

Socialist Health Association

Secretary's Report

1st August 2020

Zoom Meeting

Since our last Central Council Meeting:

I have been involved in one of the Shadow Health team meetings as a patient voice. I contributed to one of the briefings for the Shadow Team. I helped identify SHA members who were particularly relevant to the Shadow Team meetings and briefings.

I have been liaising with members on a regular basis, answering membership queries and supporting them in a number of different ways, for example helping to arrange the shadow health team input, and the recent zoom meeting from Yorkshire branch on the new economics. I have spoken at quite a few virtual meetings including with National Pensioners' Convention, Jeremy Corbyn, John McDonnell, the United Nations rapporteur for modern slavery and the WHO, to all of whom I have spoken on behalf of the SHA.

I have written and delivered a paper on Track and Trace and the corruption and international pressures on keeping our NHS Public. My words were sadly prophetic.

Social Media:

We have spent £213.00 in total over the last X months promoting and supporting our Covid blogs. This is not ongoing due to costs. The result was a considerable increase in reach: Here are the last 3 posts in detail. No money has been spent on promoting in the last 60 days.

Post 1)

Cost £63.00

Reach 12,576

Post Engagement 333

Post 2)

Cost £50.00

Reach 9228

Post Engagement 491

Post 3)

Cost £50.00

Reach 10164

Post Engagement 1348

We had put a link to the Blog pages which explains the difference in Post Engagement, as people will have been using that method, rather than linking to the post.

Twitter:

Top mention earned 2,936 engagements



[kathrin thomas @KathrinJThomas Jul 1](#)

84 actual tweets over 28 days down: 5.6%

Tweet impressions over 28 days down 2.6% (you could add – these were because our account was down for a few days this month – if that is the reason)

Profile visits over 28 days up 3.1

Mentions over 28 days 130 up 68.8%

Followers over 28 days up 5