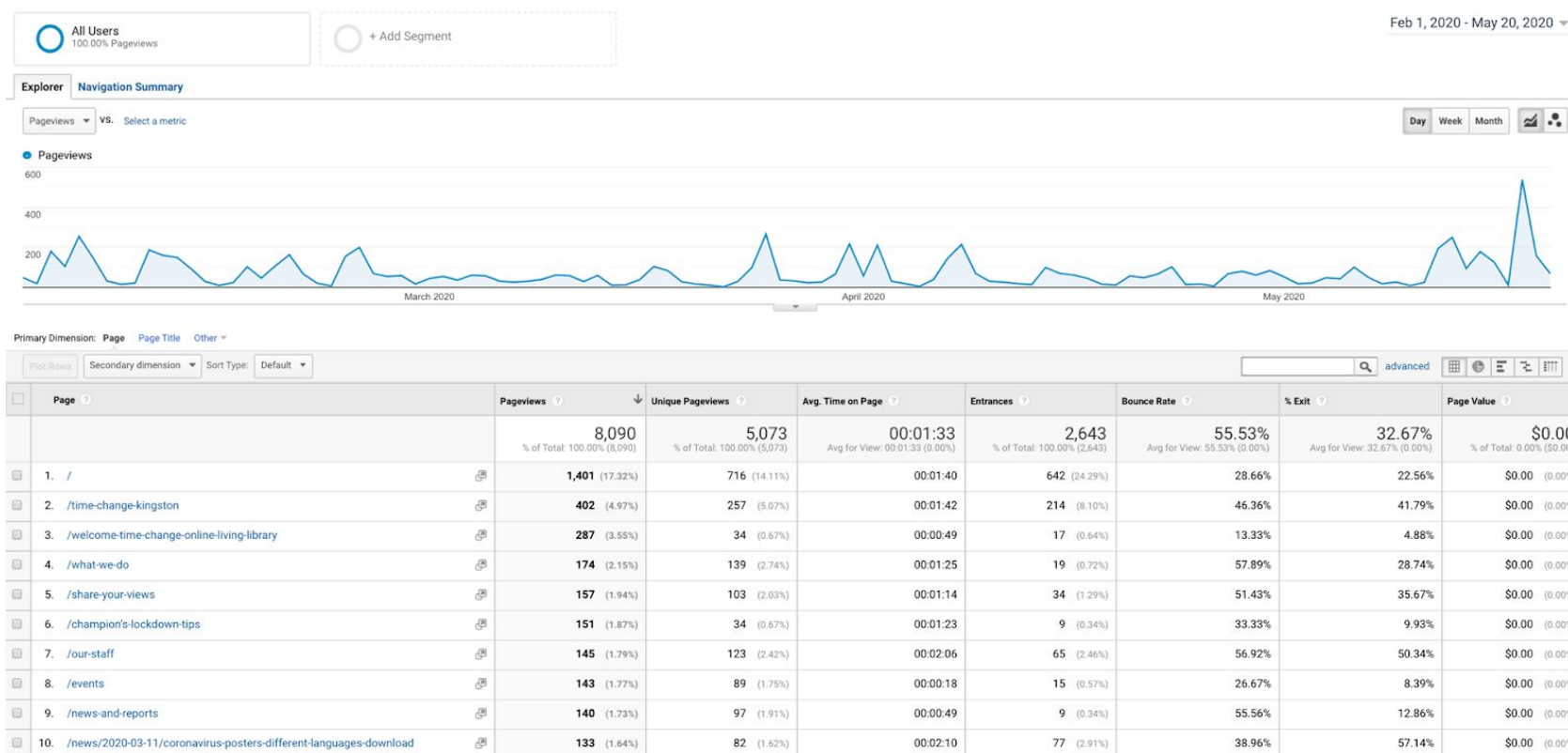


## COMMUNICATIONS REPORT (FEBRUARY – MAY 2020)

### WEBSITE AND SOCIAL MEDIA

#### February – May (whole period)



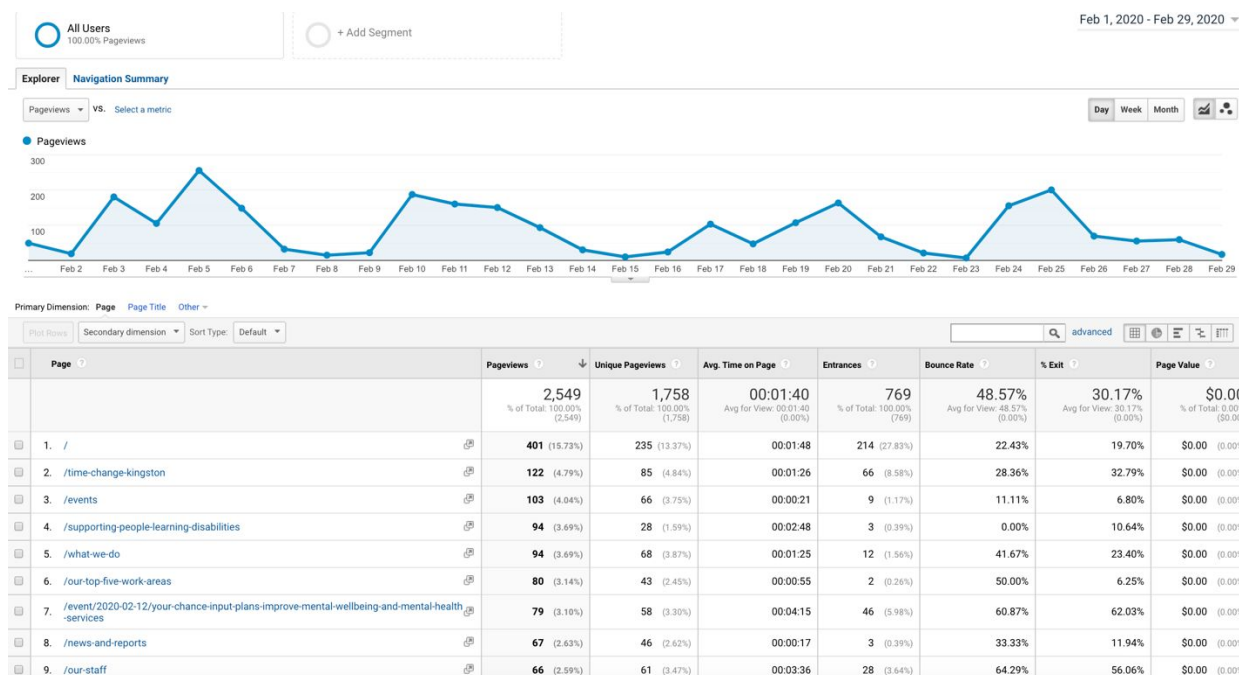
Above is a screenshot of a graph showing web traffic to the Healthwatch Kingston website for the latest quarter. We have had a total number of 8,090 visits to our website during this period, with 5,073 'unique' page views which means it does not include the same person visiting multiple times – this is the individual number.

## COMMUNICATIONS REPORT (FEBRUARY – MAY 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 716 unique page views. This is followed by 'What we do' with 139 unique page views, 'Our staff' with 123 unique page views and 'Share your views' with 103 unique page views.

### FEBRUARY

#### Website



In February the 'Time to Change' page received the highest number of unique page views (85), followed by 'what we do' (68), then 'events' (66). The event we ran ('Your chance to input into plans to improve mental health services') received 58 unique page views, and our new 'Supporting people with Learning Disabilities' pages were launched and shared with All Ages Learning Disability Partnership Board received 29 unique page views.

## COMMUNICATIONS REPORT (FEBRUARY – MAY 2020)

### Twitter

In February we received a total number of 100 profile visits, 2 new followers and 5961 tweet impressions (number of people who have seen our content). Our top Tweet was the one about our workshop on improving mental health services – showing people at the workshop.

### Top media Tweet earned 705 impressions

Thanks to everyone who attended the mental health workshop yesterday and inputted into plans on how to improve mental health services. Also thanks for the informative presentations from [@RBKingston](#) 's Liz Trayhorne and [@SWLSTG](#) 's Darren Fernandes. [pic.twitter.com/bTbggdoLZH](https://pic.twitter.com/bTbggdoLZH)



1 3

### Facebook

On Facebook our most popular post was the one advertising the workshop on how to improve mental health services – it reached 1,432 people and the link to the event which was clicked on 92 times. The event received a solid turnout as a result.

**Healthwatch Kingston**  
Published by Hootsuite [?] · 10 February ·

We are hosting an exciting workshop inviting people to come and have their say on mental health services this Wednesday 12-4pm. Book here: <http://bit.ly/MentalHealthWorkshops> #MentalHealth #Kingston

**1,432** People reached  
**86** Engagements

[Boost Post](#)

