



Digital communications insights
– 2024 in review

Website highlights in 2024



New Ambulance BBC doc pages



168K views for our new stories



854K views For recruitment pages

How our content performed...

- 1.8 million page views (+7% up on 2023)
- 60,000 users per month visiting site
- **Most read news:** New era of electric ambulances; #Ambulance series; Carol Andrews Obituary
- Use cases: 50% job info; 25% news and 'how to use services'; 15% Complaints, Reports, Campaigns

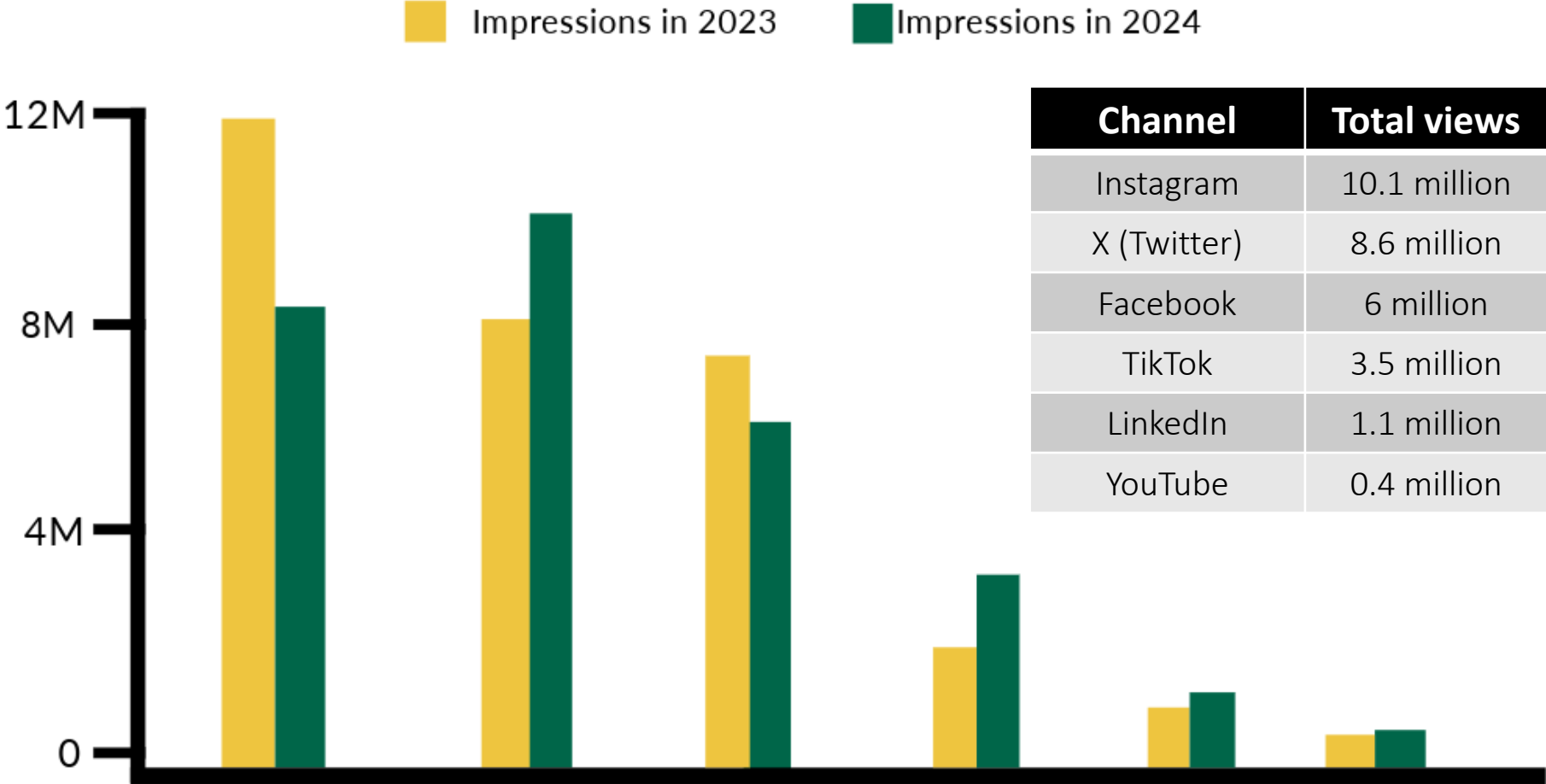
Reflections on 2024...

