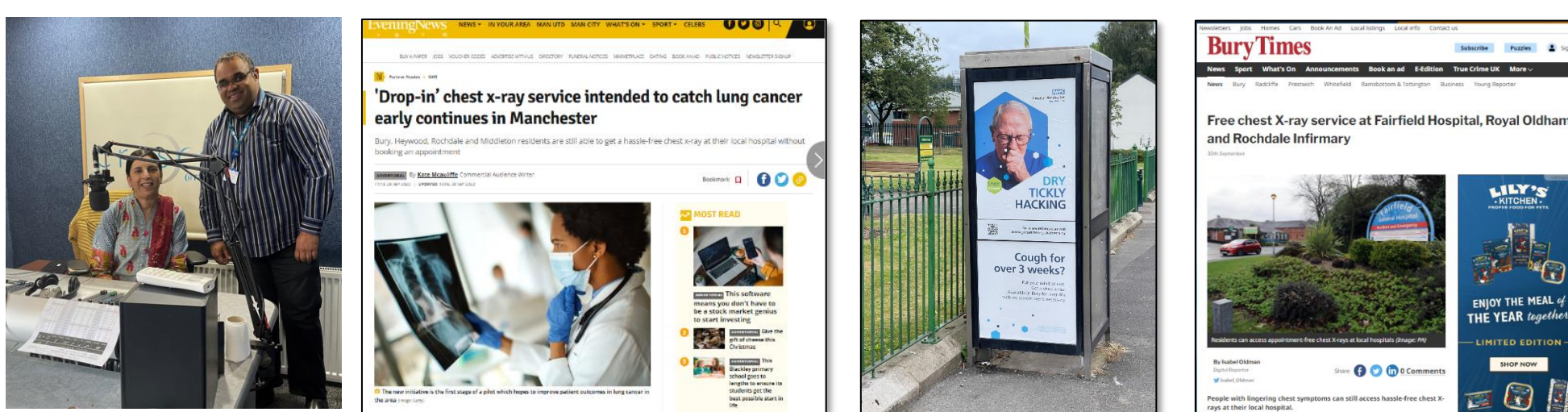


Targeted social media adverts to drive attendance to a self-request chest x-ray service in Greater Manchester

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Introduction

To support the self-request chest x-ray (SRCXR) service in two localities of Greater Manchester (GM), an effective communications strategy is required. The main communication objective is to ensure that members of the public in the eligible areas are aware of the service and attend when appropriate.



L-R: Dr Rehan Naseer interview on Crescent Radio; Article in Manchester Evening News; Poster on phone box; article in Bury Times.

Methods

A communications strategy using a tailored, multilayer marketing and engagement campaign was designed and has been delivered through the course of the SRCXR from July 2022 to present day. This included out of home advertising, press articles (sponsored and earned media) in regional and local titles, social media (both paid and organic activity & including targeted Facebook advertising by age, postcode and demographic) and community engagement activities. We mapped attendance at the SRCXR service in relationship to all communication interventions to assess the individual impact of each component.

