



Hume Whittlesea Primary Care Partnership
Quarterly Digital Communications Report

13 December 2021

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Executive summary

This report looks at Hume Whittlesea Primary Care Partnership's (HWPCP) digital communication activities from 1 September to 30 November 2021. We compare these findings to the previous quarter.

We found that engagement during this period increased across all key indicators. Twitter and newsletter KPIs are well above Australian benchmarks.

Our highest performing content categories are:

- COVID-19
- The HWPCP Service Directory
- LGBTIQ+
- Family Violence
- Aboriginal Health.

HWPCP has two primary platforms:

- @HWPCP Twitter account
- *The Grapevine* newsletter

HWPCP tweets 5 times a day, 5 days a week. The newsletter comes out once a week.

The content HWPCP shares is focused on supporting its member organisations.

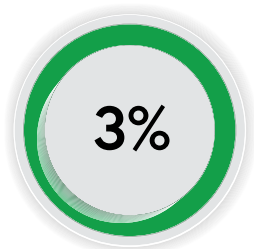
This content covers stories and evidence based resources about:

- The great work member organisations are doing
- Partnerships
- COVID-19
- Infrastructure and the Growth Corridor
- Aboriginal Health
- Family Violence
- Mental Health
- Chronic Disease
- Prevention / Healthy Eating
- Housing
- Disability
- Healthy Ageing
- Gender Equity
- Gambling
- Environment
- Privacy
- Best Practice.

Success snapshot

1 September to 30 November 2021 compared to previous quarter

Twitter
Engagement Rate



50%

Engagement rate
very high

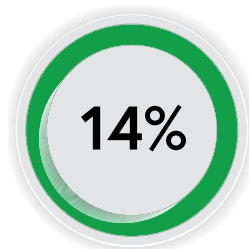
Based on [2020 Social Media Industry Benchmark Report](#),
Rival IQ

Twitter
Impressions



113%

Top Tweet
Engagement Rate



8%

Newsletter
Click Rate



43%

Click rate
very high

Based on [Australia Email Benchmarks \(2021\) Guide](#),
Campaign Monitor

Glossary

Twitter

Engagement Rate

The number of engagements (clicks, retweets, replies, follows and likes) divided by the total number of impressions.

Impressions

The number of times your tweet is served to timelines where your followers have the opportunity to see your tweet. Not everyone who receives a tweet will read it, but it's possible they could. One follower could be exposed to your tweet more than once and each opportunity is counted as an impression.

Potential Impressions

The size of the potential audience that received tweets from or about your account. Potential Impressions considers how many followers of your followers could see your tweets. One follower could be exposed to your tweet more than once and each opportunity is counted as a potential impression.

Newsletter






Open Rate




Tells you how many successfully delivered newsletters were opened.

Click Rate

Tells you how many successfully delivered newsletters registered at least one click on links within the newsletter.

A quick glance at the numbers

Platform	Measure	Last Q	Previous Q	Change
Twitter	Followers (at end of Q)	390	369	6% 
	Engagement rate	3%	2%	50% 
	Most engaged tweet	14%	13%	8% 
	Impressions	72,900	34,300	113% 
	Potential impressions	656,100	308,700	113% 

Platform	Measure	Last Q	Previous Q	Australian Ave ¹	Change
Newsletter	Subscribers (at end of Q)	502	509	N/A	-1% 
	Open Rate	21%	19%	20.6%	11% 
	Click Rate	10%	7%	3.1%	43% 

Subscribers tell us, and open rates indicate, that they share the entire issue or relevant stories with colleagues, teams and sometimes the entire organisation. They also share relevant stories and resources with community members they work with. Therefore our reach is much wider than the number of subscribers.

