



# An evaluation of First Steps Nutrition Trust's resources and communications

August 2023

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# 1. Executive Summary

## 1.1 Aim and scope of work

This evaluation aimed to:

- Outline all the current communication channels that First Steps Nutrition Trust (FSNT) uses;
- Evaluate each communication channel to understand who FSNT is reaching and how well they are meeting user's needs;
- Provide recommendations to optimise FSNT resources and communications in line with user's needs to ensure FSNT work is as relevant, useful and accessible as possible.

Each communication channel (websites, newsletter and social media) was analysed via the hosting platforms analytics insights and via two surveys. The main survey reached out to users via the website and FSNT social media accounts and received 199 responses, and the demographics of this survey were recorded and analysed. The secondary survey focused on the newsletter and received 159 responses.

95.5% of the 199 respondents in the main survey reported living in the 4 devolved nations of the UK, and 52.8% were health care professionals, 4% were Early Years practitioners and 31.2% were parents/carers. Listed 'other' professions included public health and academia. The majority of the audience are UK healthcare professionals (HCP), as intended. FSNT's effective targeting of and reach among HCP is critical to enable them to provide effective evidence-based and independent support and guidance to the parents/carers and families they work with.

## 1.2 Key Findings

### 1.2.1 Websites and resources (First Steps Nutrition Trust, Infant Milk Info and Baby Feeding Law Group-UK)

- The most visited website was [firststepsnutrition.org](https://firststepsnutrition.org) with 119k website visits between February and June 2023, followed by [infantmilkinfo.org](https://infantmilkinfo.org) and then [BFLG-UK.org](https://bflg-uk.org).
- Most visits to the websites occur on weekdays, suggesting use in a professional capacity.
- 63% of visits to the FSNT website and 39% of visits to BFLG-UK website are made using a mobile device.
- 85% of the survey respondents had accessed the main FSNT website within the past 6 months, and over half of survey respondents visited the website more than 3 times in that period, showing it is a widely used and familiar resource among HCPs.
- 71% of users rated the ease of locating information on the main FSNT website as 8 or more out of 10, and 75% rated the useability of the resources as 8 or more out of 10, showing that the website is well designed and maintained to meet its purpose.
- 91% of respondents were able to find the information they were looking for on the FSNT website. When asked what they did if they could not find what they needed on the website, 31% said they emailed FSNT their query directly. This highlights a good level of communication and interaction between FSNT staff and their target audience.
- 95% of users accessed the resources via on-screen PDF download, and 13.5% had access to hard copy purchased resources. In the current formats offered, 75% rated the useability of the resources as 8 or more out of 10.
- When asked which resources from the website users had accessed in the past 6 months, the top five resources were as follows:
  - Eating Well in the First Year

- Good food choices and portion sizes (for 1-4 year olds)
- Infant Milks information for healthcare professionals
- Infant Milks information for parents and carers
- Eating Well recipe book

Feedback on the resources included:

*"Think they are fabulous and very easy for parents to see portion sizes and give great ideas"*

*"It's an amazing website and I love the transparency of the platform, so that parents and professional information can be accessed by both groups, it is easy to navigate and understand."*

### 1.2.2 Newsletter

- The monthly newsletter has 2839 subscribers and the engagement rate (40% open rate and 20% clickthrough rate) is very good compared to sector averages (of 25% and 3%<sup>1</sup> respectively), which shows that the newsletter is highly valued and used often by subscribers.
- 58% of respondents to the secondary newsletter survey do not follow FSNT on social media, meaning the newsletter is a key channel of communication for many of FSNT's subscribers, supported further by 91% of survey respondents finding the newsletter useful or very useful and 78% of respondents report reading the newsletter every month.
- 75% of survey respondents commented that the newsletter frequency and content is fit for purpose to provide the intended benefit to subscribers.

Feedback on the newsletter and user engagement with the team included:

*"I'm all for change and keeping things fresh, but I'm not sure any huge changes need to be made here. It is a really useful Newsletter, and we encourage all of our staff to sign up for it. In a busy work environment it is good to have a trusted source of information, that we know is compatible with our BFI status."*

*"I always know too that I can email FSN and get a response - that's perfect for me!"*

### 1.2.3 Social media

- Facebook was the most popular account (52%) followed by FSNT's (dormant) Instagram account (17%). 36% of respondents did not follow FSNT on any social media channels.
- Facebook is the FSNT social media account with the largest following with 11.6k followers, mainly female and based in the UK. The followers are mostly in the 35-44 year age category.
- Twitter is the most active social media account, as it is run and managed by the Director.
- Social media coverage of policy and advocacy work has the biggest response on Twitter, suggesting that the follower base is more closely linked in this field in comparison to Facebook, which more closely resonates with healthcare professionals. Survey respondents were asked if there were any other platforms First Steps Nutrition Trust should have a presence, and the most popular suggestion was TikTok (n=14). Three respondents also suggested an application.

Feedback on social media included:

*"I think your social media is positive and engaging"*

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<sup>1</sup> [Email Marketing Statistics & Benchmarks | Mailchimp](#)

*“It's really handy to share your posts and links to WhatsApp for my baby group and individual families I support”.*

*“I think it is balanced and informative”.*

### 1.3 Key recommendations

Recommendations drawing on the survey responses include the following:

- Consider making the FSNT resources available in a mobile friendly format, reducing the reliance on PDF content.
- Consider efforts to increase sales of hard copy resources.
- Consider producing more infographics or bite sized summary sheets of resources to complement the main publications.
- To increase traffic to the website, consider partnering with peer organisations to get exposure and links through from their websites.
- As ‘infant milk’ is a popular search term used on the FSNT website, despite most of the information being on [infantmilkinfo.org](http://infantmilkinfo.org), consider merging the 2 websites.
- Consider offering webinars to healthcare professionals to provide guidance on using the Infant Milk Info website to maximise its utility.
- Consider relaunching the dormant Instagram account to provide the same information and benefits to a younger healthcare professional audience.
- Consider including bitesize versions of the newsletter stories to social media throughout the month.
- Consider posting more practical nutrition advice and recipes on social media.

## 2. Aim of the evaluation

This evaluation aimed to:

- Outline all the current communication channels that FSNT uses;
- Evaluate each communication channel to understand who FSNT is reaching and how well they are meeting their user's needs;
- Provide recommendations to optimise FSNT resources and communications in line with user's needs to ensure FSNT work is as relevant, useful and accessible as possible.

## 3. Structure of communication channels and audiences

### 3.1 Communication channels

FSNT communication channels are split into the following formats:

- Websites
  - Firststepsnutrition.org – including the resources hosted within
  - BFLG-UK.org
  - Infantmilkinfo.org
- Newsletter
- Social Media
  - Facebook
  - Twitter (FSNT and BFLG-UK)
  - LinkedIn
  - Instagram

### 3.2 Audience

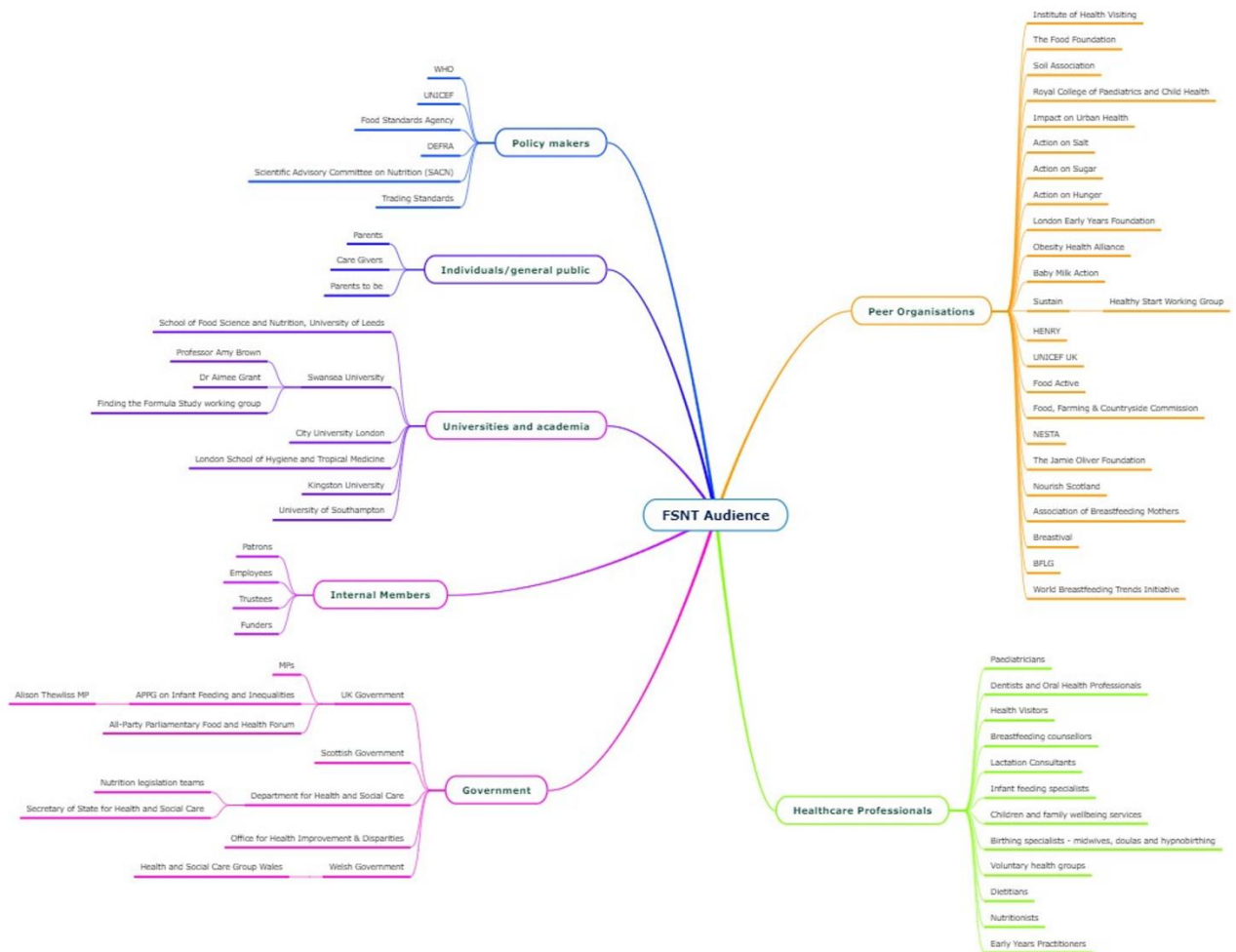
Interviews with all team members at FSNT were performed alongside analysis of the workplans to assess who the team perceive their audiences and main stakeholders to be. The current audience has been mapped using Mindomo as shown<sup>2</sup>.

There are 7 main groups of stakeholders:

- **Internal members** – this includes employees, trustees, donors and patrons.
- **Peer organisations** – this includes 24 organisations that FSNT regularly collaborate with e.g. iHV, Food Foundation and the Soil Association.
- **Healthcare professionals** with an interest in infant feeding and child nutrition. This category includes health visitors, midwives, breastfeeding support workers, early years practitioners and nutritionists.
- **Government** – this includes the UK and devolved nations.
- **Policy makers** – this includes the Scientific Advisory Committee on Nutrition of the DHSC, WHO and UNICEF.
- **Universities and academia** – including LSHTM, City University, Kingston University and Swansea University.
- **General public/individuals** with an interest in infant feeding and young child nutrition.

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<sup>2</sup> [FSNT Audience - Mind Map \(mindomo.com\)](https://www.mindomo.com/)

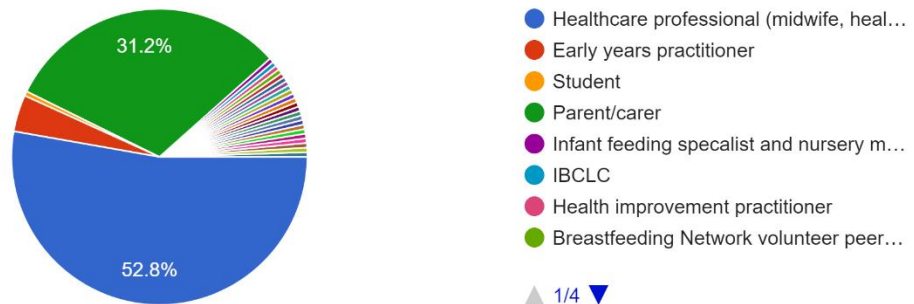


The demographics of the users/followers of FSNT were evaluated via the main user survey which was open for two weeks in June and July 2023 and shared via the website and social media. The secondary survey that was distributed to newsletter subscribers did not collect information on the respondent demographics.

Out of 199 participants in the main survey, 5% were health care professionals, 4% were Early Years practitioners and 31% were parents or carers. Listed 'other' professions included public health and academia. The majority of the audience are UK healthcare professionals, as intended.



About you In what capacity do you use First Steps Nutrition Trust websites/info/resources?  
199 responses

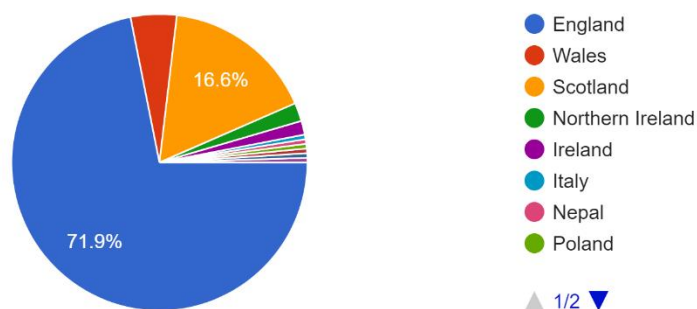


Users who accessed FSNT resources in a professional capacity were asked where they worked and what professional bodies they belonged to. The most common places of work were various NHS trusts across the country (51 responses), community services (11 responses), local councils (9 responses) and health visiting teams (7 responses). The most common professional bodies the users belonged to were Nursing and Midwifery Council (34 responses), institute of Health Visiting (10 responses), Royal College of Nursing (8 responses), British Dietetic Association (6 responses) and Association for Nutrition (5 responses).

Participants who used FSNT resources as a parent/carer were asked where they were most likely to look for information and guidance on infant feeding and/or child nutrition. The top 5 responses were internet browser (32 responses, 36%), NHS resources (27 responses, 31%), First Steps Nutrition Trust resources (20 responses, 23%).

Out of the 199 survey participants, 95.5% reported living in the 4 devolved nations of the UK, showing that the resources are mainly used by the target audience; i.e. those living/working in the UK.

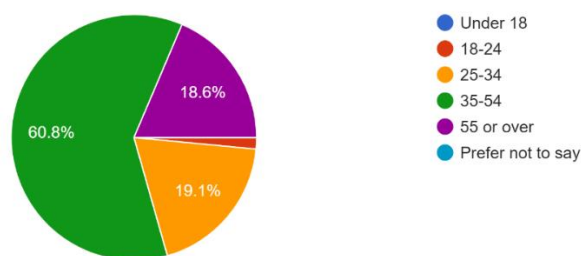
About you Where do you live?  
199 responses



61% of participants were aged 35-54, followed by 19.1% of participants aged 25-34 and 19% were aged 55 or over.

