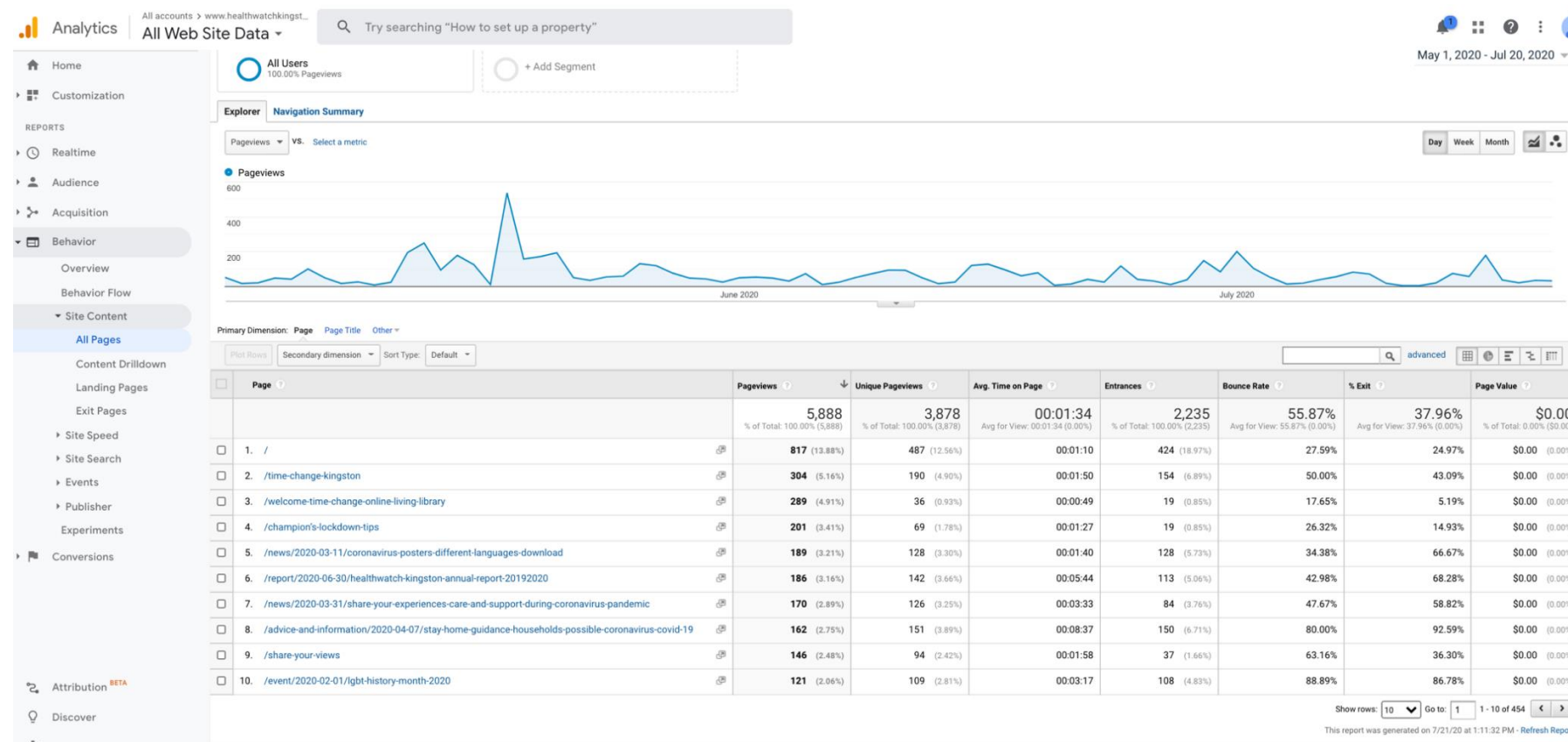


COMMUNICATIONS REPORT (MAY - JUL 2020)

WEBSITE AND SOCIAL MEDIA

May – Jul (whole period)



