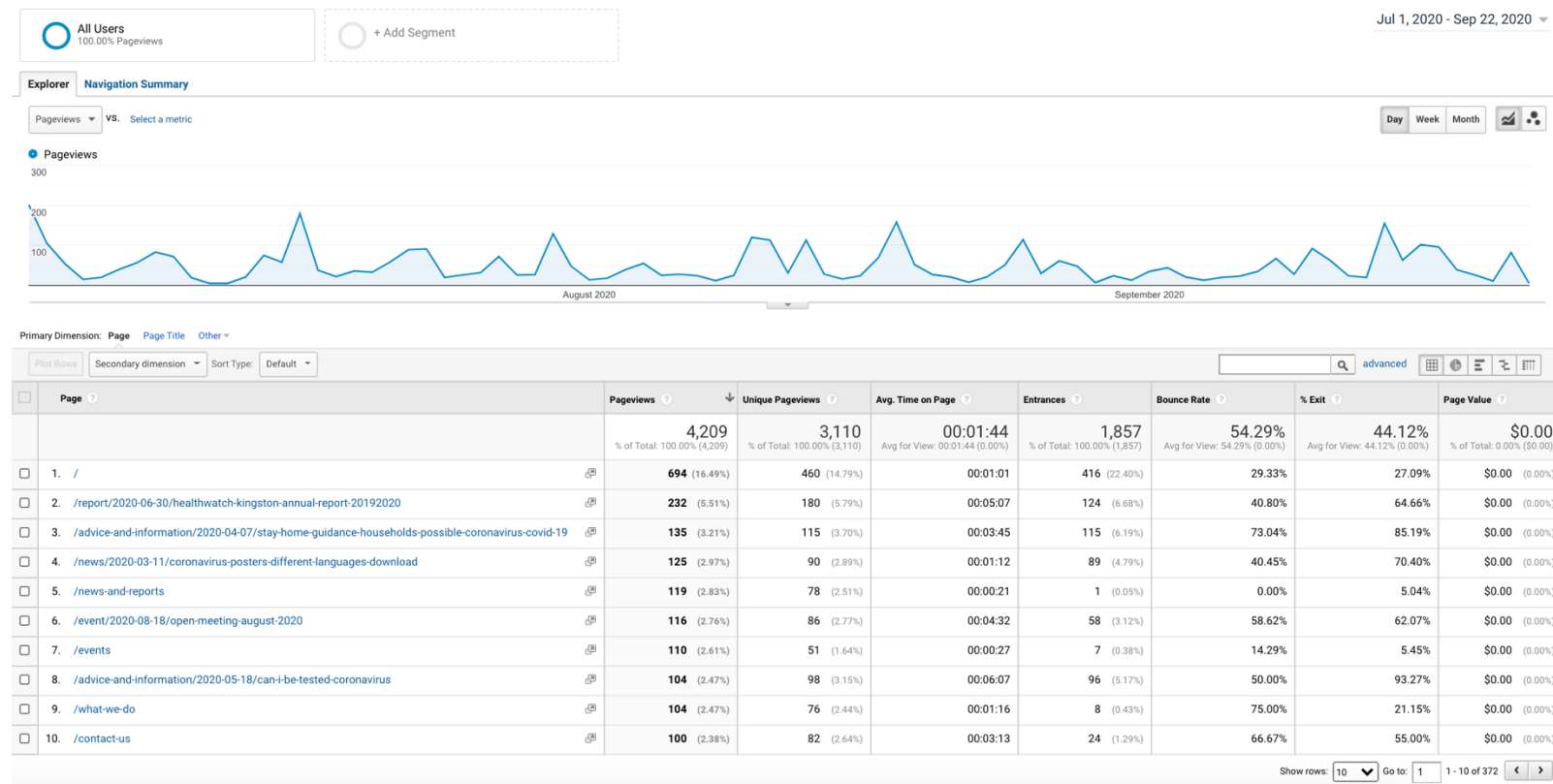


COMMUNICATIONS REPORT (JULY – SEPT 2020)

WEBSITE AND SOCIAL MEDIA

Jul – Sept (whole period)



