists are regulated.

3.2.4 **News:** We promoted by press release and a news story on the website the two new lay member appointments to Council.

3.3 Publishing

3.3.1 Our **service user guide**, What you should expect from your health and care professional, will be published with an accompanying video towards the end of February. We have a communications plan in place to disseminate the guidance to stakeholders on publication.

3.3.2 The revised **Standards of proficiency for social workers in England** were published on Monday 9 January 2017. We are undertaking a range of activities to disseminate the report including a news item and spotlighting on our website homepage, an article in HCPC In Focus, an email to relevant stakeholders, social media messaging and a blog piece by Robert Templeton.

3.3.3 Revised **Guidance on health and character** published on 16 January 2017.

3.4 Stakeholder

3.4.1 **Parliament:** We continue to monitor The Children and Social Work Bill as it passes through Parliament, finishing in Committee on 12 January. The date of the Report Stage in the House of Commons has yet to be announced.

On 24 January, The Health Committee heard oral evidence from the Rt Hon Jeremy Hunt, Secretary of State for Health and Paul MacNaught, Director of EU, International and Prevention Programmes, Department of Health in relation to their Inquiry on 'Brexit and health and social care'.

Communications – management commentary

- 3.4.2 **Professional body meetings:** We supported annual professional body meetings with the College of Paramedics, British Dietetic Association, Chartered Society of Physiotherapy, and British Society of Hearing Aid Audiologists.
- 3.4.3 **Conferences:** We attended the Welsh NHS Confederation annual conference and exhibition in Cardiff on 1 February. See the events section for more information.

3.5 Web and digital

- 3.5.1 We had 114 requests, with work including guidance content for our new CoreHR service and updates to HR, Finance and IT intranet content. The team have also been busy with testing of the new HCPTS website, and development of a virtual tour for the tribunal service offices.

3.6 Internal Communications

- 3.6.1 **ISO audits:** Internal Communications has provided advice and developed a communications plan for the upcoming ISO audit.

Communications Department Management Information Pack

Jacqueline Ladds, Director of Communications

February 2017

Events

Overview of events	8
Attendees at Meet the HCPC events – delegates by profession	9

Media

Media coverage – by subject	10
Media coverage – by type	11
Media coverage – to date	12

Publishing

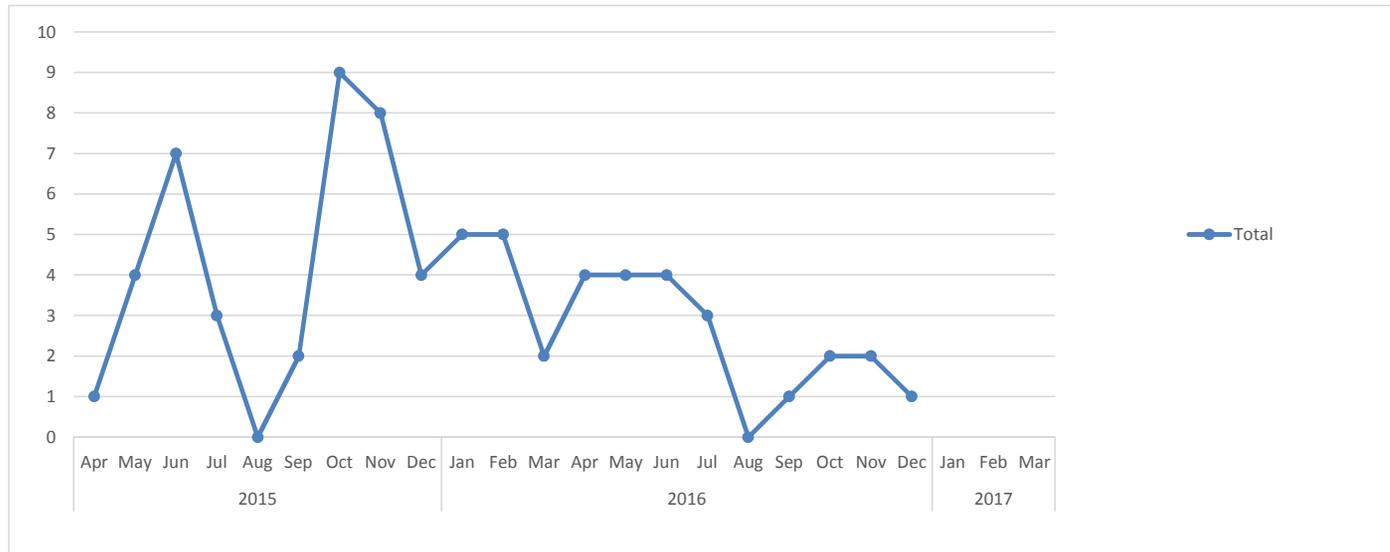
Public awareness packs requested	13
HCPC in Focus distribution	14
HCPC registration logo – number of downloads	15
Standards of proficiency – hard copies requested, by profession	16
Top five requested publications	17

Web

HCPC website visits	18
Register search activity - search result page views	19

Digital and social media

HCPC mobile apps – active users	20
HCPC mobile app (Check the Register) – Register searches	21
HCPC YouTube channel activity	22
Followers across social media platforms	23
Twitter - followers vs tweets	24
HCPC blog - top ten views recent	25
HCPC blog - top ten views overall	26

