

**Communications and Engagement Report –
May - August 2026**

Paper for Noting

This paper provides Council with an update on the communications activities of the organisation between 6 May and 25 August 2026. The report provides assurance to Council that our communications and engagement activities continue to be effective. This report will also highlight any complaints made against the organisation.

Niall Bakewell

Communications and Engagement Officer

28 August 2026

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1. Mass emails to the registrant body

Period	Number of messages	Average opening rate	Open Rate % Range Highest - Lowest
06/05/26-25/08/26	21	48 %	70% - 25.3%
04/02/26-05/05/26	24	41.7%	63.2%-27.2%

2. Press releases/Regulatory Newsletters published on our website

Period	Press Releases	Regulatory Newsletters	Web stories
06/05/26-25/08/26	0	1	2
04/02/26-05/05/26	1	1	6

3. Website analytics

Period	Total Visits	Average Daily Visits	Most Popular Page
06/05/26-25/08/26	34,133	304	Homepage
04/02/26-05/05/26	38,237	420	Homepage

4. Social Media

LinkedIn

Period	Posts	Total Impressions	Average Impressions	Engagement	Click-through	Followers
06/05/26-25/08/26	10	3,618	361.8	7%	5%	1,067
04/02/26-05/05/26	9	3,989	443	6.43%	4.5%	1,002

Facebook

Period	Posts	Total Impressions	Average Impressions	Click-through	Followers
06/05/26-25/08/26	10	2,785	278.5	2.5%.	961
04/02/26-05/05/26	9	3,123	347	1.15%	956

Twitter/X

Period	Posts	Total Impressions	Average Impressions	Engagement
06/05/26-25/08/26	10	383	38.3	7.5%
04/02/26-05/05/26	9	320	35.5	8.75%

Instagram

Period	Posts	Total Views	Average Views
06/05/26-25/08/26	10	1,067	106.7
04/02/26-05/05/26	9	1,291	143.44

5. Media inquiries and appearances

Period	Number of press enquiries	Media appearances
06/05/26-25/08/26	0	4 (see below table)
04/02/26-05/05/26	2	17

Date	Article
21 July	Pharmacy in Focus 159 Issue 3 2026 :: 30 (op-ed from David McCann)
21 July	BREAKING: June registration pass rates revealed
21 July	93.75% pass Common Registration Assessment - Pharmacy In Focus
28 July	Belfast pharmacist Adam Micah Hanna stole drugs: Allowed back to work under strict rules Belfast Telegraph

6. Consultations

One consultation closed during the reporting period – Draft Standards for Pharmacist Prescribers in Northern Ireland (2026).

7. Other communications projects

- A 2025-30 Communications Strategy has been drafted.
- After a day-long training session on social media strategy and analytics on Monday 8 June 2026 a new Social Media Strategy has been drafted.

8. Analysis and Conclusion

Google Analytics shows a decrease in daily traffic to the website compared with the previous reporting period. This lull in visits occurred between Retention and the deadline for CPD submissions at the start of June until the end of the July fortnight. From 19 July onwards activity has picked up again on our website.

Across our socials, there was a decrease in both engagement rate and click-rate in comparison with the previous reporting period. The higher performance in the February to May period is due to some particularly high performing posts.

From the measures available, the communication function of the organisation remains effective.

9. Resource implications

None.

For further information please contact:

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