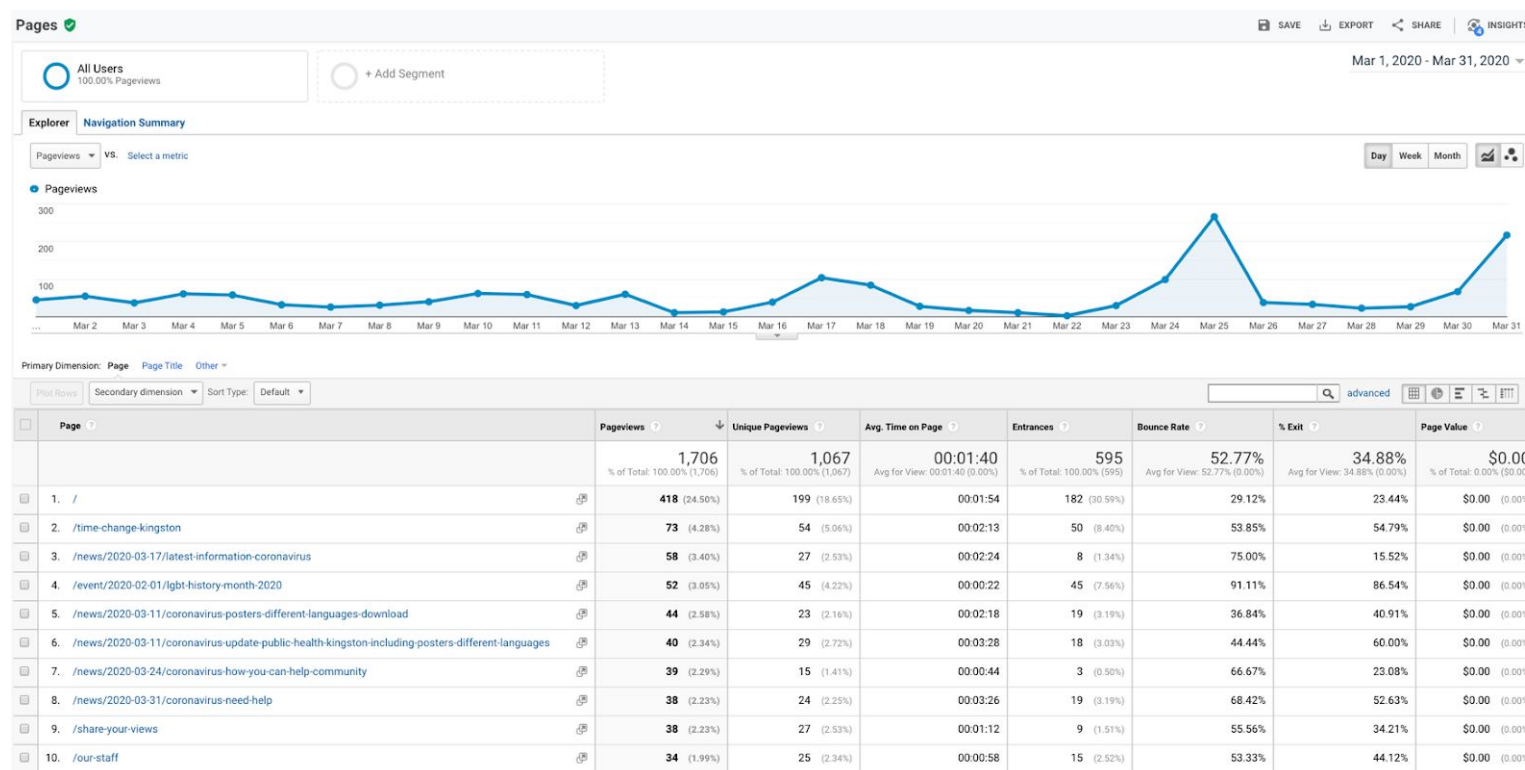
2 2 comments 12 shares

Like Comment Share

Most relevant

## COMMUNICATIONS REPORT (FEBRUARY – MAY 2020)

### MARCH



During March, the 'Time to Change' page received the highest number of unique page views (54), followed by 'LGBT History Month' (45) and then 'Coronavirus posters in different languages' (23). Web traffic was lower in March, some of this can be attributed to the rapidly changing environment due to the Coronavirus crisis. Activity begins to peak towards the end of the month due to us having successfully moved to home working and beginning efforts to respond to the crisis and providing Kingston residents with relevant information.

## COMMUNICATIONS REPORT (FEBRUARY – MAY 2020)

### Twitter

In March we received a total number of 178 profile visits, 4 new followers and 5159 tweet impressions (number of people who have seen our content). Our top Tweet was the one about how to get help from Kingston Stronger Together which we put at the end of the month.

#### Top Tweet earned 1,780 impressions

Need help? Are you currently self isolating, vulnerable and need of help accessing essential goods and services in Kingston? Kingston Stronger Together run by @RBKingston @KingstonVA and @vol\_kingston can help. More info: [bit.ly/CoronavirusNeedHelpKingston](https://bit.ly/CoronavirusNeedHelpKingston)




1 17 11

### Facebook

Similarly to Twitter, our top performing post on Facebook was the one about how to get help amidst the Coronavirus crisis with 134 people reached.

**Healthwatch Kingston**  
Published by Hootsuite [?] · 31 March ·

Need help? Are you currently self isolating, vulnerable and in need of help accessing essential goods and services in Kingston? Kingston Stronger Together run by @RBKingston @KingstonVA and @vol\_kingston can help. More info: [bit.ly/CoronavirusNeedHelpKingston](https://bit.ly/CoronavirusNeedHelpKingston)



