

Cambridge Global Health Partnerships (CGHP): Social media Guidance

June 2025



Contents

Section	Slide
User Guide	3
Rules of Engagement Framework	6
Social Media Best Practices	19
Measuring Impact	33



User Guide



User Guide (1/2)

Navigation



The home button can be used to navigate back to the Contents page



The banner at the top of each slide acts as a navigational panel to allow users to find a section of interest



The mouse icon indicates a hyperlinked box, which the user can click to find out more information on a key term/phrase or topic



User Guide (2/2)

Social Media Guidance

This guidance applies to all CGHP staff, and to others working on behalf of the charity, e.g. members, partners and volunteers

- The Communications Lead is responsible for the operational management of the charity's corporate social media accounts, including maintenance of the social media plan
- Members of the core CGHP team may develop posts for the charity's social media accounts in accordance with this guide, the CGHP Brand Guidelines and the Communications Toolkit. The Communications Lead should provide editorial and stylistic guidance, where required
- The Communications Lead is responsible for regularly reviewing and responding to comments left on posts across the charity's social media accounts
- The Communications Lead is responsible for carrying out regular monitoring and reporting of the charity's performance on social media
- All members of CGHP have a responsibility to adhere to the guidance set out within this document



Rules of Engagement Framework



Framework Objectives

Content

- To establish clear criteria for the **generation** and **approval** of new content to be posted on any CGHP social media accounts
- To identify appropriate **content types** to share across CGHP social media accounts including careful consideration of **accessibility**

User Engagement

- To outline **acceptable engagement** with **visitors** from any CGHP account
- To define **appropriate interaction** with **any social media content** through CGHP accounts

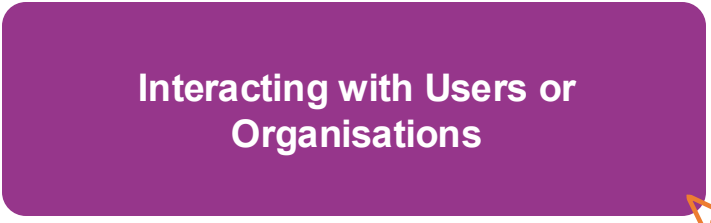
Personal Use

- To set expectations for **responsible use of personal accounts** in accordance with this policy and ACT's Social Media Policy



CGHP Account Management

The Communications Lead is responsible for overall monitoring and maintenance of the charity's corporate LinkedIn, Facebook, Instagram and Bluesky accounts. However, core CGHP team members are **strongly encouraged** to generate content and interact with social media users. **Before doing so, please refer to the below processes:**



Remember

- New accounts representing the charity are not permitted to be set up by staff, members or volunteers without prior approval by the Communications Lead
- If the decision is made to close an account, please speak to the Communications Lead about how to proceed with proper account closure



Generating Content for CGHP Social Media Accounts

Consideration	Notes
Planning	Use the Activity Planner to track upcoming posts and avoid scheduling clashes. Ensure a variety of topics are covered to avoid duplication of content. Decide which platforms the post will be shared on and alter the copy to ensure content is appropriate for the target audience
Accessibility	Ensure content is accessible by using plain English, adding descriptive alt text to photos, an image description at the end of your caption, using CamelCase in hashtags so that screen readers interpret hashtags correctly and by adding subtitles to videos
Content Sign-off	Refer to the Expectations section for more information about what is appropriate to post and guidance for interacting with other users on social media
Schedule and Post	Once your post is ready, either proceed to post the content if it is an appropriate time to share or schedule the post for a later date. Do not forget to cancel a scheduled post if something happens in the business, sector or news that makes the content insensitive or unsuitable
Monitor	Refer to the Measuring Impact section for guidance on monitoring performance of each post. Respond to any comments to boost performance further



Target Audiences

Platform	Audience Profile	Notes
LinkedIn	Perfect for professional, concise content to reach members, partners or healthcare professionals/staff and similar charities in global health	• Links can be included directly within the caption, although should be restricted to one link per post when needed, as LinkedIn favours content that does not link out to external sites • Content sharing project updates, research, global health news or events is ideal. Highlight expertise and achievements to continue portraying CGHP as a thought leader in global health
Facebook	A broad demographic can be reached, with a large focus on community, events and engaging content. Facebook groups can be helpful to target existing members, partners, volunteers and alumni to maintain a dedicated and closed forum to share information direct to this group	• Event announcements are well suited to this platform • Captions can be longer but should remain relevant and concise where possible. Links can be included directly within the caption



