



**Redmoor
Health**

Your digital health partner

Staffordshire ICB - Insights Report

Feb 01 - Feb 28, 2025

This report gives insights into Staffordshire ICB Facebook, Instagram and Twitter pages (followers, engagement and reaches)

 Total Fans & Follo...

82,361
followers

 Total New fans & f...

579
new followers

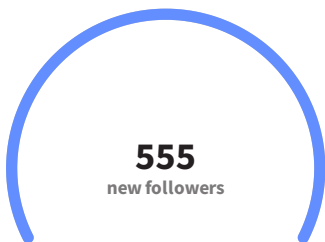
 Total Page & profi...

646,678
impressions

 Total Page & profi...

437,141
users

 Page new followers



 Page followers

80,951
followers

 Page followers

South Stoke Central PCN	3,110
Mansion House Surgery	2,050
Balance Street Health Centre	1,916
Park Medical Centre	1,888
Longton Hall Surgery	1,672
Belgrave Medical Centre	1,597
Other	68,718

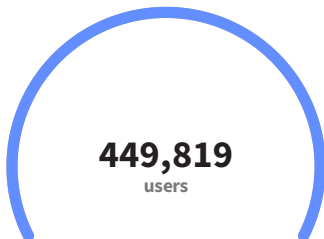
 Page impressions

641,248
impressions

 Page impressions

PAGE	# COUNT ▼
Brook Medical Centre	37,697
Alrewas Surgery	29,109
Russell House Surgery	27,153
Kingsbridge Medical Practice	25,658
Penkridge Medical Practice	22,723
Weeping Cross Health Centre	22,612
South Stoke Central PCN	19,187

 Post reach



 Page engagements

43,064
engagements

 Post comments

371
comments

 Post clicks

23,985
clicks

 Posts

2,687
posts

Top posts - Impressions

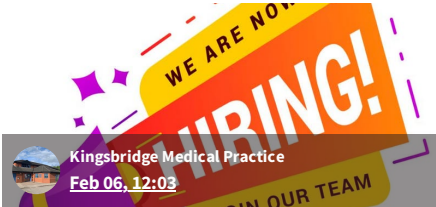


WE'RE HIRING

Alrewas Surgery
Feb 03, 15:27

We Are Hiring! Join Our Team at Alrewas Surgery! 🇬🇧
Alrewas Surgery is looking for two Care Navigators (Receptionists) and two Medical Secretaries to join our

21,001 impressions




WE ARE NOW HIRING!

Kingsbridge Medical Practice
Feb 06, 12:03

****Vacancy**** Following internal promotion of existing team members, we are now looking for motivated, friendly and enthusiastic Patient Care Advisors to join our team at

20,716 impressions


















Brereton Surgery
Feb 20, 12:45

! PRACTICE UPDATE ! Dear Patients Following our previous communication on 13th December 2024 where there had been an unfortunate incident that caused damage to the front elevation of the building and part of the brick work; we wish to inform you that the restoration work will commence on Monday 24th February 2025 and is expected to last up to 3 weeks. The building company have assured us that there will be minimal noise and disruptions, and the practice can remain open as normal and there will be no risk

9,089 impressions

Posts table

DATE	MESSAGE	REACTIONS	COMMENTS	SHARES
 Biddulphdoctors Feb 05, 09:38	 <p>🎉 Celebrating Long Service and Dedication! 🎉 We are incredibly proud to share that some of our amazing team members at biddulphdoctors recently attended a wonderful afternoon tea at Uttoxeter Race Course to collect their NHS Long Service Awards. 🏆 A huge congratulations to: Kathy Tinsle...</p>	101	17	0
 Dr Miles & Dr Valasapalli Feb 24, 10:56	 <p>Dr Miles is Retiring – But Not Saying Goodbye! After an incredible career spanning over four decades in the NHS, Dr Miles will be retiring as a GP Partner on 5th April. However, we're pleased to share that he will still be with us one day a week as a locum. Dr Miles qualified from Cambridge (1978-81) and bega...</p>	87	61	7
 Honeywall Medical... Feb 05, 09:44	 <p>How wonderful Gillian's family have received this lovely message from Kevin Sinfield former rugby player 🏉 who has tirelessly been raising awareness and funds for MND in support of his friend and colleague Rob Burrow who also was lost tragically to this devastating disease #MND #rugby...</p>	41	0	9
 Brook Medical Centre Feb 19, 12:05	January Practice Highlights! 🌞🌙 9,241 calls handled (420 per day), with 2,154 call-back —268 more than last time! Our new system is helping patients get through more efficiently. 📺 Exciting News: Online Consultations Launching Soon with Anima! We're delighted to introduce Anima, our new online consultation system that will give you...	37	9	1
 Potteries Medical Centre Feb 04, 10:14	Notice to patients: We have received some quite negative and upsetting feedback on our recent satisfaction survey. The feedback is in relation to the current building work that we are having done and how long it is taking. To clarify, we are not just fixing a leak, as the feedback suggests. We are fixing the damage that a silent leak (that's potentiall...	33	24	2
 The Colliery Practice Feb 19, 13:29	 <p>Attached is our Practice Newspaper! We will be editing every three months depending on changes within the Practice. There are also copies printed in both waiting rooms. Thank you for all your positive feedback so far.</p>	26	1	1
 The Colliery Practice Feb 18, 12:58	(Post with no description)	26	10	0
 Honeywall Medical... Feb 05, 12:19	 <p>What an incredible turnout! 🎉 130 of you came together to celebrate the life of Dr Rees, showing the power of community and support. It was inspiring to see so many first-time parkrunners join in ❤️</p>	26	1	2
 Peel Medical Practice	 <p>If you no longer need your appointment please ensure you cancel it! Between 6th January and 2nd February 365 appointments were lost to people not turning up. That's 365 appointments that</p>	21	7	15