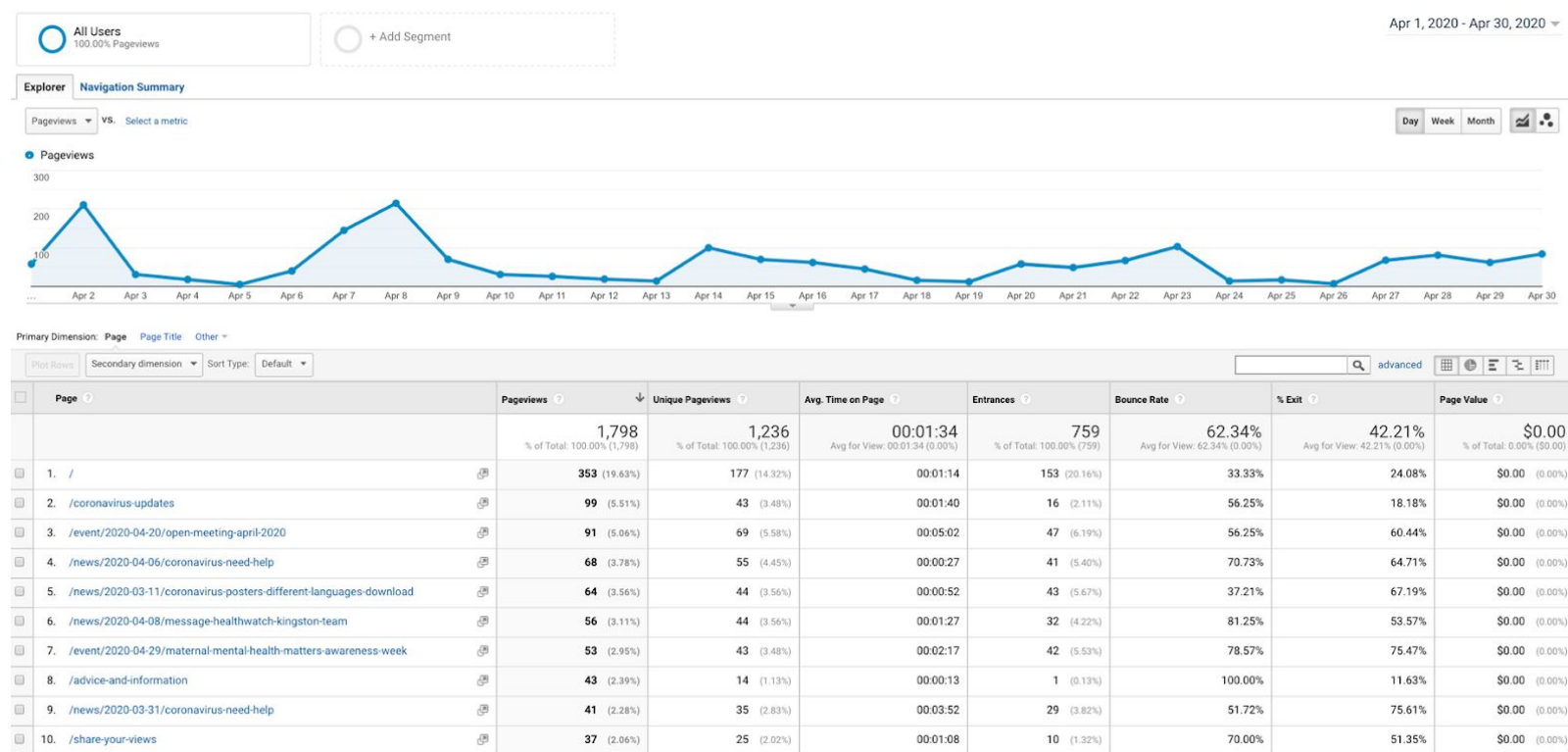
134 People reached      13 Engagements      [Boost Post](#)

1      1 share

Like      Comment      Share

# COMMUNICATIONS REPORT (FEBRUARY – MAY 2020)

## APRIL



In April the page with the highest number of unique views (69) was the one about the 'Open Meeting' which we successfully delivered online on 20th April. This was followed by the news item 'Coronavirus: need help?' (55), then the message from the 'Healthwatch Kingston team' (44) and 'Coronavirus posters in different languages' (44), and then the 'Coronavirus updates page' (43).



## COMMUNICATIONS REPORT (FEBRUARY – MAY 2020)

### Twitter

In April we received a total number of 280 profile visits, 17 new followers and 13,000 tweet impressions (number of people who have seen our content). Our top Tweet again was one about how to get help from Kingston Stronger Together.

#### Top Tweet earned 2,391 impressions

Need help? Are you currently self isolating, vulnerable and in need of help accessing essential goods and services in Kingston? Kingston Stronger Together run by @RBKingston @KingstonVA and @vol\_kingston can help. More info: [bit.ly/CoronavirusNee...](https://bit.ly/CoronavirusNeedHelpKingston)  
[pic.twitter.com/ZJA6vAFFo4](https://pic.twitter.com/ZJA6vAFFo4)



11 retweets 9 likes

### Facebook

On Facebook the Kingston Stronger Together post again performed the best with 2734 people reached along with our 'Have your say' survey post which reached 582 people.

**Healthwatch Kingston**  
Published by Hootsuite [?] · 1 April · 🌐

Have your say! We want to know how your experience of services in Kingston has been affected during the COVID-19 pandemic. Take the quick survey: <https://bit.ly/CoronavirusHaveYourSay>

**592**  
People reached

**17**  
Engagements

Boost Post

1 Like 2 shares

Like Comment Share

**Healthwatch Kingston**  
Published by Hootsuite [?] · 7 April · 🌐

Need help? Are you currently self isolating, vulnerable and in need of help accessing essential goods and services in Kingston? Kingston Stronger Together run by @RBKingston @KingstonVA and @vol\_kingston can help. More info: <https://bit.ly/CoronavirusNeedHelpKingston>