About you What is your age?

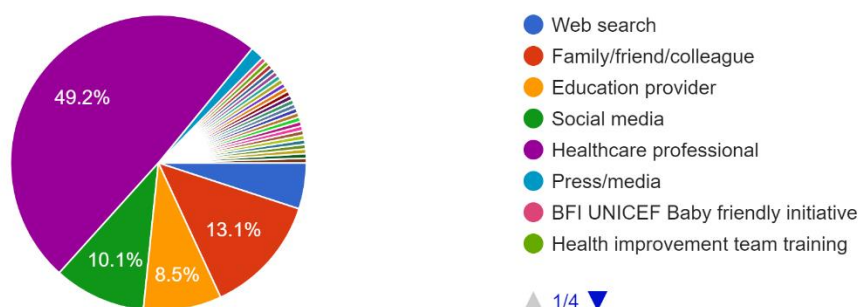
199 responses



When asked where the participants first heard about FSNT, 49% said from a healthcare professional, showing that it is key that healthcare professionals are aware of FSNT resources.

How did you hear about First Steps Nutrition Trust?

199 responses



## 4. Website and resource evaluation – First Steps Nutrition Trust

### 4.1 Scope of Work

Data were collected from the 199 respondents of the main survey (see section 3.2), and the analytics section on Squarespace (the provider of this website) has also been used to analyse the users and reach of the website.

See Appendix 9.1 for website analytics and Appendix 9.2 for the detail of the survey results.

### 4.2 Key findings

- There were 119k website visits between February and June 2023, which shows 15% growth from the same period in the previous year.
- 85% of the survey respondents had accessed the FSNT website within the past 6 months, and over half of survey respondents visited the FSNT websites more than 3 times in the same time period, showing it is a widely used and familiar resource for FSNT users.
- Most visits to the website occur on weekdays, suggesting it is mainly used in a professional capacity, corroborating with the demographic of the user survey being 53% healthcare professionals.
- 63% of visits to the FSNT website are made using a mobile device.

- 71% of users rated the ease of locating information on the FSNT website as 8 or more out of 10, and 75% rated the useability of the resources as 8 or more of 10, showing that the website is well designed and maintained to meet its purpose.
- 91% of survey respondents were able to find the information they were looking for on the FSNT website. When asked what they did if they could not find what they needed on the website, 31% said they emailed FSNT their query directly. This highlights a good level of communication between FSNT staff and their target audience.
- When asked if there were any improvements that could be made to the website, 67 respondents (62%) commented that they liked the website and its resources, found it easy to use and navigate and had no suggested improvements.
- Key themes of feedback from those users who did make suggestions, were that PDF format could be made more mobile friendly; resources could be organised differently on the website; and more bite sized summary guides and pages could be produced to make them easier to use.
- When asked which resources from the website users had accessed in the past 6 months, the top five resources were as follows, highlighting which ones are most useful and relevant to FSNT key audience:
  - Eating Well in the First Year
  - Good food choices and portion sizes (for 1-4 years)
  - Infant Milks information for healthcare professionals
  - Infant Milks information for parents and carers
  - Eating Well recipe book

### 4.3 Recommendations

Recommendations drawing on the survey responses include the following:

- Consider restructuring the website and look at how to make the resources available in a mobile friendly format, reducing the reliance on PDF content.
- Consider producing more infographics or bite sized summary sheets of resources to complement the main publications.
- To increase traffic to the website, consider partnering with peer organisations to get exposure and links through from their websites.
- As 'infant milk' is a popular search term used on the FSNT website, despite most of the information being on [infantmilkinfo.org](http://infantmilkinfo.org), consider merging the 2 websites.

## 5. Website evaluation – Infant Milk Info

### 5.1 Scope of work

Data were collected from the 199 respondents of the main survey (see section 3.2) and website analytics was also sought from Wordpress (the provider of this website).

See Appendix 9.3 for website analytics and Appendix 9.4 for survey results.

### 5.2 Key findings

- 27% of survey respondents had used the infant milk info website in the past 6 months.
- 91% of respondents could find all the information they needed from the website, suggesting that the website is currently structured and maintained appropriately to meet user needs.

- 74% of respondents rated the website as 8 or more out of 10 for ease of locating information.
- The most used resource on the website is the information on types of infant milks available and the supporting datasheets.

### 5.3 Recommendations

Recommendations drawing on the survey responses include the following:

- Consider making the resources available in a mobile friendly format.
- Consider producing side by side comparison datasheets of infant milks in terms of ingredients, price etc.
- Consider a new briefing, reviewing the evidence on the impact of providing branded milks in maternity units.
- Analyse the new MonsterInsights plugin quarterly to obtain data on total website traffic and user demographics going forward from 2023 onwards.
- Consider offering webinars to healthcare professionals to provide guidance on using the website to maximise its utility.

## 6. Website evaluation – BFLG-UK

### 6.1 Scope of Work

Data were collected from the 199 respondents of the main survey (see section 3.2) and the analytics section on Squarespace has also been used to analyse the users and reach of this website.

See Appendix 9.5 for website analytics and Appendix 9.6 for survey results.

### 6.2 Key findings

- The BFLG-UK website has received 3.9k visitors in the year to date.
- The main reasons for visiting the website in the survey were to find ‘Information on the UK laws of breastmilk substitutes’ (78%) and ‘Information on the International Code of the Marketing of Breastmilk Substitutes and all subsequent resolutions’ (56%).
- 96% of users reported to find all the information they needed from the BFLG website. Those that reported not finding what they needed were looking for information on how to report violations and for specific case studies.
- The most common device used to access the site is desktop, suggesting it may be more commonly used in a professional capacity.

### 6.3 Recommendations

Recommendations drawing on the survey responses include the following:

- Changes for this website are not required/a priority.
- Consider producing more information on how to report violations of the WHO Code and specific case studies of previous violations.

## 7. Newsletter evaluation

### 7.1 Scope of work

A survey was sent out to all newsletter subscribers (2806 subscribers) requesting feedback on the newsletter. 159 responses (6%) were received and analysed. The overall Mailchimp newsletter

analytics were also analysed over the past 365 days as at 21<sup>st</sup> June 2023 to understand the overall audience and engagement.

See Appendix 9.7 for newsletter analytics and Appendix 9.8 for survey results.

## 7.2 Key findings

- The engagement rate of the newsletter at 40% open rate and 20% clickthrough rate is very good compared to sector averages of 25% and 3%<sup>3</sup> and shows that the newsletter is highly valued and used often by subscribers.
- New subscription rate is consistent month on month averaging at around ~20 new subscribers per month.
- 91% of survey respondents find the newsletter useful or very useful and 78% of respondents report reading the newsletter every month.
- Recent newsletter content that survey respondents valued the most were: infant milk updates, updates on new research, UPF information, allergy guidance and legislation/APPG updates.
- 58% of survey respondents do not follow FSNT on social media, meaning the newsletter is a key channel of communication for many of its subscribers.
- 75% of survey respondents commented that the newsletter frequency and content is appropriate.

## 7.3 Recommendations

Recommendations drawing on the survey responses include the following:

- Consider reducing the file size of the email version; going forward the full version could be published to the website with hyperlinks from shortened/preview versions in the email edition.
- Consider adding a contents section with hyperlinks at the top of the newsletter.

# 8. Social media evaluation

## 8.1 Scope of work

The social media channels used by FSNT are Facebook, Twitter (X) and LinkedIn. The main feedback survey of 199 respondents were asked about the social media usage across all channels for feedback and recommendations.

See Appendix 9.9 for survey results.

## 8.2 Key findings

- Facebook was the most popular account that respondents followed (52%) followed by FSNT (dormant) Instagram account (17%). 36% of respondents did not follow FSNT on any social media channels.
- Survey respondents were asked if there were any other platforms First Steps Nutrition Trust should have a presence, and the most popular suggestion was TikTok (n=14). Three respondents also suggested an app.
- Survey respondents liked the social media content of FSNT posts, and found it to be balanced and informative, and would like there to be an increased awareness of social media of FSNT.

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<sup>3</sup> [Email Marketing Statistics & Benchmarks | Mailchimp](#)

*“It’s really handy to share your posts and links to WhatsApp for my baby group and individual families I support”.*

*“I think it is balanced and informative”.*

### 8.3 Recommendations

Recommendations drawing on the survey responses include the following:

- The Instagram account could be relaunched, or a new account created in order to reach a wider and younger audience of healthcare professionals.
- If feasible, respondents would like to see an increase in the frequency of posts and content for social media because it is highly valuable to them.
- Consider increasing the reach and awareness of FSNT on social media via engaging content. This could include using bitesize versions of the newsletter stories to Instagram (and other social media accounts) throughout the month to increase engagement via FSNT social media accounts.
- To appeal to busy HCP, consider increasing the amount of social media in the form of bite sized infographics and summaries of the information available in FSNT resources.

### 8.4 Twitter (now called X)

#### 8.4.1 Scope of work

The @1stepsnutrition account was analysed using the Twitter Analytics function in the month of May 2023 (this evaluation did not include @BflgUk twitter account). The main aims from the analytics work were to identify FSNT audience, activity and top performing tweets to get an indication of what is of interest to the account followers. The Twitter account has now been integrated into the Hootsuite social media management tool so social media posts can be made centrally to all social media accounts at once, while also being separately managed and run by the Director.

See Appendix 9.10 for Twitter analytics.

#### 8.4.2 Key Findings

- Twitter is currently the most active social media of FSNT, with 9754 followers. It is run and managed by the Director. Because of this the Twitter account is the most reactive social media presence with an authentic ‘voice’.
- Writing more tweets results in more profile views and new followers, whereas retweeting and interacting with other accounts results in more impressions and reach.
- Social media coverage of policy and advocacy work has the most response from other followers on Twitter, suggesting that the follower base is more closely linked to other members within this field in comparison to Facebook.

#### 8.4.3 Recommendations

Recommendations drawing on the survey responses include the following:

- Continue with reactive and engaging Twitter activity.
- Continue to reply and quote retweet other’s relevant tweets to increase engagement and reach.
- Continue focusing Twitter posts on policy and advocacy activities of the charity that are the most engaging to this audience.

- Use hashtags and tag relevant peers to increase reach and impact of posts.
- Posting on Friday afternoons will reach the most followers.

## 8.5 Facebook

### 8.5.1 Scope of work

The Meta analytics function has been used to analyse the current audience, reach and top performing posts. The results of the main survey of 199 respondents have also been used to understand how many respondents follow FSNT on Facebook currently.

See Appendix 9.11 for Meta analytics.

### 8.5.2 Key findings

- The Facebook account is the FSNT social media account with the largest following with 11.6k followers, mainly female and based in the UK. The followers are mostly in the 35-44 age category (this is typical of a generally older audience found on Facebook).
- In the first 7 months of 2023, the reach has decreased from the previous 7 months, however page visits have increased. This is because there have been more original publications promoted on social media during this period which leads to more profile visits, and less shareable content published such as infographics and pictorial resources.
- Facebook followers engage more with content that is aimed at healthcare professionals rather than advocacy and policy related posts, which perform better on Twitter.
- Content from other accounts that FSNT reshares does not result in increased reach or engagement but can be useful for followers.

### 8.5.3 Recommendations

Recommendations drawing on the survey responses include the following:

- To reach a younger audience, consider posting the same content to Instagram if it is possible to reactivate the account.
- To maintain audience growth and engagement post original content with graphics and pictures. This could include using bitesize versions of the newsletter stories on Facebook (and other social media accounts) throughout the month to increase engagement via FSNT social media accounts.
- Consider posting more practical nutrition advice and recipes on social media to appeal to HCPs seeking to provide practical support for families.

## 8.6 LinkedIn

### 8.6.1 Scope of work

The LinkedIn page was launched on 17<sup>th</sup> May 2023 and is working to grow its following organically on this platform. The LinkedIn analytics function has been used to analyse the current audience and reach. The results of the main survey among 199 respondents have also been used to understand how many respondents follow FSNT on LinkedIn currently.

See Appendix 9.12 for LinkedIn Analytics.

### 8.6.2 Key Findings

- The LinkedIn page currently has 70 followers and is in the early stages of establishing its presence on the social media platform.

- The current strategy is to duplicate social media posts to Facebook on LinkedIn using Hootsuite.

### 8.6.3 Recommendations

Recommendations drawing on the survey responses include the following:

- Continue to duplicate Facebook and Twitter posts to LinkedIn to grow the following organically, including re-using newsletter content.
- Consider analysing most engaged with posts monthly to understand what followers on LinkedIn are most interested in.
- Ask FSNT staff to invite their connections within the relevant industries to like the page to grow the base following.

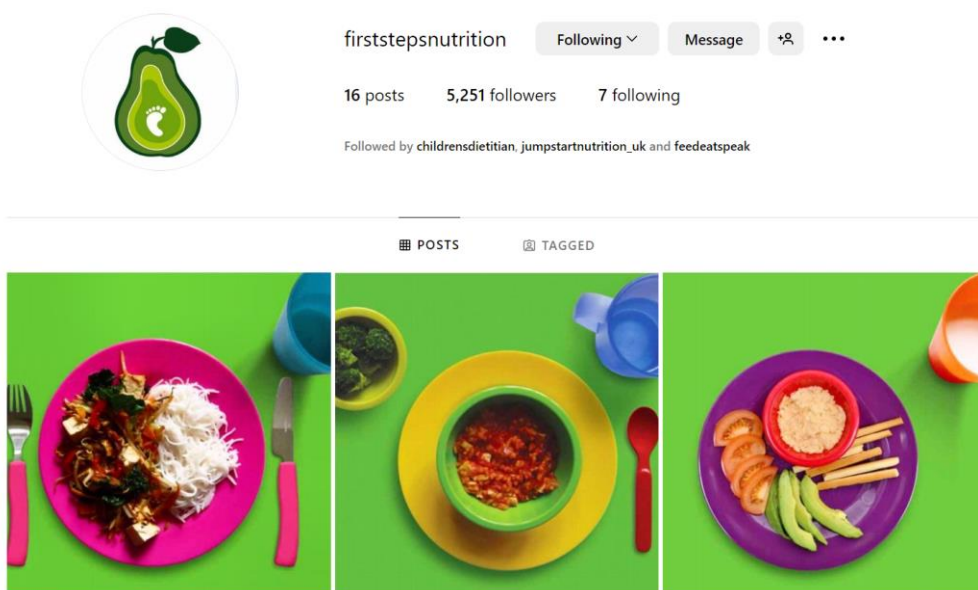
## 8.7 Instagram

### 8.7.1 Scope of work

There is currently an Instagram account for FSNT that the team do not have access to. Instagram have been contacted multiple times to try and regain access to the page. The analytics was not assessed because access could not be gained to the account during this time.