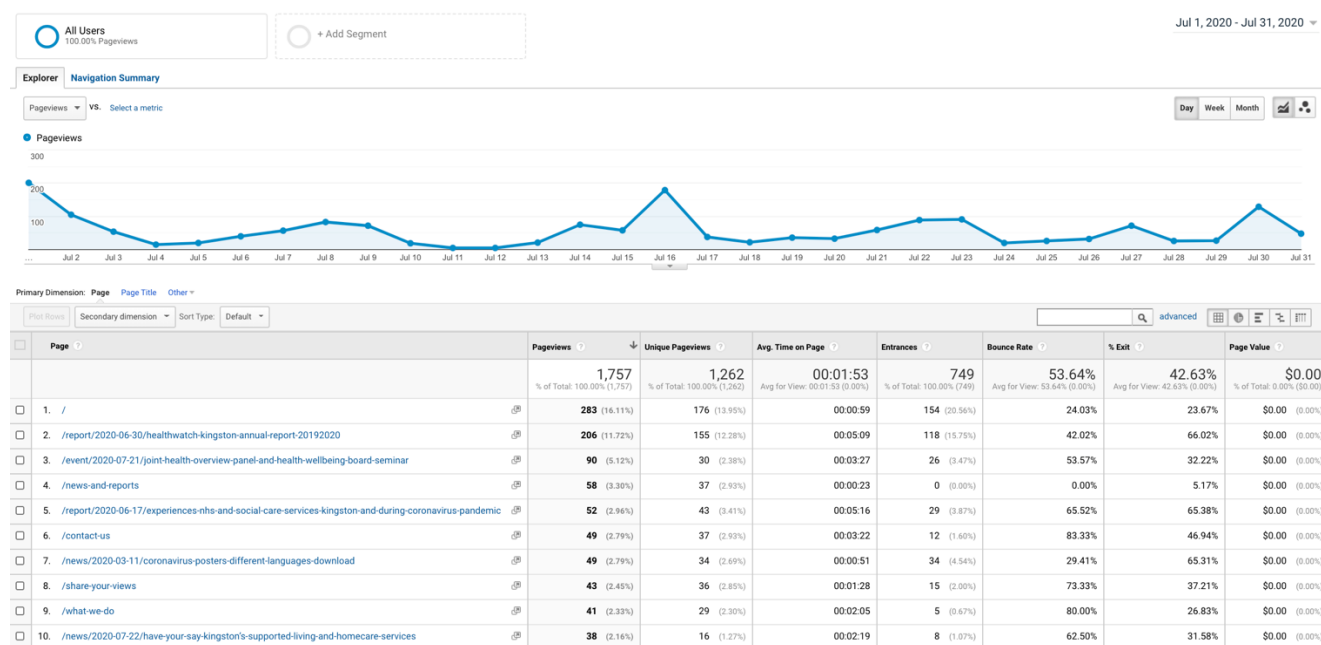
Above is a screenshot of a graph showing web traffic to the Healthwatch Kingston website for the latest quarter. We have had a total number of 4,209 visits to our website during this period, with 3,110 'unique' page views which means it does not include the same person visiting multiple times – this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

COMMUNICATIONS REPORT (JULY – SEPT 2020)

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.

JULY

Website



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).

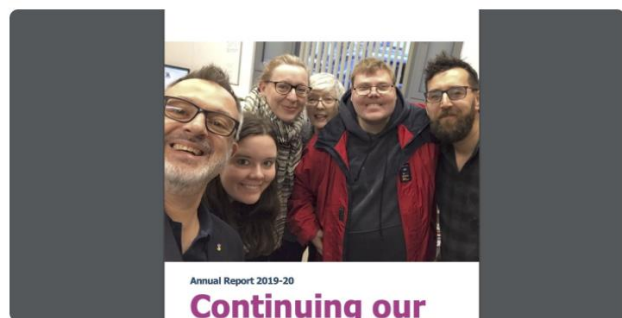
COMMUNICATIONS REPORT (JULY – SEPT 2020)

Twitter

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.

