

WEBSITE AND SOCIAL MEDIA

Jul – Sept (whole period)

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Page ©		▲ 4,209 % of Total: 100.00% (4,209) 4 @ 694 (16.49%) @ 232 (5.51%)	3,110 % of Total: 100.00% (3,110) 460 (14.79%)	00:01:44 Avg for View: 00:01:44 (0.00%) 00:01:01	1,857 % of Total: 100.00% (1,857) 416 (22.40%)	54.29% Avg for View: 54.29% (0.00%) 29.33%	% Exit ⑦ 44.12% Avg for View: 44.12% (0.00%) 27.09%	Page Value ③
Page ©	annual-report-20192020 home-guidance-households-possible-coronavirus-covid-19	▲ 4,209 % of Total: 100.00% (4,209) 4 @ 694 (16.49%) @ 232 (5.51%)	3,110 % of Total: 100.00% (3,110) 460 (14.79%) 180 (5.79%)	00:01:44 Avg for View: 00:01:44 (0.00%) 00:01:01 00:05:07	1,857 % of Total: 100.00% (1,857) 416 (22.40%) 124 (6.68%)	54.29% Avg for View: 54.29% (0.00%) 29.33% 40.80%	% Exit 44.12% 44.12% Avg for View: 44.12% (0.00%) 27.09% 64.66% 64.66%	Page Value ② \$0.0 \$0.00 (0.0 \$0.00 (0.0
Page © 1. / 2. /report/2020-06-30/healthwatch-kingston 3. /advice-and-information/2020-04-07/stay-	annual-report-20192020 home-guidance-households-possible-coronavirus-covid-19	4,209 % of Total: 100.00% (4,209) ق 694 (16.49%) ق 232 (5.51%) ق 135 (3.21%)	3,110 % of Total: 100.00% (3,110) 460 (14.79%) 180 (5.79%) 115 (3.70%)	00:01:44 Avg for View: 00:01:44 (0.00%) 00:01:01 00:05:07 00:03:45	1,857 % of Total: 100.00% (1,857) 416 (22.40%) 124 (6.68%) 115 (6.19%)	54.29% Avg for View: 54.29% (0.0%) 29.33% 40.80% 73.04%	* Exit • 44.12% Avg for View: 44.12% (0.00%) 27.09% 64.66% 85.19%	Page Value ③ \$0.1 % of Total: 0.00% (50 \$0.00 (0.0 \$0.00 (0.0 \$0.00 (0.0 \$0.00 (0.0
Page Page	annual-report-20192020 home-guidance-households-possible-coronavirus-covid-19 fferent-languages-download	4,209 % of Total: 100.00% (4,209) @ 694 (16.49%) @ 135 (3.21%) @ 125 (2.07%)	3,110 % of Total: 100.00% (3,110) 460 (14.79%) 180 (5.79%) 115 (3.70%) 90 (2.89%)	00:01:44 Avg for View: 00:01:44 (0.00%) 00:05:07 00:03:45 00:01:12 00:00:21	1,857 % of Total: 100.00% (1,857) 416 (22.40%) 124 (6.68%) 115 (6.19%) 89 (4.79%)	54.29% Avg for View: 54.29% (0.00%) 29.33% 40.80% 73.04% 40.45%	* Exit • 44.12% Avg for View: 44.12% (0.00%) 27.09% 64.66% 85.19% 70.40%	Page Value Sol.0 So