### 8.7.2 Key Findings

- The Instagram account @firststepsnutrition has 5,251 followers and was formed in 2015.



### 8.7.3 Recommendations

Recommendations drawing on the survey responses include the following:

- If possible, reactivate the Instagram account and link to Hootsuite.
- If the Instagram account has been permanently locked, ask for it to be taken down and consider making a new one.
- Recreate the Facebook infographics and posts into a square format to make them Instagram friendly.



- Aim the Instagram account at HCPs, focusing on nutrition education, feeding guidelines and information picked out from resources.

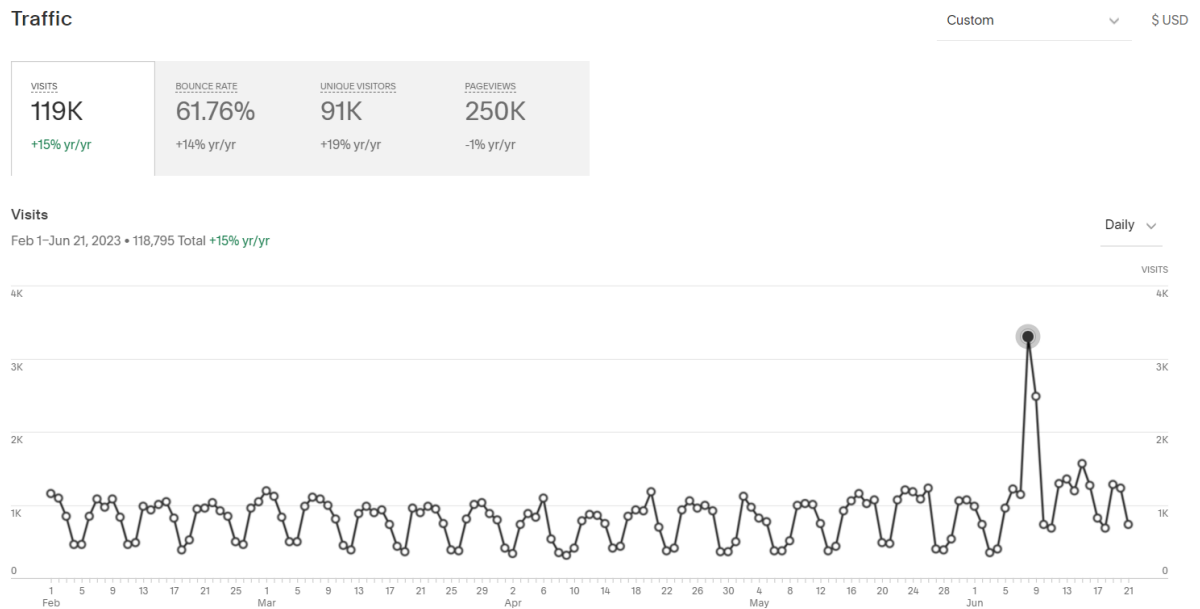
## 9. Appendix

### 9.1 FSNT website analytics

Most visits to the FSNT website occur between Monday-Friday, dropping to a third of the traffic during the weekends. This indicates that our resources are mainly used in a professional capacity during the working week, supported by the demographic result of the user survey being 53% healthcare professionals or early years practitioners.

#### February – June 2023 website visit statistics

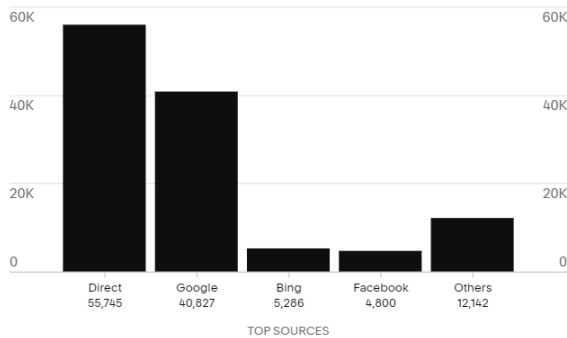
There were 119k website visits between February and June 2023, which shows 15% growth from the same period in the previous year and 91k unique visitors to the website during this period, which is 19% growth from the previous year. These results show increased engagement and usage in the work of FSNT. The 'bounce rate,' which represents the number of website visits which only consisted of one page visit, also increased by 14% in line with general growth in website views. This increase in bounce rate could be due to increased visits from social media links directing to specific pages. Website visits tend to be consistent week on week, with a significant peak in visits in June on the publication day of the UPF report.



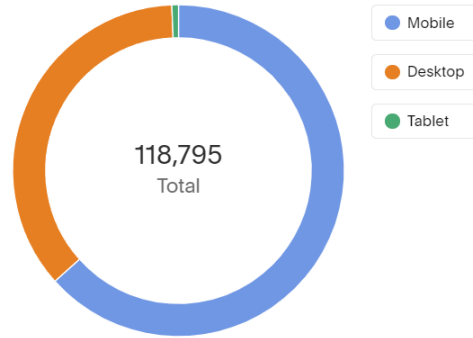
## How users access the website

63% of visits to FSNT website are made using a mobile device and 36% using a Desktop PC. Optimising for mobile should therefore be a priority when making any investment in upgrading digital resources. Most visits to the website are direct through the website address, with other main directions of website traffic from Google, Bing and Facebook.

Top Sources by Visits [VIEW SOURCES](#)



Top Devices by Visits



Only 7% of website traffics is from referrals from other websites. The main websites the sources come from are NHS websites, NCT, infantmilkinfo.org, Mumsnet and Padlet. To increase reach, partner/peer organisations and collaborators could be asked to link to FSNT in their websites and resources.

6% of visits to FSNT website in this period came via our social media channels, mainly via Facebook, and secondly, via an unattended Instagram account.

Source	Visits
Direct	66,835 (46.7%)
▶ Search	57,361 (40.1%)
▶ Referral	10,179 (7.12%)
▶ Social	8,463 (5.92%)
▶ Email	143 (0.10%)

Most traffic to the website was from within the UK, which is in line with the user demographics of the website survey and of the target audience of the organisation.

## Geography

### Visits by Country

Jan 1–Jun 21, 2023 • 142,982 Total

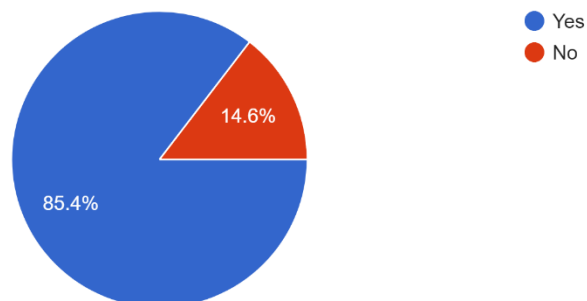


## 9.2 FSNT website survey results

85% of the survey respondents had accessed the FSNT website within the past 6 months, and over half of survey respondents visited the FSNT websites more than 3 times in the past 6 months, showing it is a widely used and familiar resource for FSNT audience.

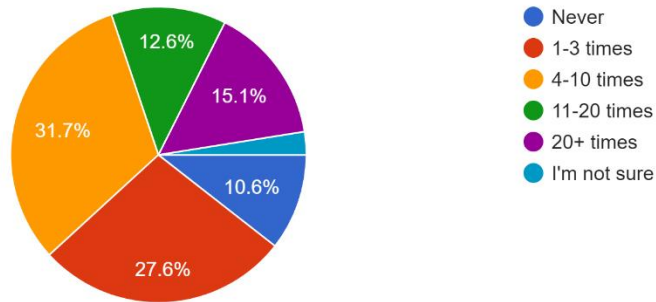
Have you visited [firststepsnutrition.org](https://firststepsnutrition.org) in the past 6 months?

199 responses



How many times have you visited any of our websites in the last 6 months?

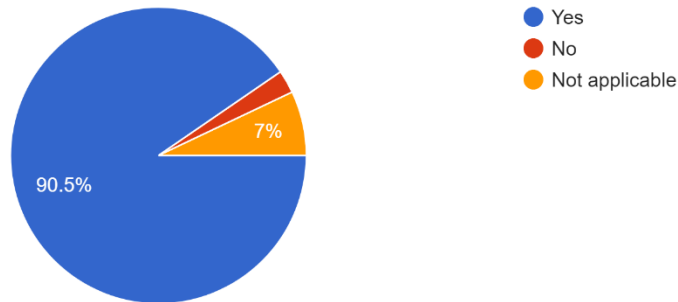
199 responses



91% of respondents were able to find the information they were looking for on the FSNT website. When asked what they did if they could not find what they needed on the website, 31% said they emailed FSNT their query directly. This highlights a good level of communication between the experts staffing FSNT and FSNT key audience.

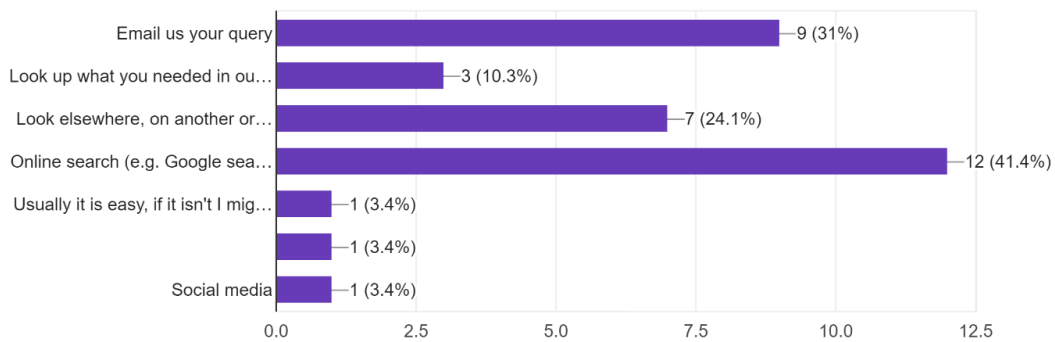
Were you able to find what you were looking for on our website(s)?

199 responses



If no, how did you find an answer to your query instead? (tick all that apply)

29 responses



## Do you have any feedback on any of our websites and how we could improve them?

### Key

Positive feedback

Suggestions

Negative feedback

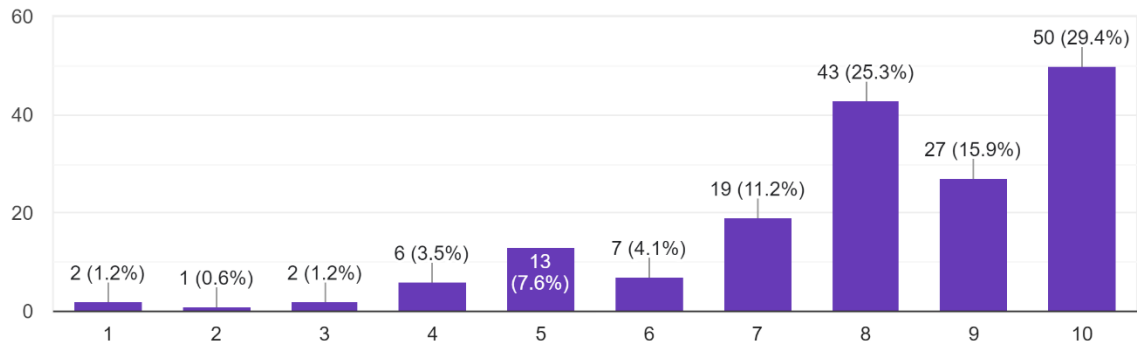
Feedback about the website(s)	Frequency
Like the websites	26
Easy to use	12
Easy to navigate	10
Like the resources	7
Useful/helpful	5
Have the information integrated onto the website as well as PDF to make the resources more user friendly	4
Difficult to navigate the website	4
The information is not easily digestible or easy to navigate for parents	4
Put each resource on its own web page to reduce scrolling	3
No improvements	2
Like the imagery	2
Summary sheets of the larger guides that are printable	2
Have recipes and portion sizes integrated into the website rather than in PDF format	2
Have the resources in an app	2
Increase awareness of healthcare professionals about the website (GPs etc)	2
PDFs are difficult to use on a mobile device	2
Like the pictures of portion sizes	1
Trustworthy/evidence based	1
Colourful	1
Improve the search function to include information by age group	1
Increase Instagram activity	1
More sub topics covered in the resources	1
Change the font of the menu to make it easier to read	1
Put all resources in one place on the website	1
More infographics to share on social media	1
Have resources available to buy second hand	1
Videos on how to prepare foods for babies	1
Lists of key foods and how to prepare at different ages	1
Form more partnerships with other organisations to share the resources more widely	1
Soundbites of key messages and guidance	1
Provide short webinars on hot topics in addition to resources	1
Improve search function	1
Resources with reduced colour (more printable)	1
Add more detail to recipes, such as approximate timings for less confident cooks	1
Struggle to find things that are on the infant milk info website	1
Clearer links needed between the 3 websites	1
Article requested on perfect prep machines	1

Having different information on different websites is not clear	1
Search function is poor	1
Difficulty finding answers to specific queries	1

70.6% of users rated the ease of locating information on the website as an 8 or above out of 10.

How easy was it to locate the information you needed using our firststepsnutrition.org website?