Target Audiences

Platform	Audience Profile	Notes
Instagram	Generally, a younger demographic looking for visual content, including photos and videos	• Share visually engaging content types (e.g. reels, carousel posts) and concise, engaging captions that tell a story or ask a question • Links can only be included in the biography and referred to in the caption with a sentence e.g. 'Follow the link in our bio to find out more' • Use up to five hashtags to expand reach
Bluesky	A relatively new platform with an emerging, predominantly younger, user base. It offers a similar experience to X and is often used as a space for discussions	• Content should be visually engaging, and accompanying captions should be short and concise • Leverage hashtags to reach a global health audience • Links can be included directly within the caption • Engage in conversations initiated by other users and organisations to increase visibility



Interacting with Users and Organisations

Consideration	Notes
Research	Members of the CGHP team should follow or like CGHP members, partners and collaborators, as well as other individuals and organisations working across global health who align with our values, to stay abreast of discussion in the sector
Build Network	See the Engaging with Users section for guidance on building your network. For LinkedIn specifically, any CGHP members with a personal account should follow/connect with relevant users/organisations and comment on posts where they can add value
Engage With Your Audience	Further interaction on CGHP social media posts is encouraged by responding to comments or starting the conversation by leaving comments under CGHP posts, in addition to replying to users who have tagged CGHP in their own posts



Personal Account Management

Data Protection and Confidentiality

Those who identify CGHP as their place of work are responsible for their own behaviour online, and should be mindful that their views may be connected to the charity

When using social media in any capacity, you should **not**:

- Share confidential or sensitive information related to CGHP or their partnerships, patients or healthcare staff
- Engage in any activities which may bring CGHP into disrepute
- Post content which could be considered offensive, defamatory or discriminatory
- Express grievances about your job or your colleagues
- Share false or misleading information that could misrepresent CGHP's views
- Post photography or video footage produced by CGHP without prior permission or consent from those depicted
- Post or interact with social media posts that relate to prescription-only medicines (POMs), in accordance with the ABPI Code. See the [ABPI Code](#) for more information



Engaging with Users (1/5)

Encouraging interaction on your posts, for example through likes, shares and comments, should be a top priority to drive conversations and increase the number of people who see and know about our work. Please consider the following when engaging with users on behalf of CGHP:

- **Be empathetic and respectful:** Always respond with kindness, understanding and professionalism, especially with sensitive topics
- **Encourage inclusivity:** Build connections with a global audience by sharing and commenting on activities and successes that our international partners are involved in. Tag international partners in project update posts
- **Respond promptly and thoughtfully:** Always provide accurate information ideally within 24 hours of receiving a comment on a CGHP post
- **Use accessible language:** Refer to the Communications Toolkit to ensure the correct language is used. Always communicate clearly and in Plain English
- **Monitor engagement:** Keep an eye on whether people are interacting with your post to see what works and how to adjust future content accordingly



Engaging with Users (2/5)

Please consider the following precautions when sharing content or engaging with users on behalf of CGHP:

- **Do not provide medical advice on social media.** If a user requests medical advice, they should be directed to their local general practitioner (GP) or NHS 111
- **Do not share any photos or videos of patients or patient information without gaining explicit consent and documenting this with the CGHP Consent Form – Interview and Story.**
- For CGHP staff, members and partners, please let them know beforehand or ask for permission before sharing a post
- **Correct any factual errors or mistakes in a social media post immediately.** In some circumstances the post cannot be deleted. Further advice should be obtained from the Communications Lead



Engaging with Users (3/5)

When engaging with social media, young and vulnerable people face a higher risk of being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming. To mitigate risks for young and vulnerable people:

- Where known, when communicating with young people under 18-years-old via social media (for example, when they are fundraising for us, or when they are benefitting from our impact), staff should ensure the online relationship with CGHP follows the same rules as the offline 'real-life' relationship
- Staff should ensure that young people have been made aware of the risks of communicating and sharing information online and given guidance on security/privacy settings, as necessary
- Staff should also ensure that the site itself is suitable for the young person and CGHP's content and other content is appropriate for them



Engaging with Users (4/5)

When faced with negative comments or feedback, it is important to approach the situation with professionalism and care:

- **Stay calm:** Always acknowledge the comment politely, even if it is inaccurate or harsh. Avoid becoming defensive or confrontational
- **Address concerns:** Offer to resolve the situation offline, if appropriate. Provide clear information without engaging in argument or blame
- **Set boundaries:** If comments are abusive, offensive, or violate community standards, it is acceptable to hide or delete the comment and consider reporting the behaviour on the platform where the comment was shared
- **Learn:** Where relevant, use insights from negative interactions to improve content moving forward



Engaging with Users (5/5)

Engaging with users and organisations can be a great way to build up your network and community. To start building your network:

- Identify relevant organisations or users that are a good fit with CGHP
- Actively participate in discussions
- Add value by commenting on posts
- Boost those in your network by sharing their posts
- Attend virtual or in-person events to establish genuine connections and if appropriate, follow up with connection requests on LinkedIn

It is essential to be consistent with levels of engagement to encourage reciprocal interactions, which will gradually lead to the cultivation of a strong community.

The CGHP social media accounts will be monitored during normal office hours from 9am – 5pm, Monday – Friday.



Social Media Best Practices



Social Media Top Tips

The following topline considerations should be kept in mind when preparing content for social media:

- Regular posting schedule
 - CGHP should aim for a minimum of two posts per week on all platforms. This shows the algorithm that your content is consistent and reliable, which will in turn lead to more consistent levels of engagement across posts
- Know who you are talking to and the action you want them to take
 - Clarity on your audience and goals will inform the tone of voice of your copy, the appropriate accompanying visuals and posting times and platforms
- Vary your content and format (e.g. blog posts, static images, carousel posts, video footage)
 - Making use of the different media types will keep your content fresh and engaging, leading to higher quality engagement



Ideal Posting Times

The below weekly posting times have been included as a general guideline, and ideal posting times can vary depending on audience and post type. Although this is a good starting point, we advise that other days and times are tested on occasion to identify the optimal time for CGHP

	LinkedIn	Facebook	Instagram	Bluesky
Post 1	Tuesday, 4–5pm	Monday, 4–8pm	Monday, 5–8pm	Wednesday, 10am, 12pm or 6pm
Post 2	Thursday, 3–6pm	Thursday, 4–8pm	Sunday, 3–7pm	Friday, 10am, 12pm or 7pm



Developing Interactive Content

Interactive content (e.g. carousel posts of 4–8 slides and polls) can drive a high engagement rate on social media. As social media algorithms do not like external links, having a balance of content that keeps users on the platform (e.g. longer posts, videos and carousels) is essential.

Content Examples

Carousel Posts

Thought Leadership: Feature expert opinions and strategic insights to position CGHP as a leader in global health partnerships

Industry News: Share recent updates in global health to keep your network informed

Data and Statistics: Present impactful data or trends to promote awareness

Sharing knowledge: Highlight key successes, insights or tips learned through collaborations

Upcoming Events: Announce webinars, training sessions and conferences

Polls

Ask a Question: Spark curiosity in your network, e.g. ‘What do you believe is the biggest barrier in Global Health?’ with options such as ‘lack of funding’, ‘cultural differences’, ‘lack of awareness’

Short Quizzes: Test audience awareness on current events

Understand Interest: Test out new content to gauge potential audience interest, e.g. deciding on a location for an event



Developing Video Content

Short form videos (<30 seconds) are the most popular content form across all social media channels currently. They can be particularly effective for increasing impressions, so if there is information that you would like to be seen by a broader audience, this format is highly recommended.

Content Examples

Company Messaging

Members of the CGHP team talking about the charity and its mission. This could also be in the form of testimonials from global health partners

Short Interviews

Patient/community stories or interviews with global health experts

Behind the Scenes

Footage from day-to-day work. Behind the scenes footage can help display what CGHP does and how they work, making it easier for people to connect

Highlight Milestones and Achievements

This could be footage from awards ceremonies, or a short video from a member of the CGHP team talking about recent successes or achievements

