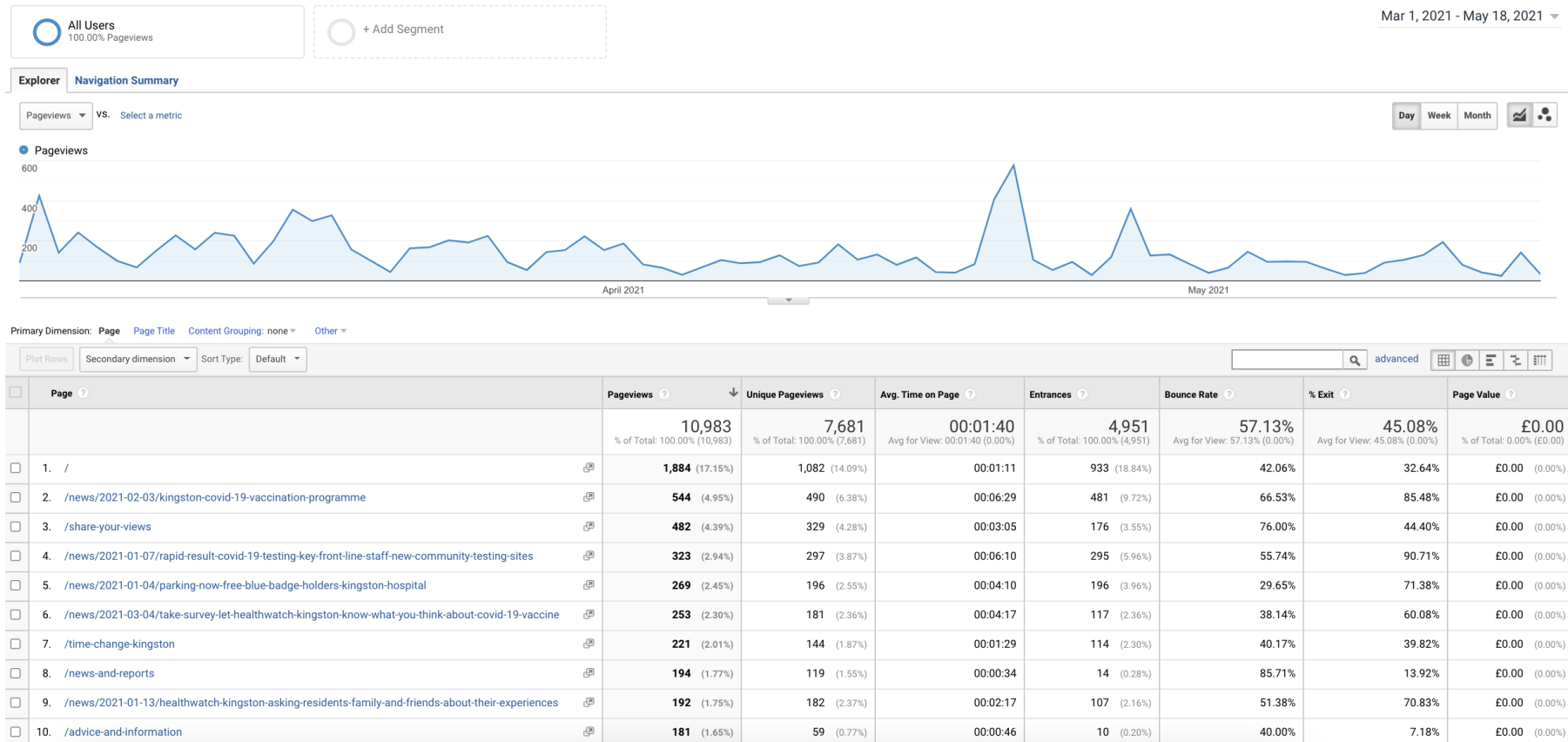


COMMUNICATIONS REPORT (JAN 2021 – MARCH 21)

WEBSITE AND SOCIAL MEDIA

March - May (whole period)