170 responses

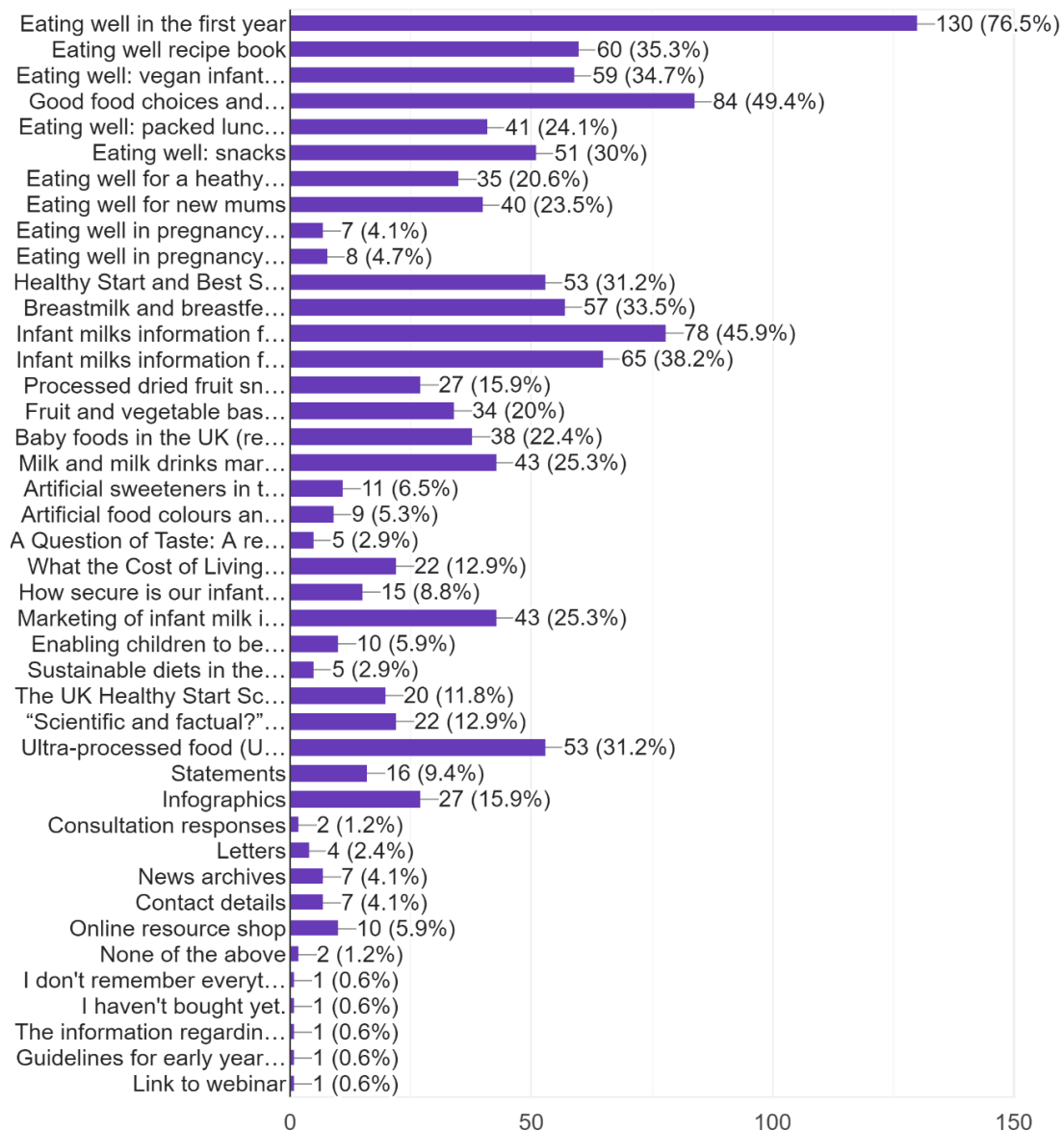


When asked which resources from the website users had accessed in the past 6 months, the top 5 resources were, highlighting which ones are most useful and relevant to FSNT key audiences:

1. Eating Well in the First Year
2. Good food choices and portion sizes (for 1-4 years)
3. Infant Milks information for healthcare professionals
4. Infant Milks information for parents and carers
5. Eating Well recipe book

Thinking about our resources on firststepsnutrition.org, which have you used in the last 6 months? (tick all that apply)

170 responses

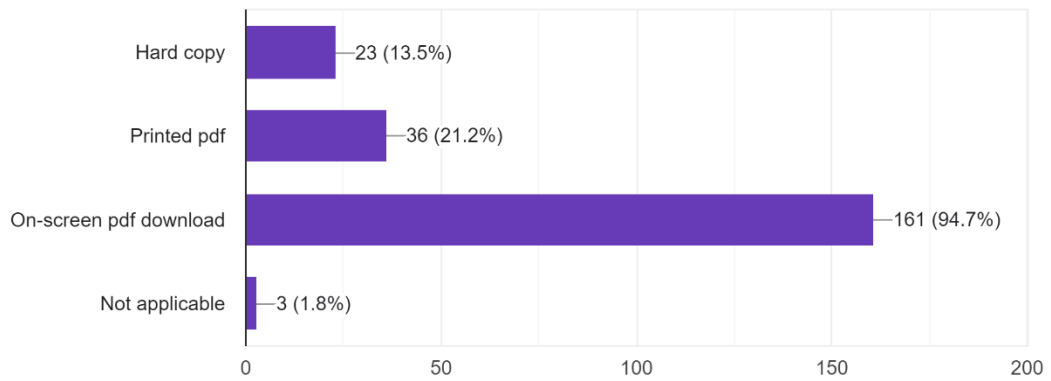




95% of users accessed the resources via on-screen PDF download, and 13.5% had access to hard copy purchased resources. FSNT may want to consider if/how to increase hard copy sales.

### In which format(s) did you access First Steps resources?

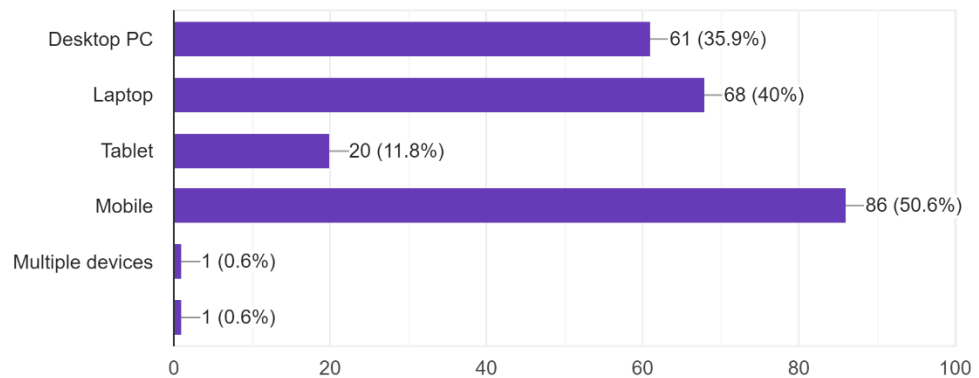
170 responses



When asked what device user accessed resources, the most common answer was on a mobile device, meaning future investment in the user experience of the website and resources would be best to focus on mobile devices.

### If 'on-screen' what type of device did you use?

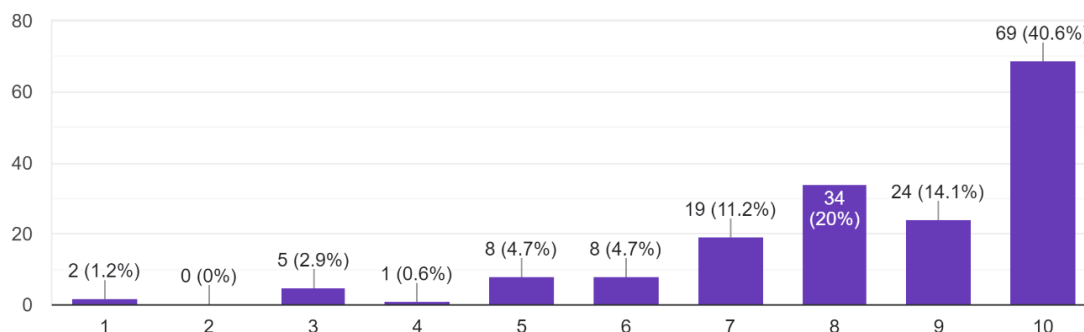
170 responses



In the current formats offered, 75% rated the useability of the resources as an 8 or above out of 10.

How easy did you find it to read or view the resources and publications in the current formats offered? (E.g. Eating well guides, infant feeding guides, reports etc.)

170 responses



**Do you have any other feedback for us specifically about your experience of using our website, resources and publications? Anything you would change and why?**

**Key**

Positive feedback

Suggestions

Negative feedback

Summary of qualitative feedback	Frequency
The resources are good	3
The website is easy to use	3
Add more infographics that summarise the guides with links to the main guide	3
The website is good	2
The ease of finding things needs to be improved	2
More summary and shorter resources and guides should be made	2
Include website embedded versions of the PDF documents to make it more mobile friendly.	2
The guides are too long, short reference pages would be useful	2
Pleased with the changes seen since last visit	1
Think they are fabulous and very easy for parents to see portion sizes and give great ideas	1
Would like the resources stored in one place on the website	1
Difficult to read resources in mobile format	1
As above - a lot of scrolling/scanning is needed. I am very familiar with the website but still may find it hard to find the information I need. I would like to be able to direct both parents and HCPs to the information I want to share really clearly and quickly - most people want instant results!	1
There's a lot of information to absorb so I would break it up with more imagery.	1

the search button isnt always good. I find the information very useful but it is quite dense and some of my families would not use it as there is so much-a useful tips section might help with this. Many of my families are not confident english speakers or readers	1
I use the website regularly so I am able to find things but I have to use links to share with others as they might not find the info.	1
Add resources in other languages	1
Put index links at the front of the PDF guides to make it easier to find information	1
Some videos showing babies with finger foods to alleviate fears many parents have about choking	1
A list of all resources in one place as well as in each category might be useful for some.	1
Categorise website guides further into pregnancy, post partum, under 1s, toddlers.	1
I think it has improved, separate parent site is more user friendly. FAQ easy read is very useful to signpost. For professionals would be good to have search function, easier way to source evidence quickly as we don't ever have enough time for research!	1
Separate each section of the guide so they can be easily printed separately	1

### 9.3 Infant Milk Info website analytics

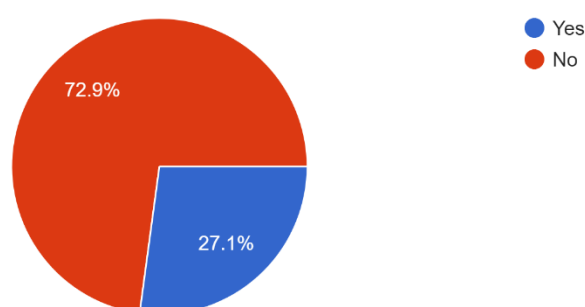
The Infant Milk Info website is currently run via Wordpress which does not have an analytics dashboard automatically built in like in Squarespace. Therefore, analytics of website traffic could not be obtained from the website. From this project, a plugin called MonsterInsights has been installed to obtain Google Analytics insights of the website in the future.

### 9.4 Infant Milk Info website survey results

27% of respondents to the user survey had visited infantmilkinfo.org in the past 6 months, indicating it is less used than the main First Steps Nutrition Trust website.

Have you visited infantmilkinfo.org in the past 6 months?

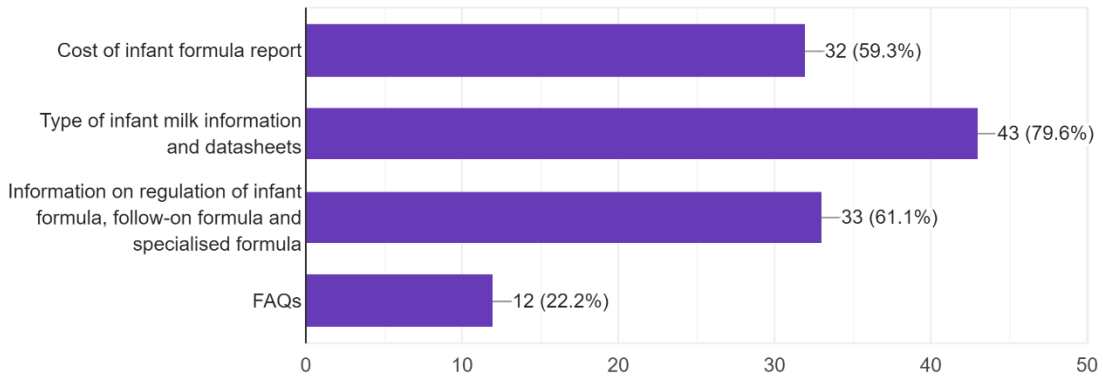
199 responses



The most used resources on the infant milk info website were the types of infant milks information and the supporting datasheets, followed by regulation information and the cost of infant formula report.

Thinking about our resources on infantmilkinfo.org , what have you used in the last 6 months? (tick all that apply)

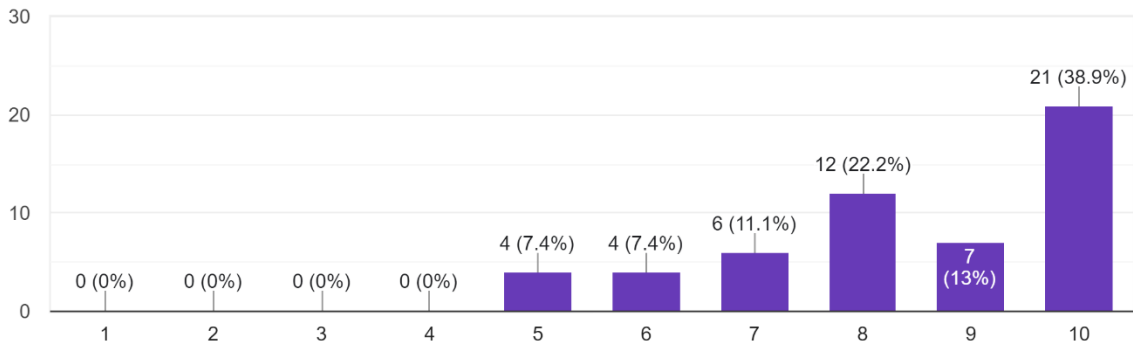
54 responses



74% of respondents rated the website an 8 or above out of 10 for ease of locating information on the website. No respondents rated it below a 5.

How easy was it to locate the information you needed using the infantmilkinfo.org website?

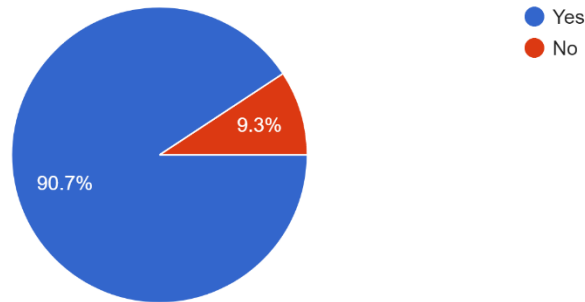
54 responses



91% of respondents could find all the information they needed from the website, suggesting that the website is currently structured appropriately in terms of user experience.

Did you find all the information you needed using the infantmilkinfo.org website?

54 responses



### If no, what could you not find information on?

Responses:

- Use of water geyser
- Some of the info on comparisons isn't always up to date as the companies change their formulas
- As an Irish audience - but not FSNT's responsibility! - maybe to link with Dr Liz O'Sullivan or contact in Ireland for them to identify where there are differences between the two markets
- App?
- Safety of bottle feeding gadgets - rapid cooling devices
- I found the costs info was a bit out of date when I last looked but it may have been updated since.

### Do you have any other feedback on how we could improve our website and the information we manage on the infantmilkinfo.org website?

- Mobile friendly format - not pdf
- Some side-by-side comparisons of first stage brands
- Great up to date resources
- Report on the impact of providing branded milks in maternity units
- Easy read for families

## 9.5 BFLG website analytics

### January - July 2023 website visit statistics

In 2023 so far, the BFLG website has had 3.9k visits (+4% growth on the previous year's period), indicating it receives steady and consistent website traffic. The bounce rate is 79%, indicating that most website visitors only view one page before leaving the site.