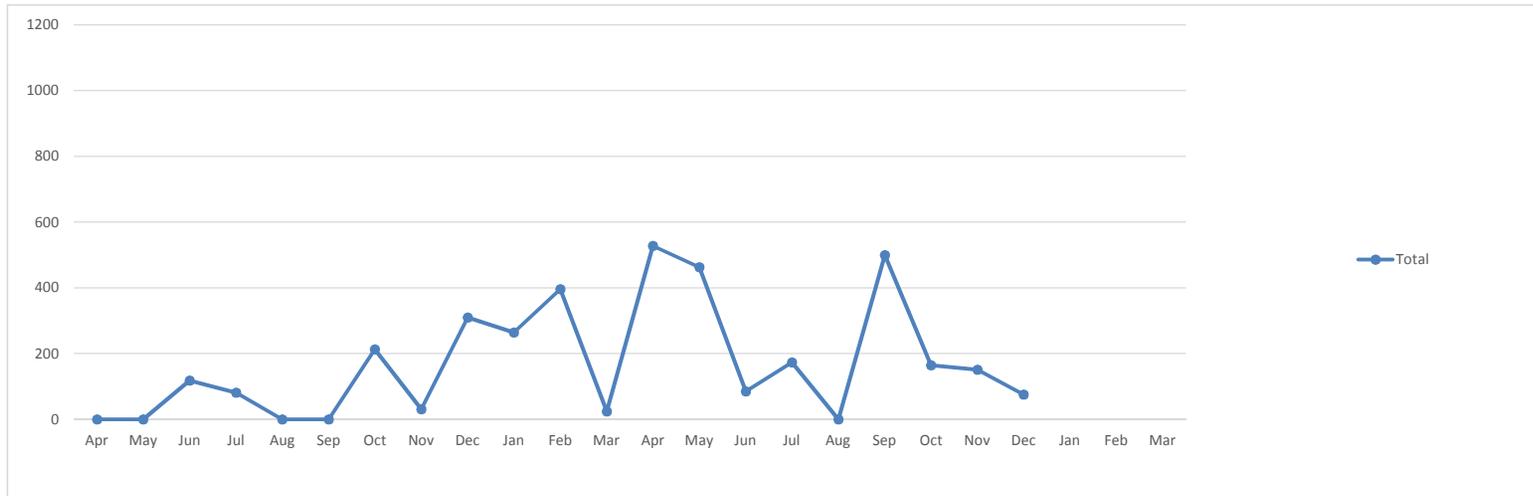


	2015			2016									2017											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Exhibition stands	1	0	0	0	0	2	1	3	0	0	1	1	1	1	1	0	0	1	0	0	0			
Presentations, talks and seminars (1)	0	1	1	2	0	0	5	4	4	3	1	0	1	2	2	2	0	0	0	0	1			
Meet the HCPC (2)	0	0	1	0	0	0	2	0	0	0	1	0	1	1	1	1	0	0	1	1	0			
Employer events	0	1	0	1	0	0	0	1	0	1	0	0	1	0	0	0	0	0	0	0	0			
Education seminars	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0			
Stakeholder events	0	2	5	0	0	0	1	0	0	1	1	0	0	0	0	0	0	0	1	1	0			
Total	1	4	7	3	0	2	9	8	4	5	5	2	4	4	4	3	0	1	2	2	1			

2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 FYE	2016/17 YTD
16	10	4	9	4
47	44	37	21	8
10	7	4	4	6
6	5	5	4	1
12	6	8	2	0
3	9	6	10	2
94	81	64	50	21

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

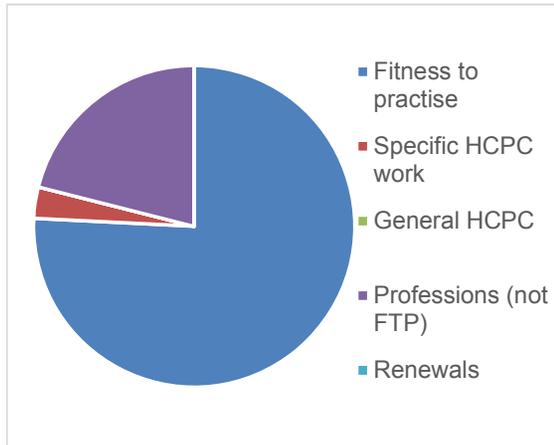
(2) 2 events on 1 day



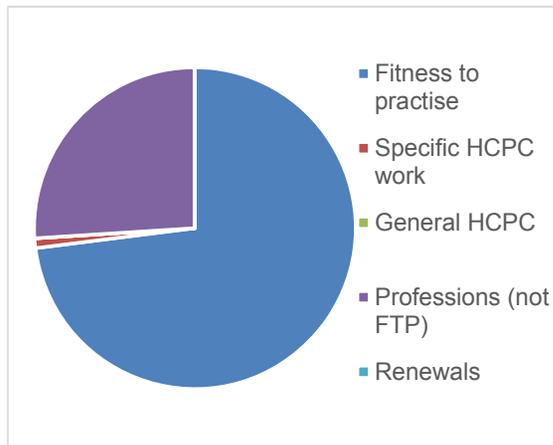
	2015			2016									2017											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Arts therapists	0	0	0	0	0	0	10	0	22	11	2	0	7	1	3	4	0	0	2	1	0			
Biomedical scientists	0	0	2	6	0	0	19	0	30	15	5	0	9	1	11	15	0	0	4	4	0			
Chiropodists	0	0	5	1	0	0	14	0	17	12	20	0	13	113	8	4	0	0	6	6	0			
Clinical scientists	0	0	3	2	0	0	10	0	18	11	1	0	2	0	3	1	0	0	1	1	0			
Dietitians	0	0	1	4	0	0	13	0	19	11	5	0	8	12	8	0	0	0	1	4	0			
Hearing aid dispensers	0	0	0	0	0	0	1	0	15	12	1	0	1	0	1	0	0	0	2	3	0			
Occupational therapists	0	0	23	17	0	0	16	0	22	14	19	0	196	13	8	21	0	0	21	36	0			
Operating department practitioners	0	0	3	1	0	0	0	0	18	12	8	0	14	0	0	6	0	0	4	2	0			
Orthoptists	0	0	0	3	0	0	11	0	14	12	1	0	2	7	1	0	0	0	1	0				
Paramedics	0	0	6	3	0	0	5	0	17	13	9	0	3	2	4	2	0	0	7	3	0			
Physiotherapists	0	0	12	10	0	0	25	0	30	25	19	0	21	78	14	17	0	0	12	25	0			
Practitioner psychologists	0	0	7	2	0	0	11	0	29	11	11	0	0	5	10	12	0	0	4	8	0			
Prosthetists / orthotists	0	0	0	0	0	0	12	0	14	11	0	0	2	0	1	1	0	0	1	0	0			
Radiographers	0	0	19	6	0	0	16	0	13	12	7	0	2	2	4	6	0	0	1	2	75			
Social workers in England	0	0	36	1	0	0	0	0	13	28	95	0	7	11	0	77	0	500	96	45	0			
Speech and language therapists	0	0	1	7	0	0	13	0	19	15	7	0	0	103	1	6	0	0	2	5	0			
Other/Unknown	0	0	0	18	0	0	37	31	0	39	186	24	241	115	8	1	0	0	0	5	0			
Total	0	0	118	81	0	0	213	31	310	264	396	24	528	463	85	173	0	500	164	151	75			

2012/13	2013/14	2014/15	2015/16	2016/17
FYE	FYE	FYE	FYE	YTD
9	20	18	45	18
22	46	19	77	44
28	69	29	69	150
1	11	4	45	8
10	18	21	53	33
5	12	7	29	7
71	82	58	111	295
6	11	17	42	26
5	4	6	41	11
15	38	28	53	21
51	115	31	121	167
17	37	37	71	39
0	7	0	37	5
29	51	17	73	92
2156	184	88	173	736
9	19	7	62	117
7	130	27	335	370
2441	854	414	1437	2139