Top Tweet earned 1,402 impressions


We are proud to release our Healthwatch Kingston Annual Report 2019-2020 – an opportunity to share with you all we have been working on, over the past year. You can download and read the full report on our website: bit.ly/HWKAnnualReport19-20 [#Kingston #HWKAnnualReport19-20](https://bit.ly/HWKAnnualReport19-20) pic.twitter.com/z3K7ie2E2i




1 7 8

Facebook

On Facebook our Annual Report post reached 746.


Healthwatch Kingston
Published by Hootsuite [?] · 1 July at 11:19 ·

We are proud to release our Healthwatch Kingston Annual Report 2019-2020 – an opportunity to share with you all we have been working on, over the past year. You can download and read the full report on our website: <https://bit.ly/HWKAnnualReport19-20> [#Kingston #HWKAnnualReport19-20](https://bit.ly/HWKAnnualReport19-20)



746

People reached

25

Engagements

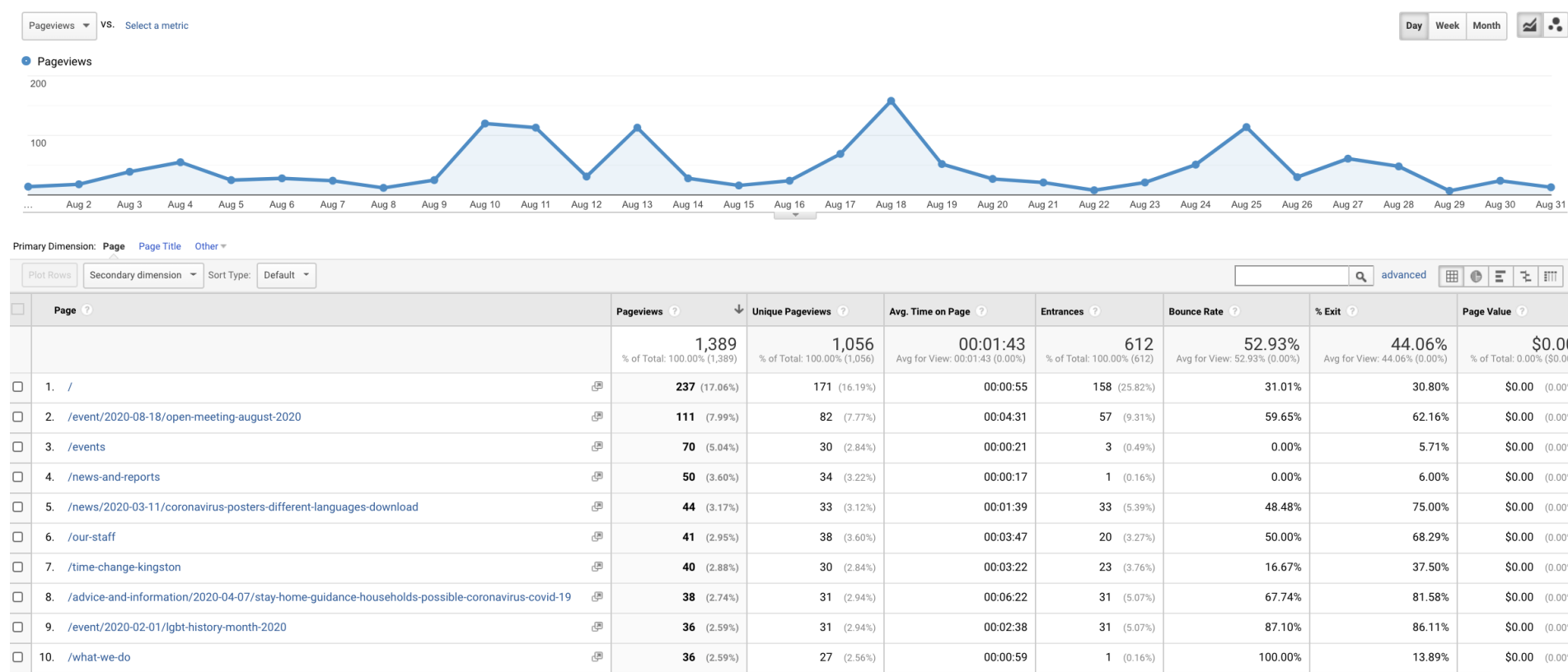
Boost post

3

shares

COMMUNICATIONS REPORT (JULY – SEPT 2020)

AUGUST



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).

