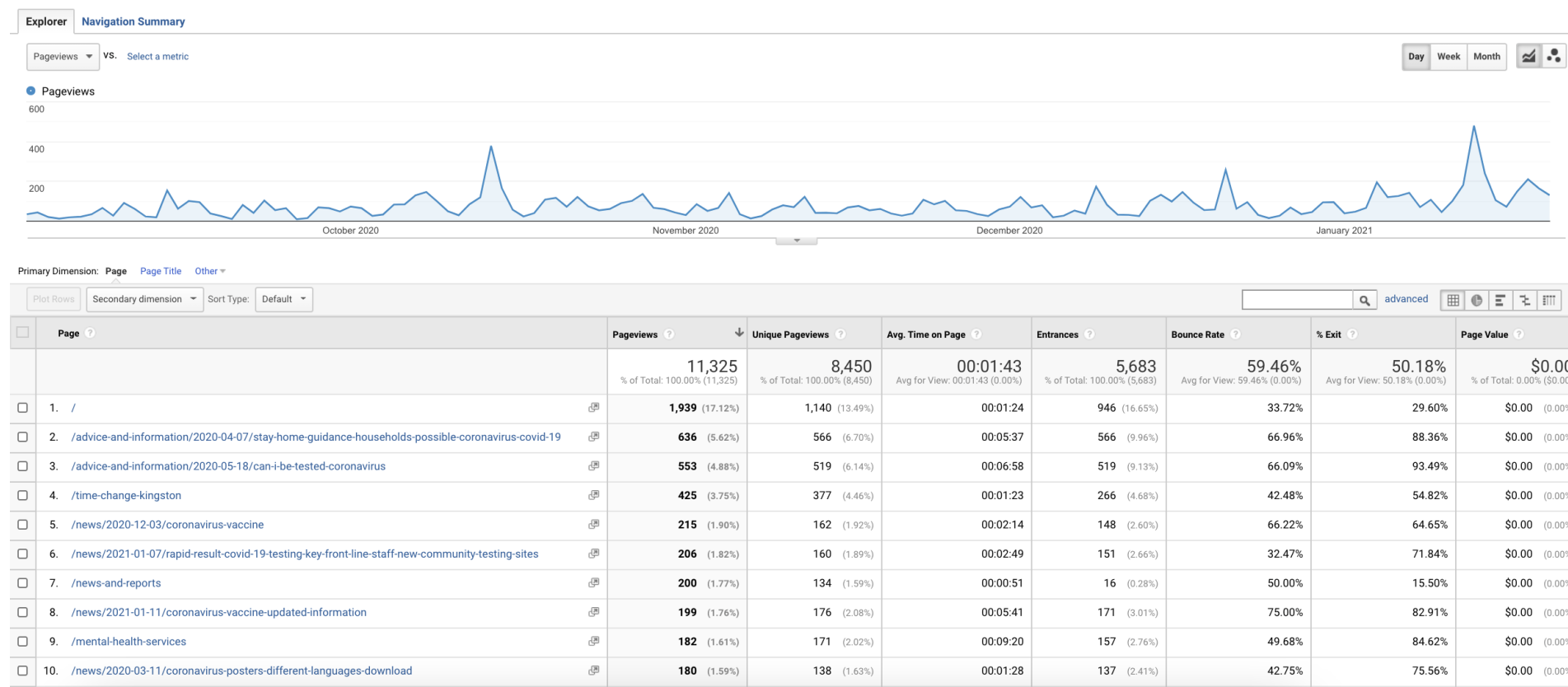


COMMUNICATIONS REPORT (SEPT 2020 – JAN 2021)

WEBSITE AND SOCIAL MEDIA

Jul – Sept (whole period)