Page	annual-report-20192020 home-guidance-households-possible-coronavirus-covid-19 fferent-languages-download	4,209 % of Total: 100.00% (4,209) @ 694 (16.49%) @ 135 (3,21%) @ 125 (2,97%) @ 119 (2,83%)	3,110 % of Total: 100.00% (2,110) 460 (14.79%) 180 (5.79%) 1115 (3,70%) 90 (2,89%) 78 (2,51%)	00:01:44 Avg for View: 00:01:44 (0.00%) 00:05:07 00:03:45 00:01:12 00:00:21	1,857 % of Total: 100.00% (1857) 416 (22.40%) 124 (6.68%) 115 (6.19%) 89 (4.79%) 1 (0.05%)	54.29% Avg for View: 54.29% (0.00%) 29.33% 40.80% 73.04% 40.45% 0.00%	* Exit • 44.12% Avg for View: 44.12% (0.00%) 64.66% 85.19% 70.40% 5.04%	Page Value SO.0 % of Total: 0.00% (80 0.00 \$0.00 0.0 \$0.00 0.0 \$0.00 0.0 \$0.00 0.0 \$0.00 0.0 \$0.00 0.0 \$0.00 0.0 \$0.00 0.0 \$0.00 0.0 \$0.00 0.0 \$0.00 0.0
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Page • 1. / 2. /report/2020-06-30/healthwatch-kingston 3. /advice-and-information/2020-04-07/stay- 4. /news/2020-03-11/coronavirus-posters-di 5. /news-and-reports 6. /event/2020-08-18/open-meeting-august 7. /events	-annual-report-20192020 home-guidance-households-possible-coronavirus-covid-19 fferent-languages-download	4,209 % of Total: 100.05% (x209) Ø 694 (16.49%) Ø 135 (3.21%) Ø 125 (2.97%) Ø 1110 (2.83%) Ø 1110 (2.61%)	3,110 % of Total: 100.00% (2,110) 460 (14.79%) 180 (5.79%) 90 (2,89%) 78 (2,51%) 86 (2,77%) 51 (1,64%)	00:01:44 Avg for View: 00:01:44 (0.00%) 00:05:07 00:03:45 00:01:12 00:00:21 00:00:27	1,857 % of Total: 100.00% (1.857) 416 (22.40%) 124 (6.68%) 115 (6.19%) 89 (4.79%) 1 (0.05%) 58 (3.12%) 7 (0.38%)	54.29% Avg for View: 54.29% (0.00%) 29.33% 40.80% 73.04% 40.45% 0.00% 58.62% 14.29%	* Exit • 44.12% Avg for View: 44.12% (0.00%) 27.09% 64.66% 85.19% 70.40% 5.04% 62.07% 5.45%	Page Value