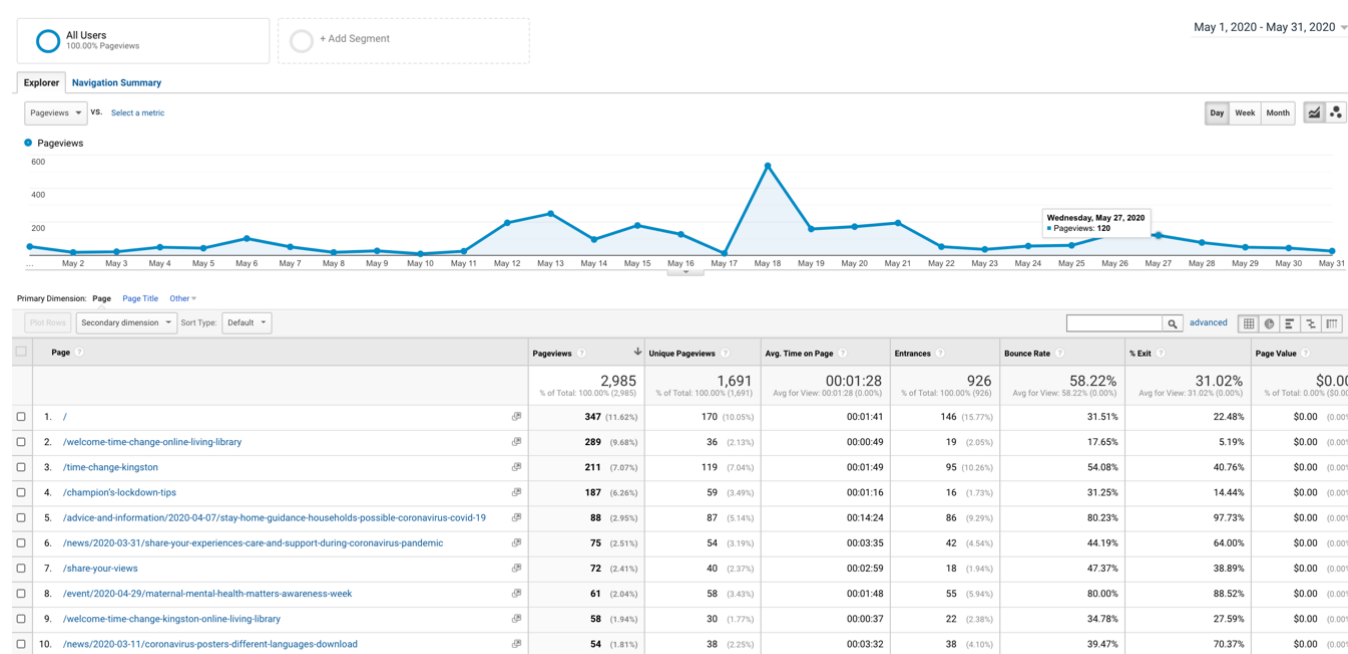
Above is a screenshot of a graph showing web traffic to the Healthwatch Kingston website for the latest quarter. We have had a total number of 5,888 visits to our website during this period, with 3,878 'unique' page views which means it does not include the same person visiting multiple times – this is the individual number.

COMMUNICATIONS REPORT (MAY - JUL 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 487 unique page views. This is followed by 'Stay home guidance for households with Coronavirus' with 151 unique page views, 'HWK annual report 19/20' with 142 unique page views and 'Share experiences of Coronavirus' with 126 unique page views.

MAY

Website



In May the 'Time to Change' page received the highest number of unique page views (119), followed by 'Stay home guidance' (87), then 'lockdown tips' (59). The peak in traffic in mid-May was due to the mental health awareness work by Time to Change and Youth Out Loud!

COMMUNICATIONS REPORT (MAY - JUL 2020)

Twitter

In February we received a total number of 102 profile visits, 8 new followers and 4,897 tweet impressions (number of people who have seen our content). Our top Tweet was the one about Time to Change's Mental Health Awareness week lockdown tips.