Traffic

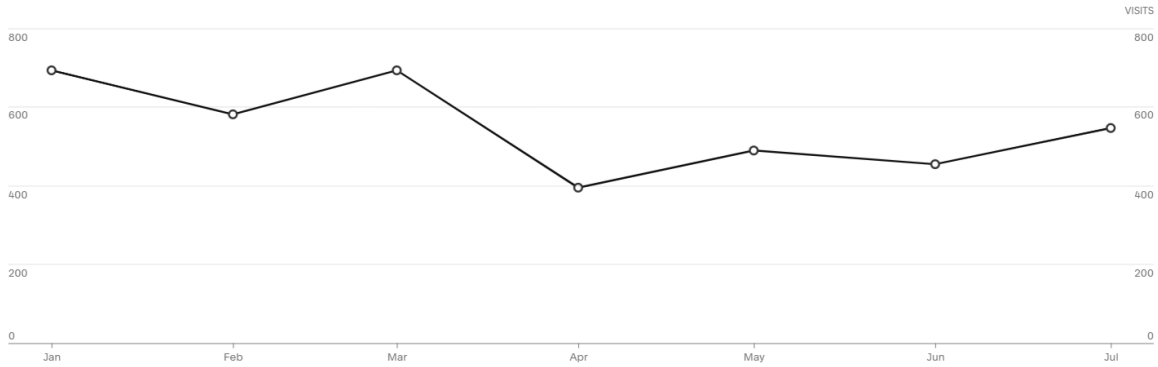
Custom \$ USD

VISITS <b>3.9K</b> +4% yr/yr	BOUNCE RATE <b>79.15%</b> +1% yr/yr	UNIQUE VISITORS <b>3.3K</b> +2% yr/yr	PAGEVIEWS <b>5.3K</b> +6% yr/yr
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Visits

Jan 1-Jul 31, 2023 • 3,853 Total +4% yr/yr

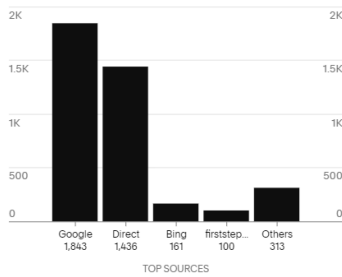
Monthly



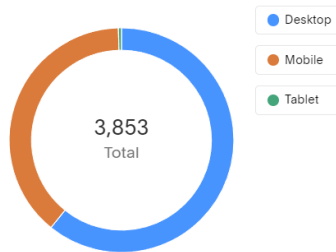
How visitors access BFLG website

Most visitors are directed from Google, in contrast to FSNT website where the most common source is directly through the web address, indicating that more visitors may not be initially aware of the organisation when visiting the site. The most common device used to access the site is desktop, suggesting it may be more commonly used in a professional capacity.

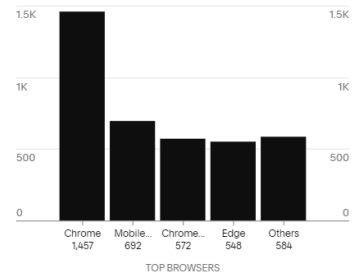
Top Sources by Visits VIEW SOURCES



Top Devices by Visits



Top Browsers by Visits



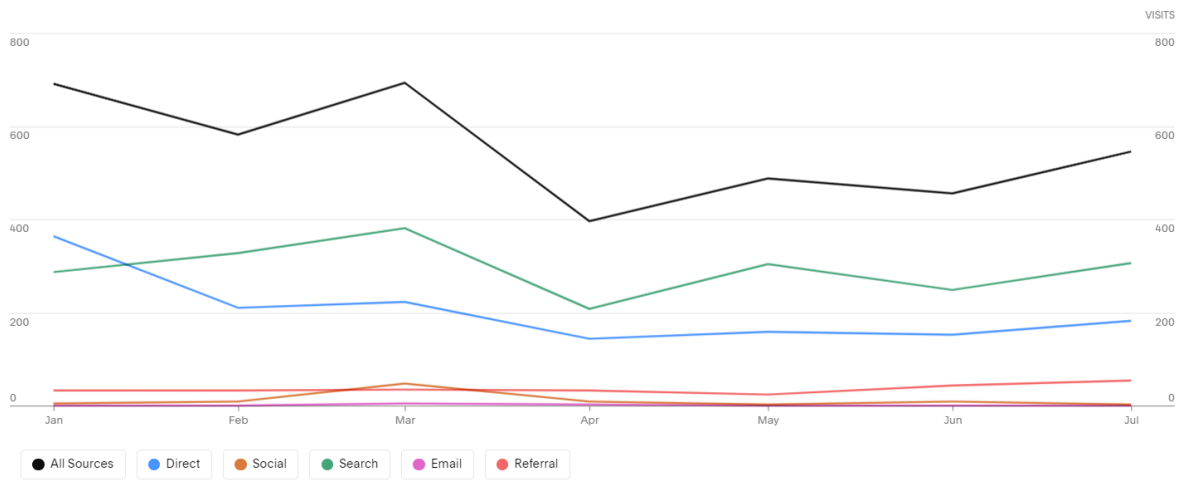
## Traffic Sources

Custom \$ USD

### Visits

Jan 1–Jul 31, 2023 • 3,853 Total

Monthly



A small number of visits were from referral from other websites, the top 5 referral sites are First Steps Nutrition, Baby Milk Action, RCM, BFN Training and ABM.

▼ Referral 257 (6.67%)

▶ <a href="https://firststepsnutrition.org">firststepsnutrition.org</a>	100
▶ <a href="https://babymilkaction.org">babymilkaction.org</a>	26
▶ <a href="https://rcm.org.uk">rcm.org.uk</a>	23
▶ <a href="https://bfntesting.org.uk">bfntesting.org.uk</a>	16
▶ <a href="https://abm.me.uk">abm.me.uk</a>	14

## User geography

Most visitors are based in the UK, which is in line with the goals of the BFLG. The next most common visitor locations were USA (265 visitors in 2023) and China (157 visitors in 2023).

### Geography

Custom

\$ USD

#### Visits by Country

Jan 1–Jul 31, 2023 • 3,853 Total

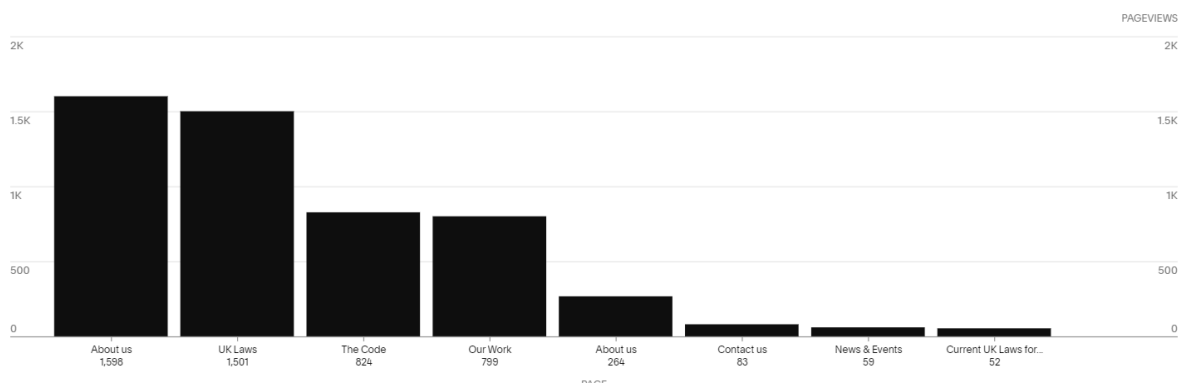


## Most visited pages

The 'About Us' page was the most visited page on the site, followed by 'UK Laws' and 'The Code'.

### Top Pageviews

Jan 1–Jul 31, 2023 • 99% of 5,251 Pageviews +6% yr/yr



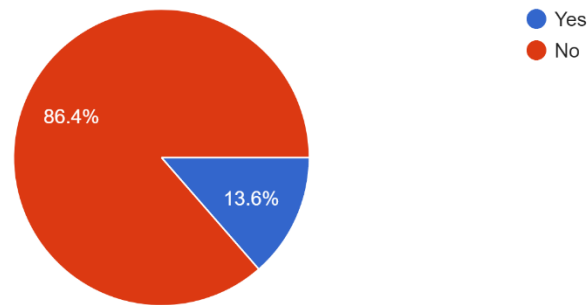


## 9.6 BFLG website survey results

Out of the 199 survey respondents, 14% had visited BFLG-UK.org in the past 6 months, making it the least used website by our users.

Have you visited our Baby Feeding Law Group UK website BLFG-UK.org in the past 6 months?

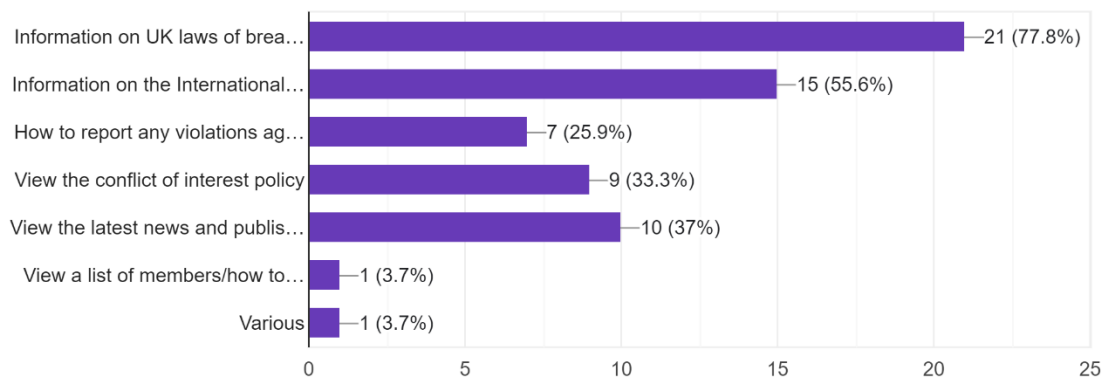
199 responses



The main reasons quoted for visiting the website in the survey were 'Information on the UK laws of breastmilk substitutes' (78%) and 'Information on the International Code of the Marketing of Breastmilk Substitutes and all subsequent resolutions' (56%).

Thinking about our Baby Feeding Law Group website bflg-uk.org/: What were the main reasons for visiting the website? (tick all that apply)

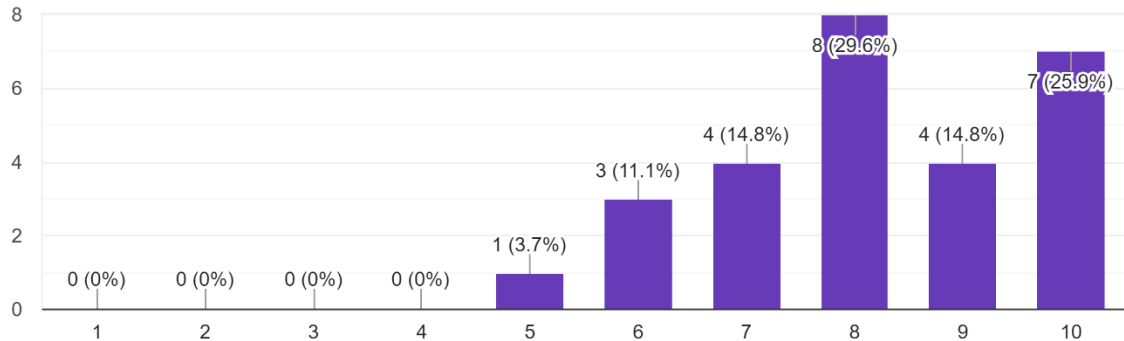
27 responses



70% of respondents rated the ease of locating information as an 8 or above.

How easy was it to locate the information you needed using the Baby Feeding Law Group website?

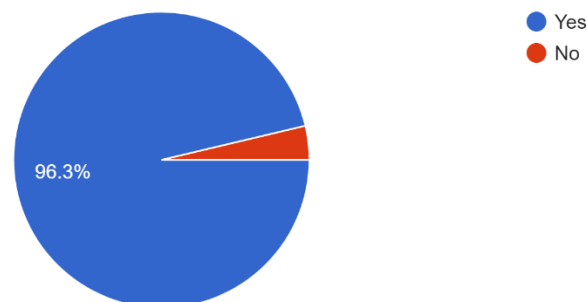
27 responses



96% of users reported to find all the information they needed from the BFLG website, indicating that the website is currently fit for purpose.

Did you find all the information you needed using the Baby Feeding Law Group website?

27 responses



#### If no, what could you not find information on?

- Reporting violations was a little tricky to get information on how to report
- I was looking for specific case study to use in training but couldn't find it

#### Do you have any other feedback on how we could improve our website and the information we manage on the Baby Feeding Law Group website?

- More easily definable and searchable sections.

#### 9.7 Newsletter analytics

The information gathered from Mailchimp Analytics was analysed at 21<sup>st</sup> June 2023. The audience size and engagement has been analysed and reported below.

## Newsletter audience size

Audience	Current contacts	Current subscribed	Non-subscribed	Unsubscribed
First Steps Nutrition Trust Sign up <input type="button" value="v"/>	<b>3,047</b>	<b>2,839</b>	<b>0</b>	<b>208</b>

There are 2,839 subscribers to the newsletter, we are unable to analyse the location and demographics of the subscribers further.

## Newsletter reach and engagement

Date range



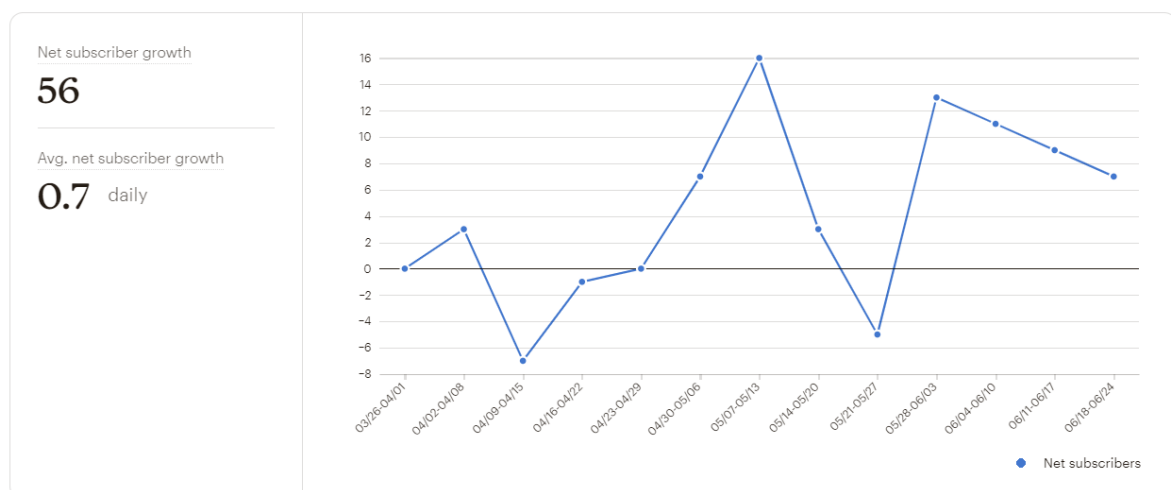
### Performance

Compare to: [Previous 365 days](#)

Emails sent	Open rate	Click rate	Unsubscribe rate	<a href="#">Edit</a>
<b>37,906</b> ↓ Down 2.6% (39K)	<b>40%</b> ↑ Up 11% (36%)	<b>20%</b> ↑ Up 26% (16%)	<b>0.14%</b> ↓ Down 31% (0.20%)	

In the past 365 days (as at 21<sup>st</sup> June 2023), 40% of emails sent to subscribers were opened and 20% of emails led to a hyperlink click through from the newsletter. All metrics have improved from the previous 365 days.