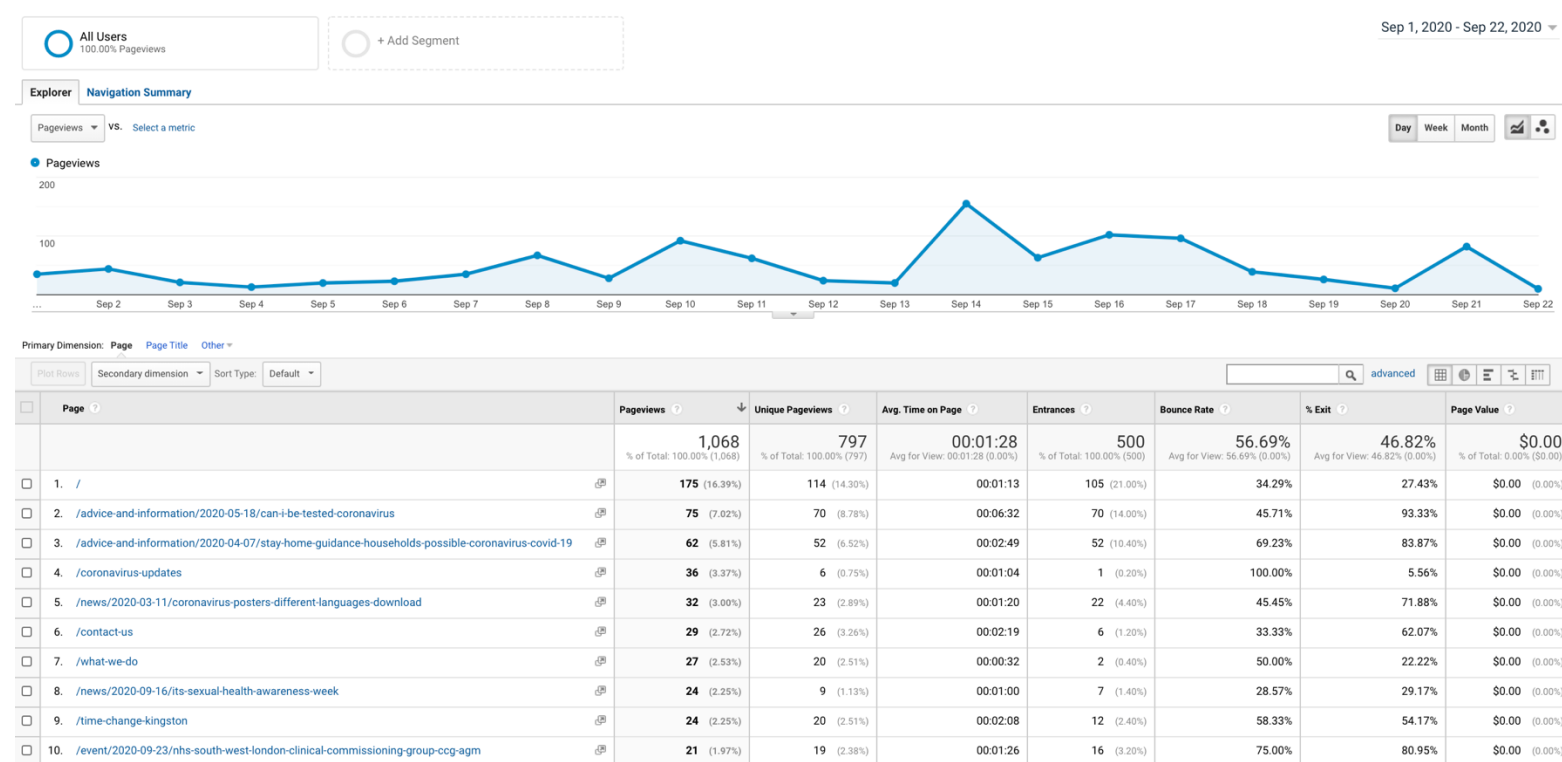


Above is a screenshot of a graph showing web traffic to the Healthwatch Kingston website from September 2020 to January 2021. We have had a total number of 11,325 visits to our website during this period, with 8,450 'unique' page views which means it does not include the same person visiting multiple times – this is the individual number.

