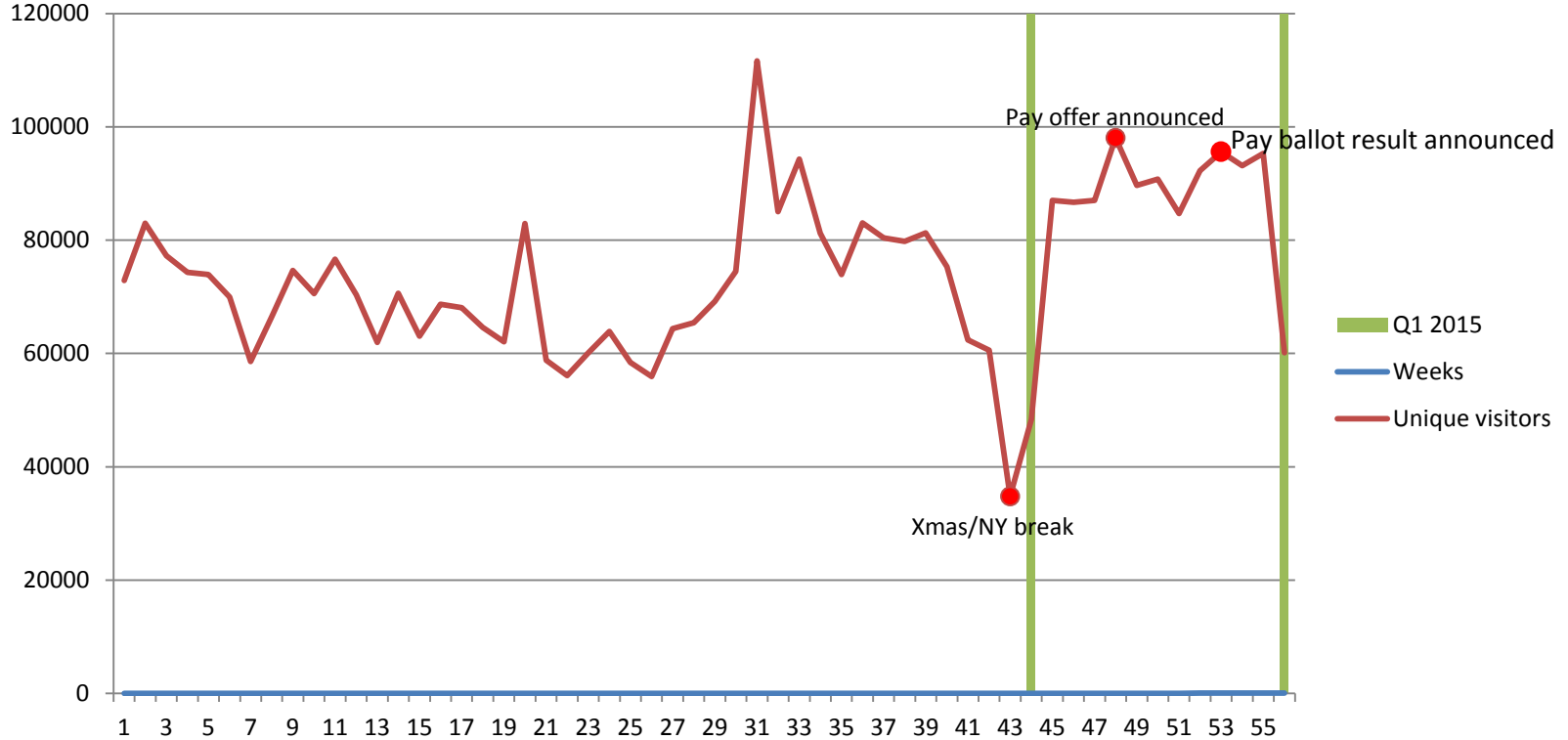


Digital performance data

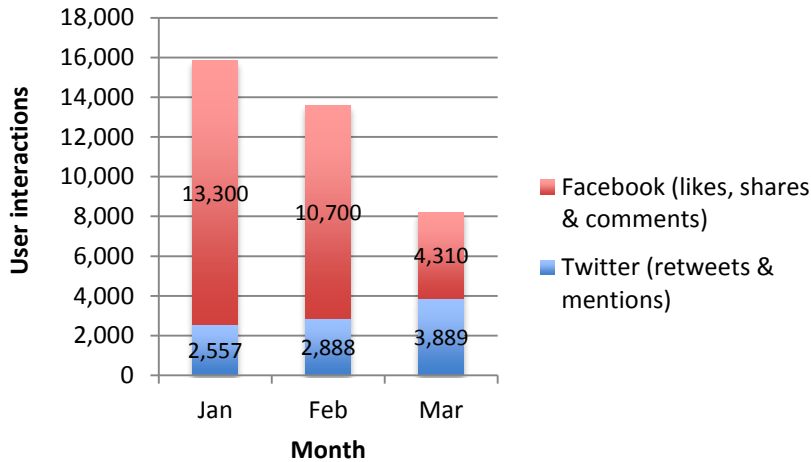
January to March 2015

RCN.ORG.UK unique visitors Mar 2014 - Mar 2015



- 22% increase in unique visitors in Q1 2015 compared to Q1 2014
- 41% of unique visitors in Q1 2015 visited rcn.org.uk more than once, consistent with Q1 2014 levels
- 12% increase in unique visitors in week of NHS pay offer announcement and start of RCN vote on pay
- 2,343 views of news story about Peter's resignation in the week of the announcement

RCN Facebook & Twitter user interactions



Most engaged with Facebook post in Q1