- **'Search' is king:** 78% of all web visits now come through search engines like Google and Bing. An updated SEO strategy for key pages will help us reach more people.
- **Social media irrelevant as traffic source:** only 3% of web traffic comes through social media. This is due to us switching our strategy to deliberately avoid links which lead to algorithms on X / FB penalising our content.

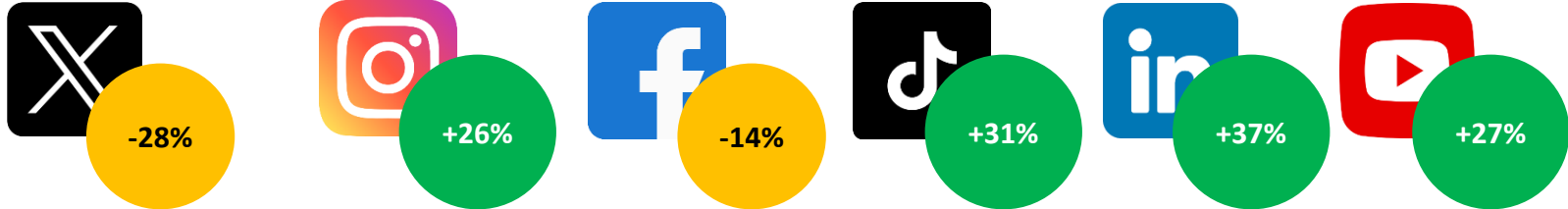
Looking ahead to 2025...

- We desperately need investment in our website to catch up with website best-practice (accessibility, UX, cyber security).
- Paid ad spend on social media will help improve link clicks through to the London Heartstarters campaign. .

Views across our social media channels: 2023 vs 2024



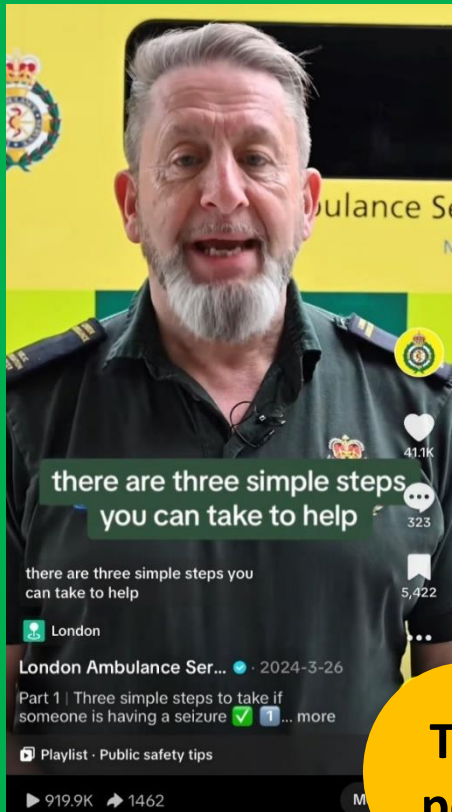
Channel	Total views	Average per post
Instagram	10.1 million	14K
X (Twitter)	8.6 million	8K
Facebook	6 million	13K
TikTok	3.5 million	36K
LinkedIn	1.1 million	6K
YouTube	0.4 million	5K





TikTok in 2024

920K video plays:
Our top performing video of the year! Rob's tips for seizures go viral on TikTok.