Short Graphic Animations

Used to announce upcoming events or encourage donations

Key Considerations





Key Video Considerations

Consideration	Notes
Planning	- Clearly identify the purpose, key messaging and format of each video - For video interviews, create guidance and plan out interview questions to be shared with the interviewee beforehand
Outreach & Consent	- Identify participants and choose filming locations that are meaningful, visually appealing and logistically feasible - When using real photography or video footage, always seek explicit consent where necessary
Technical	- Ensure adequate lighting, preferably using natural light - Where possible, use a camera for high impact visuals, but also take advantage of cheaper options such as hosting the interview via Zoom or Teams, or filming on a smartphone - When filming on an iPhone, change the filming mode to cinematic and film in HD for higher quality footage. On an android device, look for comparable settings and select HD or 4k resolution, if available - Incorporate subtitles and consider whether multiple languages would be appropriate to increase accessibility to a global audience





Consideration	Notes
Filming	• During filming, ensure to keep quiet while the interviewee is talking. Instruct the interviewee to answer questions in complete sentences, including a key part of the question in their response • Make sure the interviewee is clearly in frame with enough space around them, in focus and with good lighting • Consider recording b-roll footage or including photography, which can be used to add visual interest (e.g. film or photograph the interviewee carrying out their work and include clips of this alongside audio clips from the interview)
Post-production	• Include consistent branding and messaging throughout materials. Include a clear call-to-action or a visual hook in the first few seconds to grab users' attention • Format the video for different platforms, optimising titles and captions to ensure content is unique across platforms. Ensure videos do not exceed 2 minutes, and where possible keep them to <30 seconds to achieve a higher level of engagement on social media • Where relevant, include engaging, copyright-free music • Ensure any key information on the screen (e.g. text or graphical elements) are not too close to the bottom or left edges of the screen, as this will be covered by buttons within the app



Social Media Captions

Where possible, keep content short and snappy to ensure it is digestible for your readers. Think about including a question within your post to encourage commenting. Aim to ensure that every word is adding value.

Links should be included toward the end with a clear call-to-action letting users know what you would like them to do.

For your opening line, consider using the following:

- Statistics (use numbers rather than percentages – e.g. 1 in 5 rather than 20% and round up – e.g. ‘nearly 200’ rather than 191). This is more relatable and impactful
- Inspirational or motivational quotes
- How-to offerings
- Compelling statements

Key Considerations





Key Caption Considerations



Consideration	Notes
Formatting	Copy needs to be easy to read and engaging, both on a computer and on a mobile device. Consider breaking the text into short paragraphs and including bullet points for clear and easy reading
Tags	Within your post, you should tag colleagues and/or relevant organisations (seek permission where relevant first)
Hyperlinks	Include links to relevant materials on your website or other sites (seek permission where relevant first). Where possible, include just 1 link (or ideally none) per post as social media platforms limit the reach of posts with multiple outgoing links to keep users on their platforms. Note that Instagram does not support links in captions, so users must be directed to a link in the bio
Reposting	If you want to draw attention to an event it may be appropriate and wider-reaching to reshare the event post with a new description
Hashtags	It is best practice to include hashtags to increase the reach of a post. Look at similar posts to determine relevant and popular hashtags to include. Remember, less is more. Aim to include 3–5 hashtags as a maximum to avoid posts being flagged as spam
Variety	If you are doing multiple posts about a topic (e.g. an event) ensure all content is different and adds new value or information
Graphics	You should avoid repeating content that is already captured within your graphic(s)



Copywriting Tips

Clarity



Simplicity



Brevity



Quick Wins





Clarity

Clear writing starts with clear thinking. What do you need to say, who are you trying to reach, why and where (what format)? Research and understand your topic fully

Simplicity

Brevity

Quick Wins



Clarity



Simplicity



Write in Plain English. If you try too hard, the reader will know. Consult the Communications Toolkit when deciding on the level of simplicity. Ensure your caption includes:

- One strong call-to-action
- Short and engaging copy that is catered to your target audience

Brevity



Quick Wins





Clarity



Simplicity



Brevity



Quick Wins



Convey your message clearly and concisely, using only essential words (without sacrificing meaning or impact). To achieve this, follow the below steps:

Research

- What do you *need* to say and *why*? This includes any action you want the reader to take (e.g. getting in touch)
- Understand your brief (e.g. what format is it, what is the tone of voice, who are you addressing?)