## What's changed



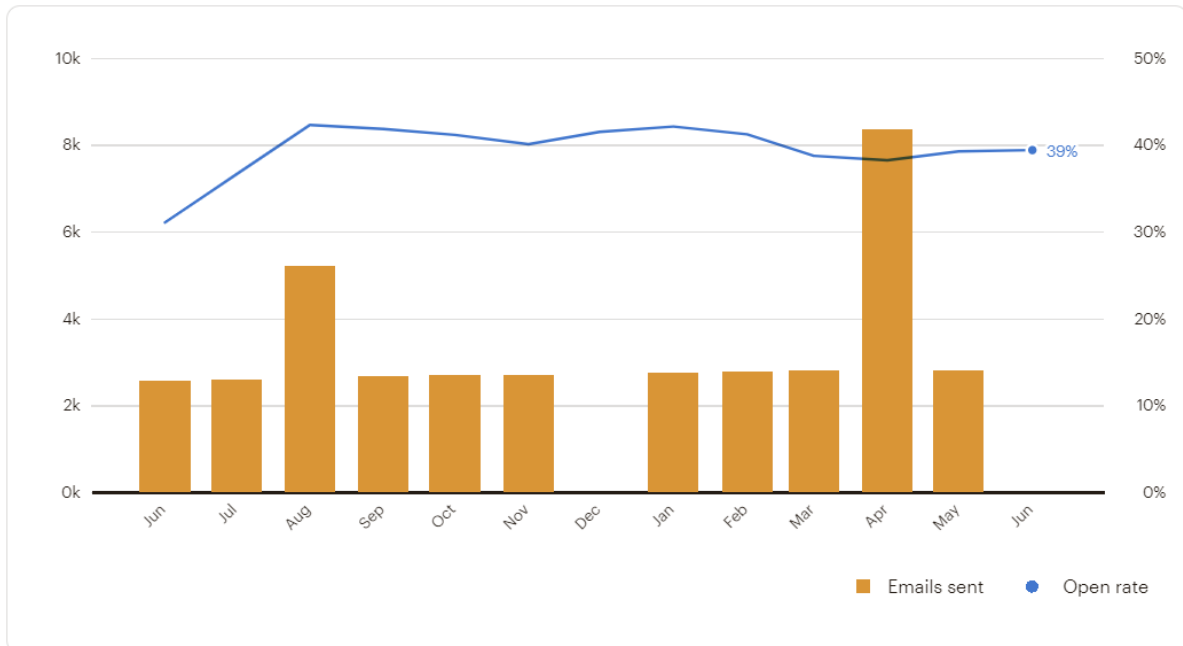
In the past 3 months, the newsletter has gained 56 subscribers, this is consistent with the previous period which had 59 new subscribers.

## Engagement

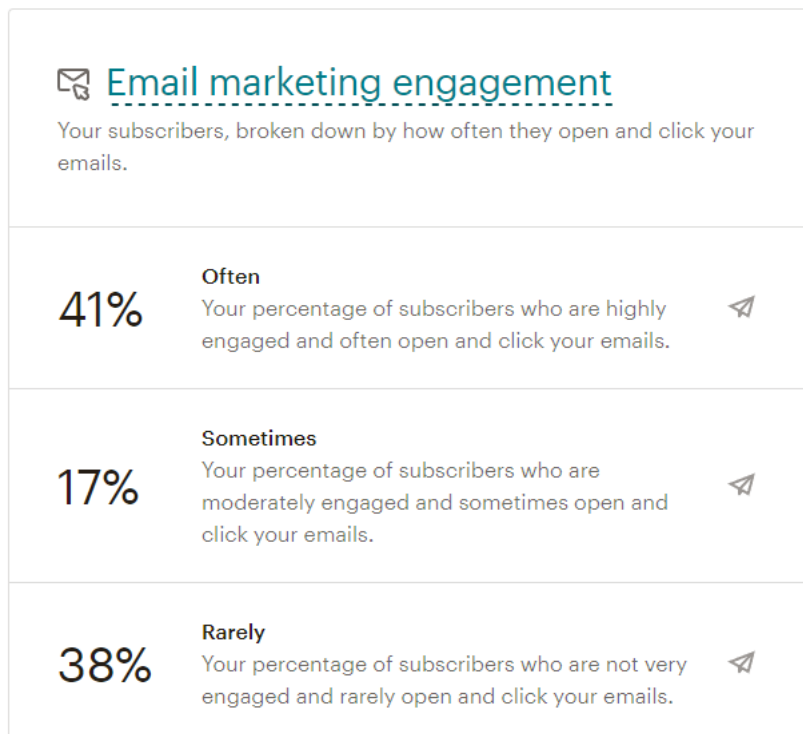
Metric: [Emails sent](#) ▾

Metric: [Open rate](#) ▾

[Export](#)



1,953 subscribers (69% of all subscribers) have opened at least one of the previous 5 Mailchimp emails or newsletters sent out.



41% of subscribers open the newsletter often, in line with the average 40% open rate of emails overall. 38% of subscribers rarely open the newsletter.

## 9.8 Newsletter survey results

Question 1 has 159 answers (Radio Buttons)

**“We usually send our newsletter out once per month.  
How often do you open and read our newsletter?”**

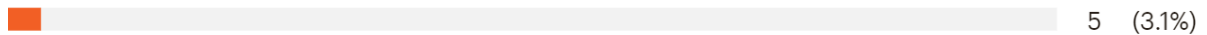
Every month



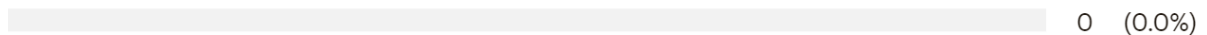
Once every couple of months



2 or 3 times a year

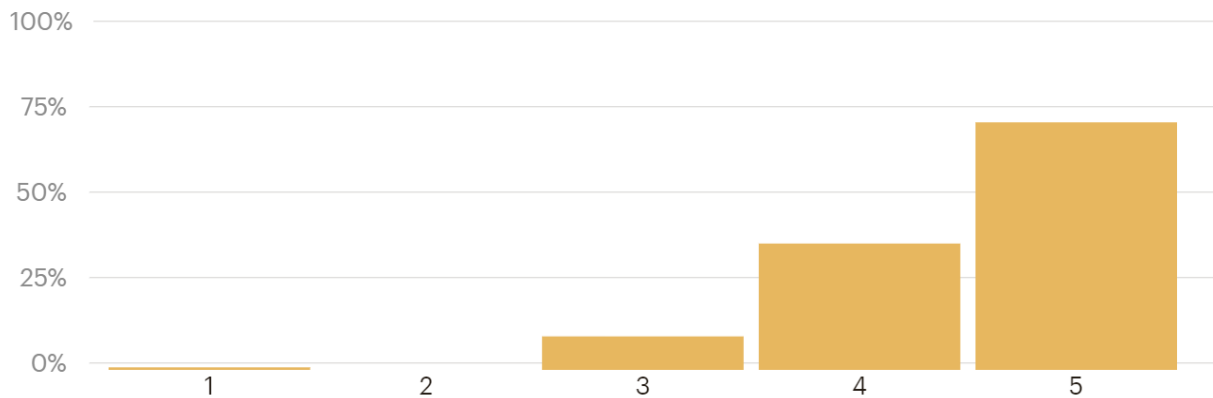


Never



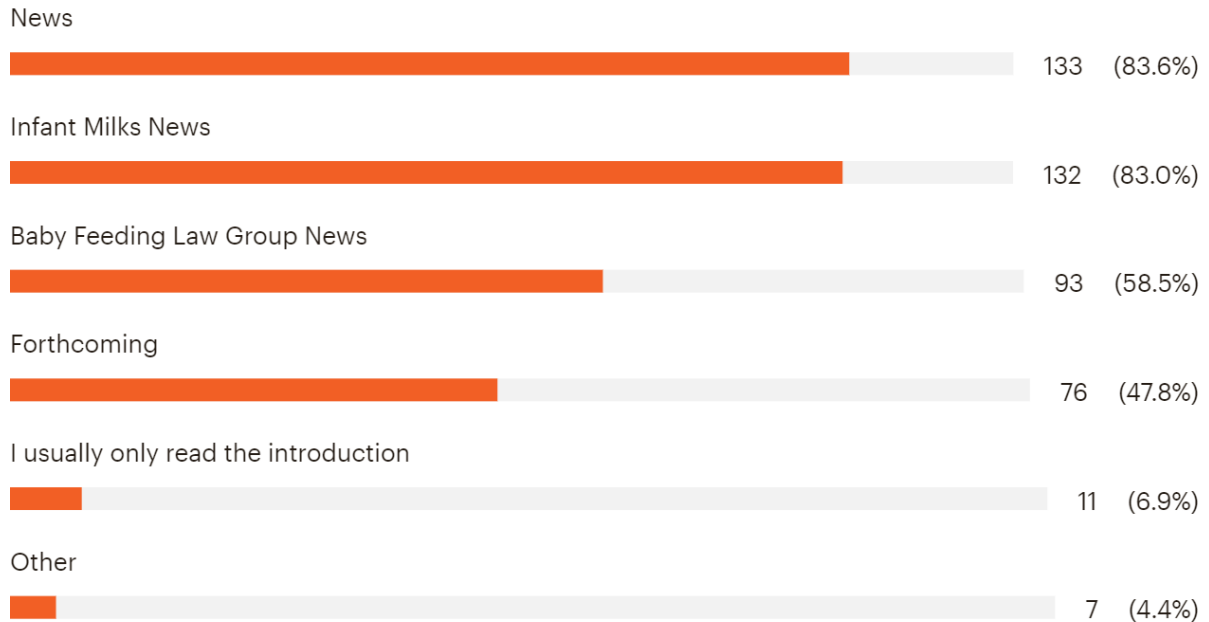
Question 2 has 159 answers (Range) Avg rating: 4.5

**“Do you find our newsletter useful?”**



Question 3 has 159 answers (Checkboxes)

### “Which sections do you usually read?”

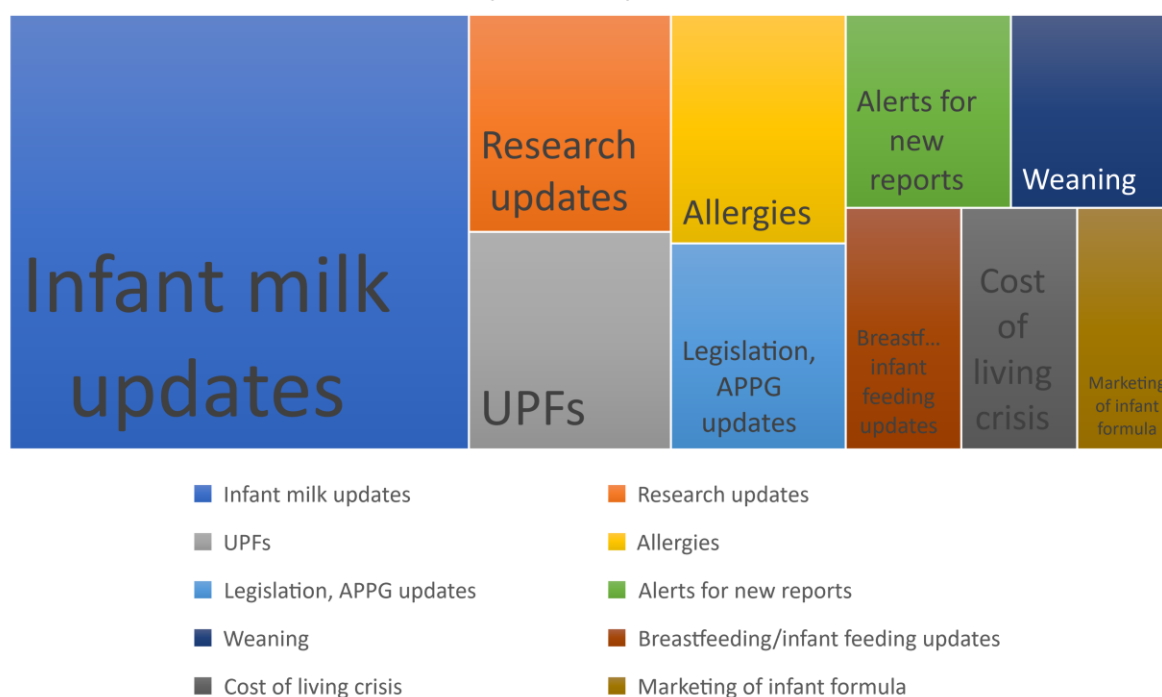


*Anonymous: "I scan for the parts that are relevant to my role and how I can support practitioners in Early Years."*

Question 4 has 103 answers (Open Text)

### “Can you give us some examples of what you have found useful in past newsletters? (See our news archive here)”

## Top 10 responses



What have you found useful in past newsletters?	Number of mentions
Infant milk updates	50
Research updates	11
UPFs	11
Allergies	10
Legislation, APPG updates	9
Alerts for new reports	8
Weaning	8
Breastfeeding/infant feeding updates	7
Cost of living crisis	7
Marketing of infant formula	6
Baby food ingredients	5
Prep machines	5
Toddler foods	5
Forthcoming events (UNICEF, BMJ, WHO)	4
Lancet series	4
Healthy Start	3
Vegan diets	2
Water recommendations	2
Anything is pulseable	1
BFLG updates	1
Formula shortages	1
Maternal diets	1
National Child Measurement Programme	1
Probiotics	1

Question 5 has 75 answers (Open Text)

“And finally, do you have any feedback about our newsletter frequency, content, or design to help us improve your experience?”

Out of the 75 respondents who commented, 41 (55%) said they were happy with the newsletter as it currently runs and 15 commented that the current frequency of monthly was appropriate (20%). There were 18 responses of suggestions for future newsletter releases and only 7 responses of negative feedback, please see below for categorised themes of responses.