¹[Australia Email Benchmarks \(2021\) Guide](#), Campaign Monitor

Platform	Measure	Last Q
YouTube	Video Views	98
	Watch Time	3 hrs

Top performing content – Twitter Last Quarter

1 14% Engagement Rate



Hume Whittlesea Primary Care Partnership
@HWPCP

We can expect more colds and flu as COVID restrictions lift. 5 germs to look out for bit.ly/3bQQ9Ik



9:08 AM · Nov 8, 2021 · Buffer

This Twitter post features a profile picture of Hume Whittlesea Primary Care Partnership (@HWPCP). The text discusses the expectation of more colds and flu as COVID-19 restrictions lift, and includes a link to a resource about germs. The main image is a two-panel illustration of a man in a red jacket sneezing into a white tissue. The background of the illustration is split into light and dark blue. The tweet is timestamped at 9:08 AM on Nov 8, 2021, and was shared via Buffer.

2 10% Engagement Rate



Hume Whittlesea Primary Care Partnership
@HWPCP

This great little e-Book called Coping with Pandemic Fatigue 2021 by @HSMLife explains #pandemic fatigue & provides strategies for managing it - for individuals, managers/leaders and teams bit.ly/3ngbvFS #Covid_19



9:08 AM · Nov 8, 2021 · Buffer

This Twitter post features a profile picture of Hume Whittlesea Primary Care Partnership (@HWPCP). The text promotes an e-Book titled 'Coping with Pandemic Fatigue 2021' by @HSMLife, explaining pandemic fatigue and providing strategies for managing it for individuals, managers/leaders, and teams. The link provided is bit.ly/3ngbvFS. The main image is a colorful illustration for the e-Book cover, featuring a clock, a shopping basket, a laptop, a person running, and a person sitting at a desk. The text 'Hello Sunday Morning' is at the top, and 'Coping with Pandemic Fatigue in 2021' is in a yellow box at the bottom right. The tweet is timestamped at 9:08 AM on Nov 8, 2021, and was shared via Buffer.

Top performing content – Twitter Last Q

3 10% Engagement Rate

Hume Whittlesea Primary Care Partnership
@HWPCP

How to talk about COVID-19 vaccines with a vaccine hesitant person bit.ly/2YY1dQF



12:00 PM · Sep 16, 2021 · Buffer

4 10% Engagement Rate

Hume Whittlesea Primary Care Partnership
@HWPCP

Let's march with Pride again in 2022 !
[#Midsumma](https://bit.ly/32o7p6f) Registrations closes today Nov
bit.ly/32o7p6f

Check out how much fun [#PrideintheNorth](https://bit.ly/32o7p6f) had at the 2021 march

[@DPVHealth](https://twitter.com/DPVHealth) [@northernhealth_](https://twitter.com/northernhealth_) [@nexus_primary](https://twitter.com/nexus_primary)
[@KILMOREHOSPITAL](https://twitter.com/KILMOREHOSPITAL) [@cobawcommhealth](https://twitter.com/cobawcommhealth)



14 views 0:01 / 0:30

5 10% Engagement Rate

Hume Whittlesea Primary Care Partnership
@HWPCP

Be the Change
Learn how to speak out and help STOP violence against women
bit.ly/3HMR816
[#16days](https://bit.ly/3HMR816) [#callitout](https://bit.ly/3HMR816) [#respectis](https://bit.ly/3HMR816)



8:55 AM · Dec 1, 2021 · Buffer

Top performing content – Newsletter Last Q

1 164 Clicks

HWPCP Health and Wellbeing Directory V11 - supporting referral pathways

This is an online directory for health & wellbeing services in the north-west of Melbourne.

This directory allows organisations and general public to search for services in this area.

The directory covers a range of health and non-clinical support services, and community-based programs.

To access the Health and Wellbeing Directory [click here](#)

Please note: it is still in draft form and we welcome your feedback on format, ease of use, search functionality and services which are either not represented or have insufficient information.



2 161 Clicks

Hume city Council pop-up clinic in Broadmeadows

- A pop-up vaccination clinic will be operating from the Broadmeadows Community Hub at 180-182 Widford Road, Broadmeadows, from Monday 13 September to Friday 17 September, between 9.30am - 4.30pm.
- Arabic, Assyrian/Chaldean and Turkish speaking interpreters will be available every day to provide assistance.
- Both Pfizer and AstraZeneca will be offered. People aged 60 years and over will be given AstraZeneca. People aged 12- 59 will be given Pfizer.
- Information about COVID-19 vaccines is available in other languages, including: [Arabic](#), [Assyrian](#) and [Turkish](#).