Above is a screenshot of a graph showing web traffic to the Healthwatch Kingston website for the latest quarter. We have had a total number of 4,209 visits to our website during this period, with 3,110 'unique' page views which means it does not include the same person visiting multiple times – this is the individual number.



For the purpose of reporting I will look at 'unique page views', as the total number may be due to members of the team visiting the page numerous times while working on it. Our home page has a total of 460 unique page views. This is followed by 'HWK annual report 19/20' with 180 unique page views and 'Stay home guidance for people with possible Coronavirus' with 115 unique page views.

<u>JULY</u>

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All Users + Add Segment						Jul 1, 202	20 - Jul 31, 2020 👻
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Per flow: Secondary dimension - Sort Type: Default - Page - 1. / d	1,757 % of Total: 100.00% (1,757) 8 283 (16.11%)	1,262 % of Total: 100.00% (1,262)	00:01:53 Avg for View: 00:01:53 (0.00%)	749 % of Total: 100.00% (749)	53.64% Avg for View: 53.64% (0.00%)	* Exit • 42.63% Avg for View: 42.63% (0.00%)	Page Value \$ 0.00% % of Total: 0.00% \$ 0.00 (0.00%
Per flow: Secondary dimension - Sort Type: Default - Page - 1. / 2. /report/2020-06-30/healthwatch-kingston-annual-report-20192020 dd	1,757 % of Total: 100.00% (1,757) 8 283 (16.11%) 9 206 (11.72%)	1,262 % of Total: 100.00% (1,262) 176 (13.95%)	00:01:53 Avg for View: 00:01:53 (0.00%) 00:00:59	749 % of Total: 100.00% (749) 154 (20.56%)	53.64% Avg for View: 53.64% (0.00%) 24.03%	* Exit ② 42.63% Avg for View: 42.63% (0.00%) 23.67%	Page Value \$0.00 % of Total: 0.00% (\$0.00 \$0.00 (0.00% \$0.00 (0.00%)
Per New Secondary dimension * Sort Type: Default * Page * 1. / 2. /report/2020-06-30/healthwatch-kingston-annual-report-20192020 3. /event/2020-07-21/joint-health-overview-panel-and-health-wellbeing-board-seminar	1,757 % of Total: 100.00% (1,757) 283 (16.11%) 206 (11.72%) 9 90 (5.12%)	1,262 % of Total: 100.00% (1,262) 176 (13.95%) 155 (12.28%)	00:01:53 Avg for View: 00:01:53 (0.00%) 00:00:59 00:05:09	749 % of Total: 100.00% (749) 154 (20.56%) 118 (15.75%)	53.64% Avg for View: 53.64% (0.00%) 24.03% 42.02%	\$ Exit • 42.63% Avg for View: 42.63% 23.67% 66.02%	Page Value
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Per New Sacondary dimension Sort Type Default Per Secondary dimension Sort Type Default Per Secondary dimension Sort Type Default Per Sort Typ	1,757 % of Total: 100.00% (7,57) 8 283 (16.11%) 9 206 (11.72%) 8 9	1,262 % of Total: 100.00% (1,262) 176 (13.95%) 155 (12.28%) 30 (2.38%) 37 (2.93%)	00:01:53 Avg for View: 00:01:53 (0:00%) 00:05:09 00:03:27 00:00:23	749 % of Total: 100 00% (749) 154 (20.56%) 118 (15.75%) 26 (3.47%) 0 (0.00%)	53.64% Avg for View: 53.64% (0.00%) 24.03% 42.02% 53.57% 0.00%	* EeR * 42.63% Avg for View 42.63% (0.00%) 23.67% 66.02% 32.22% 5.17%	Page Value
Price Terms Secondary dimension Sort Type Default Image: Control of the control	1,757 % of Total: 100.00% (1/57) 2 2 2 2 2 3 2 4 5 5 6 6 7 7 8 9 9 5 6 6 7 7 8 9 5 6 6 7 8 7 8 8 8 6 6 6 6 6 7 8 8 8 8 8 8 8 8 8 8 8 8 <	1,262 % of Total: 100.00% (1,262) 176 (13.95%) 155 (12.28%) 30 (2.38%) 37 (2.99%) 43 (3.41%)	00:01:53 Avg for View: 00:01:53 (0.00%) 00:05:09 00:03:27 00:00:23 00:05:16	749 % of Totat: 100.00% (749) 154 (20.36%) 118 (15.75%) 26 (3.47%) 0 (0.00%) 29 (3.87%)	53.64% Arg for View: 53.64% (0.00%) 24.03% 42.02% 53.57% 0.00% 65.52%	* EDit · 42.63% Ang for View, 42.45% (0.00%) 23.67% 66.02% 32.22% 5.17% 65.38%	Page Value SO.OC %. of Totals 0.0% (50.00 0.00% %0.00 0.00% \$0.00 0.00% \$0.00 0.00% \$0.00 0.00% \$0.00 0.00% \$0.00 0.00% \$0.00 0.00% \$0.00 0.00% \$0.00 0.00% \$0.00 0.00%
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In July the 'HWK Annual Report' page received the highest number of unique page views (156), followed by 'Experiences of social care services' (43), then 'contact us' (37).



Twitter	Facebook
In July we received a total number of 121 profile visits and 5,343 tweet impressions (number of people who have seen our content). Our top Tweet was unsurprisingly about the Annual Report.	On Facebook our Annual Report post reached 746.
<text></text>	Healthwatch Kingston volume in the set of
Annual Report 2019-20 Continuing our	746 25 People reached Engagements
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AUGUST