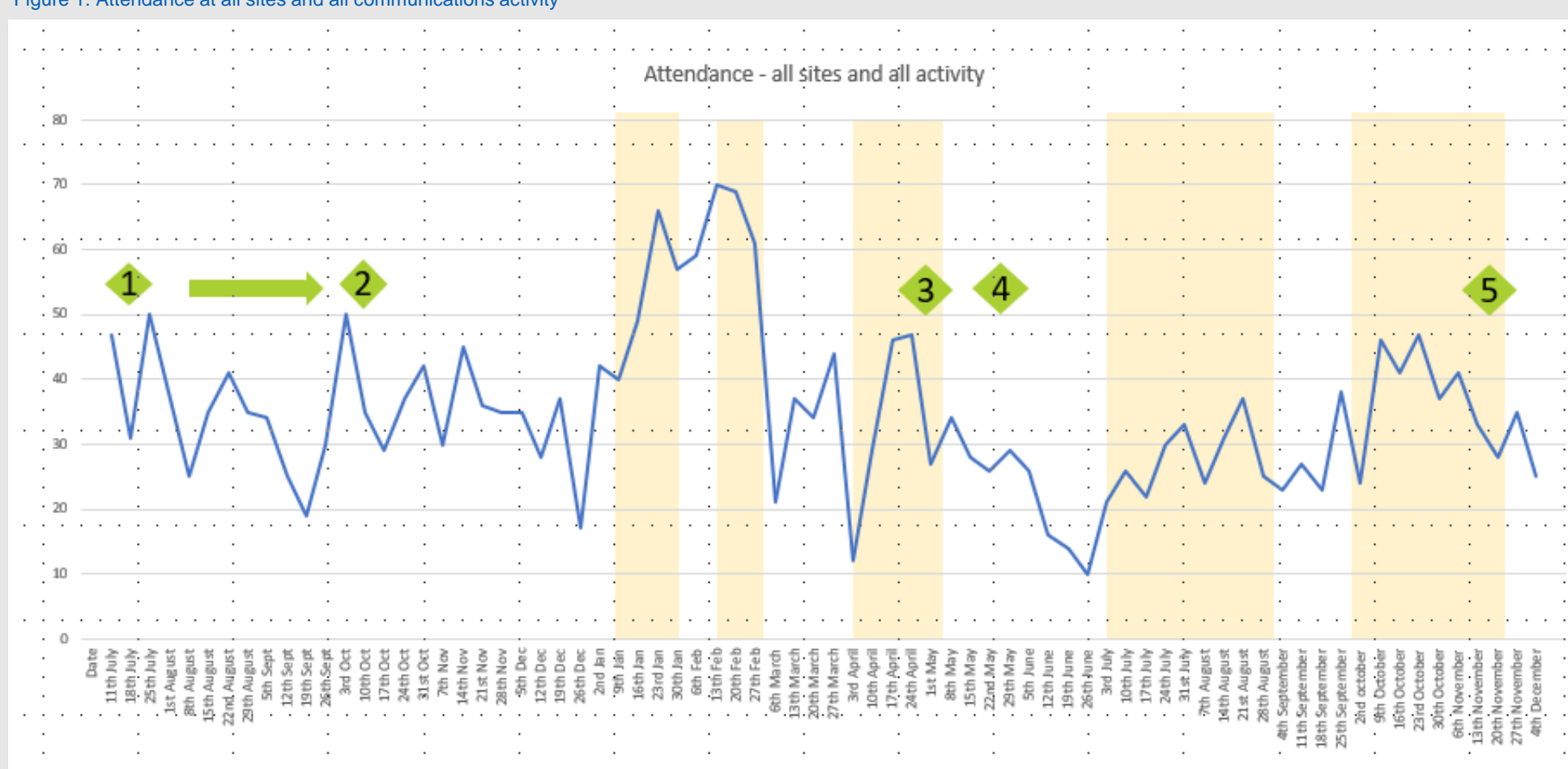


Example social media post

Results

Specific activities such as press articles and engagement events all showed some impact on increasing attendance. However, targeted Facebook (FB) adverts demonstrated clear and obvious spikes in attendance across all sites (Figure 1) with a maximal attendance of 70 per week following the first series of FB adverts. The most impactful FB advert ran between July to August 2023 with a reach of 53,456 across the two localities (number of people who saw the post) and engagement number of 1,815 (number of people who reacted with likes, shares, saves, comments, click throughs). The total cost of the targeted FB adverts across the whole period was £1500.

Figure 1: Attendance at all sites and all communications activity



Key:

- Pale yellow boxes indicate periods when Facebook adverts have been running
- Green arrow: Out of home advertising close to all three sites
- Diamond 1: Article in Manchester Evening News, 13th July 2022
- Diamond 2: Articles in Manchester Evening News, Bury Times and Rochdale Online, late Sept / Early Oct 2022
- Diamond 3: Cancer awareness community event run by HMR locality team at Rochdale Football Club – 27th April 2023
- Diamond 4: Interview with Dr Rehan Naseer on Crescent Radio, 19th May 2023
- Diamond 5: Promotion of service at Roy Castle Lung Cancer Awareness Roadshow, Rochdale town centre.

Figure 2: Attendance and communications activity, Fairfield Hospital, Bury

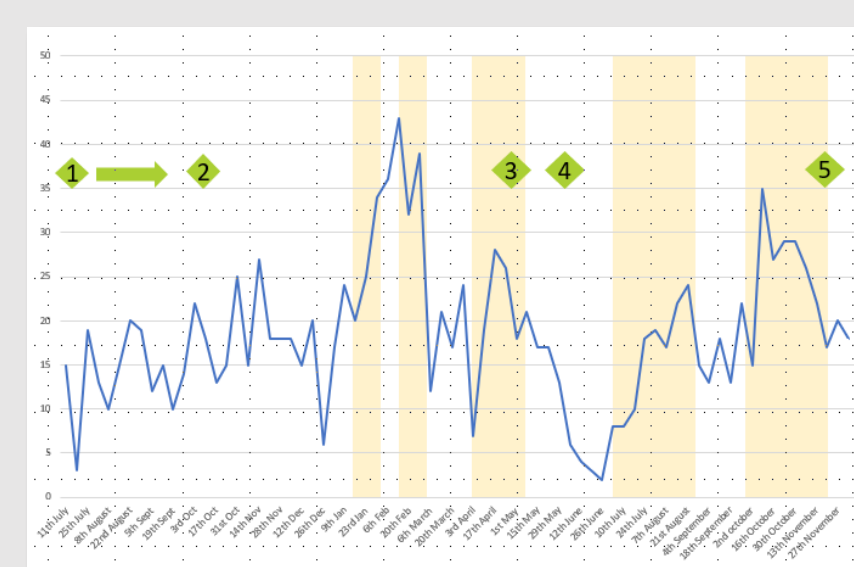
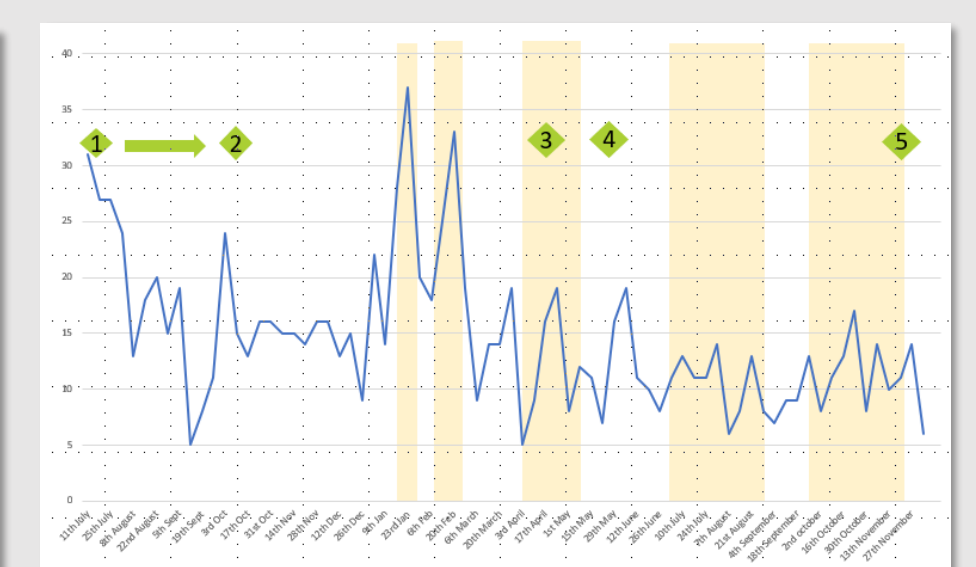