Top post



TikTok has increasingly becoming a platform where younger audiences come to find breaking news, which is reflected in the improved performance of our demand messaging on this channel.

How our content performed...

- 3.5 million views (+31% up on 2023)
- Content types that perform best: Public Education, shift diaries, short stories

Top three posts

1. Rob's 3 tips on seizures;
2. Bushraah's Ramadan shift diary;
3. Omar's #Ambulance story about why his Somalian parents inspired him to join LAS.

Our prediction for 2024: 'Continued growth of TikTok as a search engine'

This absolutely happened, and it is also going from strength to strength as a source for breaking news and announcements (we've had success with increasing videos and carousel posts covering demand / incidents). Unlike other platforms, the TikTok algorithm doesn't have as much of a recency bias, meaning informative #UseUsWisely and #Public Education content continues to reach people months after it was first shared.

Looking ahead to 2025...

By creating more content optimised for this platform, our channel will continue to grow. We need to allocate more time to this platform to link what we do with appropriate trends. This channel will increasingly become a place to share breaking news. Carousel image posts can help us do this.



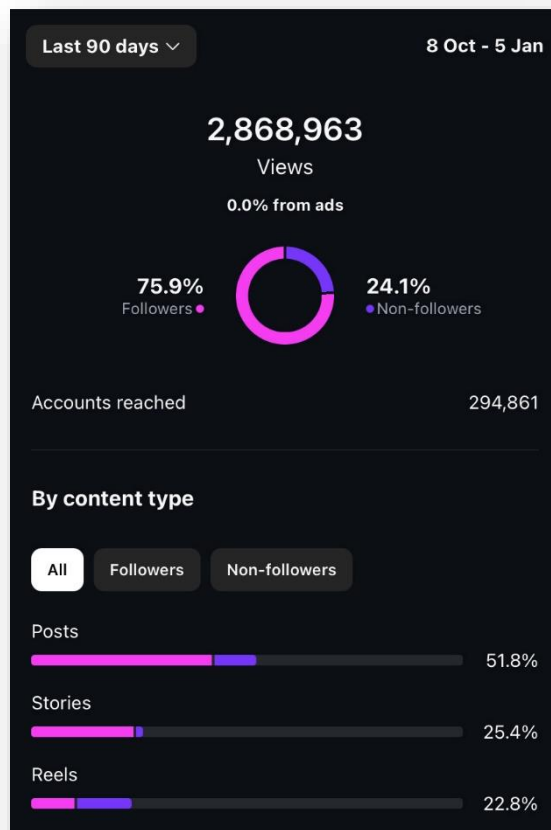
Instagram in 2024

Instagram video (861K plays)

Film star Rosamund Pike does are London Lifesavers training and urges everyone to learn CPR!



Top post



Instagram = Reels are still the best way to reach non-followers, but reach on carousel image posts is also increasing. IG Stories improving as a way to reach existing followers.

How our content performed...

- 10 million views (+26% up on 2023)
- Content types that perform best: Influencers; short videos of latest news

Top three posts

1. Rosamund Pike is a London Lifesaver (video);
2. New fully electric ambulances (video);
3. Staff assault BWC footage (video)

Reflections on 2024...

This was the year that Instagram established itself as our best and most reliable social media channel. It is more flexible than other channels allowing for real time updates (Stories), image carousels and short videos. Alongside TikTok, it's now the best place to reach new people (outside our traditional audiences on social media).

Looking ahead to 2025...

