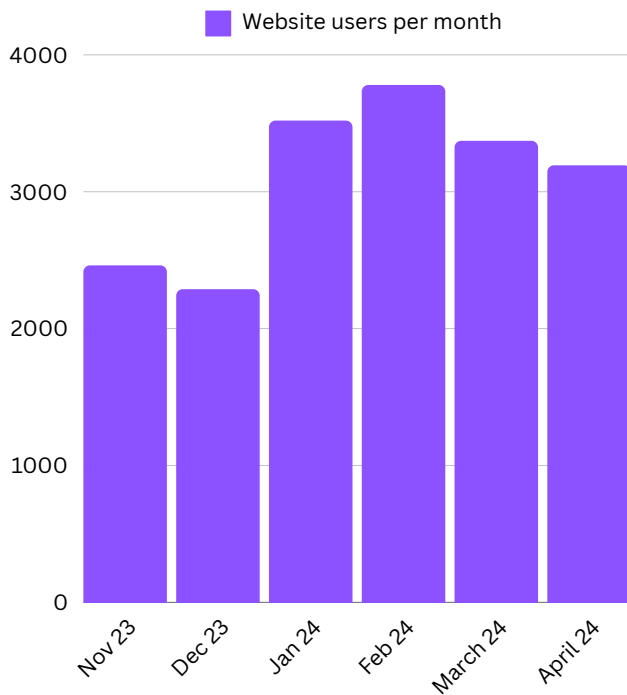


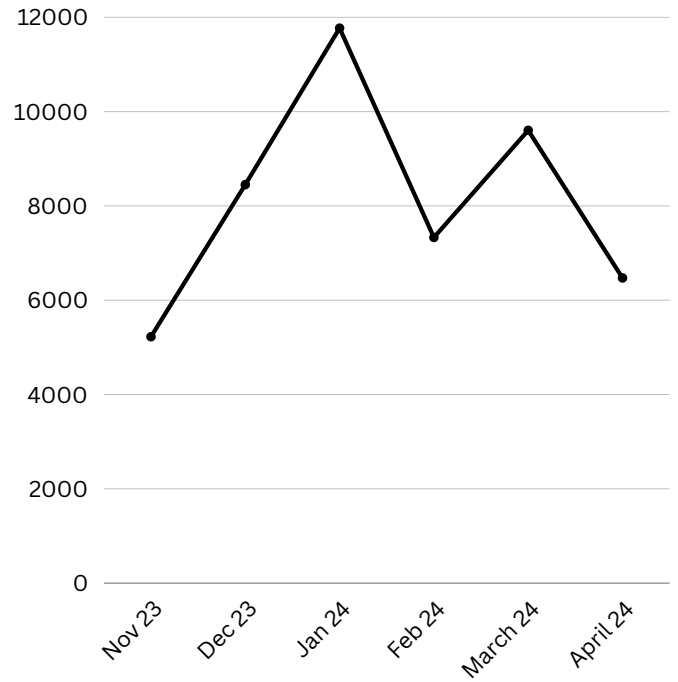
# PCB website and social media analytics

## November 2023 to April 2024

### Website users by month



### Page views by month



Average website users per month increased from 1,500 in 2022/23 to **2,400** in 2023/24



Average page views per month increased from 2,400 in 2022/23 to **7,400** in 2023/24

### Top 5 website pages\*



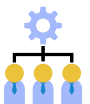
Home



GP Excellence



RCGP Quick Guide: clinical audit



Resources



News

### Top news stories\*



Could you be a Peer Ambassador for new NHSE Primary Care Transformation Academy?




Preparations for new Pharmacy First Service



New Pharmacy First Service to be launched in the new year

# Other website facts.....



Health and wellbeing was the 7th most visited page in December 23. Sitrep Support page was the 9th most visited page in November 23



85 news items were published on the website between November 23 and April 24


## X / Twitter




Nov 2023 860 followers  
 April 2024 1,051 followers

 **22%**


### Top tweets \*




#### 1 Peer amabassador recruitment



 1,673 views  
 7 shares  
 11 likes



#### 2 NIHR at November 23 PCN Development day



 1,562 views  
 4 shares  
 10 likes


#### 3 Winter wellbeing support for staff



 1,049 views  
 3 shares  
 2 likes

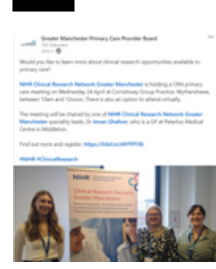
## LinkedIn





Nov 2023 328 followers  
 April 2024 699 followers

 **113%**

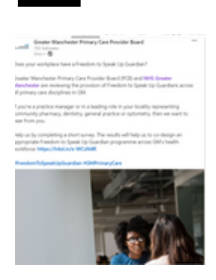
### Top LinkedIn posts \*





#### 1 NIHR clinical research meeting




 1,182 views  
 25 reactions  
 0 comment  
 1 repost





#### 2 Peer amabassador recruitment



 1,131 views  
 13 reactions  
 3 comments  
 5 reposts

#### 3 Freedom to Speak Up Guardian questionnaire



 924 views  
 6 reactions  
 0 comments  
 3 reposts

\*Pages and posts about the GM Primary Care Summit are not included - see separate evaluation report