Top Tweet earned 1,206 impressions

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: bit.ly/TTCK_NewsItem
pic.twitter.com/brsC10zpu1



6 8

Facebook

On Facebook our most popular post was the same one about Time to Change Champion's Lockdown Tips which reached 61 people and received 8 likes.

Healthwatch Kingston is with Time to Change Kingston Hub. ***
Published by Hootsuite [?] · 19 May ·

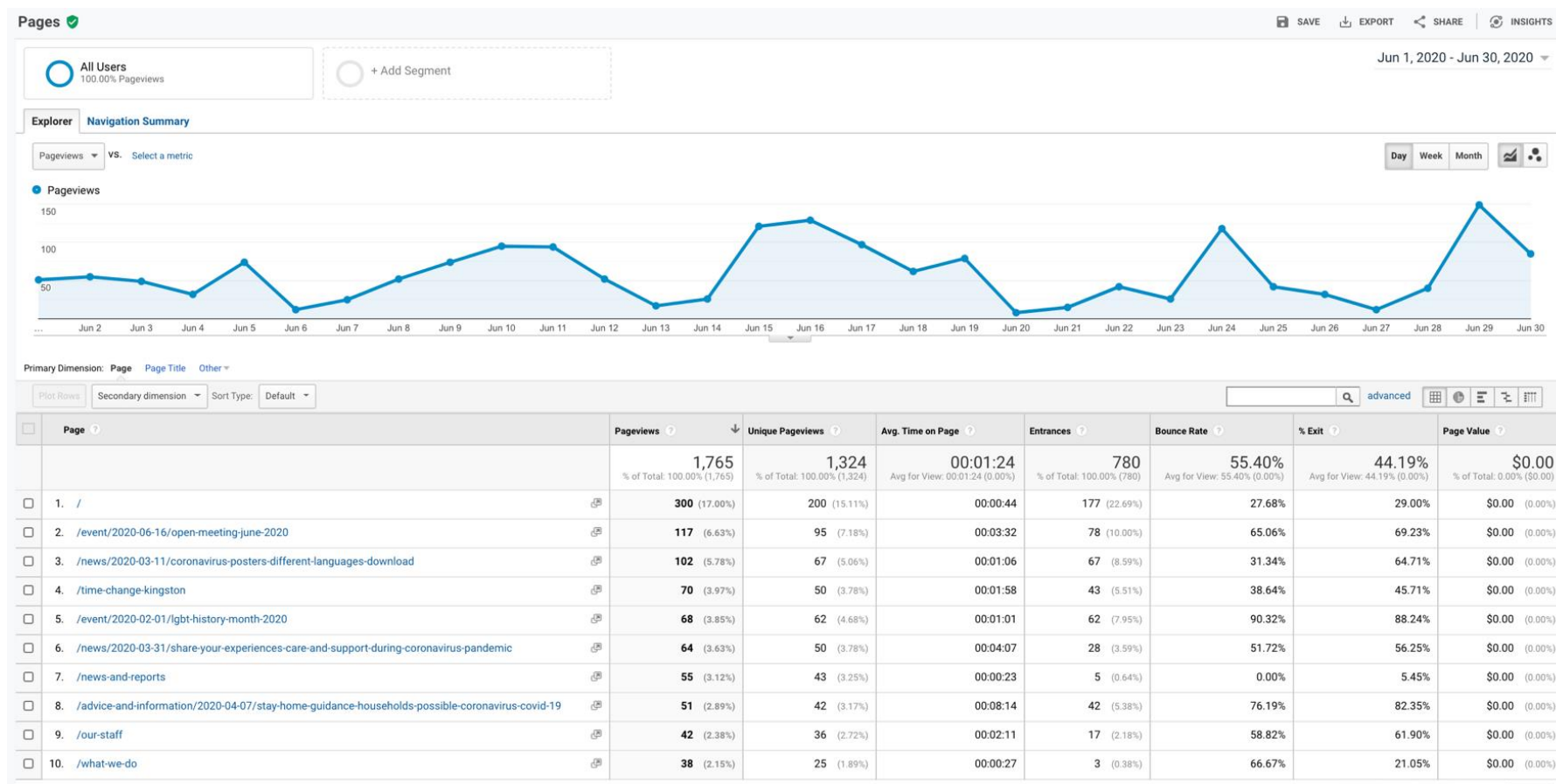
For **#MentalHealthAwarenessWeek** @TTCKingston have released a number of exciting blogs where champions tell their story, events and **#lockdown** tips. We will be releasing these over social media in the coming days or you can read more here: https://bit.ly/TTCK_NewsItem