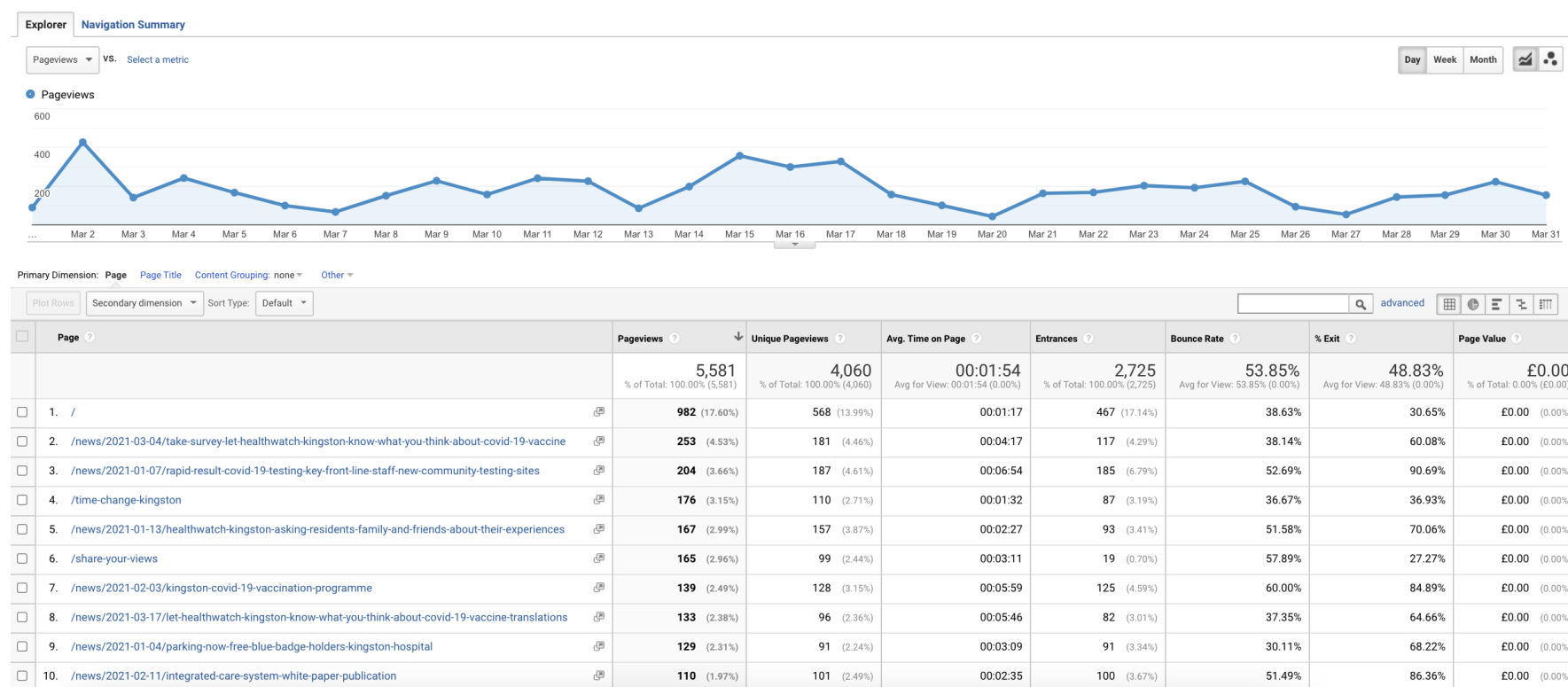


Above is a screenshot of a graph showing web traffic to the Healthwatch Kingston website from March 2021 to May 2021. We have had a total number of 10,983 visits to our website during this period, with 7,681 'unique' page views which means it does not include the same person visiting multiple times – this is the individual number.

COMMUNICATIONS REPORT (JAN 2021 – MARCH 21)

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 1082 unique page views. This is followed by ‘Kingston covid-19 vaccination programme’ with 490 unique page views, ‘Share your views’ with 329 unique page views, and ‘Rapid testing for key frontline staff’ with 297 unique page views.