COMMUNICATIONS REPORT (SEPT 2020 – JAN 2021)

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 1140 unique page views. This is followed by 'Stay home guidance' with 566 unique page views and 'Can I be tested?' with 519 unique page views.

SEPTEMBER



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

COMMUNICATIONS REPORT (SEPT 2020 – JAN 2021)

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>



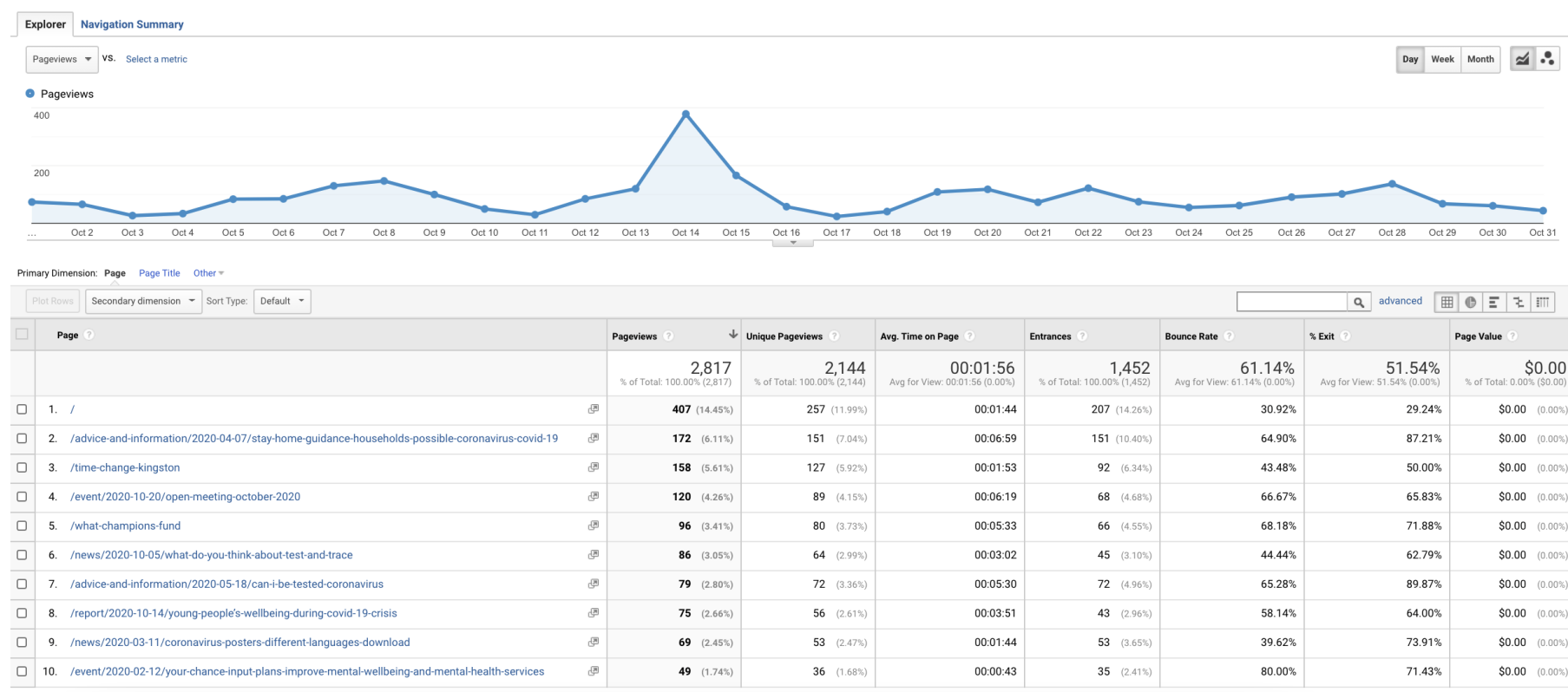
867
People reached

12
Engagements

Boost post

COMMUNICATIONS REPORT (SEPT 2020 – JAN 2021)