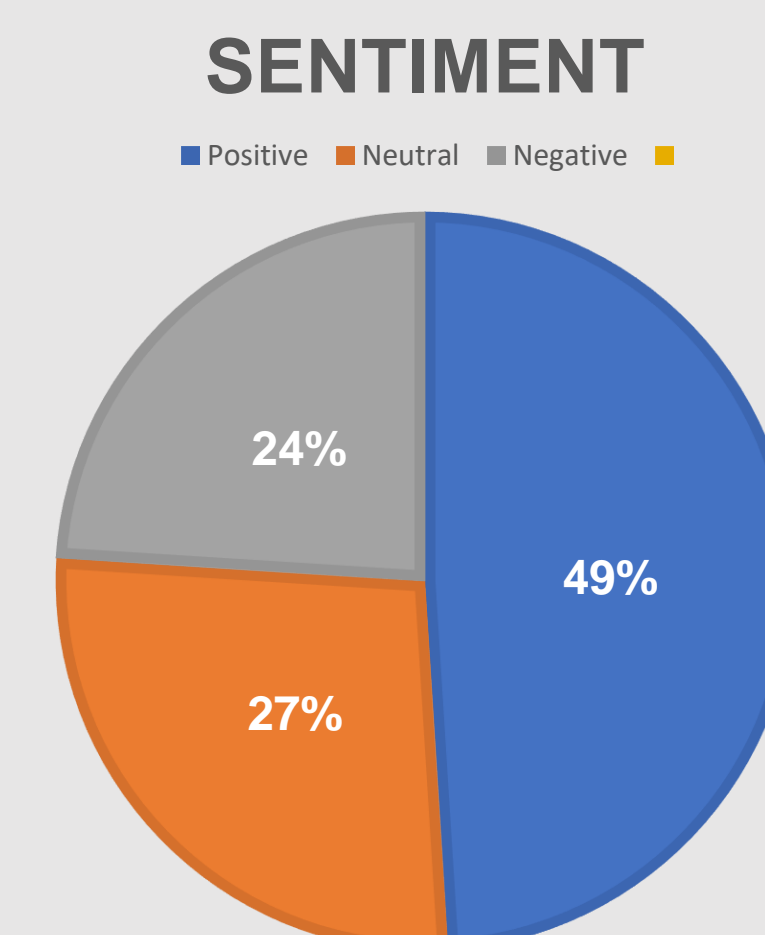
Figure 3: Attendance and communications activity, Rochdale Infirmary, Rochdale



Qualitative Feedback

Public sentiment about the service was also evaluated via engagement (comments) with Facebook adverts – with 76% of public responses either positive or neutral.

Figure 4: Engagement Activity: Sentiment



Conclusions and Recommendations

When introducing a new service, a mix of communication methods helped us to raise awareness broadly amongst the community. This included out-of-home advertising, print media and targeted community engagement as well as social media.

Targeted Facebook advertising is the **clear standout in terms of delivering excellent engagement with the right people and driving attendance**. It has also demonstrated **good value for money** and positive engagement with people in the community. The data so far shows very **clear correlations between activity and spikes in attendance**.

We are mindful however, that advertising on social media may not be as effective within certain sections of the population where digital literacy may be lower. With this in mind, we would recommend that a considered approach is taken to using a range of other media alongside targeted Facebook advertising to ensure effectiveness amongst the whole population.



Example of targeted Facebook advert