Primary Dimension: Page Page Title Other -

Plot Rows Secondary dimension 🔹 Sort Type: Default 🔹								
Page 🕜	1	Pageviews 🕜 🛛 🗸	Unique Pageviews 🕐	Avg. Time on Page 🧷	Entrances 📀	Bounce Rate ?	% Exit	Page Value 🧷
		1,389 % of Total: 100.00% (1,389)	1,056 % of Total: 100.00% (1,056)	00:01:43 Avg for View: 00:01:43 (0.00%)	612 % of Total: 100.00% (612)	52.93% Avg for View: 52.93% (0.00%)	44.06% Avg for View: 44.06% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	æ	237 (17.06%)	171 (16.19%)	00:00:55	158 (25.82%)	31.01%	30.80%	\$0.00 (0.00%)
2. /event/2020-08-18/open-meeting-august-2020	æ	111 (7.99%)	82 (7.77%)	00:04:31	57 (9.31%)	59.65%	62.16%	\$0.00 (0.00%)
3. /events	Ð	70 (5.04%)	30 (2.84%)	00:00:21	3 (0.49%)	0.00%	5.71%	\$0.00 (0.00%)
4. /news-and-reports	B	50 (3.60%)	34 (3.22%)	00:00:17	1 (0.16%)	0.00%	6.00%	\$0.00 (0.00%)
5. /news/2020-03-11/coronavirus-posters-different-languages-download	Ð	44 (3.17%)	33 (3.12%)	00:01:39	33 (5.39%)	48.48%	75.00%	\$0.00 (0.00%)
6. /our-staff	B	41 (2.95%)	38 (3.60%)	00:03:47	20 (3.27%)	50.00%	68.29%	\$0.00 (0.00%)
7. /time-change-kingston	Ð	40 (2.88%)	30 (2.84%)	00:03:22	23 (3.76%)	16.67%	37.50%	\$0.00 (0.00%)
8. /advice-and-information/2020-04-07/stay-home-guidance-households-possible-coronavirus-covid-19	B	38 (2.74%)	31 (2.94%)	00:06:22	31 (5.07%)	67.74%	81.58%	\$0.00 (0.00%)
9. /event/2020-02-01/lgbt-history-month-2020	Ð	36 (2.59%)	31 (2.94%)	00:02:38	31 (5.07%)	87.10%	86.11%	\$0.00 (0.00%)
10. /what-we-do	R)	36 (2.59%)	27 (2.56%)	00:00:59	1 (0.16%)	100.00%	13.89%	\$0.00 (0.00%)

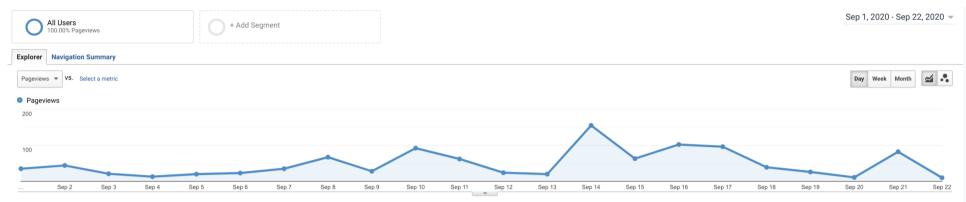
During August, the 'August Open Meeting' page received the highest number of unique page views (82), followed by 'Our staff' (38) and then 'News and Reports' (34).



Twitter	Facebook
In August we received a total number of 119 profile visits and 8104	In August our top performing post on Facebook was the NHS still here
tweet impressions (number of people who have seen our content). Our	for you campaign, reaching 875 people.
top Tweet was the one asking people to fill in our 'Share your	
experiences of COVID-19 survey'	
Top Tweet earned 1,398 impressions	Healthwatch Kingston
Please share your experiences of health and	Are you feeling stressed, anxious or in a low mood?
social care services in #Kingston during the pandemic. As your local independent	There are NHS services available in Kingston to help you with your mental health.
champion we are gathering views to report	You can either refer yourself directly or you can talk to your GP, so don't hesitate to get in touch.
on. This will be shared with the NHS and local authority. Take the 5 min survey:	Find out more Https://www.icope.nhs.uk/kingston/
bit.ly/CoronavirusHav pic.twitter.com/gZ36EcQRoM file file file file file	Br5 People reached 15 Brost post Boost post



SEPTEMBER (up until 22 Sept)