New followers

6
followers

Followers

1,020
followers

Profile visits

ACCOUNT	# COUNT
drasibandpartners	16
mountroadpractice	13
lakesidemedicalperton	8
laurelhousesurgery	6
biddulphdoctors	6
carltongrouppractice	3
mansionhousesurgery	3

Profile impressions

5,128
impressions

Profile impressions

ACCOUNT	#
mountroadpractice	1,555
carltongrouppractice	708
laurelhousesurgery	570
lakesidemedicalperton	549
mansionhousesurgery	372
milehousemedical	199
drasibandpartners	199
biddulphdoctors	199

Post engagement

85
engagements

Post reach

4,115
users

Top posts - Reach



February is Raynaud's Awareness Month Raynaud's Awareness Month is observed every February to raise awareness of Raynaud's phenomenon, a condition that

232 reach



Sleep better, feel better! Quality sleep is key to improving mental and physical well-being. If you're finding it hard to sleep, you're not alone—there are steps you can take to

122 reach



Choose Well, Choose the Right Service: When you need medical help, selecting the right NHS service ensures timely care and helps keep resources available for those in urgent

109 reach

Followers



Net new followers

ACCOUNT	#
@PrimaCareSOT	1
@MilehouseMed	1
@AelfgarS	1
@CodsallDocs	0
@AldergateMedic1	0
@LakesideDoctors	0

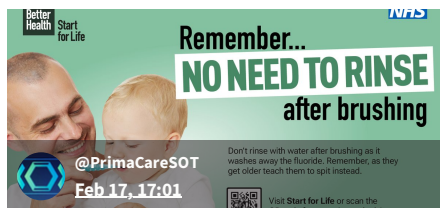
Post impressions

670 impressions

Post impressions

ACCOUNT	#
@PrimaCareSOT	328
@AelfgarS	128
@LakesideDoctors	125
@AldergateMedic1	49
@MilehouseMed	26
@CodsallDocs	14

Top tweets - Impressions



National Children's Dental Health Month: Teach kids to brush twice daily, eat tooth-friendly foods, and visit the dentist regularly. Tips for healthy teeth:

295 impressions

@AelfgarS
Feb 09, 08:24

Raynaud's Awareness Month raises awareness about Raynaud's phenomenon, a condition that affects blood circulation in extremities such as fingers & toes. You can often treat the symptoms yourself by keeping warm
<https://www.nhs.uk/conditions/raynauds/>

15 impressions



It's Time to Talk Day! A small conversation about mental health can make a big difference. Reach out, listen, and support each other—because every conversation matters.

14 impressions

Terminology

If you have any questions or require further support, please don't hesitate to contact us:

socialmedia@redmoorhealth.co.uk

New Fans/Followers: The number of new likes of your Pages gathered over a period of time

Post Reach: The total number of unique accounts that have seen your posts

Fans/Followers: The number of likes your Facebook Pages have at any moment

Page Impressions: The number of times people saw your posts

Page Engagement: The total number of interactions (reactions, comments, and shares) received by your Pages' posts as well as by other posts



























































































Top Posts: A visual representation of your top-performing Facebook Page posts.













Post Table: The list of posts published by your Pages, with their engagement stats: reactions, comments and shares.