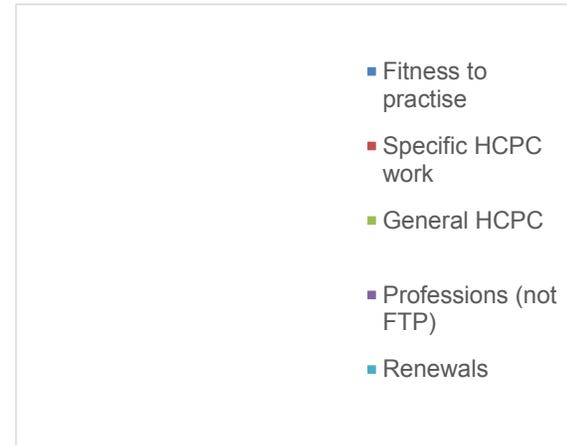
Media coverage by subject - Nov 2016



Media coverage by subject - Dec 2016



Media coverage by subject -

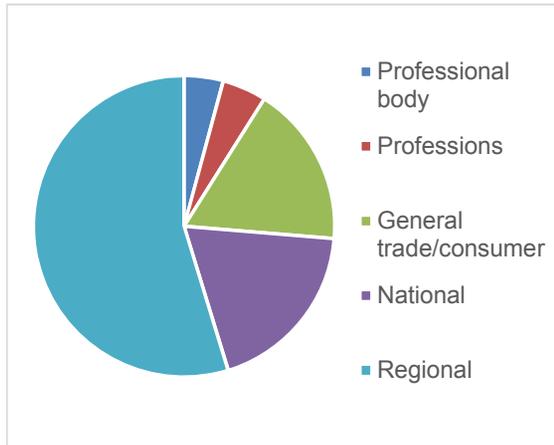


Month: Nov	
Category	Volume
Fitness to practise	144
Specific HCPC work	6
General HCPC	0
Professions (not FTP)	40
Renewals	0
TOTAL	190

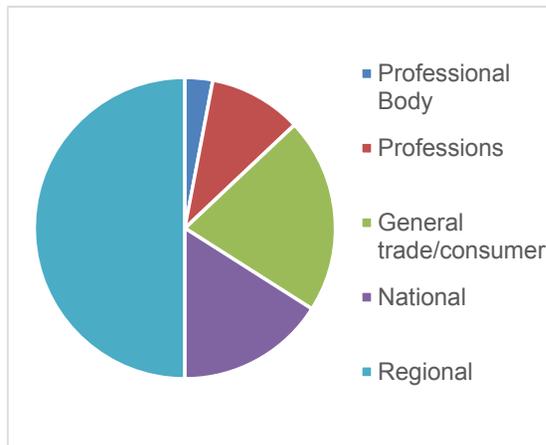
Month: Dec	
Category	Volume
Fitness to practise	73
Specific HCPC work	1
General HCPC	0
Professions (not FTP)	26
Renewals	0
TOTAL	100

Month:	
Category	Volume
Fitness to practise	
Specific HCPC work	
General HCPC	
Professions (not FTP)	
Renewals	
TOTAL	

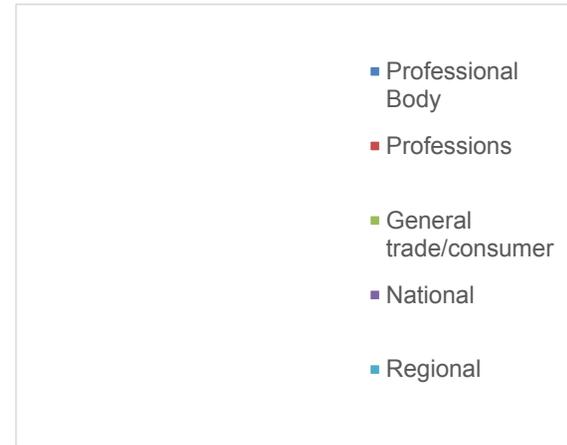
Media coverage by type - Nov 2016



Media coverage by type - Dec 2016



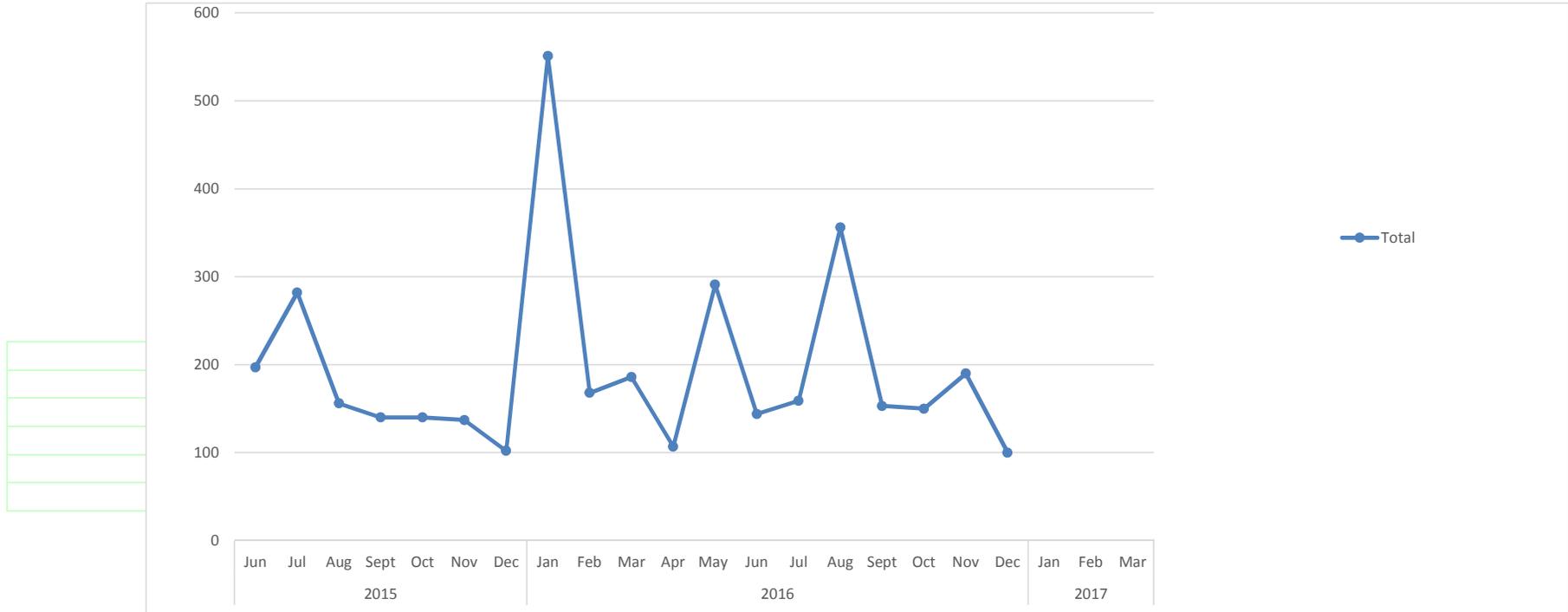
Media coverage by type -



Month: Nov	
Category	Volume
Professional body	8
Professions	9
General trade/consumer	33
National	36
Regional	104
TOTAL	190

