

## Case study

# ► Social Media Managed Service

## Introduction

Redmoor Health have been commissioned by North Central London (NCL) Integrated Care Board (ICB) to help manage practices' and Primary Care Networks' (PCNs) social media pages for a 12 month period from April 2022 – March 2023.

"North Central London's incorporation of the Social Media Managed Service into their existing partnership with Redmoor really demonstrates the region's forward thinking. We hope that more practices will take up this offer after showcasing the benefits, to both practices and patients, that the Social Media Managed Service brings"

**Leoni Williams**

Digital Programme Manager, Redmoor Health  
25 August 2022



## Aims & Objectives

To provide a Social Media Managed Service (SMMS) to GP practices and PCNs that helps to communicate with patients using social media. Redmoor Health will create, manage and develop social media pages, provide training to practice teams, and post regular, relevant content to local communities using a mixture of national campaigns and bespoke posts that are co-created with the practices.

## The Challenges

Some practices expressed that they struggled communicating with patients directly and were keen to explore innovative methods of communicating practice messages to their patients successfully and efficiently, without increasing the workload burden on their practice staff.

Practices were also keen to explore opportunities to reduce demand on the telephone lines and via the practice front door to help manage their workload and ensure that patients were using the correct contact methods relevant to their query. There is also an urgent need to easily and quickly communicate on current key issues i.e. monkeypox, polio, COVID-19, etc. where content can be released across all channels via the SMMS.

## Case study

# ► Social Media Managed Service

## Progress

There are currently 49 practices in NCL live with the SMMS. Engagement is expected to increase as more practices become aware of the offer.

Redmoor Health have prioritised supporting practices with their Facebook pages and have also started to offer Instagram and Twitter page management to those practices already signed up to the SMMS to ensure we are catering to the needs of practices whose preferred social media channel is not Facebook.

Over 10,000 Facebook feeds have had primary care campaigns placed on them over the last three months:

	People Reached	Page Engagements	New Page Likes
<b>May 22</b> Metrics	<b>1,075</b>	<b>415</b>	<b>6</b>
<b>June 22</b> Metrics	<b>1,920</b>	<b>304</b>	<b>23</b>
<b>July 22</b> Metrics	<b>7,100</b>	<b>233</b>	<b>115</b>
<b>May - July 22</b> Metrics	<b>10,095</b>	<b>952</b>	<b>1,096</b>

The data (to the left) shows that there has been month-on-month increases in the number of people reached and new page likes since the SMMS has been live in NCL.

There is also an increase between May and July of 600%, with an extra 99 page 'likes' over the same period.

## Practice Case Study – PHGH Doctors

A practice who has seen great progress from using the SMMS is PHGH Doctors. Since June 2022, they have seen a significant increase in their reach (number of views) which is now at 990, and their patient engagement (likes, comments and shares) which is at 111.

Total reach has seen an increase from 123 in June, to 445 in August.

Page engagement has seen an increase from 9 in June, to 104 in July and August.



TOTAL  
REACH  
AUGUST 2022

**445**



PAGE  
ENGAGEMENT  
AUGUST 2022

**104**

## Case study

# ► Social Media Managed Service

The practice was asked for feedback on how they felt the SMMS has impacted them, which is summarised below:

The main benefit the practice has seen from utilising the SMMS is that it keeps the page active and relevant, without the workload placed on practice staff to manage this content on top of their other duties. The practice has also attended the Social Media Workshops, which form part of the support offer, and this has helped to improve the practice's/individual's knowledge and confidence around social media and how they can best use this within General Practice. Social media is a priority for the practice and they check and update their pages every day.

PHGH Doctors

## Practice Case Study – The Old Courthouse Surgery

Another practice who has seen progress from the SMMS is The Old Courthouse Surgery. The data below shows that since July 2022, they have seen a significant increase, particularly in their social media reach since the introduction of the SMMS. This practice is in the early stages of the programme, but they are already seeing positive results.

Total reach has seen an increase from 13 in June, up to 157 in August.

Page engagement has seen an increase from 0 in June, up to 4 in July and August.



TOTAL  
REACH  
AUGUST 2022

**157**



PAGE  
ENGAGEMENT  
AUGUST 2022

**4**

Total reach has seen an increase from 13 in June, up to 157 in August.

Page engagement has seen an increase from 0 in June, up to 4 in July and August.

## Case study

# ► Social Media Managed Service

The practice were asked for feedback on how they felt the SMMS has impacted them, which can be seen below:

Similarly, The Old Courthouse Surgery feel that the main benefit of utilising the SMMS is that their Facebook page is kept updated and relevant whilst not taking up the time of the practice staff. The practice felt the SMMS was having a positive impact as they are able to provide more information to their patients online, they also add their own content in addition to the content provided by the SMMS.

**The Old Courthouse Surgery**

The practice would like to increase their reach further, so to support this we are looking at analytics for the practice to assess the best times for posting and boosting posts to increase the reach.