MARCH



In March the page with the highest number of unique views (181) was the one about our ‘Take the our survey about the covid-19 vaccine’ article. This was followed by ‘Rapid testing for front line staff’ (187), then then ‘Time to Change Kingston’ (110).

COMMUNICATIONS REPORT (JAN 2021 – MARCH 21)

Twitter

In March we received a total number of 1438 profile visits and 4083 tweet impressions (number of people who have seen our content). Our top Tweet, with 1143 impressions, was the about our vaccine survey.

Top Tweet earned 1,143 impressions

How do you feel about the **#COVID19** vaccine? If you live or work in the Kingston borough, **#HWK** would like to hear from you. Please take part in our poll or you can complete the full survey here [bit.ly/KingstonVaccin....](https://bit.ly/KingstonVaccin...) Your views are important to us!

#Kingstoncovidresponse

♥ 1

Facebook

On Facebook our top post was about our vaccine survey which reached 2,170 people. Paid promotional posts about the vaccine survey reached a further 3,100 people. Following this, our Mother's Day post reached 307 people.

Healthwatch Kingston
21 March · 🌐

DON'T WANT a COVID-19 vaccine? Healthwatch Kingston does want to hear from you. Everyone's views are important.
<https://bit.ly/KingstonVaccineSurveyNews>

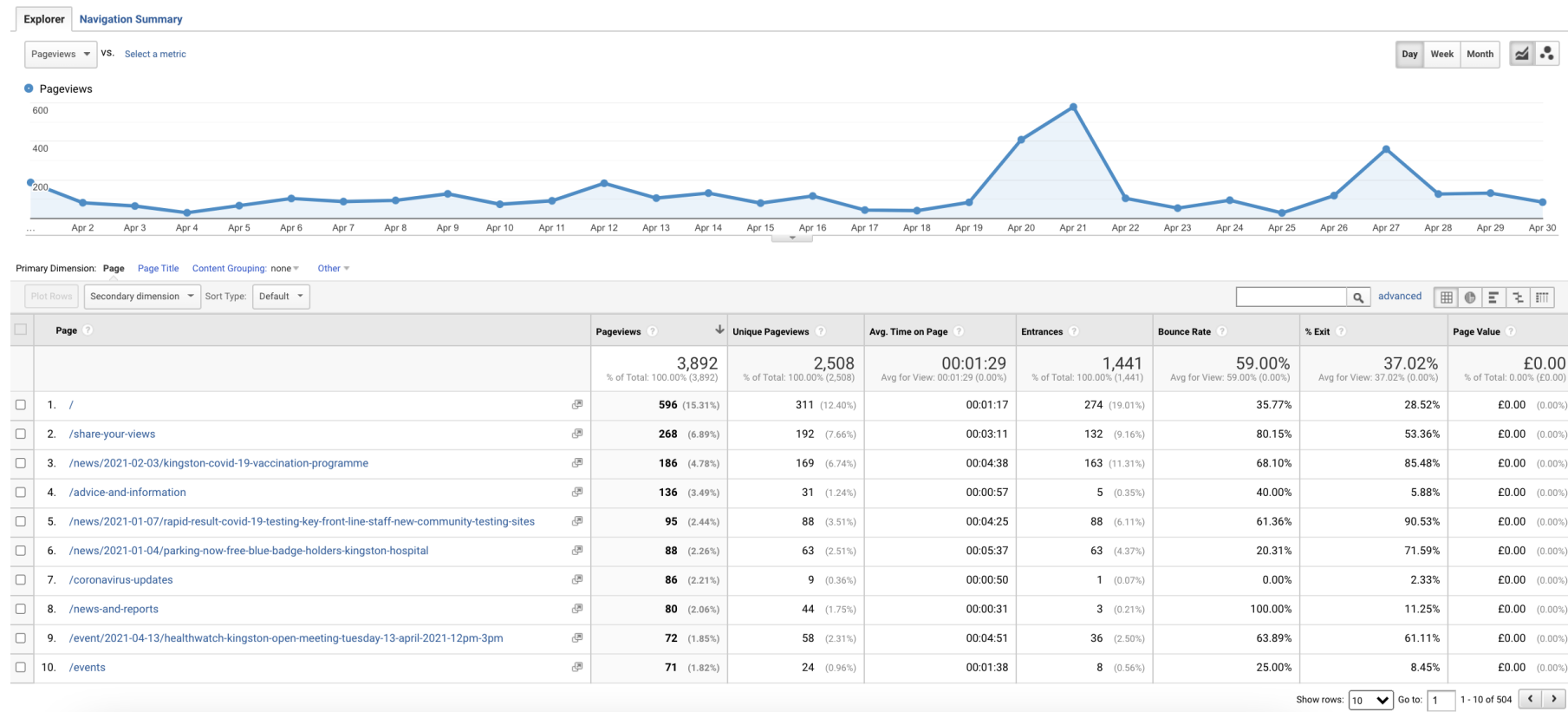
Get more likes, comments and shares
When you boost this post, you'll show it to more people.