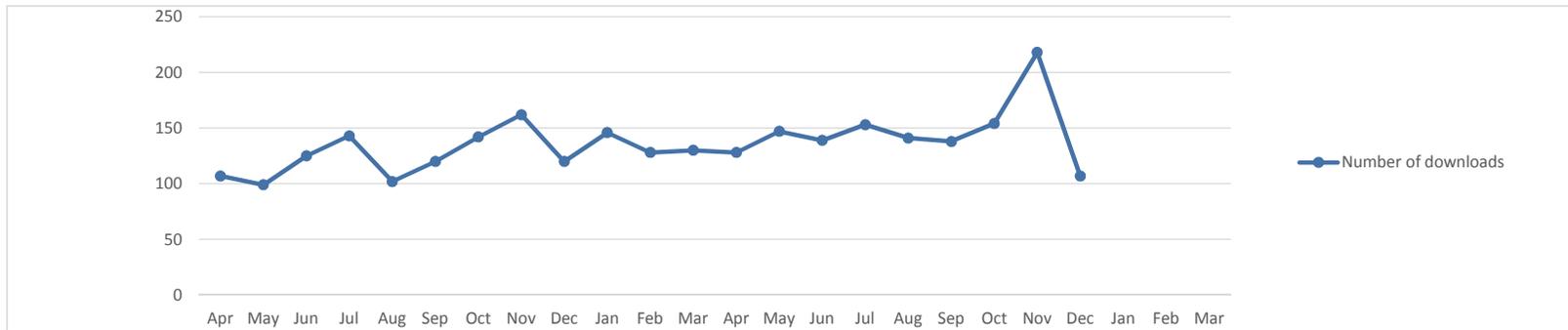
Month: Dec	
Category	Volume
Professional Body	3
Professions	10
General trade/consumer	21
National	16
Regional	50
TOTAL	100

Month:	
Category	Volume
Professional Body	
Professions	
General trade/consumer	
National	
Regional	
TOTAL	



Coverage type	2015							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	94	85	80	70	446	126	132	68	234	97	117	318	100	123	144	73			
Specific HCPC work	62	25	7	2	12	9	3	4	2	5	4	15	4	13	1	4	11	6	1			
General HCPC	29	15	23	23	37	7	15	71	6	12	11	5	7	7	4	1	0	0	0			
Professions (not FTP)	9	0	12	20	4	34	11	29	34	37	23	37	35	22	33	45	16	40	26			
Renewals	13	7	5	1	2	6	3	1	0	0	1	0	1	0	0	3	0	0	0			
Total	197	282	156	140	140	137	102	551	168	186	107	291	144	159	356	153	150	190	100			

2012/13	2013/14	2014/15	2015/16	2016/17
FYE	FYE	FYE	FYE	YTD
	2588	885	1461	1274
	265	203	131	59
	251	606	238	35
	386	125	190	277
	26	13	38	5
	51	9	0	0
	3569	1841	2059	1650

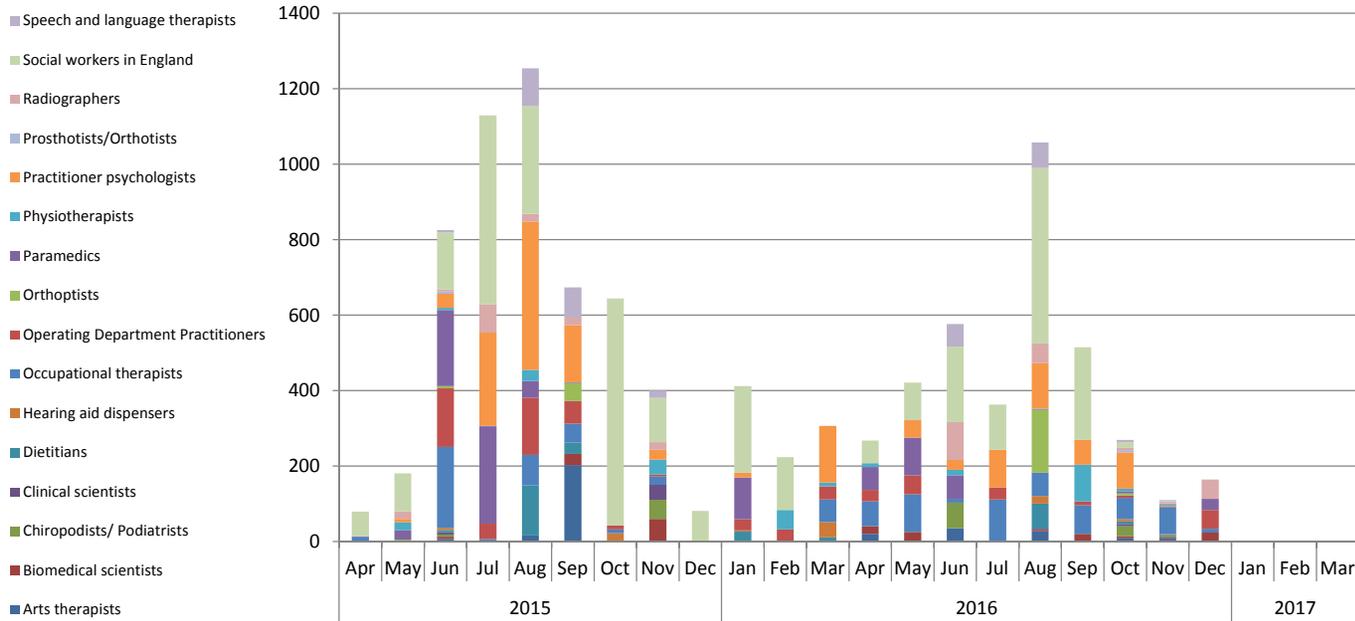


	2015			2016												2017								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of downloads	107	99	125	143	102	120	142	162	120	146	128	130	128	147	139	153	141	138	154	218	107			
Number of unregistered downloads	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0		

