

## Comms update for Exec Group

	Frequency	Subscribers/followers**	Members	Assoc Members
Newsletter Mailchimp	Weekly	447	241*	205
		New subscribers, 2024: 40 New subscribers, 2025 year to date: 41		
LinkedIn	2 x weekly (target)	550		
YouTube	Approx every other month	36		
BlueSky	Rarely	27		
X account	Inactive			

\*1 new Member has opted out of newsletter entirely (does not wish to receive email comms from uMd).

\*\*Mailchimp counts current subscribers to newsletter. In addition to recipients who voluntarily “unsubscribe,” Mailchimp It automatically “cleans” contacts who consistently fail to open newsletter or whose emails bounce more than 7 times. This accounts for any disparity between numbers on Secretariat Membership list and Newsletter subscribers. AS & ELO do periodic checks to tally numbers.

All newsletter subscribers are added to the list manually by Secretariat.

Followers on other channels are organic, i.e they find us and sign themselves up.

## use MY data’s communications channels

- Website
- Newsletter Mailchimp
- LinkedIn
- YouTube
- BlueSky

## How do we communicate directly with our Members & Assoc Member?

- Weekly newsletter (Patient data & engagement roundup) via Mailchimp, 2 lists (Members & Assoc Members)
- Quarterly Chair’s Letter
- Occasional Ad hoc communications
- Education Sessions throughout the year

## How do our Members communicate with us?

- Direct with Secretariat
- General Newsletter feedback
- Participation in Education Sessions
- Occasional survey feedback
- LinkedIn comments

## How do we communicate with wider audience

- Website (Available 24/7)
- LinkedIn (24/7)
- Guest speakers on Education Sessions
- Education Sessions recordings (YouTube) (24/7)
- PPIE opportunities
- Formal roles on official bodies
- Individually via our own networks
- Promotional film (in production)
- BlueSky (rarely- but plenty of room for improvement)

### **Looking ahead**

- **August:** New website goes live (hosted by Wix) Soft launch-
- **August/September:** promote our new appearance

### **Autumn**

The Secretariat proposes doing a piece of strategy work on our own messaging & comms that will be informed in part by the conclusions/outcomes of this meeting. This ideally would include an external set of expert eyes (we are exploring support from Media Trust or via contacts in Health Communications Association), an Exec Member, a Member.

How can we make our messaging more productive, proactive and targeted to our goals (e.g. increase Membership numbers; greater awareness of our work and recognition of its value, build media relationships) with the capacity and resources we have.

How do we make smarter use of our own Membership data to understand more about our Members e.g.,

### **Who are we talking to and what are we saying?**

- **Identify our key audience(s) and messages. What has changed since 2015?**

### **How do we communicate with Members?**

- Message, method, content, value, frequency
- How can we encourage a more active Membership.
- What resources do Members need to be more active
- How do engage Members more effectively

### **How do we communicate with Associate Members**

- Are our communications skewed towards them
- Should we expect something back from Associate Members

### **How do we communicate with wider data community and general public?**

- Who should we be focusing our attention on to make best use of our resources
- What are best channels and methods?
- What does feedback from NPADD tell us about our audience

How do we capitalize on success on NPADD

How do we effectively promote our role in HDRS

July 2025

How do we make best use of media trained Members.

July 2025

MailChimp snapshot

Members week of 30 June (Thursday 3 July) 241 subscribers

Email performance

3 July 2025 - 9 July 2025 • Excludes Apple MPP

Open rate

41.1%

99 opened

Click rate

11.6%

28 clicked

Bounce rate

0%

0 bounced

Unsubscribe rate

0%

0 unsubscribed

Characteristics you and your peers share

Industry

Non-Profit

Your industry was either self reported or predicted using natural language processing techniques. You can update it in [your settings](#).

Audience demographics

A combination of Male, Female and Another Identity, from 45 and up

Audience size

200 - 2,000

How your email compares

Open rate

Click rate

Unsubscribe rate

60.2%

This email's performance

60.1%

Your average campaign performance

44.3%

Your peers' average performance

3 July 2025 - 9 July 2025  
Your email campaign performance compared to similar businesses. Learn more about [benchmarking](#).