[More information](#)



Top performing content – Newsletter Last Q

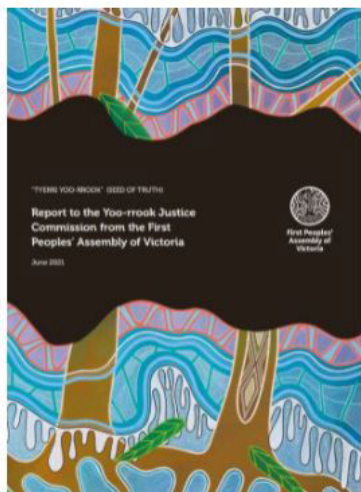
3 160 Clicks

Treaty and truth-telling go hand in hand

To build a better and fairer future, we need to reckon with the past so we can heal the lingering wounds of invasion and racism and come together with a shared understanding.

Since the First Peoples' Assembly of Victoria was formed, a clear message we've received from Community everywhere is that Truth-telling is an incredibly important first step for the journey towards Treaty

The Tyerri Yoo-rook (Seeds of Truth) report outlines the various requirements, requests and hopes that mob have explained they have for the truth-telling process. Download the report [here](#)



4 97 Clicks

Here's how to talk to a vaccine-hesitant person about getting a COVID-19 jab, and what not to say
Uncle Pete says the COVID-19 vaccine came so fast, how could they have done the proper checks?

At the dog park, Dave tells you he is worried about clots.

Over coffee, Elly raises concerns about what it will do to her fertility.


As the COVID-19 vaccine rollout continues, you may encounter people who are [vaccine hesitant or anti-vaccination](#), despite the overwhelming evidence that the vaccines are safe and effective.

Knowing how to [talk to people](#) with concerns about getting vaccinated is important [read more](#)



Top performing content – Newsletter Last Q

5 34 Clicks



▶ free online event

All you need to know about vaccination and fertility

▶ 7:00-7:45pm, Thursday 7 October

COVID-19 VACCINATION

AlfredHealth

Prof Michelle Giles
Pregnancy Specialist, Alfred Health
HWPCP Clinical Lead
Department of Obstetrics and Gynaecology
Monash University
Adult Immunisation Practitioner

A/Prof Kate Stern
Fertility Practitioner at Alfred Health
and Co-Director, University of Adelaide
Head of Unit, Reproductive Medicine, The Women's
Head of Clinic at Nelson St and James (Dunedin), Melbourne VIC

Session 2 | Alfred Health's COVID Vaccination Series

All you need to know about COVID vaccinations and fertility – 7 Oct
Pregnancy & immunisation specialist Michelle Giles joins fertility expert Kate Stern to answer questions on COVID-19 vaccines & fertility.

In the second of The Alfred's series of community information sessions on COVID-19 vaccines, our experts explain the ways the vaccines operate and answer the community's questions around fertility [more information and register](#)

Visit the [HWPCP Website](#) for more COVID-19 Resources - HWPCP supporting you, organisations and the community.

Top performing content – YouTube Last Q

1 38 views (the videos have been live for 1 month)

Hume Whittlesea Primary Care Partnership
Inner North West Primary Care Partnership
Present

Hume Moreland Orange Door Info Session

5.10.21

What is The Orange Door?

with

Kate Bevan-John

Service System Navigator
The Orange Door
Hume Moreland Area

 Hume Whittlesea
Primary Care Partnership

 Inner North West
PRIMARY CARE PARTNERSHIP

What our readers say



The Grapevine Newsletter is a great way to share information for both those working in health and the community.

It's very user friendly. I use the Grapevine to find health resources and events to share with local, diverse community groups.

This information is always appreciated by community members. It helps Northern Health engage the community to take care of their health and wellbeing.

I also enjoy scanning the Grapevine to grow my own knowledge on current health topics.

Sherrilyn Ballard
Consumer Participation Coordinator
Patient Experience & Consumer Participation
Northern Health