2012/13	2013/14	2014/15	2015/16	2016/17
FYE	FYE	FYE	FYE	YTD
	3207	1704	1524	1325
	6	1	1	2

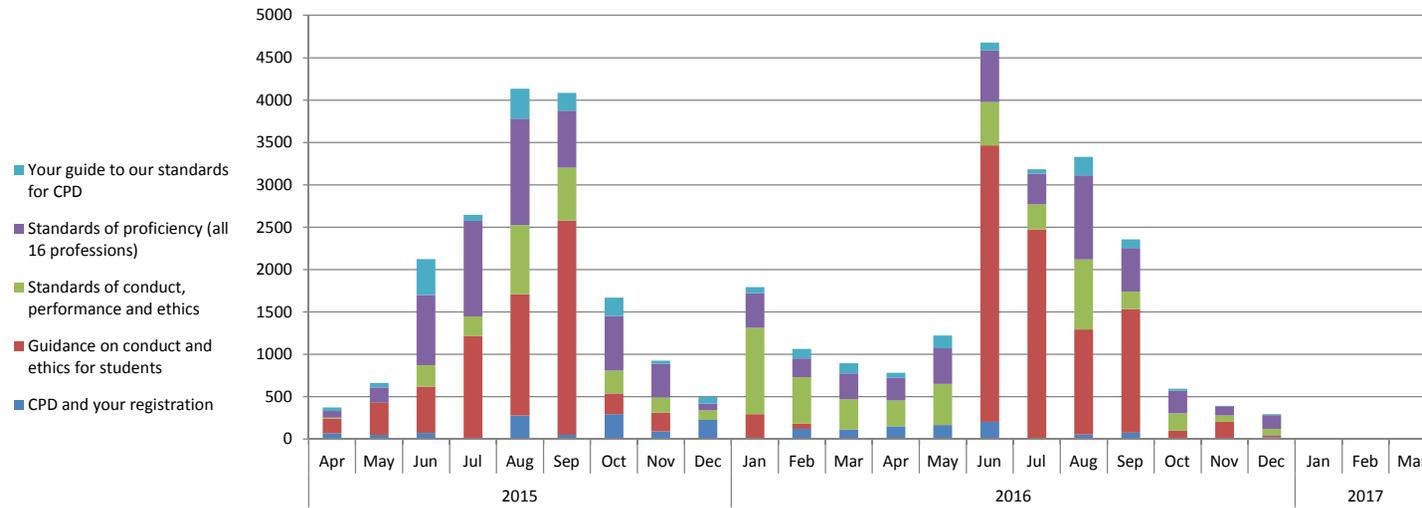
Downloads by profession

	2015			2016												2017			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	2	7	3	6	6	8	10	15	9	16	9	5	5	18	11	9	13	5	7	14	5				87
Biomedical scientists	2	0	5	0	2	4	5	2	2	0	3	2	1	2	2	0	0	2	1	2	5				15
Chiropodists	17	10	14	16	12	18	14	24	16	28	19	22	13	21	14	46	26	15	15	17	5				172
Clinical scientists	1	0	3	2	1	0	4	4	2	2	2	1	2	0	3	2	0	4	4	1	2				18
Dietitians	5	4	7	6	7	7	3	5	3	4	9	7	8	13	14	18	12	4	7	6	2				84
Hearing aid dispensers	4	2	5	3	2	1	0	6	2	1	1	2	2	1	1	8	2	4	1	1	3				23
Occupational therapists	4	6	8	11	3	9	8	17	10	13	17	10	7	11	13	9	13	10	7	13	7				90
Operating department practitioners	0	4	2	4	1	0	2	2	0	0	0	1	1	1	0	0	1	4	3	5	3				18
Orthoptists	0	0	0	0	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0				1
Paramedics	8	5	22	17	5	7	12	6	13	9	6	6	11	0	8	5	7	4	11	10	7				63
Physiotherapists	19	13	16	20	21	19	26	25	18	28	17	22	31	34	23	16	22	27	28	18	15				214
Practitioner psychologists	24	31	21	35	21	30	35	29	30	23	33	34	25	28	31	22	30	29	25	42	16				248
Prosthetists / orthotists	1	2	0	2	0	1	2	0	0	1	0	0	0	0	0	1	1	0	1	0	0				3
Radiographers	0	2	3	2	1	1	1	1	1	3	3	0	3	1	2	2	2	2	4	3	0				19
Social workers in England	4	5	11	9	14	5	9	13	5	8	4	13	10	11	7	7	11	21	29	76	31				203
Speech and language therapists	17	8	5	10	2	9	11	13	9	10	5	4	9	6	9	8	1	7	11	12	6				69



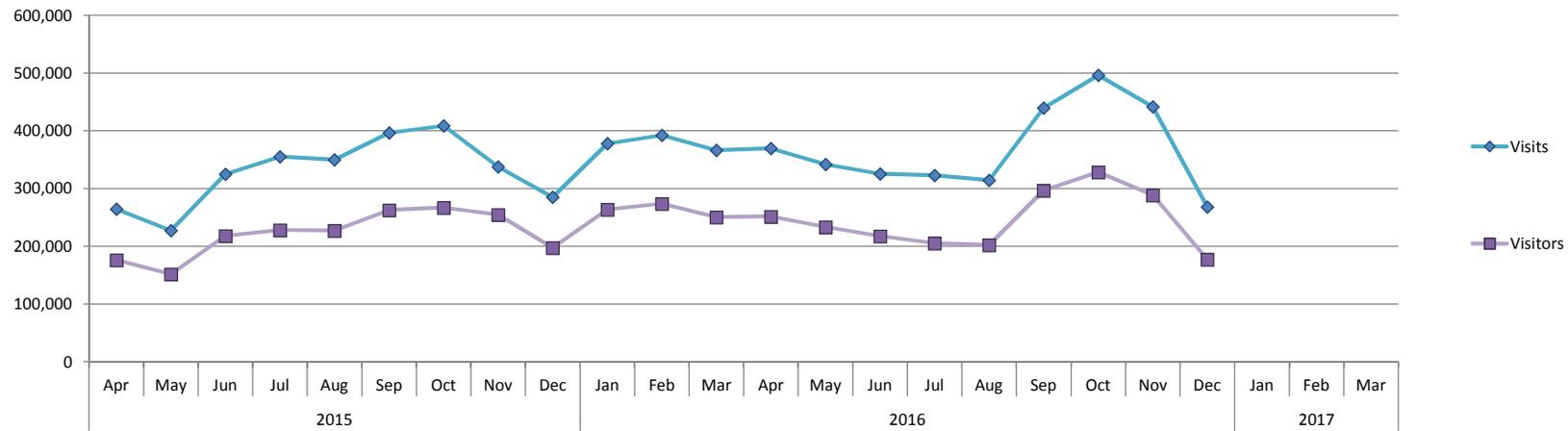
	2015												2016												2017											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Arts therapists	0	0	6	0	16	202	0	0	0	0	0	0	20	0	35	0	27	0	8	7	0			20	0	35	0	27	0	8	7	0				
Biomedical scientists	0	0	6	0	0	30	2	60	0	1	0	0	20	25	0	0	4	20	6	3	23			20	25	0	0	4	20	6	3	23				
Chiropodists/ Podiatrists	0	0	6	0	0	0	0	50	0	0	0	0	0	0	68	0	0	0	26	3	0			0	0	68	0	0	0	26	3	0				
Clinical scientists	0	0	6	0	0	0	0	40	0	0	0	0	0	0	0	0	2	0	6	2	0			0	0	0	0	2	0	6	2	0				
Dietitians	0	0	6	1	132	30	0	0	0	25	0	11	0	0	0	0	67	0	7	2	0			0	0	0	0	67	0	7	2	0				
Hearing aid dispensers	0	0	6	0	0	0	20	0	0	2	0	40	0	0	0	0	20	0	6	2	0			0	0	0	0	20	0	6	2	0				
Occupational therapists	12	0	214	5	81	50	10	22	1	1	1	60	66	100	10	111	62	76	56	72	10			66	100	10	111	62	76	56	72	10				
Operating Department Practitioners	0	0	156	41	151	60	10	5	0	30	31	35	30	50	0	32	0	10	6	2	50			30	50	0	32	0	10	6	2	50				
Orthoptists	0	5	6	0	0	48	0	0	0	0	0	0	0	0	0	0	166	0	6	2	0			0	0	0	0	166	0	6	2	0				
Paramedics	1	25	201	258	45	2	0	0	0	110	0	0	61	100	62	0	2	0	6	2	30			61	100	62	0	2	0	6	2	30				
Physiotherapists	0	20	6	1	30	0	0	40	0	0	51	10	10	0	15	0	2	97	7	2	0			10	0	15	0	2	97	7	2	0				
Practitioner psychologists	1	10	37	247	393	151	0	26	0	13	0	150	0	46	26	100	120	66	96	2	0			0	46	26	100	120	66	96	2	0				
Prosthetists/Orthotists	0	0	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	2	0			0	0	0	0	0	0	6	2	0				
Radiographers	0	20	6	75	20	20	0	20	0	0	0	0	0	0	100	0	53	0	6	2	50			0	0	100	0	53	0	6	2	50				
Social workers in England	65	100	151	500	286	0	601	117	80	230	140	0	60	100	200	120	465	246	15	2	1			60	100	200	120	465	246	15	2	1				
Speech and language therapists	0	0	6	1	100	80	1	20	0	0	0	0	0	0	60	0	67	0	6	2	0			0	0	60	0	67	0	6	2	0				

