

Communications Report

April - August 2016

Purpose

1. Communications activities support the whole organisation to raise awareness of and involvement in Healthwatch Cambridgeshire's work, and in health and social care decision making, using the principles and messages established in the Communications Plan agreed January 2016. This report informs the Board of the activities undertaken in this period and provides an opportunity to discuss future direction of communications activities.

Key Issues

2. Updated literature and promotional materials incorporating the key messages developed, to support the work of the engagement team. 5,000 postcards and 2,000 'Tell Us' forms distributed across Cambridgeshire in last 5 months through libraries, local organisations and engagement events.
3. Re-branded the Consultation Network as Your Voice and in the process of merging the e-news and the Your Voice. Next steps to look at re-modelling the hardcopy newsletter and review circulation.
4. Recruited an Apprentice to support social media engagement and the development of engaging displays and materials for the team.

Action required by Board Members

5. To note the report

Author

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Date

September 2016

Current activities

6. Continue to use a range of different mechanisms to inform and engage with different stakeholders and sections of the community in line with our communications plan.
7. In this period, we have supported the production, key messaging and circulation of all Healthwatch public reports. We try to produce a brief, easy to read summary document of reports to make the reports more accessible to a wider audience.
 - Enter & View reports for Addenbrookes, 3 full and a summary documents.
 - Thriving.
 - Annual report and summary document.
 - Sitting Comfortably.
8. Consultation Network activities taken over by the Communications team, and re-branded as 'Your Voice', a name chosen after consulting with our volunteer team and local people.
9. Our Social Media and Marketing Apprentice started in April. Jade has settled well into the team and has added capacity to our communications activities. She also edited a Gypsy & Traveller video which was presented at our AGM; helps develop and promote content for the Your Voice page and displays for the engagement team. Jade also takes photos at our local engagement events and is helping us develop a broader photo library.

Areas for development

10. Website - we will work closely with the Information Manager to look at the development of the design & content side of the new website, and have currently arranged a visit to meet with Healthwatch Lincs.
11. Look at re-developing a hardcopy newsletter - re-design a format that will be quick to update, for people who don't use the website.

Mechanism	Outcome / Impact
<p>Engagement / display materials</p> <p>A range of new engagement materials including large and small pop up banners, bunting and promotional postcards developed to support work of engagement team.</p> <p>Materials designed to incorporate key messages but also fit and be relevant with any proposed development work on the website.</p>	<p>5,000 postcards distributed in this period through a range of venues including libraries, community venues and engagement events.</p> <p>2,000 Tell Us forms distributed.</p> <p>New materials catching and have been popular with staff and volunteers. Suitable for a wide range of individuals.</p>
<p>Website development / reach</p> <p>Key pages / messages up to date.</p> <p>Website regularly updated with news stories (12 in this period) and Your Voice page updated with opportunities to get involved.</p> <p>Currently developing pages around work streams and thinking about how we can support team members to keep people updated with their activities.</p>	<p>The number of people visiting the website has reduced slightly on the same period last year (6,925 vs 7,935 individual sessions); however, people are spending longer on the website, and interacting with it more.</p> <ul style="list-style-type: none"> • Average of 2.36 pages visited per session • Visits last an average of 3.10 minutes per session, an increase of 36% on the same period last year. • ‘Bounce’ reduces to 57% per page, which means that 4 out of 10 visitors interacted with the page they visit by clicking a link. • Browsealoud software increases access options for people. The access tool bar is used an average of 34 times a month; speech request software, which reads the page out to you, is used an average of 66 times a month. <p>Most visited pages are the home page, the Your Voice page, Hinchingsbrooke and Addenbrookes stories and the Thriving report.</p>

<p>Social media</p> <p>Primarily engage with people on Facebook and Twitter. Facebook is more effective for engaging with local people, Twitter for organisations. Have used some advertising.</p> <p>Aim is to drive users to the website and get them to engage with us.</p> <p>Currently investigating using Instagram to target young people.</p> <p>Monitor an account on Streetlife but haven't actively used this in the current year, as its focus is too localised to be effective for us.</p>	<p>Facebook page - 247 people liked our page at the end of August, increase of 39% since March.</p> <p>An average of 37 posts per month, seen by 5,700 users (high % are local).</p> <p>An average of 387 (5%) of people who see one of our posts engaged with the page - like, share, comment or clicking a link.</p> <p>This is an increase of 32% on average engagement levels for last year.</p> <p>Twitter - 2,231 people follow our profile</p> <p>An average of 82 posts per month, seen by an average of 47,500 users</p> <p>An average of 375 (1%) engagements with page per month.</p>
<p>E-news</p> <p>5 editions e-news published. Sign up list taken out to all events.</p>	<p>Mailing list now currently at 1,009 recipients. List grown by 10% since March 2016</p> <p>Opened by average of 28% recipients, and links clicked by 4%. Analytics show us which stories are most popular.</p>
<p>Media stories / articles in other orgs newsletters</p> <p>We have had a quieter period in terms of work with the media (newspapers, radio, television); however, have done more work to develop promoting our stories / messages through other organisations such as CVS, voluntary and community organisations and magazines.</p>	<ul style="list-style-type: none"> • 24 articles in parish magazines • 5 radio interviews • 5 newspaper stories • 11 community newsletter articles <p><i>(We don't always know when our articles are printed in village magazines, so if anyone sees us mentioned, please do let us know.)</i></p>