**2,734**  
People reached

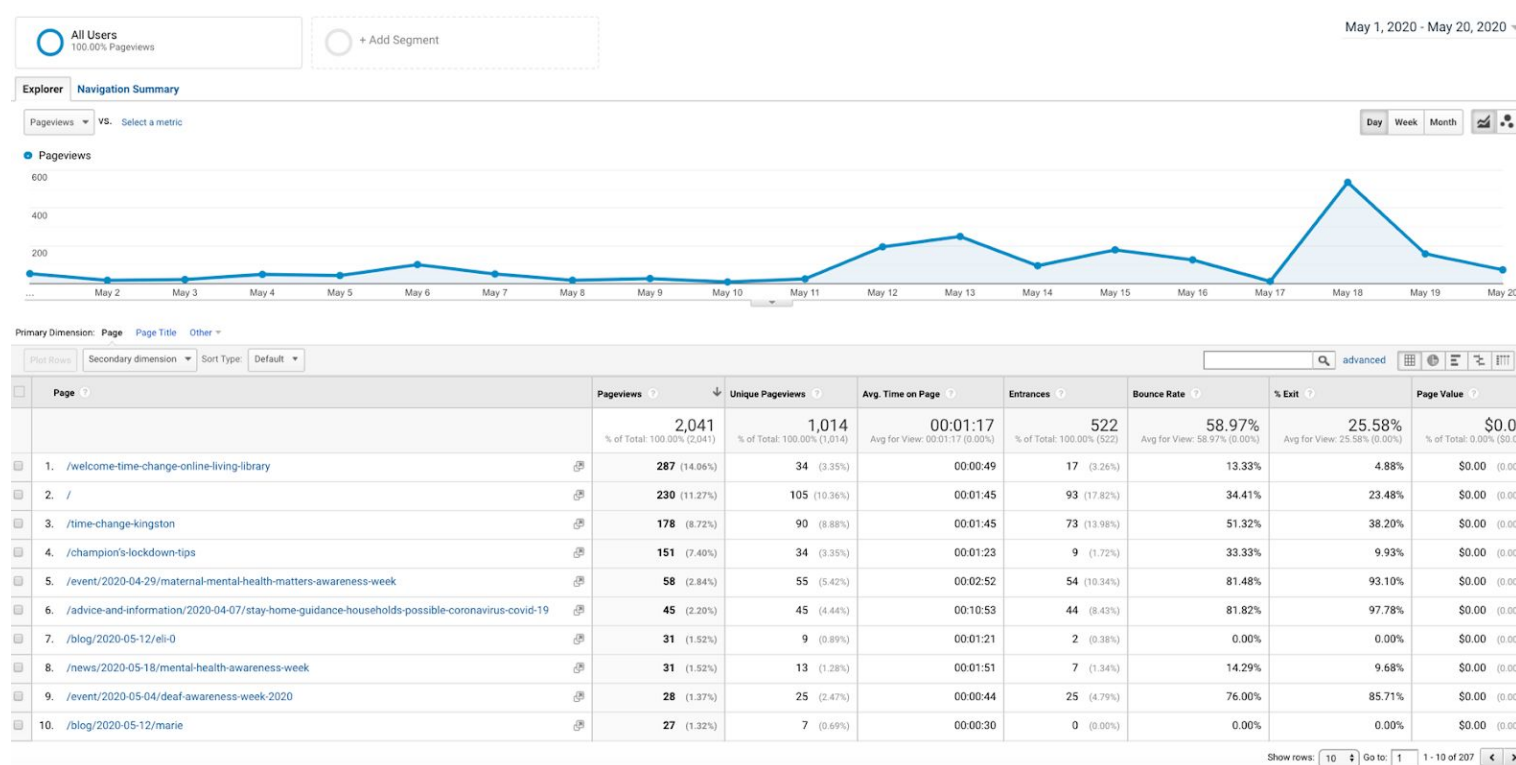
**134**  
Engagements

Boost Post

7 likes 9 shares

## COMMUNICATIONS REPORT (FEBRUARY – MAY 2020)

### MAY (until 20th May)



The most recent spike in traffic (mid-May) can be attributed to Mental Health Awareness week and the large amount of work that The Time to Change campaign has been doing in building pages to support this – more info on this under the ‘Campaign’s section of the report. The highest performing page with 90 unique views is the Time to Change page, this is followed by the news item on Mental Health Awareness week which has 55 views, followed by Coronavirus stay home guidance with 45 unique views.



## COMMUNICATIONS REPORT (FEBRUARY – MAY 2020)

### Twitter

So far in May we have received a total number of 56 profile visits, 4 new followers and 1,893 tweet impressions (number of people who have seen our content). Our top Tweet was the one about accessing health services on the bank holiday, in support of the NHS 'Help us help you' campaign notifying people that they are still able to access services despite the crisis.

#### Top Tweet earned 321 impressions

GP practices in **#Kingston** will be opening as they usually do on May Bank Holiday this Friday. Most community pharmacies will be open between 2-5pm. More Coronavirus updates: [bit.ly/HWKCoronavirus...](https://bit.ly/HWKCoronavirus...)  
[pic.twitter.com/wWYRLmkvzb](https://pic.twitter.com/wWYRLmkvzb)



1 2

### Facebook

This post was published yesterday. We are still in the midst of 'Mental Health Awareness' week but it is gaining traction and seems to be the most popular post so far this month. It is the one promoting the work done by the Time to Change campaign for Mental Health Awareness week in Kingston.