	2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 FYE	2016/17 YTD
Arts therapists		82	28	224	97
Biomedical scientists		83	55	99	101
Chiropodists/ Podiatrists		254	61	56	97
Clinical scientists		3	0	46	10
Dietitians		407	160	205	76
Hearing aid dispensers		22	61	68	28
Occupational therapists		669	543	457	563
Operating Department Practitioners		262	395	519	180
Orthoptists		11	35	59	174
Paramedics		842	775	642	263
Physiotherapists		262	172	158	133
Practitioner psychologists		252	231	1028	456
Prosthetists/Orthotists		87	13	6	8
Radiographers		182	170	161	211
Social workers in England		3370	2627	2270	1209
Speech and language therapists		208	343	208	135

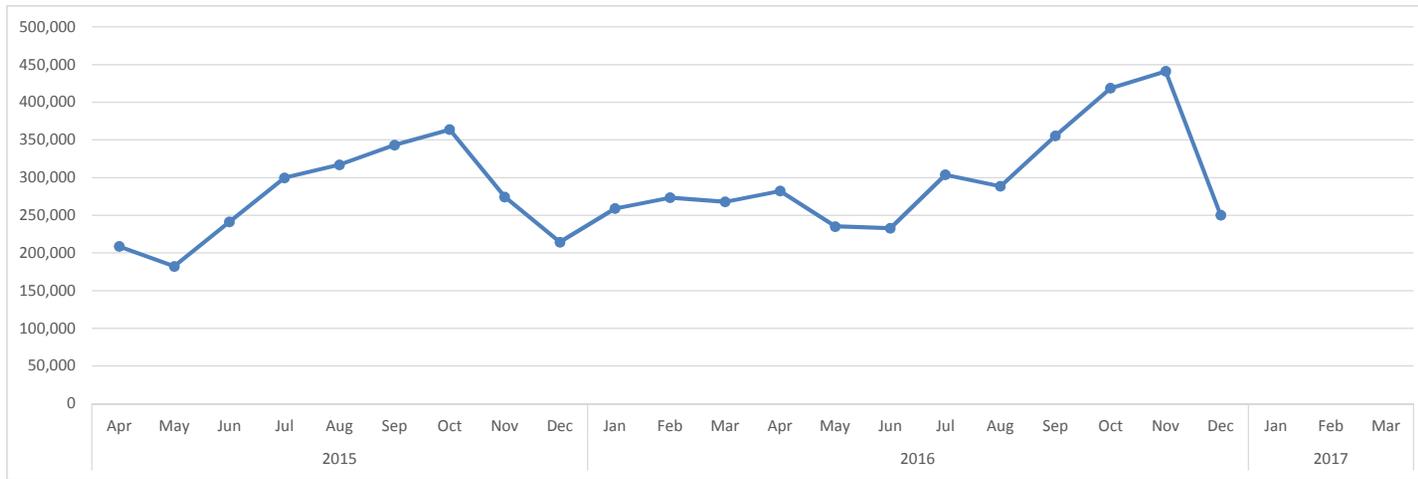


	2015			2016									2017											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
CPD and your registration	69	50	71	6	278	50	293	89	225	0	121	113	152	167	201	3	52	76	0	2	24			
Guidance on conduct and ethics for students	172	377	546	1209	1433	2526	246	222	1	292	60	0	0	0	3263	2471	1242	1456	97	202	21			
Standards of conduct, performance and ethics	11	3	255	230	814	627	268	176	111	1018	547	356	301	482	513	295	827	209	206	74	74			
Standards of proficiency (all 16 professions)	79	180	825	1129	1254	673	644	400	81	412	223	306	267	421	606	363	990	515	269	109	164			
Your guide to our standards for CPD	41	50	426	72	356	209	216	38	81	70	112	118	60	151	96	51	220	101	20	1	10			