OCTOBER



In October the page with the highest number of unique views (151) was the one about 'stay at home guidance'. This was followed by the Time to Change Kingston page (127), then then our October Open Meeting (89)

COMMUNICATIONS REPORT (SEPT 2020 – JAN 2021)

Twitter

In October we received a total number of 288 profile visits and 8321 tweet impressions (number of people who have seen our content). Our top Tweet was the one about our October Open Meeting

Top Tweet earned 1,798 impressions


Come along to our next Open Meeting on Tuesday, 20 October at 12pm. We have guest speakers from [@KingstonHospNHS](#) and [@nhskingston_](#). We are also proud to be signing the [@TTCKingston](#) employer pledge. Full agenda and how to join bit.ly/HWKOpenMeeting...
pic.twitter.com/IEeY0jGskj



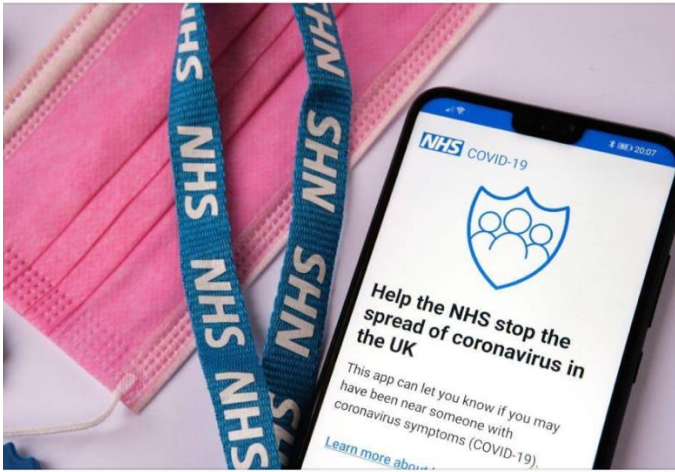
5 4

Facebook

On Facebook it was the sponsored post about our Test and Trace survey which reached 2484 people.


Healthwatch Kingston
 Published by Hootsuite [?] · 8 October 2020 ·

Want to share your opinion about the NHS Test and Trace Service in Kingston? Complete our short survey to make a difference in your community: http://bit.ly/HWK_test_and_trace_survey



Healthwatch Kingston
 Non-profit organisation

[Learn More](#)