2,170 People reached **711** Engagements [Boost post](#)

🗨️ Jennifer Longhurst 1 Comment 19 shares

COMMUNICATIONS REPORT (JAN 2021 – MARCH 21)

APRIL



In April the page with the highest number of unique views (311) was our ‘Share your views’ page. This was followed by the ‘Kingston Vaccine Programme’ (186), then then ‘Advice and Information’ (189).

COMMUNICATIONS REPORT (JAN 2021 – MARCH 21)

Twitter

In April we received a total number of 108 profile visits and 2825 tweet impressions (number of people who have seen our content). Our top Tweet was the one our neurodiverse pulse survey

Facebook

On Facebook it was the one about the vaccine survey closing which reached 97 people.

Top Tweet earned 431 impressions

Are you neurodiverse, or do you know someone who is? Why not get involved- take our Pulse survey on health and social care services during Covid-we know it's been tough and we want to hear from you! healthwatchkingston.org.uk/share-your-vie...

↻ 6 ❤️ 1

 **Healthwatch Kingston** 25 March · 🌐

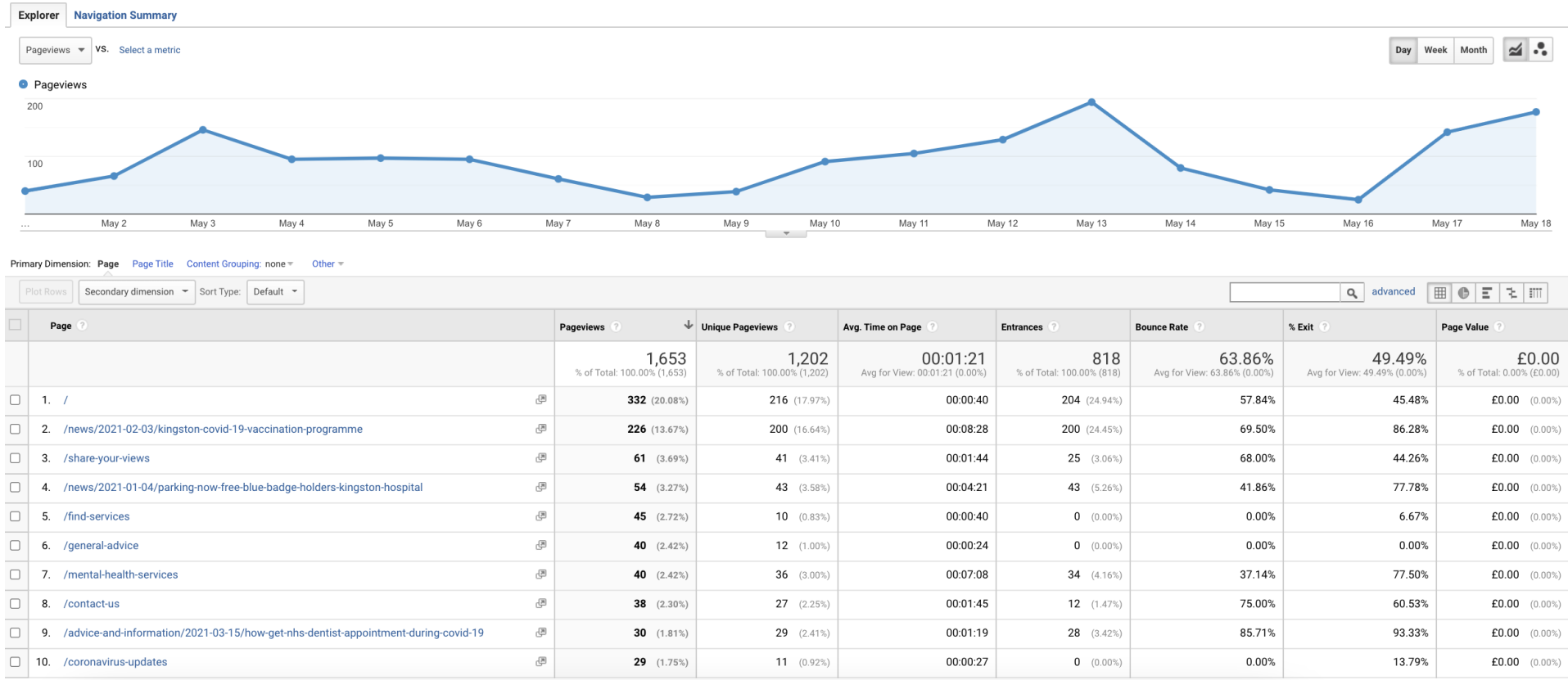
SURVEY CLOSING 31 March - Had it, want it, still undecided or don't want it? However you feel about the Covid-19 Vaccine, there is still time to share your views with our Healthwatch Kingston Vaccine Survey! <https://bit.ly/KingstonVaccineSurveyNews>