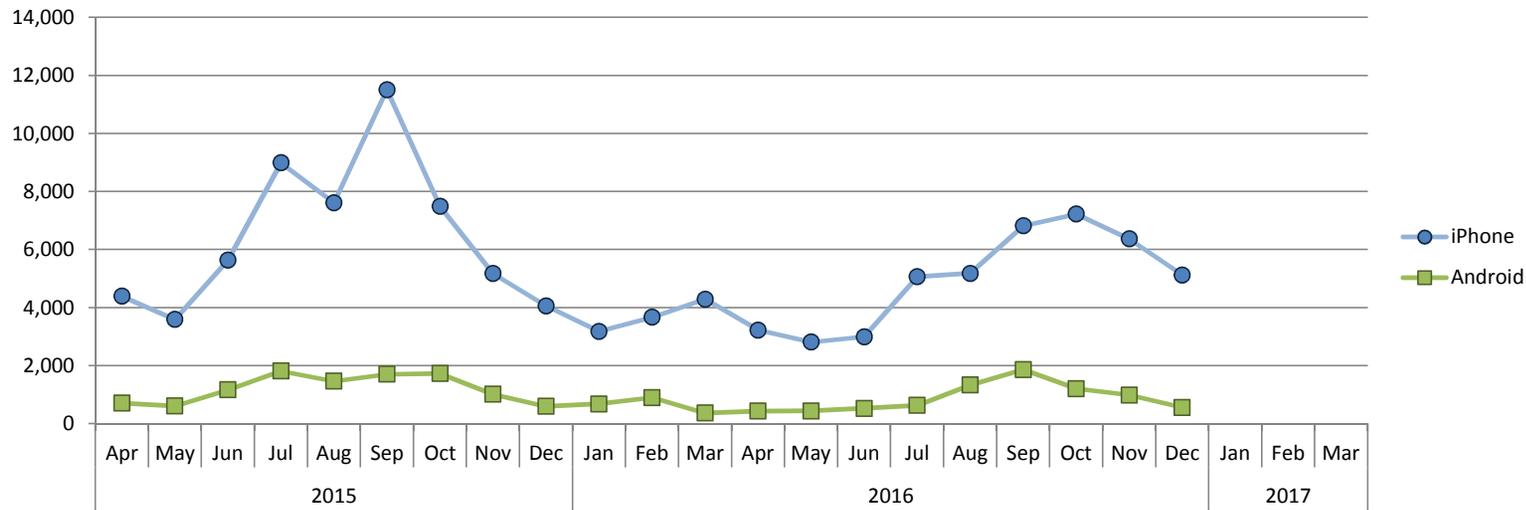
2012/13	2013/14	2014/15	2015/16	2016/17
FYE	FYE	FYE	FYE	YTD
	3587	2724	1365	677
	7071	7874	7084	8752
	3368	2508	4416	2981
	6946	5769	6206	3704
	875	2321	1789	710



	2015			2016									2017			2012/13	2013/14	2014/15	2015/16	2016/17									
	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
Visits	264,641	227,419	325,117	355,148	349,671	396,791	408,553	337,571	284,877	378,206	392,147	366,203	369,399	342,015	325,526	322,959	314,512	439,494	496,385	441,602	268,037				2,509,129	3,166,787	3,306,516	3,986,344	3,319,929
Visitors	176,467	151,997	218,374	228,213	227,060	262,789	266,959	255,040	197,500	263,994	274,146	250,630	251,923	233,867	217,522	205,704	202,222	296,560	328,710	288,980	177,410				1,634,799	2,026,047	2,129,218	2,773,169	2,202,898

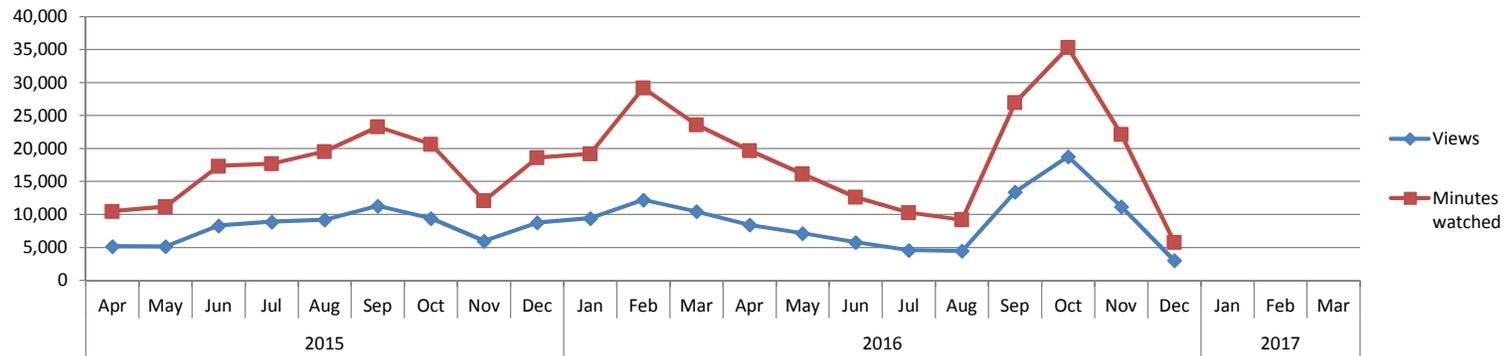


	2015			2016									2017			2012/13	2013/14	2014/15	2015/16	2016/17									
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD
Page views	208,752	182,338	241,118	299,705	317,040	343,153	363,802	274,271	214,301	259,030	273,362	267,840	282,191	235,076	232,692	303,732	288,511	355,463	418,715	441,032	250,074				3,882,409	3,287,489	3,069,805	3,244,712	2,807,486



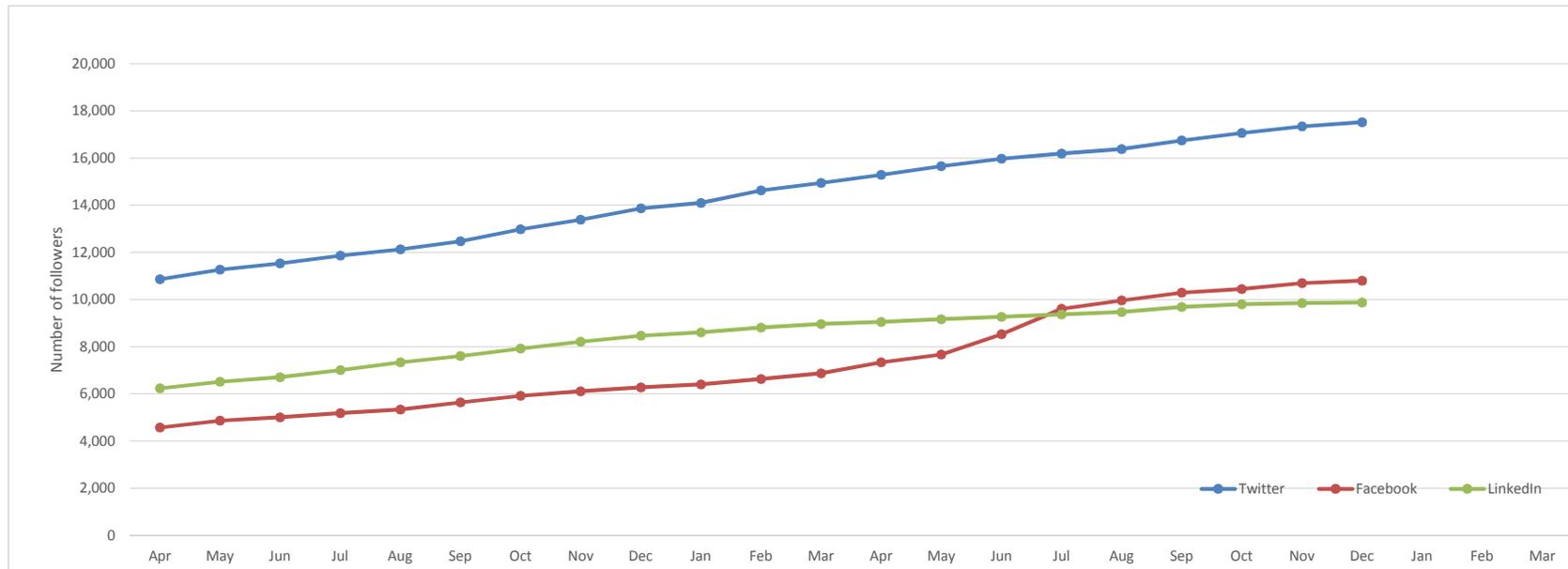
	2015			2016									2017											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
iPhone	4,396	3,595	5,638	8,993	7,613	#####	7,488	5,170	4,059	3,181	3,672	4,289	3,224	2,815	2,997	5,061	5,177	6,817	7,227	6,370	5,124			
Android	707	606	1,169	1,815	1,466	1,707	1,727	1,016	599	677	897	369	430	436	523	632	1,334	1,864	1,207	987	556			