### Key

Positive feedback

Suggestions

Negative feedback

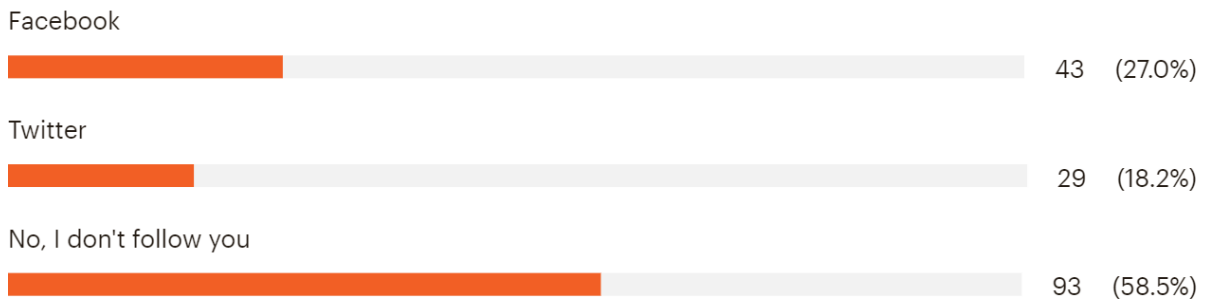
Analysis of qualitative responses	Frequency
Happy with the newsletter	41
Frequency is good	15
Newsletter is too long	3
Contents page of the news with hyperlinks to the news items would be helpful for navigation	2
Would like them archived on the website	2
Finds the archive on the website helpful	2
Shorten the info in the newsletter and direct to full length website newsletter instead	2
The newsletter size is too large size to load - reduce the mbs	1
Research and guidelines are not easy to find on the website	1
Have a summary of the headlines in the introduction for people with less time to read	1
Change frequency to quarterly newsletter	1
I would like food advice for weaning and elevated BMIs in preschool children	1
Shorter, more topic focused comms so people can hone in on what's useful	1
Replace forthcoming section with link to calendar which contains all upcoming events	1
Not receiving them consistently each month	1
Every 6-8 weeks would be fine	1
Bimonthly frequency	1
A printable version to give to parents of the newsletter	1
Q&A section for HCPs to submit questions for common infant feeding issues	1
Produce evidence sheets for issues in practice to provide to parents	1
Likes it when key points are highlighted	1
Fortnightly newsletter	1



Topical news stories having an independent FSNT review	1
Content is biased. Sometimes the facts on infant formula are incorrect but changes don't coincide with your publication timing. You could work more closely with industry to ensure your publication has latest news. Your content is politically biased too.	1

Question 6 has 152 answers (Checkboxes)

## “Are you following First Steps Nutrition Trust on social media?”



58% of respondents did not follow First Steps Nutrition Trust on social media, suggesting they get all of their updates on our work from the monthly newsletter released.

Question 7 has 64 answers (Open Text)

## “Are there any other platforms that you use where you think First Steps should have a presence?”

Out of the 64 responses to this open question, 41 (64%) suggested Instagram, 9 (14%) do not use social media.

Qualitative responses	Frequency
Instagram	41
Don't use social media	9
No	5
TikTok	5
LinkedIn	5
Younger parents do not use Facebook or Twitter	1
Short videos	1
All of them	2

Question 8 has 39 answers (Open Text)

## “Do you have any other feedback about our social media communications?”

There were 39 responses to this question, out of these 21 were neutral, 10 were positive comments, 7 contained suggestions for improvement (primarily increasing the volume of social media content) and 1 contained negative feedback.

Suggestions for improvement:

Sally: "No, but I always know too that I can email FSN and get a response - that's perfect for me!"

Anonymous: "It would be great to have a live topic event every now and again :)"

Anonymous: "More frequent, bite size, social media friendly communications would be amazing."

Anonymous: "I think your social media is positive and engaging"

Anonymous: "Needs to be more engaging for new parents with clear messaging around formula milk/mixed feeding/ follow on milk/ across all platforms please. Short snappy messages"

Anonymous: "You could do so much more on socials esp Instagram in educating people"

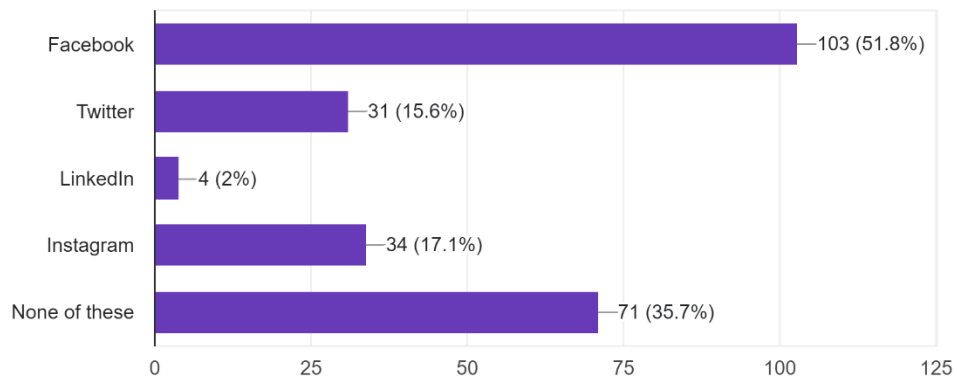
Anonymous: "I wish I saw more [social media posts]"

### 9.9 Social media survey results

The survey respondents were asked which social media channels they followed FSNT on. Facebook was the most popular account that respondents followed (52%) followed by FSNT dormant Instagram account (17%). 36% of respondents did not follow FSNT on any social media channels.

Do you follow us on social media? (tick all that apply)

199 responses



## Are there any other platforms that you use where you think First Steps should be present?

We asked the survey respondents if there were any other platforms First Steps Nutrition Trust should have a presence, the most popular answer was TikTok with 14 suggestions. 3 respondents also suggested an app.

*“No but a lot of the families i work with use tiktok, getting a mix of good/bad information”*

*“An app would be helpful”*

Platforms suggested by survey respondent	Frequency
TikTok	14
App	3
Via midwife/health visitor	2
Hard copies in GP surgeries and hospitals	2
Flipboard	1
Snapchat	1
BBC tiny happy people	1
NCT	1
BDA website	1
More on Instagram	1
Reddit	1
Pinterest	1

## Do you have any other feedback about our social media presence and communications?

Pertinent comments have been categorised by colour and presented below. The common themes of feedback on the FSNT social media presence were that they would like to see more content posted by FSNT, particularly Instagram, and respondents would like to see more posts which could be used by parents in the form of bite sized information, reels and infographics.

### Key

Positive feedback

Suggestions

Negative feedback

- *love all the print colours and text*
- *It's really handy to share your posts and links to WhatsApp for my baby group and individual families I support*
- *Your article on UPFs was really eye opening and made me think a lot about what foods I give my son.*
- *I think it is balanced and informative*
- *Info graphs and bitesize information is good to share with families*
- *parents love it*
- *I think it is really good to be on social media and make it relevant*
- *Not everyone has social media so advertising on Tv or in community be beneficial.*
- *More information to early years settings*

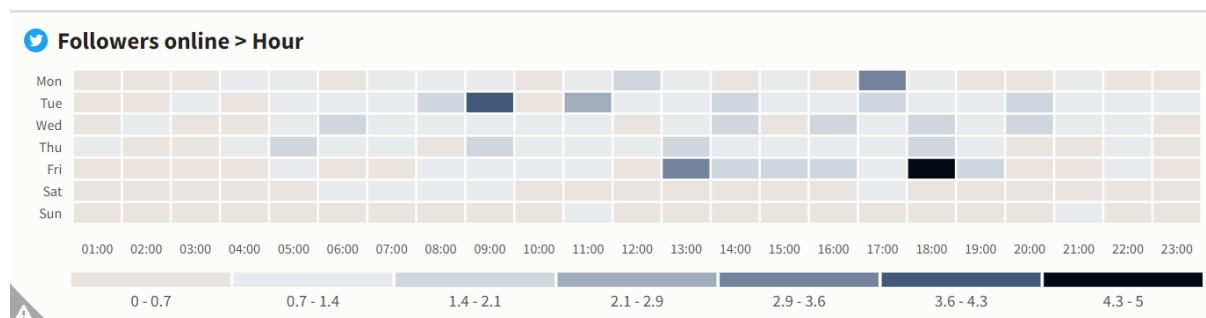
- *I think you could post more on social media*
- *Need to be more active on Instagram and utilise the resources that are on the website. Break it down into bite size pieces so it's easier for people to digest the information. (Pardon all the food puns). Love the Facebook though. Always get lots of information from the posts.*
- **More info on Facebook than Instagram**
- *I notice the Instagram page had little activity which might impact how 'seen' your posts are and I find parents use social media accounts a lot when talking about advice they had seen on x y z accounts*
- *I don't see your posts in my feed that often, despite always liking them when they do come up.*
- *It could have much more impact & presence than it does. Sharable reels and infographics*
- *I don't always see posts from the FB page. Possible to do with the algorithm*
- *I wasn't aware of social media platforms, I will now follow*
- *None other than it hasn't come to my attention so perhaps aiming for more reach would be good*
- *I was not aware you were on social media's, I predominately access the info via your website*
- *I haven't seen a social media presence*
- *No. I don't use social media*
- *More awareness that you are on social media! I didn't realise*

## 9.10 Twitter analytics results

### Audience

As at May 2023, the FSNT Twitter account had 9,416 followers (15 new followers during the month)). A further demographic breakdown of followers including geographic location is not provided.

Follower activity time is higher on weekdays with the most activity on Friday between 1-6pm. Most followers are relatively inactive during the weekend in line with lower tweet activity during weekends. This also indicates that the followers follow @1stepsnutrition in a professional capacity.



## Activity and reach, May 2023 vs. April 2023

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### MAY 2023 SUMMARY

Tweets

**32**

Tweet impressions

**163K**

---

Profile visits

**681**

Mentions

**18**

---

New followers

**15**

---

---

### APR 2023 SUMMARY

Tweets

**53**

Tweet impressions

**62.5K**

---

Profile visits

**1,608**

Mentions

**21**

---

New followers

**26**

---

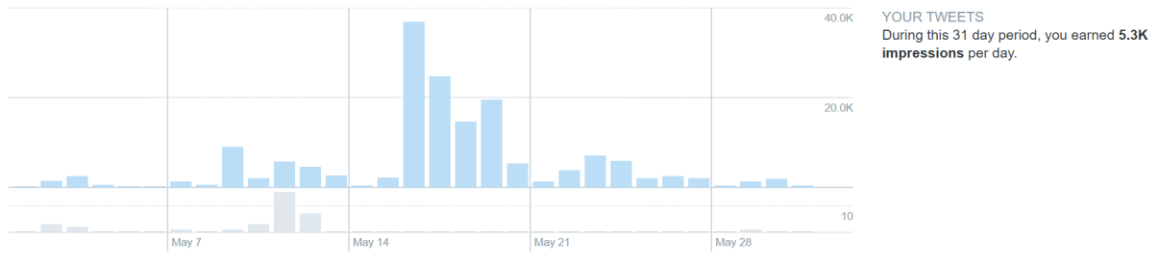
21 more tweets were written in April 2023 compared to May 2023, which led to 927 more profile visits and 3 more mentions in April 2023. However, in May the overall number of impressions were higher by 171% due to increased retweets activity, particularly on 16<sup>th</sup> and 17<sup>th</sup> May (due to coverage of updated cost of living report), which meant more users were exposed to First Steps Nutrition content. It is interesting that this doesn't lead to more profile views or followers.

## Tweet activity

May 2023

Export data

Your Tweets earned **163.4K impressions** over this 31 day period



The most active days were 16<sup>th</sup> and 17<sup>th</sup> May when there was lots of activity and retweets regarding the cost-of-living updated reports and the Government debates on formula prices.




### 28 day summary with change over previous period






### Top performing tweets

The top performing tweets in both May and April 2023 were in relation to UPFs. Tweets about relevant policy and advocacy work that FSNT focuses on are the most popular on Twitter, reflecting that the followers we have are more focussed on this line of work in comparison to our other social media channels, namely Facebook.

Top performing tweets in May 2023:

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>First Steps Nutrition Trust</b> @1stepsnutrition · May 9	Looks like not many people have seen this from @KevinH_PhD but it really is an excellent point in the midst of this heated debate about whether & how the UK's reliance on #UPF should be addressed. We've more to say on this wrt 🤔 🤔 🤔 in our forthcoming report. Watch this space <a href="https://twitter.com/KevinH_PhD/sta...">twitter.com/KevinH_PhD/sta...</a>		12,160	127	1.0%
	<b>First Steps Nutrition Trust</b> @1stepsnutrition · May 3	"ultra-processed" is a helpful tool for showing new parents that "there's a huge difference between a cooked carrot & a bag of industrially produced, carrot-flavoured veggie puffs" aimed at toddlers, even if those veggie puffs are cynically marketed as "natural". Ty @KitchenBee <a href="https://twitter.com/gdnlongread/st...">twitter.com/gdnlongread/st...</a>		4,316	94	2.2%
	<b>First Steps Nutrition Trust</b> @1stepsnutrition · May 22	<b>#HealthyStart</b> needs urgent improvement to protect the		4,104	123	3.0%

Top performing tweets in April 2023:

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>First Steps Nutrition Trust</b> @1stepsnutrition · Apr 26	Wonderful 📖 on why #UPFs ARE a problem, from our trustee @Rob_Percival_ incl impt mention of the 'hyper-palatable mush' that's common to the diets of the UKs youngest children. Watch this space for our forthcoming report on UPFs in the diets of the infants & young children <a href="https://twitter.com/Rob_Percival_/...">twitter.com/Rob_Percival_/...</a>		10,190	59	0.6%
	<b>First Steps Nutrition Trust</b> @1stepsnutrition · Apr 20	Great listening to @DoctorChrisVT on #UPFs or 'industrially produced edible goods'. Particularly appreciate his view that 📖 consumption will require tackling poverty & inequalities, removal of food industry involvement in policy & regulation to tackle marketing. 🍌 <a href="https://twitter.com/MadiFinlay/sta...">twitter.com/MadiFinlay/sta...</a>		6,424	30	0.5%
	<b>First Steps Nutrition Trust</b> @1stepsnutrition · Apr 27	If you read the British Nutrition Foundation position on #UPF, read this 📖 first: <a href="https://twitter.com/DoctorChrisVT/...">twitter.com/DoctorChrisVT/...</a>		6,145	65	1.1%

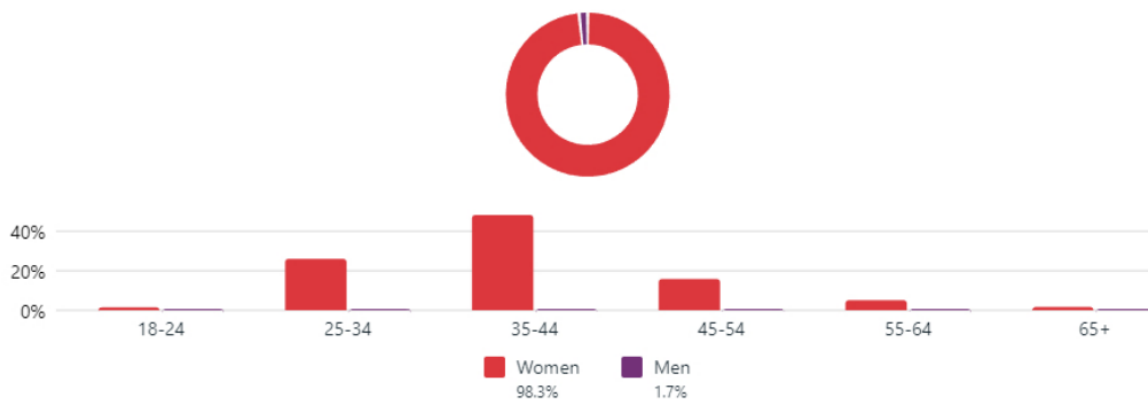
### 9.11 Meta (Facebook) analytics

The Facebook account has 11,626 followers, making it the social media account with the largest following. 98% of the follower base are female and between the ages of 35-44.