COMMUNICATIONS REPORT (JULY – SEPT 2020)

Twitter

In August we received a total number of 119 profile visits and 8104 tweet impressions (number of people who have seen our content). Our top Tweet was the one asking people to fill in our 'Share your experiences of COVID-19 survey'

Top Tweet earned 1,398 impressions

Please share your experiences of health and social care services in #Kingston during the pandemic. As your local independent champion we are gathering views to report on. This will be shared with the NHS and local authority. Take the 5 min survey:
bit.ly/CoronavirusHav...
pic.twitter.com/gZ36EcQRoM



2 1

Facebook

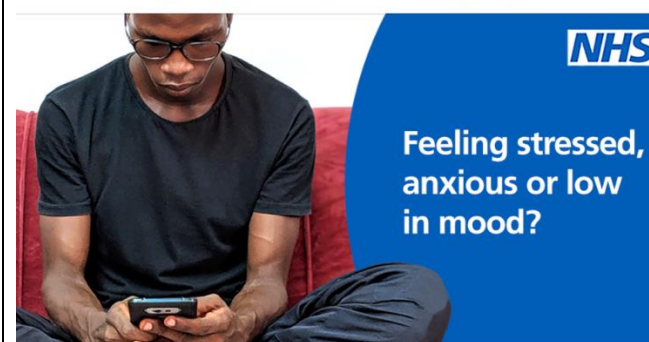
In August our top performing post on Facebook was the NHS still here for you campaign, reaching 875 people.



Healthwatch Kingston

27 August at 11:02 · 🌐

Are you feeling stressed, anxious or in a low mood?
There are NHS services available in Kingston to help you with your mental health.
You can either refer yourself directly or you can talk to your GP, so don't hesitate to get in touch.
Find out more 📄 <https://www.icope.nhs.uk/kingston/>