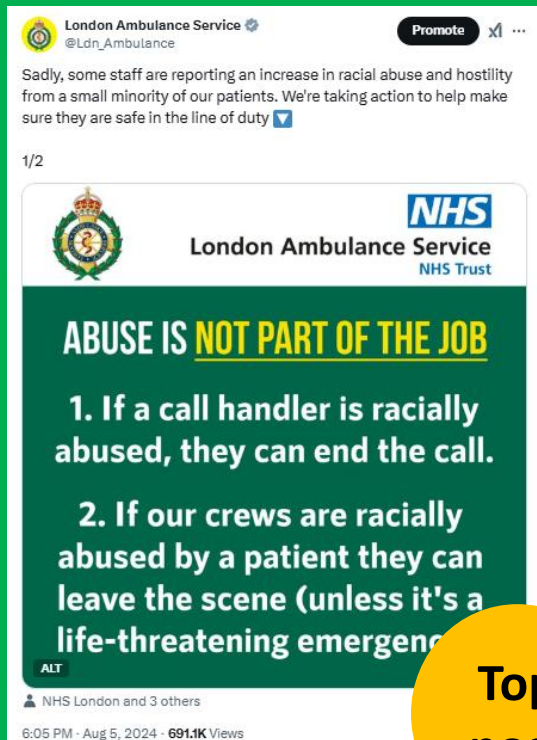
- Moderation approach to be tested even more after Meta removes 'fact-checking'
- Generative AI will make it easier to spread misinformation and misleading images
- Instagram to give users more tools to curate feed and 'cut out noise'. It will reward content that users find useful ('shares' and 'bookmarks' = key metric)



X in 2024

X post (691K views)

Statement about the action we took in response to an increase in racial abuse from a small minority of patients.



Top post



The adoption of X (Twitter) in the UK has fallen from 45% in 2022 to 32% in 2024. Despite that, it's still one of the most reliable places to share timely updates about demand and major incidents with journalists, partners and politicians. Only 2% of the UK population use BlueSky.

How our content performed...

- 8.6 million views (-28% down on 2023)
- Content types that perform best: Breaking news; major events; demand

Top three posts

1. Our response to racism against our staff;
2. Fully electric ambulance announcement;
3. Notting Hill Carnival content

Our prediction for 2024: 'X here to stay, and the frontline for UK and US culture wars'

Both of these predictions came true. X did lose users but has so far successfully fought off competitors like Bluesky and Threads. Elon Musk dialled up efforts to make X the place to find breaking news on the internet, but dialled down any protections against misinformation and hate speech. We are constantly reviewing the landscape, but for now we made an objective decision to stay on X.

Looking ahead to 2025...

- X has indicated it may choose to follow TikTok's approach to prioritising 'unregretted user minutes'? This will hopefully mean the 'For You' section becomes less divisive.
- We will continue to reduce our reliance on this platform, via Bluesky, Threads and prioritising TikTok and Instagram. X will continue it's decline, but it may remain as a key channel...



Facebook in 2024



Top posts

How our content performed...

- 6 million views (-14% down on 2023)
- Content types that perform best: Human stories; fleet updates; trending topics

Top three posts

1. Our message for Euro 2024 Final;
2. Abi answered Qs about TRU in #Ambulance;
3. Latest news about first fully electric ambulance

Reflections on 2024...

It's becoming harder to reach people via our Facebook feed, but it's still one of our best channels, especially for reaching +50s. Campaigns like #LondonLifeHike benefitted from paid ads launched from this channel. Short reels becoming more important, longer videos less effective.

Looking ahead to 2025...

- With Meta abandoning 'fact-checking', people will look for like-minded communities via Facebook Groups. Having a strategy for reaching people via closed communities will become more important.
- Idea: we enlist our patient groups and Charity Champions to help us share life-saving demand messaging and campaign links in their local Facebook Groups, WhatsApp and NextDoor



LinkedIn in 2024

London Ambulance Service NHS Trust
17,759 followers
1mo • 🌐

Introducing the first fully electric ambulance to respond to emergency 999 calls in London! ⚡️✅

...see more



Olivia Peters and 1,020 others

London Ambulance Service NHS Trust
Published by Danny Cameron • 29 May at 19:00 • 🌐

We're delighted to be appointing Pauline Cranmer as #TeamLAS Chief Paramedic, after distinguished career spanning 30 years in London.