Facebook followers ⓘ

11,626

Age & gender ⓘ



87% of followers are based in the United Kingdom, with the most followers being from London (3.1%). This is in line with the organisation aiming its objective solely within the UK.

### Top countries

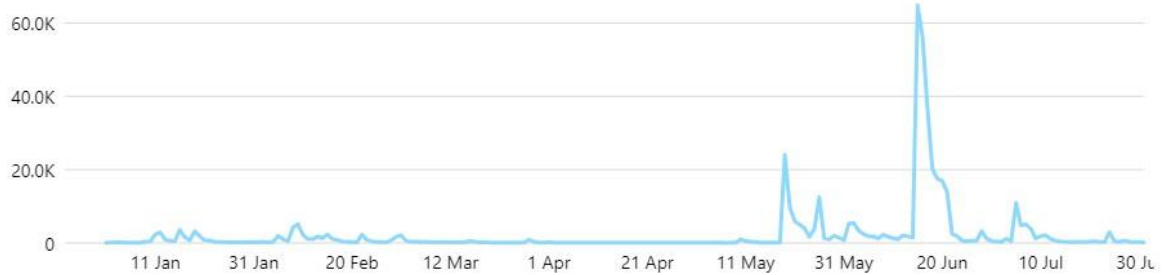


Between January and June 2023, 324,702 Facebook users saw FSNT posts, which is a 3% decrease on the previous 7 months. The peaks are seen on days where publications have been released (cost of living report and UPF report).

### Reach

Facebook reach ⓘ

324,702 ↓ 3.4%



Visits to the Facebook page have increased by 44% in the period of January-July 2023 to over 10k. The peaks of profile visits were seen on days where publications were published.



### Page and profile visits

Facebook visits ⓘ

10,732 ↑ 43.6%



The Facebook page has received 440 new likes in the year to date, which is a 28% decrease on the previous 7 months.

### New likes and follows

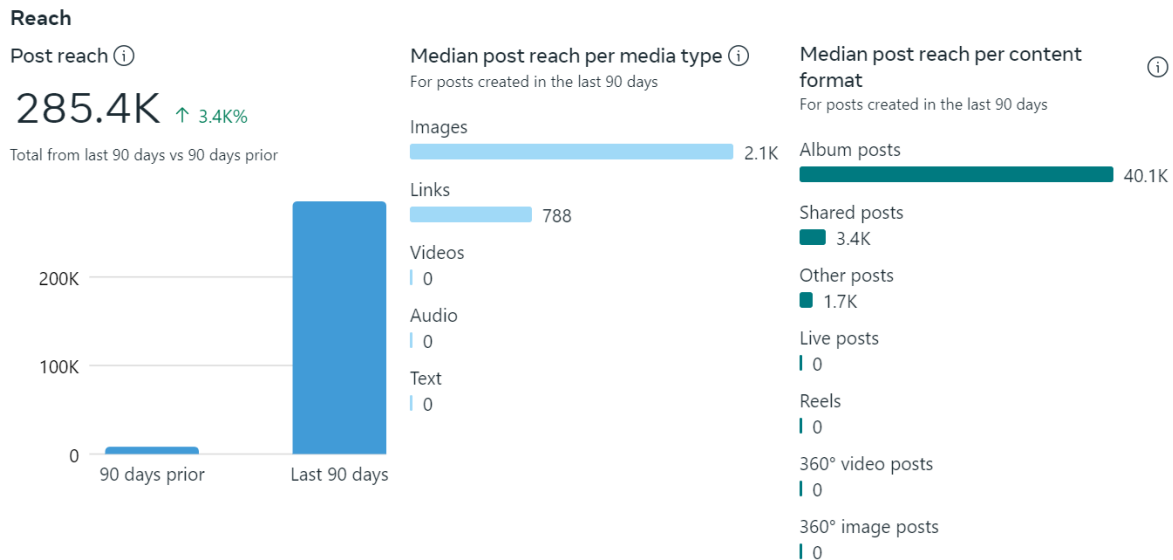
Facebook Page new likes ⓘ

440 ↓ 28.1%



## Last 90 days 18<sup>th</sup> May – 16<sup>th</sup> August 2023 insights

Overall, posts have reached 285k users in the past 90 days, which is a large increase from the previous 90 days. The top performing content that produces the most reach is content with images and infographics that FSNT have posted themselves (not re-shared from others) that contains bright colours and children's food.



The top performing content in the past 90 days all contain brightly coloured photos/graphics of food and lots of emojis in the text. Posts that are aimed at HCP supporting parents/carers and provide advice directly to them perform well on Facebook as they receive the most shares from local healthcare groups.

### Top-performing organic posts

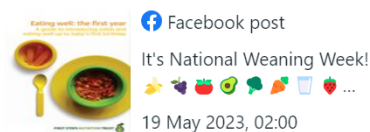
Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

#### Highest reach on a post ⓘ



This post's reach (216,436) is **11,352%** higher than your median post reach (1,890) on Facebook.

#### Highest reactions on a post ⓘ



This post received **1,783%** more reactions (433 reactions) than your median post (23 reactions) on Facebook.

#### Highest comments on a post ⓘ



This post received **9,800%** more comments (99 comments) than your median post (1 comment) on Facebook.

## 9.12 LinkedIn Analytics

The LinkedIn Analytics function was analysed on 28<sup>th</sup> June 2023. The results are presented below.

### Audience

The LinkedIn page currently has 70 followers since launching.

### Follower highlights ?

70  
Total followers

56  
New followers in the last 30 days  
▲ 366.7%

31.4% of followers are currently based in London.

### Follower demographics ?

Location ▾

London Area, United Kingdom, United Kingdom · 22 (31.4%)

Johannesburg Metropolitan Area, South Africa · 2 (2.9%)

Manchester Area, United Kingdom, United Kingdom · 2 (2.9%)

Greater Liverpool Area, United Kingdom · 2 (2.9%)

Greater Leeds Area, United Kingdom · 2 (2.9%)

Greater Edinburgh Area, United Kingdom · 2 (2.9%)

Harlestone, United Kingdom · 1 (1.4%)

The visitor highlights below are currently not very insightful while FSNT is still building the page but will be good to monitor overall engagement month on month as the page develops.

May 28, 2023 - Jun 26, 2023 ▾

Export

### Visitor highlights ?

144  
Page views  
▲ 350%

56  
Unique visitors  
▲ 300%

4  
Custom button clicks

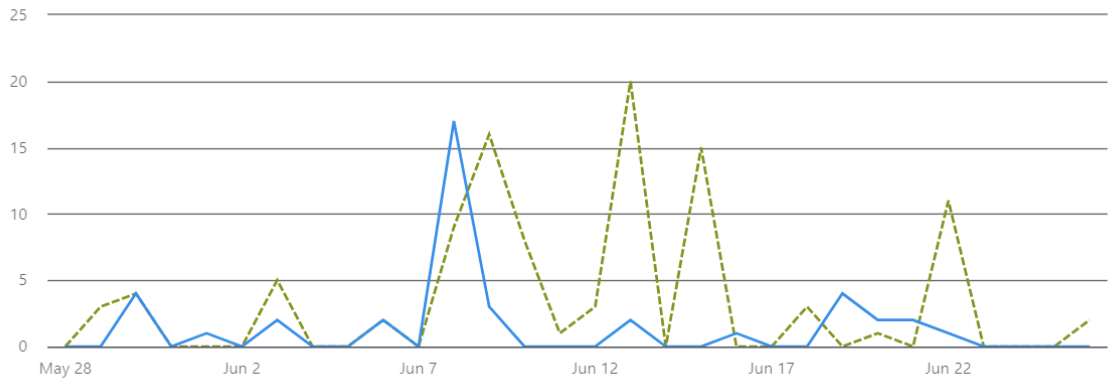
Most visits to the page are on weekdays and via mobile, apart from on 8<sup>th</sup> June when the UPF report was released when visits from a desktop also peaked. This indicates that the users of this page use their LinkedIn in a professional capacity, in line with the general purpose of LinkedIn.

## Visitor metrics ?

Page views ▾

All pages ▾

All filters



Desktop

41

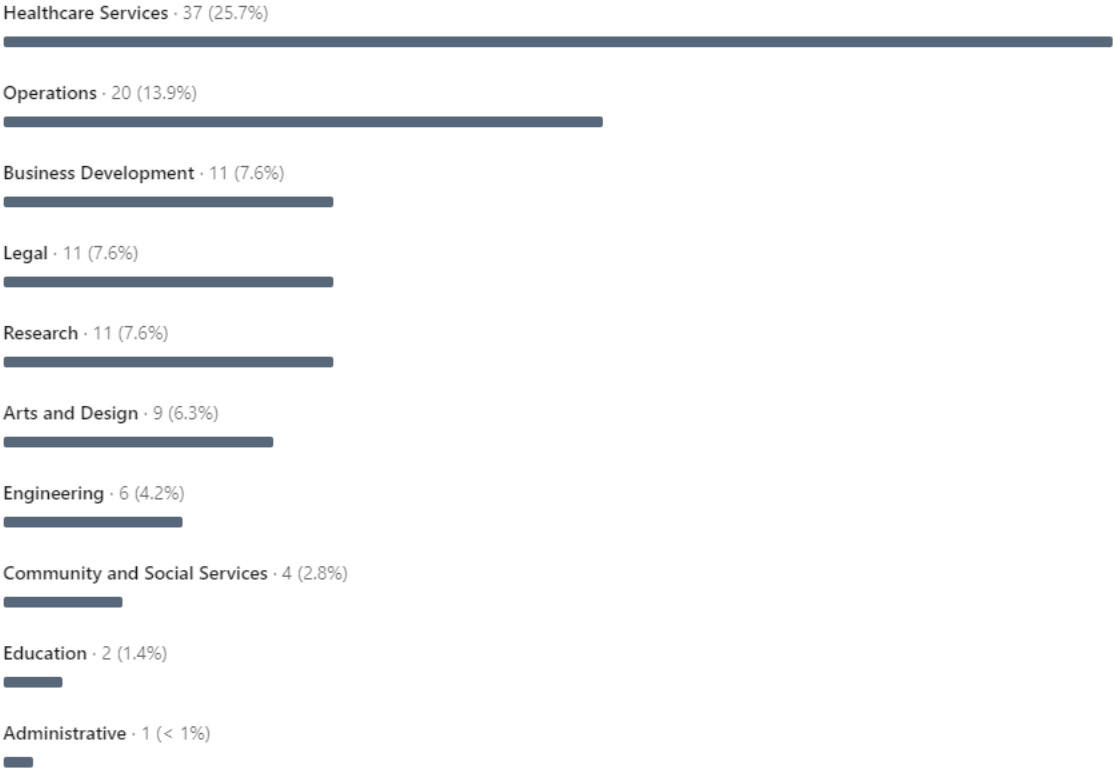
Mobile

103

A quarter of the page visitors (26%) work in the healthcare industry.

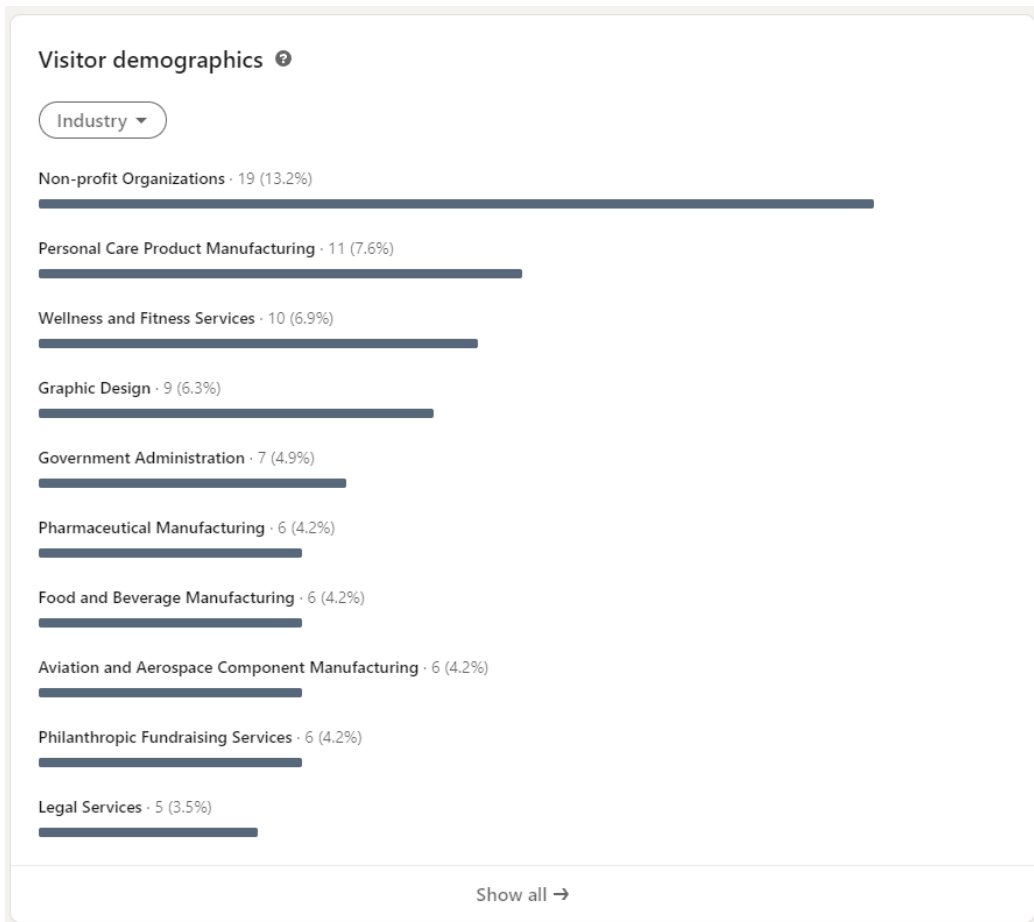
### Visitor demographics ?

Job function ▾



Show all →

The most prevalent industry among page visitors was non-profit organisations (13%).



Impressions from LinkedIn users peaked on 13<sup>th</sup> June when we shared an infographic on UPF foods and their health effects.