61 18
People reached Engagements
8 1 share

COMMUNICATIONS REPORT (MAY - JUL 2020)

JUNE



During June, the 'June Open Meeting' page received the highest number of unique page views (95), followed by 'Coronavirus posters in different languages' (67) and then 'LGBT History month' (62).

COMMUNICATIONS REPORT (MAY - JUL 2020)

Twitter

In June we received a total number of 128 profile visits, 1 new follower and 3035 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 402 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...](https://bit.ly/CoronavirusHaveYourSay)
pic.twitter.com/WNCYCO5rbB



🔗 2 ❤️ 1

Facebook

Similarly to Twitter, our top performing post on Facebook was the one asking people to fill in our survey. We boosted the post on Facebook with some paid advertising which meant it reached 943 people.

Healthwatch Kingston
Published by Hootsuite [?] · 3 June ·

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:
<https://bit.ly/CoronavirusHaveYourSay>

Healthwatch Kingston
Non-profit organisation
[Learn More](#)

Boost this post again
This post is no longer boosted. You can view the results and add budget to continue showing it to more people.

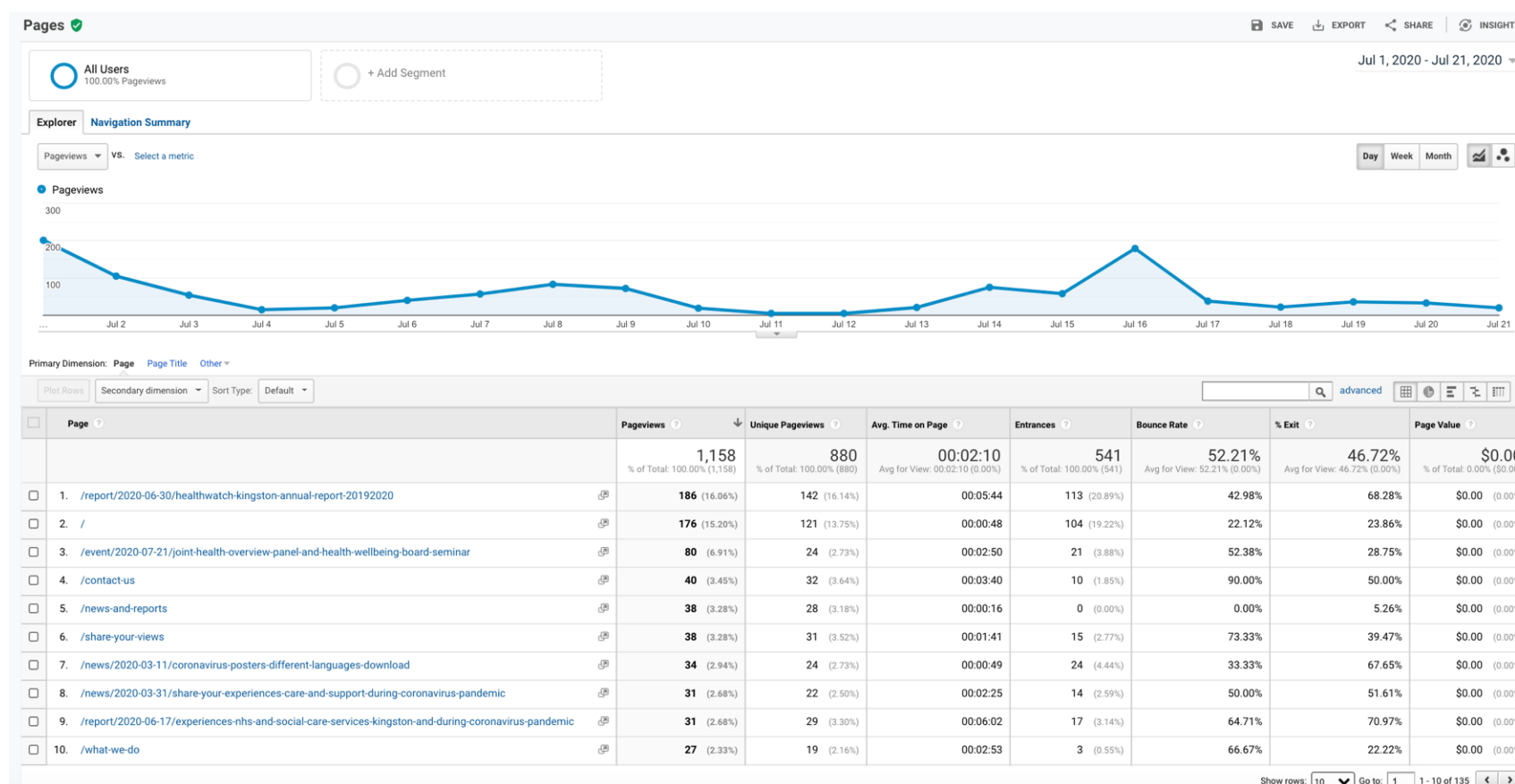
943
People reached

39
Engagements

[Boost again](#)

COMMUNICATIONS REPORT (MAY - JUL 2020)

JULY (up until 21 Jul)