2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 FYE	2016/17 YTD
46,844	69,602	52,079	69,602	44,812
	7,417	12,690	12,755	7,969



	2015			2016									2017											
	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	5,150	5,143	8,298	8,874	9,193	11,297	9,412	5,978	8,748	9,406	12,216	10,451	8,412	7,143	5,796	4,578	4,455	13,415	18,787	11,201	3,005			
Minutes watched	10,478	11,174	17,326	17,688	19,548	23,286	20,661	12,080	18,620	19,200	29,181	23,598	19,699	16,152	12,613	10,287	9,183	26,968	35,329	22,153	5,789			

2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 FYE	2016/17 YTD
	30,599	81,138	104,166	76,792
	41,659	164,331	222,840	158,173

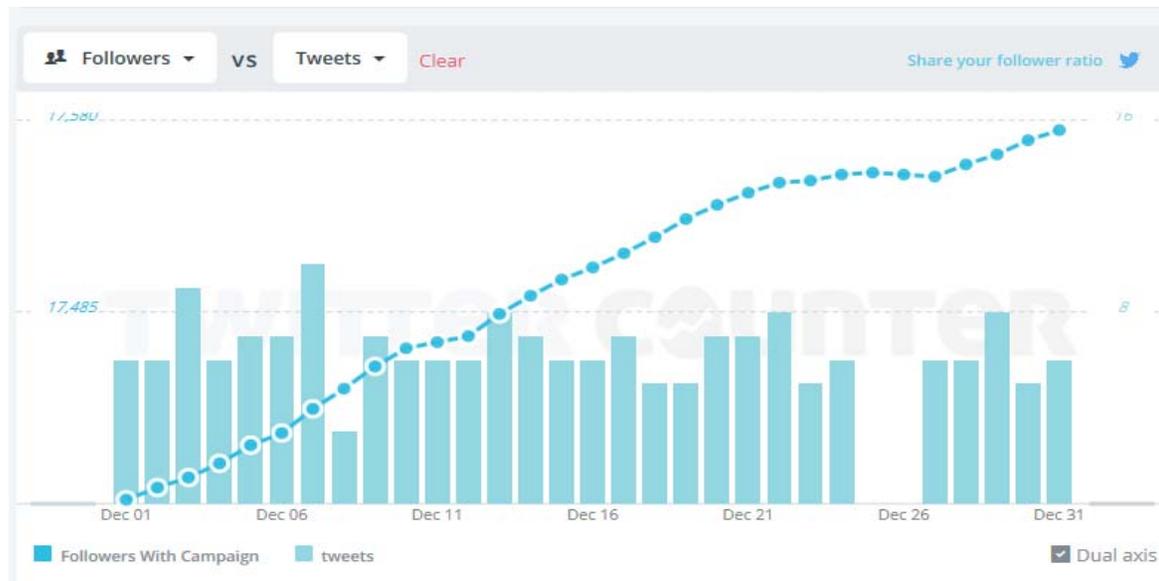


	2015			2016												2017								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Twitter	10,860	11,270	11,532	11,867	12,126	12,472	12,974	13,385	13,870	14,091	14,625	14,940	15,280	15,654	15,972	16,184	16,372	16,740	17,057	17,334	17,514			
Facebook	4,579	4,863	5,006	5,182	5,339	5,639	5,917	6,107	6,276	6,398	6,628	6,873	7,331	7,666	8,523	9,610	9,964	10,284	10,446	10,702	10,801			
LinkedIn	6,230	6,507	6,697	7,009	7,337	7,604	7,925	8,206	8,465	8,609	8,811	8,953	9,048	9,157	9,266	9,363	9,468	9,681	9,792	9,845	9,875			

Nov



Dec



HCPC Blog - top ten page views for the period of 25 December 2016 to 23 January 2017

25 Dec 2016 – 23 Jan 2017



Now

Day

Week

Month

All time

Posts

Entry	Pageviews
Students: what you need to know a... 2 Sep 2015	480
Professionalism in healthcare profe... 23 Nov 2011, 2 comments	164
Applying for HCPC registration? 22 Jul 2015	73
The role of the HCPC fitness to pra... 4 Oct 2016, 1 comment	72
6 things you should know about the... 21 Aug 2015, 1 comment	67
A journey of a thousand small steps... 11 Feb 2014, 1 comment	50
Focus on Standard 7: Reporting an... 6 Jun 2016, 4 comments	47
What happens at a fitness to practis... 16 Nov 2015, 2 comments	38
Standards of proficiency for social... 16 Jul 2012	37
SCPE and me 26 Jan 2016	30

Pages

HCPC Blog - top ten page views since blog established in September 2009

May 2010 – January 2017



Now

Day

Week

Month

All time

Posts

Entry	Pageviews
Professionalism in healthcare profe... 23 Nov 2011, 2 comments	23816
Students: what you need to know a... 2 Sep 2015	6854
Health, disability and becoming a h... 2 Oct 2015	5059
Accountability and the adult social c... 27 Sep 2012	4649
Standards of proficiency for social... 16 Jul 2012	4380
Applying for HCPC registration? 22 Jul 2015	4377
Fitness to practise: advice for empl... 14 Jul 2015, 2 comments	4165
Why are our Standards of conduct,... 27 Jan 2016	2714
SCPE and me 26 Jan 2016	2697
Focus on Standard eight: Be open... 1 Apr 2016	2264

Pages