20 Jan, Peter Carter Sky News interview about assaults on NHS staff: 7k people either clicked, commented or liked the post

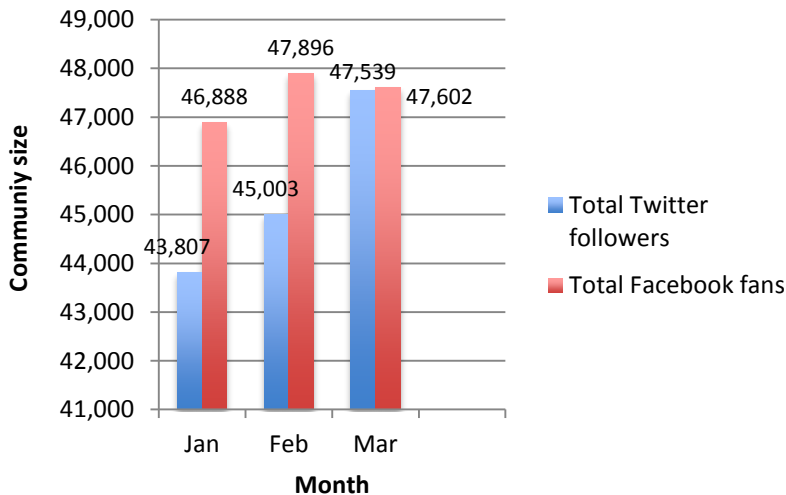
Most engaged with Tweet in Q1

16 Mar, RCN/DH toolkit to help prevent suicide in LGBT young people: Seen by 14k people; 173 retweets

Social interactions in March

After two exceptional months for Facebook interactions brought on by events such as the pay vote, new NMC code and excess hours campaign, interactions more than halved in March. The Twitter-based hustings activity, however, secured a 33% increase in Twitter interactions