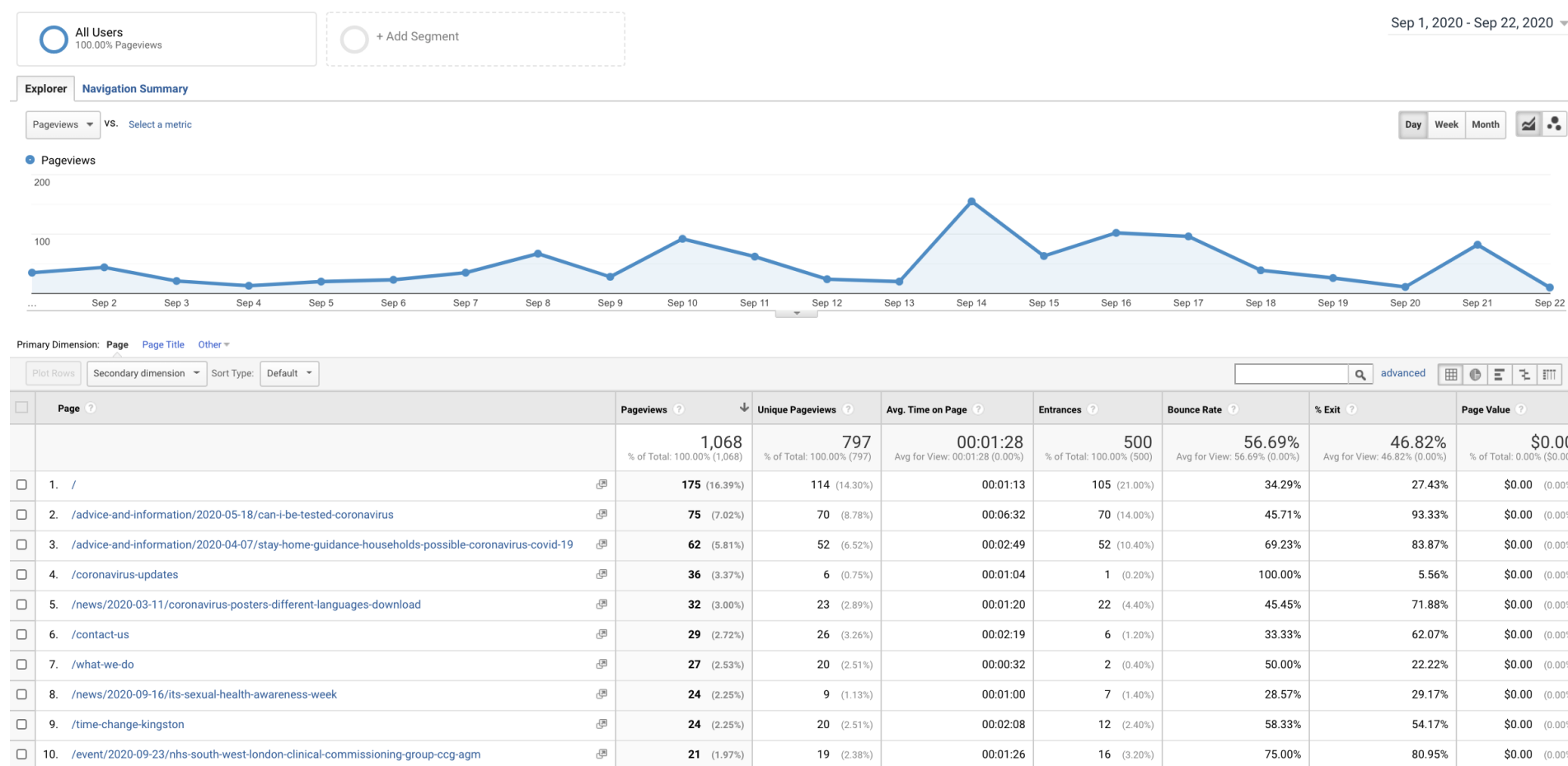
875
People reached

15
Engagements

Boost post

COMMUNICATIONS REPORT (JULY – SEPT 2020)

SEPTEMBER (up until 22 Sept)



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).

COMMUNICATIONS REPORT (JULY – SEPT 2020)

Twitter

In September we received a total number of 203 profile visits and 4701 tweet impressions (number of people who have seen our 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

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



2 2

Facebook

On Facebook it was the YOL! flyer for Sexual Health Awareness Week which reached 867 people.

Healthwatch Kingston
6 d · 🌐

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
➡ <http://bit.ly/SexualHealthAwarenessWeek2020>



867
People reached

12
Engagements

Boost post

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

healthwatch
Kingston upon Thames

Dear Healthwatchers!

We hope you are all keeping well. We would like to remind you of our next Open Meeting which will be taking place online on Tuesday, 18 August 2020 - everyone is welcome! We have also published a new report about Social Prescribing and continue to gather views and experiences of local health and social care services during the pandemic.

Invite to Open Meeting - Tuesday, 18 August 2020 at 11.55am

We are planning on running our Open Meeting as usual via [Zoom link](#). We would love you all to be able to join us remotely. Agenda items this month include:

- Healthwatch Kingston Update
- Healthwatch Kingston signs the Time to Change Employer pledge
- SWL NHS COVID-19 Update including:
 - Keeping you safe video
 - Service change during Covid 19 focusing on accessibility of services for vulnerable groups
 - Winter flu vaccine survey
 - NHS response to Covid 19 phase 3
 - Feedback and Q&A

[Read more about this event on our website](#)

New Healthwatch Kingston report: 'Is Social Prescribing Working?'

We have always been supportive of the concept of social prescribing, however when Connected Kingston was launched we thought it was a great opportunity to review and seek evidence that the overall programme is actually making a difference to our community.

[Read the full report and our findings on our website](#)

Take the Have Your Say Covid-19 Survey

We want to know your experiences of NHS and social care services during the Covid-19 pandemic. This will help us understand how local services are working and what impact any changes may have had on you. Please [click here](#) to take the survey.

Take the NHS flu survey

Help the NHS this winter by sharing your views about flu vaccination. Your views will help us understand why people choose to have, or not have, the vaccine. The closing date for responses is **1st September 2020**.

[Take the survey](#)

COMMUNICATIONS REPORT (JULY – SEPT 2020)

CORONAVIRUS 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?

WORLD 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.