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How your email compares

Open rate

Click rate

Unsubscribe rate

11.6%

This email's performance

11.0%

Your average campaign performance

4.9%

Your peers' average performance

Email benchmarking

3 July 2025 - 9 July 2025

Your email campaign performance compared to similar businesses. Learn more about [benchmarking](#).

Characteristics you and your peers share

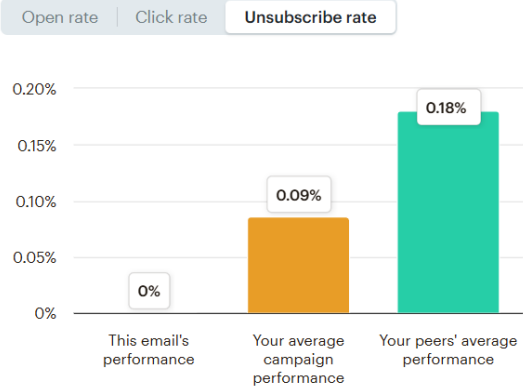
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Audience size  
200 - 2,000

How your email compares



Associate Members week of 30 June (Thursday 3 July) - 205 subscribers

Email performance

3 July 2025 - 9 July 2025 • [Excludes](#) Apple MPP

<a href="#">Open rate</a> <b>44.9%</b> 92 opened	<a href="#">Click rate</a> <b>3.9%</b> 8 clicked	<a href="#">Bounce rate</a> <b>0%</b> 0 bounced	<a href="#">Unsubscribe rate</a> <b>0%</b> 0 unsubscribed
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Additional email details

Deliveries	205 (100%)	Clicks per unique opens	8.7%
Total opens	173	Total clicks	21
Last opened	09 Jul 2025 1:48	Last clicked	03 Jul 2025 15:55
Forwarded	0	Abuse reports	0

Email benchmarking

3 July 2025 - 9 July 2025

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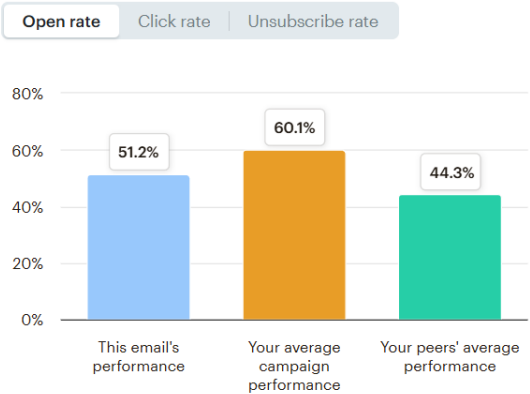
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How your email compares



Email benchmarking

3 July 2025 - 8 July 2025

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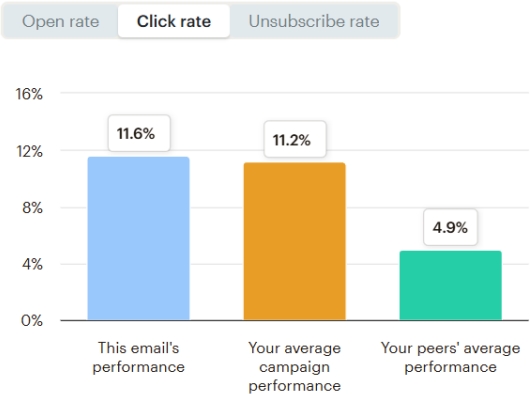
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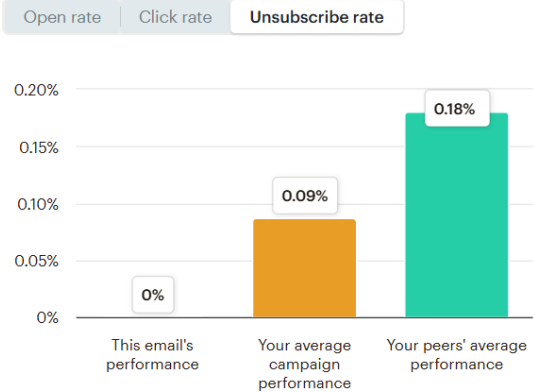
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How your email compares



Combined audiences

Monitor performance

Jul 8, 2024 - Jul 7, 2025 • Compared to audience averages • [Excludes](#) Apple MPP



Performance over time

Jul 8, 2024 - Jul 7, 2025 • Compared to audience averages