This is the first time a woman has held the title anywhere in the country.

Pauline joined the Service in 1994 as a technician before qualifying as a paramedic. She experienced strategic commander and led the response to the Westminster Bridge terror

See more



See insights and ads

545

41 comments

London Ambulance Service NHS Trust
20,656 followers
2w • 🌐

Abuse is #NotPartOfTheJob ❌

Watch the shocking moment in #BBC #Ambulance EP1 where a panic alarm ...more

BBC AMBULANCE

I've got a crew emergency.

54 others 25 comments · 68 reposts



How our content performed...

- 1 million views (+37% up on 2023)
- Content types that perform best: staff stories and successes, careers, news

Top three posts

1. Announcement about fully electric ambulances;
2. Pauline Cranmer appointed Chief Paramedic;
3. BBC #Ambulance video of crew assault

Reflections on 2024...

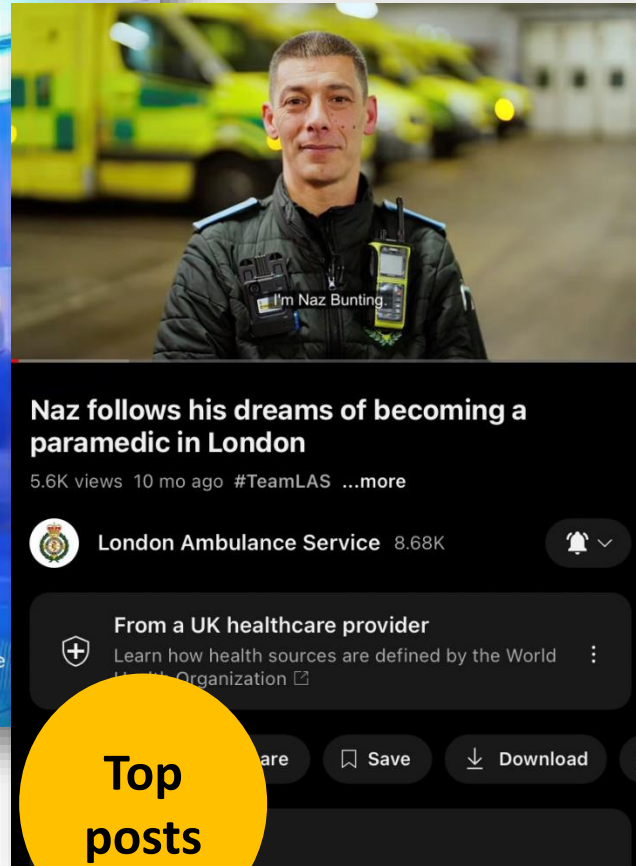
This continues to be a reliable channel for recruitment and sharing information about Trust innovations and improvements. It's also an important space for EDI now that X and Meta have become more volatile to this topic. We don't currently have capacity to prioritise LinkedIn as much as we'd like.

Looking ahead to 2025...

- Reels and short videos will be more important
- It will continue to be a protected space for promoting the work our Trust does on EDI, sustainability and 2023-2028 strategy (sharing thought leader pieces from execs)
- Execs should look to build their profile there



YouTube in 2024



Top posts

How our content performed...

- 400,000 views (+27% up on 2023)
- Content types that perform best: Similar to TikTok + longer videos and 'films'

Top three posts

1. Rob's three tips for seizures;
2. Announcement about electric ambulances;
3. Naz shares his journey as LAS AAP apprentice

Reflections on 2024...

This is our least productive / reliable channel but still an important platform for longer videos. Key to improving figures is recreating shareable videos that people add to their websites and playlists, or find YouTube search. We don't have capacity to prioritise YouTube as much as we'd like.

Looking ahead to 2025...

- Cross-posting TikTok videos (if we level up post frequency on TikTok, YouTube will benefit)
- New Digital Comms Officer can help us find more time to explore ways for getting our long-form videos to reach more people