



**Redmoor  
Health**

Your digital health partner

# **The Willow Group - Insights Report**

**Dec 01 - Dec 31, 2024**

This report gives insights into your Facebook and Twitter page (followers, engagement, reaches etc.) for last month

 [Social Media Managed Service website](#)

 Page new followers

12  
new followers

 Page followers

4,663  
followers

 Post reach

40,472  
users

 Post impressions

44,276  
impressions

 Post engagement

2,585  
engagements

 Post clicks

2,244  
clicks

 Post comments

35  
comments


 Posts

26  
posts

 Top posts - Impressions

**Hampshire CAMHS are offering a free day of training on Suicide Prevention.**

This is a one-day training event for schools and organisations to understand and be confident in noticing and managing students that are possibly distressed, not coping or at risk. It encourages and creates school cultures of kindness, empathy, and difference.

 **The Willow Group**  
Dec 19, 11:30  
Tuesday, 19 February 2025

Are you working with young people? Hampshire CAMHS is offering a FREE one-day training event on Suicide Prevention. This session is designed for schools and organisations to

7,873 impressions

**Tuesday 24<sup>th</sup> December 2024 at 1830**  
**UNTIL**  
**Friday 27<sup>th</sup> December 2024 at 0800**


**IF YOU NEED URGENT MEDICAL ADVICE**  
**The Willow Group RING**  
**THE NHS 111 SERVICE ON**  
Dec 16, 10:22

(Post with no description)

4,563 impressions

**a tough time.**




For anyone who needs some support right now. ❤️









CALM - 0800585858  
Mind - 03001233393  
 **The Willow Group**  
Support - 04000081677  
ADVISORY - 116 123

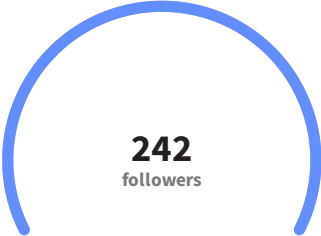
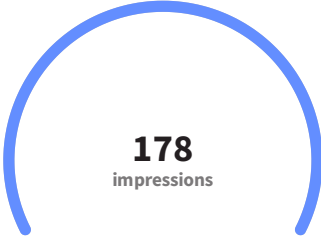
(Post with no description)

4,210 impressions

 Posts table

DATE	MESSAGE	REACTIONS	COMMENTS	SHARES
 <b>The Willow Group</b> Dec 16, 10:25	 (Post with no description)	22	26	36
 <b>The Willow Group</b> Dec 02, 14:10	 (Post with no description)	18	0	1
 <b>The Willow Group</b> Dec 19, 11:40	 Dozens of pharmacies will stay open across Hampshire and the Isle of Wight over the festive period to continue to offer services and health advice. The Pharmacy First scheme also ensures that pharmacies can offer treatment and medication if needed. The opening times cover Christmas Day (Wednesday ...	14	3	10

MESSAGE		👍	💬	➦
 <b>The Willow Group</b> Dec 10, 12:11	 <p>(Post with no description)</p>	13	0	58
 <b>The Willow Group</b> Dec 03, 10:30	 <p>🌐 International Day of People with Disabilities! Today, we celebrate the rights, achievements, and contributions of over 1 billion people with disabilities around the world. Let's promote inclusion, break down barriers, and create a more accessible world for everyone. Learn more: <a href="https://idpwd.org...">https://idpwd.org...</a></p> <p>#IDPWD2</p>	8	0	7
 <b>The Willow Group</b> Dec 11, 07:49	 <p>Dear patients Please see the below ailments that can be treated by our colleagues in the Pharmacies. Please consider contacting the Pharmacies for support if you have any of the illness below. Kind regards The Willow Group</p>	6	0	8
 <b>The Willow Group</b> Dec 23, 08:10	 <p>(Post with no description)</p>	5	1	13

🐦 Net new followers	🐦 Followers	🐦 Post impressions	🐦 Post engagements
-2 followers	 <p>242 followers</p>	 <p>178 impressions</p>	4 engagements

🐦 Top tweets > Impressions		
 <p>Are you working with young people? Join Hampshire CAMHS for a FREE training day on Suicide Prevention. Learn how to spot signs of distress &amp; create supportive environments. <a href="#">🔗</a></p> <p>23 impressions</p>	 <p>The NSPCC runs a helpline called Childline, where children can talk to someone who understands. They listen to kids and help them when they feel scared or worried. <a href="#">📖</a> To learn</p> <p>18 impressions</p>	 <p>Take the drama out of minor illness! Did you know that a pharmacist can help you get rid of earache? No need for an appointment with your GP! Go to</p> <p>16 impressions</p>

<h1>Terminology:</h1>	<p>If you have any questions or require further support, please don't hesitate to contact us:</p> <p><a href="mailto:socialmedia@redmoorhealth.co.uk">socialmedia@redmoorhealth.co.uk</a></p>
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<h1>Fans</h1>	<h1>New Fans/Followers:</h1> <p>The number of new likes of your Pages gathered over a period of time</p>
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<b>Engagement</b>	<p><b>Post engagement rate:</b> The average engagement rate for all your posts, calculated as the sum of engagement rates for each post divided by the number of posts. The engagement rate for a post counts the percentage</p> <p><b>Post engagement:</b> The number of likes, comments, and saves received by all your photo, video, carousel, and reel posts</p>
<b>Reach</b>	<p><b>Post reach:</b> The total number of unique accounts that have seen your posts</p> <p><b>Page impressions:</b> The number of times any content from or about your Pages was displayed on a person's screen. Content includes posts, ads, feed stories, and more</p>
<b>Others</b>	<p><b>Page comments:</b> The number of comments received by your posts and by other Facebook posts where people mentioned your Pages, checked in into your places, responded to your events, and liked your Pages</p> <p><b>Top posts:</b> A visual representation of your top-performing posts</p> <p><b>Profile visits:</b> The number of people that have visited your Instagram profile within the selected time frame</p>

# Report sources

## Analytics

 **Facebook Pages**

 The Willow Group

 **Twitter**

 @willowgroupnhs