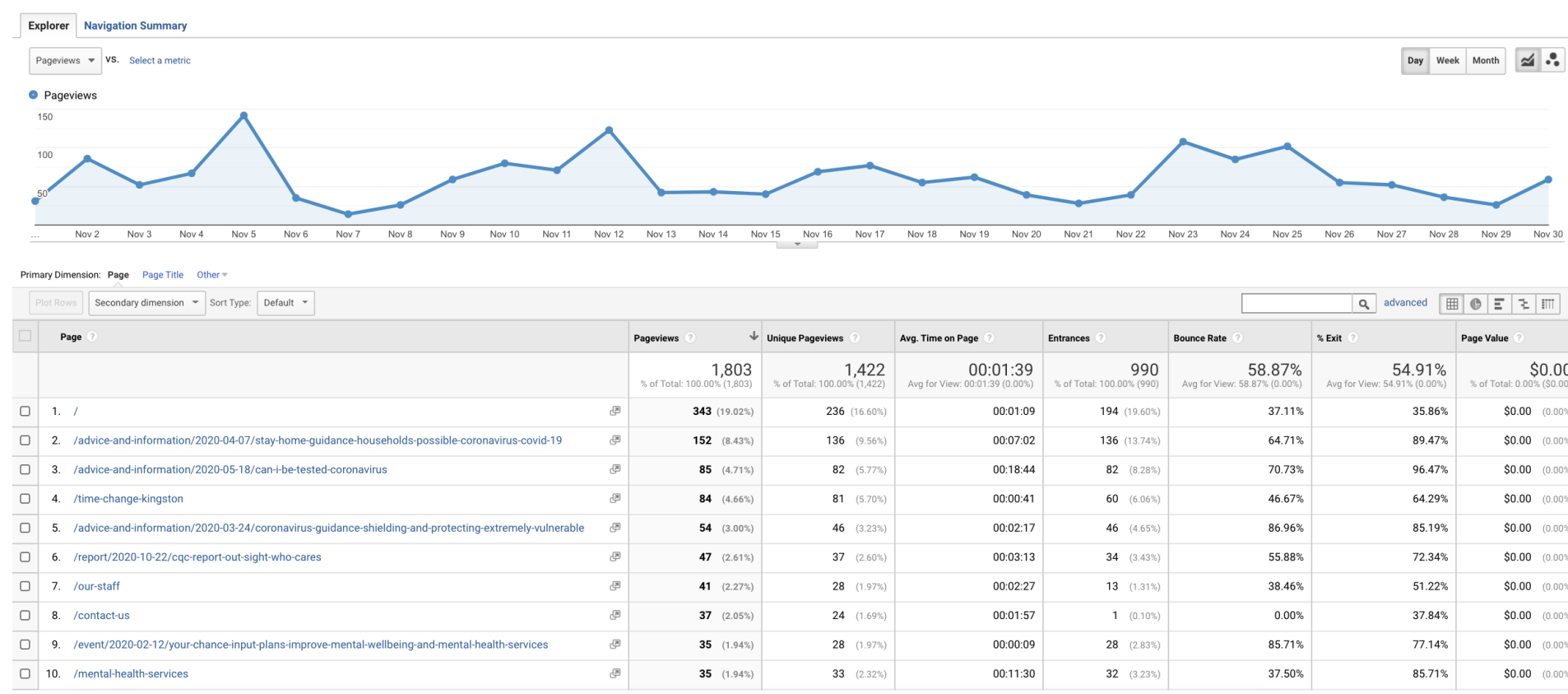
2,484
 People reached

59
 Engagements

[Boost again](#)

COMMUNICATIONS REPORT (SEPT 2020 – JAN 2021)

NOVEMBER



In November the page with the highest number of unique views (136) was still the one about stay at home guidance. This was followed by the 'Can I be tested article (82), then then Time to Change (81)

COMMUNICATIONS REPORT (SEPT 2020 – JAN 2021)

Twitter

In November we received a total number of 254 profile visits and 1865 tweet impressions (number of people who have seen our content). Our top Tweet was the shared video of the Time to Change Employer Pledge signing at the Open Meeting.

Top Tweet earned 131 impressions

We are proud to have signed the **@TTCKingston** employer pledge at our Open Meeting last week. We join many organisations in the fight against **#mentalhealth #stigma** in the workplace. Watch the video for inspiring and open sharing of experiences by our staff.
youtube.com/watch?v=xcIBWK...