Healthwatch Kingston is with Time to Change Kingston  
Published by Hootsuite [?] · Yesterday at 16:00 ·

For #MentalHealthAwarenessWeek @TTCKingston have released a number of exciting blogs where champions tell their story, events and #lockdown tips. We will be releasing these over social media in the coming days or you can read more here:  
[https://bit.ly/TTCK\\_NewsItem](https://bit.ly/TTCK_NewsItem)



Get more likes, comments and shares

This post is performing better than 95% of other posts on your Page. Boost it to get more great results.

41  
People reached

14  
Engagements

Boost Post

7

1 share

## COMMUNICATIONS REPORT (FEBRUARY – MAY 2020)

### MAILCHIMP AND HWK NEWSLETTER

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

#### **Healthwatch Kingston e-news (April 2020)**

Out of 383 recipients, 186 people opened the email.

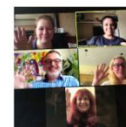
Article links performed as follows:

1. [Kingston Stronger Together](#): 114
2. [Have your say](#): 82 clicks
3. [Open Meeting – Monday, 20 April](#): 44 clicks
4. [Message from the Healthwatch Kingston team](#): 31 clicks
5. [COVID-19 Updates](#): 33 clicks

#### Message from the Healthwatch Kingston team

We thought now would be a good time to let you all know how the Healthwatch team have adapted to new ways of working and what our priorities will be over the coming months.

[Read the team update.](#)



#### Open Meeting - Monday, 20 April 2020

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:

- Gardening for mental health and wellbeing
- Kingston Stronger Together: COVID-19 local response
- Local ADHD, LD and Autism services

[Read more and book](#)



#### COVID-19 Updates

We have pulled together information and guidance from reputable sources which we believe to be relevant to our local community. These include:

- The latest [government](#) updates
- Medical advice from the [NHS](#)
- Guidance on [social distancing](#)
- Local updates from [Kingston Council](#)
- Volunteering and local [community support](#)

[View all current updates.](#)



#### Have your say!

We want to know how your experience of services in Kingston has been affected during the COVID-19 pandemic.

[Take the quick 5 minute survey.](#)



#### Kingston Stronger Together

Are you, or someone you know, currently self isolating, vulnerable and need help accessing essential goods and services in Kingston? This local initiative run by Kingston Council, KVA and Volunteering Kingston can help.

[Read more.](#)



## COMMUNICATIONS REPORT (FEBRUARY – MAY 2020)

### CAMPAIGNS

#### Coronavirus

Due to the current pandemic, it has been a priority for all local Healthwatch organisations to direct residents to up-to-date Government guidance. We have also shared information on how to keep safe and access services during the crisis.

#### Coronavirus website section

dedicated to up-to-date information and advice

Message from the Healthwatch Kingston team letting people know we are working from home and what our priorities are during this time

#### A message from the Healthwatch Kingston team

News – 8 April 2020

Dear Healthwatchers! We hope you are all keeping well during this challenging time.



We thought now would be a good time to let you all know how the Healthwatch team have adapted to new ways of working and what our priorities will be over the coming months.

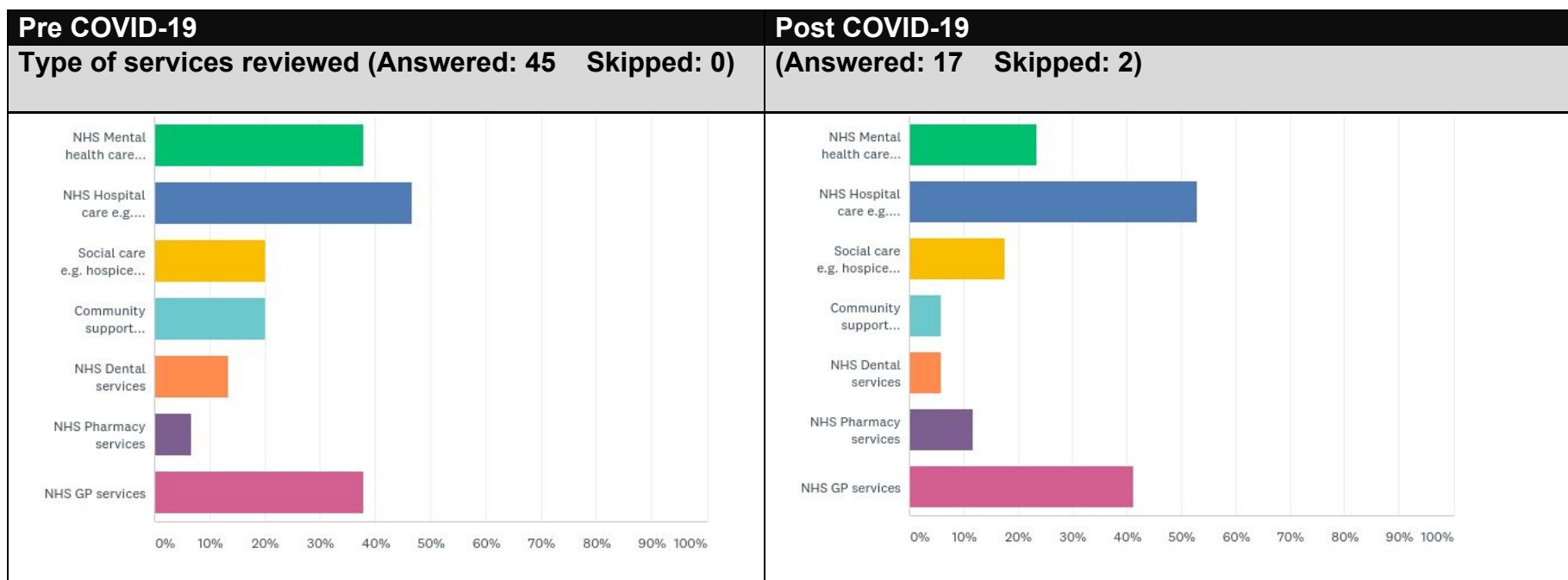
As you can imagine it was our first priority to establish the safety and wellbeing of our staff, volunteers and the wider public and we have successfully done this by introducing homeworking