Report sources







Analytics

Facebook Pages



 Balance Street Health Centre	 South Stoke Central PCN	 Trent Meadows Medical Practice
 Dove River Practice	 Riverside Surgery	 Crown Medical Practice
 Carlton Group Practice	 Wetmore Road Surgery	 Winshill Medical Centre
 Alrewas Surgery	 Mill View Surgery	 The Tutbury Practice
 Peel Croft Surgery	 Stapenhill Medical Centre	 Northgate Surgery
 Heathview Medical Practice	 Bridge Surgery	 Yoxall Health Centre
 All Saints Surgery	 Gordon Street Surgery	 HIPC Social Prescribing Link Worker
 The Aldergate Medical Practice	 Dr Hussain's Milehouse Medical Practice	 Moss Street Surgery Official
 Salters Meadow Centre	 NHS Hazeldene House Surgery	 Brewood, Coven & Wheaton Aston Surgery
 Chase Medical Practice / Heath Hayes Health ...	 Dr Manickam & Partner	 Russell House Surgery
 The Crown Surgery	 Castlefields Surgery	 Peel Medical Practice
 Penkridge Medical Practice	 Lakeside Medical Centre	 Gnosall Surgery
 Featherstone Family Health Centre	 Langton Medical Group	 Dale Medical Practice
 HIPC PCN	 Holmcroft Surgery	 The Colliery Practice
 Betley Surgery	 Orchard Surgery	 Biddulphdoctors
 Talke Clinic	 Allen Street Clinic	 Ashley Surgery
 Apsley Surgery	 Brook Medical Centre PPG	 Tean Surgery and Blythe Bridge Primary Care...
 Belgrave Medical Centre	 Brinsley Avenue Medical Practice	 Trinity Medical Centre
 Cambridge house Surgery	 Alton Surgery	 Cobridge Surgery
 The Village Surgery	 Dr Miles & Dr Valasapalli	 Whitfield PCN
 Shelton & Hanley PCN	 Chesterton Surgery	 Tunstall Primary Care GP Surgery Page
 Brook Medical Centre	 Adderley Green Surgery	 Biddulph Valley Surgery
 Baddeley Green Surgery	 Trent Vale Medical Practice	 Glebedale Medical Practice
 Madeley Practice	 Potteries Medical Centre	 Goldenhill Medical Centre
 Longton Hall Surgery	 NHS Well Street Medical Centre	 Wolstanton Medical Centre
 Park Medical Centre	 Mount Road Practice - Dr Rao & Dr Bradshaw	 Kingsbridge Medical Practice
 Harley Street Medical Centre	 Blurton Medical Practice	 Silverdale and Ryecroft Practice
 Dunrobin Street Medical Centre	 Furlong Medical Centre	 Werrington Village Surgery
 NHS The Tardis Surgery	 Lucie Wedgwood Surgery	 Leek Health Centre
 Higherland Surgery	 Moorcroft Medical Centre and Moss Green S...	 Drs Shah & Partner Surgery
Honeywall Medical Practice	Hartshill Medical Centre	Middleport Medical Centre
Norfolk Street Surgery	Millrise Medical Practice	Prima Care Surgeries

-  Meir Medical Practice
-  Norton Canes Surgery - Dr Jalota
-  Mansion House Surgery
-  Dr Rasib & Partners
-  Newcastle South PCN
-  Leek and Biddulph PCN
-  Tri-links Medical Practice
-  Willow Bank Surgery Meir
-  South Stoke West PCN
-  Aelfgar Surgery
-  Hednesford Medical Practice
-  Trentham Mews Medical Centre


Instagram Business












-  carltongrouppractice
-  milehousemedical
-  lakesidemedicalperton
-  mountroadpractice
-  meirpcn
-  primacaresurgeries







Twitter



-  @MilehouseMed
-  @AldergateMedic1

LinkedIn Pages












-  Cam Medical PCN







-  Rising Brook Surgery
-  Brereton Surgery
-  Stafford Health and Wellbeing Centre
-  Miller Street Surgery
-  Weeping Cross Health Centre
-  Red Lion Surgery
-  Norton Canes Practice
-  Social Prescribing Meir Primary Care
-  Moorlands & Rural PCN
-  Cumberland House Surgery
-  Waterhouses Medical Practice



-  winshillmedicalcentre
-  saltersmeadow
-  willowbank.surgery
-  sheltonhanleypcn
-  the_village_surgery
-  mansionhousesurgery

-  @CodsallDocs
-  @AelfgarS


-  Trumpington Street Medical Practice

-  Chadsmoor Medical Practice
-  Rawnsley Surgery Official
-  Lyme Valley Practice
-  Wolverhampton Road Surgery
-  Gravel Hill Surgery
-  Barton Family Practice
-  Meir Primary Care Network
-  Meir Primary Care Network Health & Wellbei...
-  East Staffordshire Primary Care Network
-  Darwin Medical Practice
-  Laurel House Surgery

-  peelcroftsurgery
-  russellhousesurgery
-  adderleygreen.surgery
-  drrasibandpartners
-  biddulphdoctors
-  laurelhousesurgery

-  @LakesideDoctors
-  @PrimaCareSOT

Extra notes

All tiles marked with  might contain aggregated values across networks. To see the breakdown, head into Hootsuite and use compare by social network. You can customize these metric tiles in Hootsuite to see how each network contributed to the total.