1 1

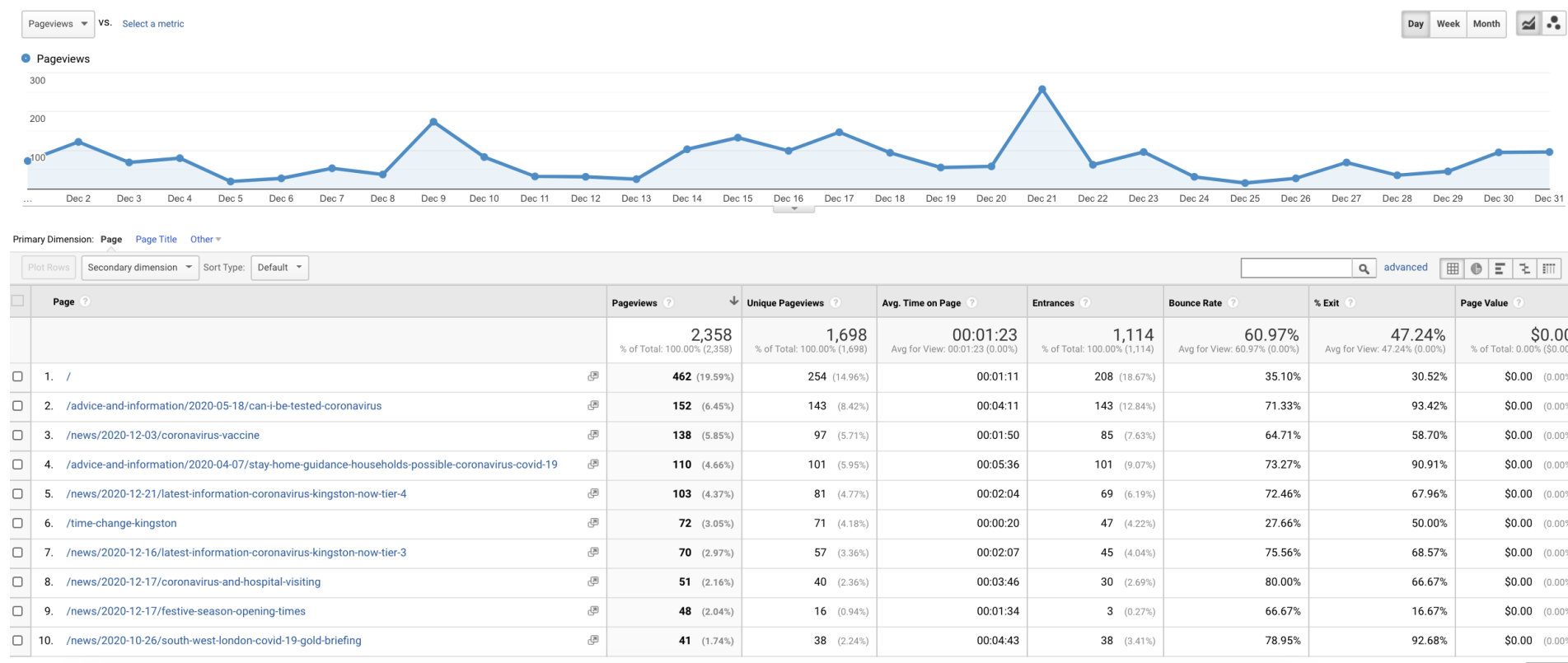
Facebook

On Facebook, the top post was about Tier 2 guidance.



COMMUNICATIONS REPORT (SEPT 2020 – JAN 2021)

DECEMBER



In December the page with the highest number of unique views (143) was still the one 'Can I be tested for Coronavirus?'. This was followed by the 'Coronavirus Vaccine' article (97), then then 'Stay at home guidance' (87)

COMMUNICATIONS REPORT (SEPT 2020 – JAN 2021)

Twitter

In November we received a total number of 544 profile visits and 1839 tweet impressions (number of people who have seen our content). Our top Tweet was this one about Kingston Hospital running patient engagement sessions.

.@KingstonHospNHS are running some patient digital engagement feedback sessions via MS teams at the following times:

- 1st December 10:00 - 11:30
- 2nd December 13:00 - 14:30
- 8th December 13:00 - 14.30
- 9th December 10:00 - 11:30

To register email: khft.improvement@nhs.net
pic.twitter.com/6d5vbGqENr



♥ 1

Facebook

On Facebook, the top post was about Tier 4 guidance.

Healthwatch Kingston
21 December 2020 · 🌐

Kingston, along with the rest of London, is now in TIER 4 in the government's new strengthened tier system.

