

PE2048/M: Review the FAST stroke awareness campaign

NHS Grampian written submission, 22 November 2024

With regard to promotional activity supporting stroke awareness and the use of FAST stroke campaign assets, I can advise that the following actions have been undertaken by NHS Grampian to highlight the symptoms of a potential stroke.

Between 20 August and 3 November 2024, NHS Grampian scheduled stroke-related content 20 separate times across its core social media channels; Facebook, X (Twitter), LinkedIn, Instagram and Threads, representing 55 individual stories.

Content posted ranged from a focus on World Stroke Day to the re-sharing of the national FAST marketing materials.

During that period (20/08/24 – 03/11/24) NHS Grampian's five main social media channels had the following followers: Facebook = 72,583, Twitter = 26,550, LinkedIn = 18,343, Instagram = 14,243, Threads = 2,509 representing an audience totalling 134,228.

We posted 4,237 posts (include the stroke ones) during that period. Total post impressions¹ for that period were 6,591,344 across the five accounts. Therefore the average impressions per post were 1,555.66. Average post engagement rate² for the period was 2.41%.

The NHS Grampian Daily Brief for staff also highlighted extra materials and signposted stroke-related refresher courses available through TURAS during this period.

¹ The number of times posts appeared on someone's screen.

² Engagement rate measures the performance of content. It tracks how actively involved the audience is with the content, including interactions such as "likes," comments, and sharing.