HEALTHWATCHKINGSTON.ORG.UK
Covid-19 vaccination - what's going on? | Healthwatch Kingston

COMMUNICATIONS REPORT (JAN 2021 – MARCH 21)

MAY (up until 18 May 2021)



In May the page with the highest number of unique views (200) is the one about the vaccine programme. This was followed by the 'Parking for blue badge holders at Kingston hospital (43), then then Mental health services (36).

COMMUNICATIONS REPORT (JAN 2021 – MARCH 21)

Twitter

In May we received a total number of 140 profile visits and 825 tweet impressions (number of people who have seen our content). Our top Tweet was the one about the Comic Relief Global Majority Fund grants programme.

Top Tweet earned 77 impressions

The **@comicrelief** Global Majority Fund intermediary grants programme delivered by Africa Advocacy Foundation is closing on 14th May 2020. It is aimed at communities facing racial inequality in the UK who have been affected by the Covid-19 pandemic.

Apply:

africadvocacy.org/programmes

Facebook

On Facebook, the top post was about the Mind in Kingston picking up the Time to Change Kingston coordination role with 25 people reached.



Healthwatch Kingston

10 May at 14:27 · 🌐

Day one of Mental Health Awareness Week 2021. Mind in Kingston have picked up the Coordination role for Time to Change Kingston. Find out more here: <http://www.mindinkingston.org.uk/time-to-change-kingston-hu...>

TIME TO CHANGE KINGSTON

Invites you to a LIVE event

12TH MAY 2021 AT 3.30PM

Celebrate Mental Health Awareness week with us in a creative way. We will reflect on the analogy of mental health being like a tree and create your own representation of it using recyclable materials. Intrigued?

Join us:)

COMMUNICATIONS REPORT (JAN 2021 – MARCH 21)

MAILCHIMP AND HWK NEWSLETTER

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

Healthwatch Kingston e-news (9 December 2020)

Out of 629 recipients, 281 people opened the email.

Article links performed at follows:

1. Open Meeting: 54
2. Vaccine survey: 164
3. TTCK celebration event: 11
4. Maternity experiences: 7
5. Dentist appointments: 13
6. YOL! podcast: 2
7. YOL! self harm film in Korean: 2