In July the page with the highest number of unique views (142) was the one about our Annual Report which we successfully published online on 1 July. This was followed by the news item 'Contact us' (32), then then 'Share your views' (31).

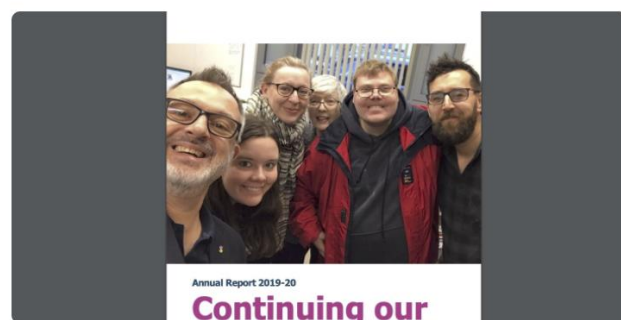
COMMUNICATIONS REPORT (MAY - JUL 2020)

Twitter

In July we received a total number of 42 profile visits and 3,250 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 (MAY - JUL 2020)

MAILCHIMP AND HWK NEWSLETTER - Here is some analytics on some of the recent Mailchimp news items

Healthwatch Kingston e-news (10 June 2020)

Out of 377 recipients, 153 people opened the email.

Article links performed at follows:

1. Open Meeting: 33
2. Share your views during COVID-19: 213
3. Young People's wellbeing survey: 168



Dear Healthwatchers!

We hope you are all keeping well and safe during these times. We would like to remind you of our next Open Meeting which will be taking place online on Tuesday, 16 June 2020.

Open Meeting - Tuesday, 16 June 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:



- Healthwatch Kingston Update
- Summary of findings from COVID-19 'Have your say' survey, to date
- Summary of findings from Youth Out Loud! COVID-19 survey, to date
- Impactful stories from Kingston Centre for Independent Living (KCIL) member's experiences of lockdown
- Feedback, Q&A and online photo for annual report

[Read more.](#)

Share your experience during Covid-19

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.