Primary Dimension: Page Page Title Other =

Plot Rows Secondary dimension - Sort Type: Default -								
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		1,068 % of Total: 100.00% (1,068)	797 % of Total: 100.00% (797)	00:01:28 Avg for View: 00:01:28 (0.00%)	500 % of Total: 100.00% (500)	56.69% Avg for View: 56.69% (0.00%)	46.82% Avg for View: 46.82% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	Ð	175 (16.39%)	114 (14.30%)	00:01:13	105 (21.00%)	34.29%	27.43%	\$0.00 (0.00%)
2. /advice-and-information/2020-05-18/can-i-be-tested-coronavirus	æ	75 (7.02%)	70 (8.78%)	00:06:32	70 (14.00%)	45.71%	93.33%	\$0.00 (0.00%)
3. /advice-and-information/2020-04-07/stay-home-guidance-households-possible-coronavirus-covid-19	æ	62 (5.81%)	52 (6.52%)	00:02:49	52 (10.40%)	69.23%	83.87%	\$0.00 (0.00%)
4. /coronavirus-updates	Ð	36 (3.37%)	6 (0.75%)	00:01:04	1 (0.20%)	100.00%	5.56%	\$0.00 (0.00%)
5. /news/2020-03-11/coronavirus-posters-different-languages-download	Ð	32 (3.00%)	23 (2.89%)	00:01:20	22 (4.40%)	45.45%	71.88%	\$0.00 (0.00%)
6. /contact-us	Ę	29 (2.72%)	26 (3.26%)	00:02:19	6 (1.20%)	33.33%	62.07%	\$0.00 (0.00%)
7. /what-we-do	Ð	27 (2.53%)	20 (2.51%)	00:00:32	2 (0.40%)	50.00%	22.22%	\$0.00 (0.00%)
8. /news/2020-09-16/its-sexual-health-awareness-week	Ð	24 (2.25%)	9 (1.13%)	00:01:00	7 (1.40%)	28.57%	29.17%	\$0.00 (0.00%)
9. /time-change-kingston	Ð	24 (2.25%)	20 (2.51%)	00:02:08	12 (2.40%)	58.33%	54.17%	\$0.00 (0.00%)
10. /event/2020-09-23/nhs-south-west-london-clinical-commissioning-group-ccg-agm	æ	21 (1.97%)	19 (2.38%)	00:01:26	16 (3.20%)	75.00%	80.95%	\$0.00 (0.00%)

In September the page with the highest number of unique views (70) was the one about our 'Can I be tested for Coronavirus?'. This was followed by stay home guidance (52), then then 'Contact us' (26).



Twitter	Facebook
In September we received a total number of 203 profile visits and	On Facebook it was the YOL! flyer for Sexual Health Awareness Week
4701 tweet impressions (number of people who have seen our	which reached 867 people.
content). Our top Tweet was the one for World Suicide Prevention	
Day in partnership with Time to Change Kingston.	
Top media Tweet earned 285 impressions	Healthwatch Kingston
For #WorldSuicidePreventionDay , @TTCKingston Champion, Fabian, shares his story and the tips which helped him, in the hope it might help others. **TRIGGER WARNING: SUICIDE** Read the full story here: bit.ly/TTCK_Fabian_St pic.twitter.com/Xf12kHY9Jd	Our youth group @Youth_OutLoud (in partnership with @HW_Richmond) have produced some resources for young people for #SexualHealthAwarenessWeek2020. For more info click this link The http://bit.ly/SexualHealthAwarenessWeek2020 Youth Out Loud! I's Sexual Health Awareness Week! Vurth Out Loud! (VOL!) are a group of young people aged 13-17, working with Healthwatch in <u>Kingston</u> & in <u>Richmond</u> .
<image/> <image/>	RSE (Relationship and ELANCHICANS) By Statement (Statement (Stateme

healthwatch Kingston upon Thames

COMMUNICATIONS REPORT (JULY - SEPT 2020)

MAILCHIMP AND HWK NEWSLETTER

Here is some analytics on some of the recent Mailchimp news items

Healthwatch Kingston e-news (11 August 2020)

Out of 377 recipients, 154 people opened the email. Article links performed at follows:

- 1. Open Meeting: 34
- 2. Is social prescribing working? 22
- 3. Covid-19 survey: 305





CORONAVIRS COMMUNICATIONS

We have updated our webpage with links to official sources for guidance. As the situation and guidance changes rapidly, it is easier to direct people to official sources, rather than create our own content which goes out of date quickly. This page has all the updated links to official sources for information: https://www.healthwatchkingston.org.uk/coronavirus-updates

We continue to support campaigns from the NHS such as 'still here for you', directing people to get help from health and social care services in Kingston as and when they need it.

SHARE YOUR EXPERIENCES DURING COVID-19

We continue to run this survey and have gained further responses due to social media paid advertising. We are preparing our next Snapshot report for publication in October?

WOLRD SUICIDE PREVENTION DAY

We supported Time to Change Kingston's efforts to promote awareness around suicide prevention by publishing one of the Time to Change Kingston Champion's story.

SEXUAL HEALTH AWARENESS WEEK

YOL! released a pack for sexual health awareness week which went to schools and was publicised on our website and on social media.

COMMUNICATIONS PLAN

This is on hold due to delayed timescales on the team's delivery plans.