RCN social communities growth



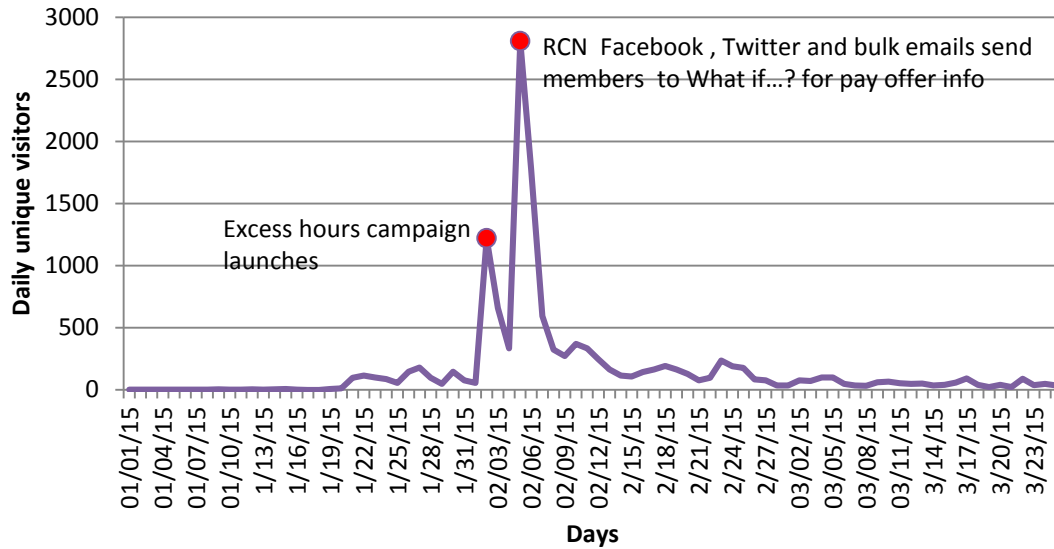
Hustings success

#nursingcounts 8th most popular trending topic in UK on night of event. Live tweeting from events increased visibility and engagement

RCN Facebook fans in March

Decline in Facebook fans due to Facebook removing inactive accounts from their reporting on 5 March. Fans should be back on the increase next month

What if...? site: Q1 unique visitors



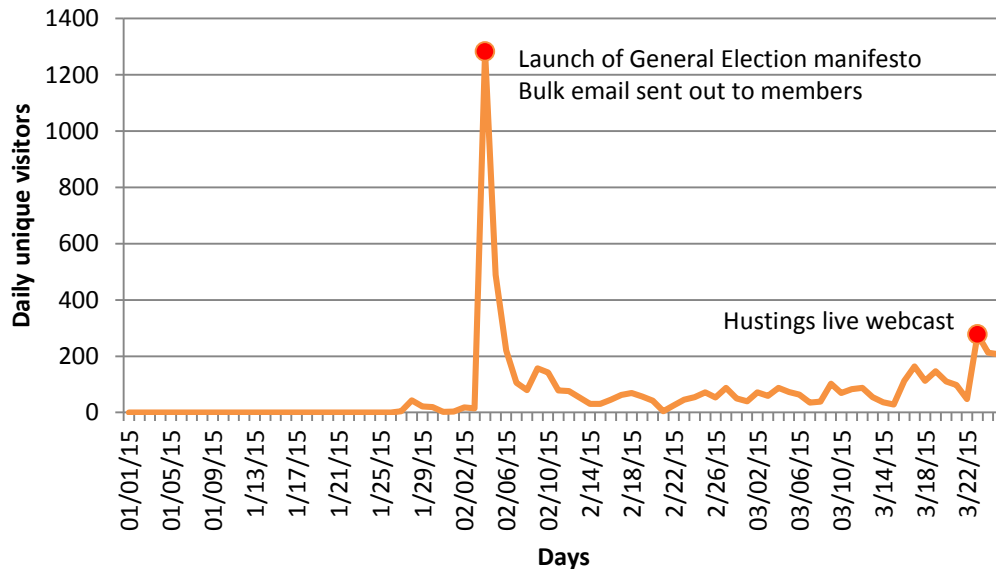
Pay offer ballot

10k views of NHS pay offer info page during voting period & 2.7k views of pay offer FAQs

Excess hours campaign

7.5k views of campaign content since 2 Feb launch

Nursing Counts site: Q1 unique visitors



Traffic

5k unique visitors to the site since the 4 Feb manifesto launch

Empowering people

To date, 550 people have contacted their candidates & 330 have pledged to vote via site's online forms

Social activity

188 people have so far submitted their Nursing Counts photo to the RCN Instagram page. 256 people have added the Nursing Counts Twibbon to their Twitter profile pic