Young People's Wellbeing during the Covid19 crisis survey

To help organisations like the NHS and the Councils to better support young people, we want to know your experiences. We'll make sure that no one can tell who you are from the answers that you give. Please spare five minutes to share your experiences of lockdown in our [survey](#).



COMMUNICATIONS REPORT (MAY - JUL 2020)

Our annual report (1 July 2020)

Out of 377 recipients, 166 people opened the email.

Number of clicks on the link to read the report: 104



Dear Healthwatchers!

We have now released our Annual Report (31 March 2019 - 1 April 2020). We are proud to share with you all we have been working on over the past year.

Introduction from our Chair, Dr Liz Meerabeau

Both the team and the work of Healthwatch Kingston have grown considerably in the last year. We have maintained our important work on community care, and mental health and hospital services.

In addition we have hosted the Time to Change Kingston Hub Coordinator and have developed our pioneering work with people who find it harder to make their voices heard, such as people with learning disabilities and adults needing safeguarding.

A further achievement has been to maintain most of our activities and adapt our ways of working in response to the coronavirus lockdown, earning us a green rating from Healthwatch England.

[Download the full report from our website](#)



COMMUNICATIONS REPORT (MAY - JUL 2020)

Joint Health Overview Panel and Health & Wellbeing Board

Seminar invite (16 July 2020)

Out of 377 recipients, 144 people opened the email.

19 people click on the link to the event.



Dear Healthwatchers!

We would like to alert you to this important meeting where all Kingston health and social care stakeholders, along with members from the voluntary and community sector, will be present. They will be discussing the borough's response to COVID-19, the implications this will have on Kingston's [Health and Care Plan](#) and ideas about how to move forwards.

Joint Health Overview Panel and Health & Wellbeing Board Seminar

When: Tuesday, 21 July at 6.30pm

Where: Live stream on Kingston

Council's Youtube

channel: <https://www.youtube.com/user/KingstonCouncil>



If you have a question that you would like Healthwatch Kingston to ask, on your behalf, after the seminar, please email info@healthwatchkingston.org.uk.

[Read full details for the 'Joint Overview Panel and Health & Wellbeing Board Seminar', including the agenda.](#)

Share your experience during Covid-19

We continue to gather views of health and social care services during the pandemic. Your responses will form part of a report which can be used to inform meetings such as the one above.



[Take the survey.](#)

[Read our first 'Experiences of NHS and social care services in Kingston before and during the Coronavirus pandemic: Snapshot report #1'.](#)

Our Annual Report 2019-2020

In case you missed it, we recently released our Annual Report (31 March 2019 - 1 April 2020). We are proud to share with you all we have been working on over the past year.

[Download the full report from our website](#)



COMMUNICATIONS REPORT (MAY - JUL 2020)

ANNUAL REPORT 19-20

Our main focus during this period was to draft, finalise and publish the Annual report. We are still in the process of drafting a summary annual report and using items from the annual report to create more news and social media content which will be shared over the next couple of months.

SHARE YOUR EXPERIENCES DURING COVID-19

We produced and published our first [‘Experiences of NHS and social care services in Kingston before and during the Coronavirus pandemic: Snapshot report #1’](#). The findings of this report were shared at our last Open Meeting in June, with Healthwatch England and our South West London health and social care partners such as Kingston Council, Kingston and Richmond CCG’s and Kingston Hospital.

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 Sept 2020.

COMMUNICATIONS PLAN

Work is being finalised to produce Delivery Plans for each team member. With this in place, it will become easier to visualise where and when Comms support needs to be given to various projects and what content can be created around the delivery dates for certain key projects of work. We will also be able to highlight where there will be opportunities to celebrate successes. This should create a workflow for content creation which will produce more communication outputs. Once we have more great content to produce and share, this should increase further engagement with our social media channels and drive traffic to the website. A more formalised Comms plan will be produced once this piece of work is finalised so that we can formalise what our communication objectives will be moving forwards.