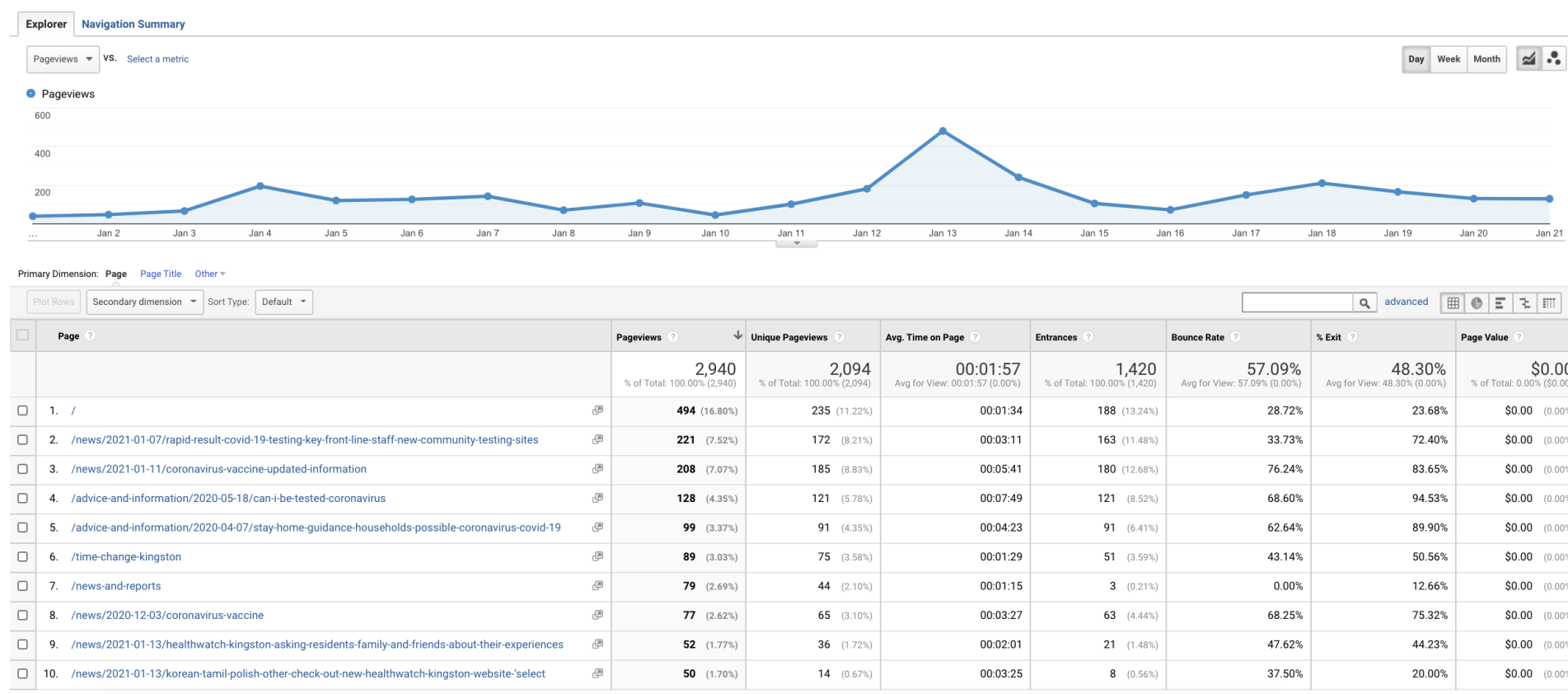
Tier 4 restrictions explained here:
<https://www.healthwatchkingston.org.uk/.../latest-information...>

HEALTHWATCHKINGSTON.ORG.UK

Latest Information on Coronavirus - Kingston now in Tier 4 | Healthwatch Kingston

COMMUNICATIONS REPORT (SEPT 2020 – JAN 2021)

JANUARY (until 21 January)



In December the page with the highest number of unique views (173) was the one about 'Rapid testing for frontline staff'. This was followed by the 'Coronavirus Vaccine updated information' article (185), then then 'Can I be tested for Coronavirus' (121)


COMMUNICATIONS REPORT (SEPT 2020 – JAN 2021)

Twitter

In January we received a total number of 731 profile visits and 3102 tweet impressions (number of people who have seen our content). Our top Tweet was this one about COVID-19 fact check