A constant stream of social media messaging across Twitter and Facebook

## COMMUNICATIONS REPORT (FEBRUARY – MAY 2020)

### Have your say survey

We have been promoting our 'Have your say' survey to gather people's views on health and social care services in Kingston pre and post COVID-19. We had a total of 45 responses to the survey pre-COVID-19 and 17 responses post COVID-19. A full summary of the data from these reports has been provided as a separate document.



## COMMUNICATIONS REPORT (FEBRUARY – MAY 2020)

### Increasing responses

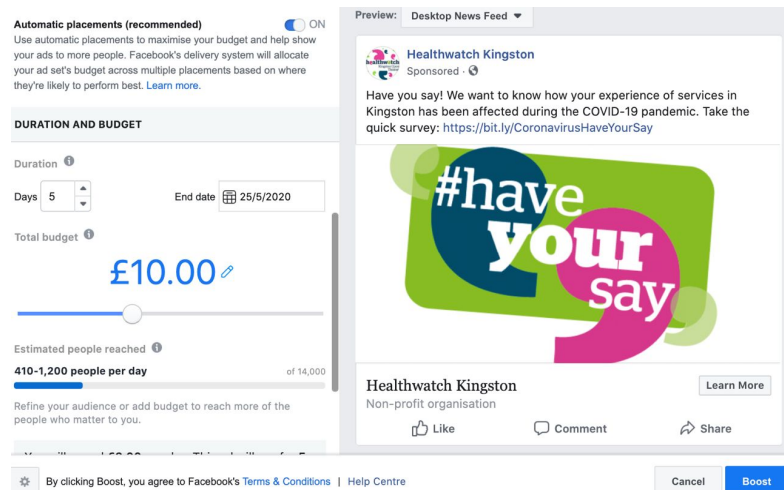
It is an objective to increase our responses to this survey or think of alternative ways to engage the public in feeding back their experiences during the and after the Coronavirus crisis.

### Social media polls

It is in the communications plan to do some polls on social media which could give us some quick responses to our questions.

### Promoted posts

We may also wish to consider boosting (promoting) our 'Have your say' posts on social media which also allows us to target people in the Kingston area for £10 per post for 5 days.



The screenshot shows the Facebook Boost interface for a post from Healthwatch Kingston. On the left, the 'DURATION AND BUDGET' section is visible, showing a duration of 5 days, an end date of 25/5/2020, and a total budget of £10.00. Below this, it indicates an estimated reach of 410-1,200 people per day. The main preview area shows the post content: 'Have you say! We want to know how your experience of services in Kingston has been affected during the COVID-19 pandemic. Take the quick survey: <https://bit.ly/CoronavirusHaveYourSay>'. The post features a large graphic with the text '#have your say' and the Healthwatch Kingston logo. At the bottom, there are 'Like', 'Comment', and 'Share' buttons, and a 'Boost' button.




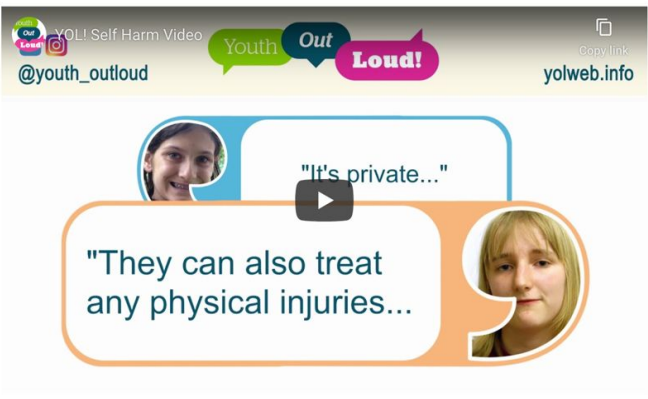
## COMMUNICATIONS REPORT (FEBRUARY – MAY 2020)

### **Mental Health Awareness Week**

Both the Youth Out Loud (YOL!) project and the Time to Change Kingston (TTCK) campaign have put together and launched a suite of activity for Mental Health Awareness Week (18 – 24 May). These have been supported across our communication channels (website, social media, e-bulletins). They are still in the process of being launched as we are half way through the week but are already proving very popular.