Write

- You need words to work with, so start writing down any initial ideas that come up

Edit

- Remove any words that are unnecessary, inaccurate, repetitive or inconsistent with our tone of voice
- Keep refining and rewriting. Reorder words, sentences or paragraphs until the copy flows naturally



Clarity

Simplicity

Brevity

Quick Wins

- Focus on short, simple, familiar words. These tend to be easier and more enjoyable to read
- Cut every unnecessary word
- Focus on the benefits. What's in it for the reader?
- Lead with verbs/doing words e.g. Get, win, try, see. It will energise the copy and engage the reader
- Include the word 'and' a maximum of two times per sentence
- If you aren't clear about what you're saying, ask for help and research your topic more thoroughly
- Keep paragraphs roughly even in length
- Edit multiple times, including asking another person to read your copy
- Consider conjuring images in your reader's mind for instant emotional connection. Being specific helps
- Be willing to adapt these 'rules', sometimes what usually doesn't work, does!



Measuring Impact



What is Measuring Impact?

Measuring impact is the process of assessing the outcomes and effectiveness of a project in achieving its intended goals. We can evaluate the impact of social media posts using qualitative and quantitative metrics, helping us determine the value added. Measuring impact is important to:

- Learn and understand **what works well** and **what is less effective**
- Influence **future posts** with **streamlined processes**
- Stay **accountable** on posts, ensuring they are **goal-oriented**
- Demonstrate the **value of your work** to existing and potential contacts in global health



Ways to Measure

Quantitative Metrics

Numerical indicators, usually tracking performance, progress or outcomes.
This is objective data that can be analysed statistically



Qualitative Metrics

Non-numerical indicators, usually reviewing opinions, experiences or quality. This is subjective data





Quantitative Metrics

Platform	Types of Metric	How to Measure
Website & UTM Tracking Links	Sessions, average engagement time, bounce rate, leads, conversions, traffic source	Google Analytics can be used to gather these metrics. Use Google's Campaign URL Builder to create a UTM tracking links. Once your URL has been created, you will use this URL in your marketing campaigns and monitor the performance in Google Analytics
Social Media	Impressions, engagement %, click-through rate, post engagements (e.g. likes, comments shares), follower growth %	Most Social Media platforms have built in reporting features that can be used to extract these metrics
Email	Open rate, click rate, click-through rate, unsubscribe rate	These metrics can be extracted from your email marketing platform
Newsletter	Total sign ups, conversion rate	Use Donorfy and Google Analytics to extract total sign ups and total sessions to calculate conversion rate



Qualitative Metrics

Platform	How to Measure
Client/Patient/User Feedback	This will likely be obtained organically or can be specifically requested by CGHP, usually at the end of a project (e.g. through debrief meeting and/or personal reflection)
Surveys	To gain insights from a wider audience, consider running surveys shared via channels such as the CGHP newsletter. Surveys can be created using software including Microsoft Forms or SurveyMonkey
Partnership Testimonials	At the end of a partnership, reach out to relevant contacts to request a testimonial and ensure to gain consent to use this in future case studies/external materials
Focus Group Insights	Focus groups can be included at the beginning of a project to understand the challenges being faced. Insights from this can be used to influence the direction of the project, and used at the end to demonstrate the overall impact



When to Measure

On-Going Monitoring

- Metrics can be collected regularly on a monthly, bi-monthly or quarterly basis (data can be collected retrospectively in most cases)
- The best comparison is often year-on-year, as this accounts for any expected peaks and troughs throughout the year. Remember to draw these comparisons as you monitor performance over time
- Regular review of performance will highlight any trends or dips that may need to be addressed

Setting Goals

- After establishing baseline performance during your first quarter (see [slide 39](#) for more information about benchmarking), set objectives and key performance indicators (KPIs) using the data collected
- This level of analysis enables adjustments to be made to the strategy as needed to address potential concerns with performance. Aim to review and update targets every 6 months or annually



What is Benchmarking?

Benchmarking is a strategic process used to measure the performance of your business, campaign or project against a competitor in the same market. This may be helpful for CGHP to:

- Ensure social media posts have **achievable goals**
- Evaluate the **effectiveness** and **efficiency** of your posts
- Demonstrate **expertise** in health partnerships
- Demonstrate the **value of your work** to key stakeholders in global health, such as donors and funders



How to Set Benchmarks

External Benchmarking

Comparing performance against a wide pool of data, providing a broader perspective



Internal Benchmarking

Using historic internal data to set personalised goals. Doesn't give you the big picture





External Benchmarking

The below can be used as a baseline to understand your position amongst other non-profit organisations:

- Social media posts can be used to boost traffic to the CGHP website, and as such it may additionally be helpful to review website performance against external benchmarks, to set appropriate targets for social traffic source
- Email can be used to encourage further engagement with social media posts or to boost traffic to the CGHP website. It may be useful to review email performance against external benchmarks to set appropriate targets for click rates

External Benchmarks for 2025:

- [Website Benchmarking](#)
- [Email Benchmarking](#)
- [Social Media Benchmarking](#)



Internal Benchmarks

How to Create Benchmarks

Identify Target Metrics

This will ideally be a mix of qualitative and quantitative metrics, covering the relevant platforms that you wish to target. Focus on the most relevant metrics to your **goals for your social media posts**

- Social media posts can be much more effective when the focus is on a single area, e.g. if the goal of a post is to increase awareness, then tracking follower growth, reach and website traffic is key. However, if the goal is to increase engagement from a specific audience, tracking click rate, engagement rate and comments will be much more useful

Gather Metrics

Using the relevant tools, gather metrics over a period of time (preferably at least 3 months) and analyse performance

Set Benchmarks

Calculate averages and totals across your chosen metrics. These will be your benchmarks that you should aim to maintain or exceed



Expectations (1/2)

Suitability for Posting

Sharing the right topics is essential to ensure clear messaging and boost engagement from your target audience. The right format (e.g. carousel, single image or video) will help avoid confusion or inconsistency, so careful selection is key



Acceptable to Post

A feature highlighting non-confidential successes from a recent health partnership

A post which promotes an upcoming event hosted by CGHP

A post marking an awareness day



Unacceptable to Post

A post featuring a photo of a patient (who has not provided their consent for use) taken during a recent health partnership visit

A post that discusses the benefits of a POM observed during a health partnership visit

A post featuring personal or political views that do not reflect CGHP's mission



Expectations (2/2)

Visitors to CGHP Social Media Accounts

The below is designed to help CGHP members recognise the appropriate and expected ways to respond to comments on CGHP's social media accounts. It aims to ensure interactions are conducted responsibly and respectfully. See the [Engaging with Users](#) section for more information about how to handle unacceptable behaviour.



Acceptable Activity

Sharing a personal experience in response to question received from the general public about what it's like to go on a health partnership

Sharing a relevant article, research finding or related event announcement in response to a question received from the general public about a global health issue

Sharing advice about how to set up health partnerships in response to a question received from a similar charity seeking guidance



Unacceptable Activity

Engaging with any bullying, harassing or intimidating comments

Responding to a patient query with medical advice

Liking a post promoting a POM



Impactful Content

Hashtags, Tagging Users and Organisations

Hashtags, as well as tagging relevant users and/or organisations can boost content visibility and help to target the right audience. To be effective, hashtags should be relevant, specific and widely searched and tags should be directly related to/involved in the post topic.



Acceptable Use

Including relevant hashtags such as #GlobalHealth or #HealthPartnerships within a post caption

Tagging partner organisations (with permission) involved in a collaborative project to recognise their contribution and promote transparency

Tagging reputable health organisations or academic institutions (with permission) when sharing relevant news



Unacceptable Use

Tagging organisations who have no direct involvement in a post promoting a CGHP-led event

Using irrelevant or generic hashtags such as #Teamwork or #Innovation within a post caption

Tagging users or organisations in promotional content that does not adhere to the ABPI Code



Glossary of Terms (1/2)

Website

UTM tracking links: URLs that include specific snippets of code, which allow you to track where the user originated before coming to your website, for example from a specific post on LinkedIn, or a QR code on a flyer at an event.

Sessions: The number of times a user visits your website

Average engagement time: How long users stay and interact with your site during each session

Bounce rate: The percentage of users who leave after viewing only one page without doing anything else

Conversions: When a user completes a desired action, like signing up to a newsletter or donating

Traffic source: Where users originated from, such as organic, direct or through social channels



Glossary of Terms (2/2)

Social Media

Impressions: The number of times your content is shown to users, regardless of whether they viewed or interacted with it

Engagement %: The percentage of users who interact (e.g. like, comment, share) with your content out of those who saw it

Follower growth %: The percentage increase in number of followers over a specific period

Email

Open rate: The percentage of recipients who open your email

Click rate: the percentage of people who clicked a link in your email out of the people who were delivered your email

Click-through rate: The percentage of recipients who clicked a link in your email out of those who opened it



Questions on the Social Media Guidance?

Please contact:

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