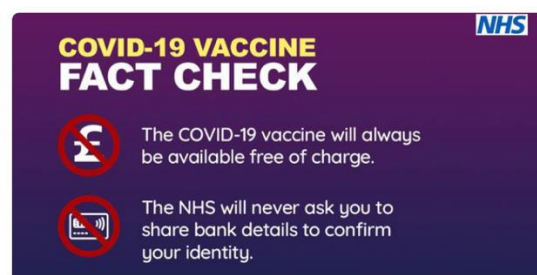
Top Tweet earned 565 impressions

The COVID-19 vaccine is a huge step forward in our fight against coronavirus, potentially saving tens of thousands of lives

 The COVID-19 vaccine will always be available free of charge.

 The NHS will never ask you to share bank details to confirm your identity.

pic.twitter.com/Bz5Bbuwzmf



3 4

Facebook

On Facebook, the top post was about the Test and Trace survey which we did a final push for as the deadline was approaching.



COMMUNICATIONS REPORT (SEPT 2020 – JAN 2021)

MAILCHIMP AND HWK NEWSLETTER

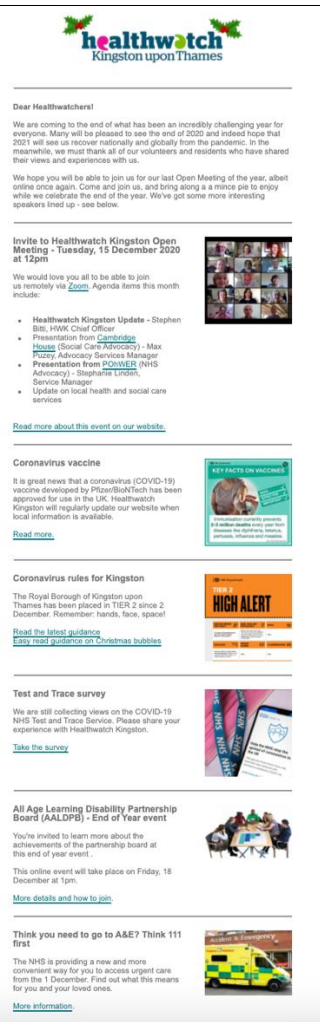
Here is some analytics on some of the recent Mailchimp news items

Healthwatch Kingston e-news (9 December 2020)

Out of 377 recipients, 140 people opened the email.

Article links performed at follows:

1. Open Meeting: 36
2. Coronavirus vaccine: 26
3. Coronavirus rules in Kingston: 21
4. Test and trace survey: 15
5. AALDPB – end of year event: 11
6. Think 111 First: 6



COMMUNICATIONS REPORT (SEPT 2020 – JAN 2021)

CORONAVIRUS COMMUNICATIONS

We continue to provide updates on the ever evolving Coronavirus pandemic. This has included updating the website and social media with the most recent Government guidance related to the different tiers and currently, national lockdown. We have also provided information about the vaccine, and testing, and always link to available easy-read resources where available. These posts on social media have proven to be some of the most popular. We continue to support the efforts of the hospital, CCG and NHS with whatever wider messaging and campaigns they are running to get messages out to local populations.

SHARE YOUR EXPERIENCES DURING COVID-19

We continue to run a number of surveys gathering people's experiences of services in Kingston during the pandemic and are due to publish our second report on this very soon. We are closing our Test and Trace survey this week, with a report to follow. We are currently running surveys to gather the views from people regarding residential care homes, and have drafted a survey about the 111 First initiative.

COMMUNICATIONS TRAINING

We are rolling out website and social media training to the whole team to build in contingency for when the Communications and Engagement Officer is not available. This will enable the team to publish news, event and reports to the website regarding their individual projects and cover the social media streams daily. We have noticed that since more team members have been contributing towards producing content, there has been uplift in engagement on both the social media platforms and the website. We hope to keep this trend going.