### **Youth Out Loud!**

YOL! have put together a set of resources for young people which has been shared in schools. It includes a video which gives advice about how to support a friend who might be self-harming. Comms that have gone out include:

School e-bulletin	News item including link to the video our HWK website
 <p>The screenshot shows a colorful e-bulletin for Youth Out Loud! (YOL!). It includes a header with the YOL! logo, a section for a short film, a list of resources for young people (help look after your mental health, support if you are self-harming, helping a friend), a video link, a survey link (#have your say), and contact information for Healthwatch Kingston upon Thames and Healthwatch Richmond upon Thames.</p>	<p>Youth Out Loud! (YOL!) are a group of young people aged 13-17, working with Healthwatch in Kingston &amp; in Richmond, using their voices to make health and care services better for young people.</p> <p><b>Watch the video!</b></p> <p>Watch their latest video which gives advice about how to support a friend who you think is self-harming.</p>  <p>The screenshot shows a video player interface. At the top, it says 'YOL! Self Harm Video' and '@youth_outloud'. Below the video player, there are two speech bubbles: one saying 'It's private...' and another saying 'They can also treat any physical injuries...'. The video player also includes a 'Copy link' button and the website 'yolweb.info'.</p>

## COMMUNICATIONS REPORT (FEBRUARY – MAY 2020)

This is along with a number of social media posts promoting the content across both the Youth Out Loud! Social Media accounts and the Healthwatch Kingston social media accounts. Clicks on the links in the materials have performed as follows:

[YOL Mental Health Awareness Week](#) – 79

[YOL Looking after mental health](#) – 37

[YOL self harm](#) – 36

[YOL Help a friend](#) – 24

[YOL: Survey](#) – 31

[Watch the video.](#)

### **Time to Change Kingston**

The [Kingston Time to Change](#) Champions have been putting together some #LockdownTips on how to manage your mental health during the Coronavirus crisis. They have also shared an Online 'Living Library' in which the champions share their own mental health stories. They have also been promoting a number of events.


Comms support has included this [news item](#) on the Healthwatch Kingston website as well as social media promotion across both the HWK and TTCK and RBK (Kingston Council) social media accounts.



## COMMUNICATIONS REPORT (FEBRUARY – MAY 2020)

The [living library](#) is available to view on our website.


**Eli**



I am a classically trained musician and music teacher. I love going to the theatre and music concerts. I have been living with a mental health condition for 15 years. It is important to me to reduce the stigma which comes with mental health conditions.

[Read](#) [Listen](#)


**Marie**



I'm a mum to a fifteen-year-old daughter, and I work in mental health for the charity Mind. I also live with bipolar disorder. In my spare time I love spending time with my dogs and drinking tea.

[Read](#) [Listen](#)


**Martin**



I have bipolar 1, plus potentially forensic tonic-clonic temporal lobe epilepsy and I'm awaiting a probable adult ADHD diagnosis. I enjoy writing poetry, creating abstract art, being with wildlife, listening to improvisational music, documentaries and sudoku.

[Read](#)


**Rachel**



I love podcasts, travelling and disappearing into a good book. I juggle three jobs: working in mental health, in schools and as a massage therapist. I experience episodes of severe and mild depression and live with general anxiety disorder.

[Read](#) [Listen](#)


**Ryan**



I love art and design as well as broadcasting, which I learned at the BBC in Birmingham, where I grew up. Depression hit me in 2008 during the economic downturn where life got really difficult, but I found a way out, that gave me grit for life.

[Read](#) [Listen](#)

**Sarah**



I am a bespoke tailor and I enjoy photography as a hobby, using mainly film cameras. I have suffered from anxiety since the age of 11 and have post-traumatic stress disorder from two separate incidents.


[Read](#) [Listen](#)

The [lockdown tips](#) are also available to view on our website.

**Disclaimer**

Any recommendations you wish to try yourself should be carried out following the [government advice](#) on social distancing. These recommendations are not necessarily evidence-based strategies for reducing or preventing mental illness, but are based on personal experiences of local people hoping to help others during these challenging times.


**Eli's lockdown tip**



Goal setting helps me to develop an action plan which encourages me to carry out my tasks. It helps me to motivate myself during challenging and uncertain times we are going through.

[Get tip](#)


**Martin's lockdown tip**



Being with nature is something I have been passionate about since the age of five and which has been personally very beneficial to my mental wellbeing.

[Get tip](#)


**Eve's lockdown tip**



Sticking to some sort of routine has really helped me stay focused and has been a healthy way to cope with any anxiety that this uncertain time can cause.

[Get tip](#)

**Sarah's lockdown tip**



Through therapy, I have learnt to implement various tips and tools to help me control my anxiety, panic attacks, and feelings of discomfort, and through trial and error I have found the ones that fit best for me and would like to share them with you.

[Get tip](#)

**Champions Lockdown Tips Call Out**

If you are a [Time to Change Champion](#) and would like to submit a tip please view the guidance. The submission deadline is 7<sup>th</sup> June 5pm.

[Submission Guidance](#)

**COMMUNICATIONS REPORT (FEBRUARY – MAY 2020)**