Communications Report
11 March 2015

Introduction

The scope of this report is to look at the online and hardcopy mechanisms used to promote Healthwatch Cambridgeshire during 2014-15, analyse how effective each has been, to help us to develop our approach for 2015-16.

Making our information accessible to a wider audience

It is important that we retain a mix of online and hardcopy materials in accessible formats, to ensure that our messages are accessible to a wide range of individuals.
Access to website: Our website uses browse aloud technology which has a range of features to make the site more accessible to people who cannot easily read the printed word. This includes a translation feature, however we are not sure how reliable this is as we have had no feedback on it from people who have accessed our services.

Easy to read: We aim to write our web and hardcopy materials targeted at members of the public, in an easy to read format, to make the information accessible to a wider range of individuals. Our tone is conversational, relies on using personal pronouns and simple words e.g. "We want to know what you think…"

Images: We aim to use images that represent individuals from a broad cross section of the community. We need to do more work to build up our use of images, so that we do not exclude particular groups who do not see "people like them" represented. Using images that do not stereotype people from a segment of the community is also a challenge.

Large print: We do not produce any printed material below 12pt font and have provided information in large print on request.

There is more work to do around making sure that we are providing information in an accessible format to different members of the community and this is something that we want to develop more in 2015-16.

Online presence

Website

Healthwatch Cambridgeshire's website is developed in Drupal from a toolkit supplied by Healthwatch England. We use all our social networking tools to direct traffic towards the website where possible.

News and events content are kept up to date and we try to re-fresh the home page regularly, highlighting current projects. In addition, the Consultation Network has recently been put online and this helps draw traffic to the web, as well as advertising these opportunities to a wider audience.

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Analysis of the website

The chart below illustrates the number of sessions that people have logged onto our website for this quarter (in blue), comparing the current quarter to date with the previous quarter (orange). This image is for visual representation of trends only. Please contact the office if you would like these charts in a different format or would like more detail.
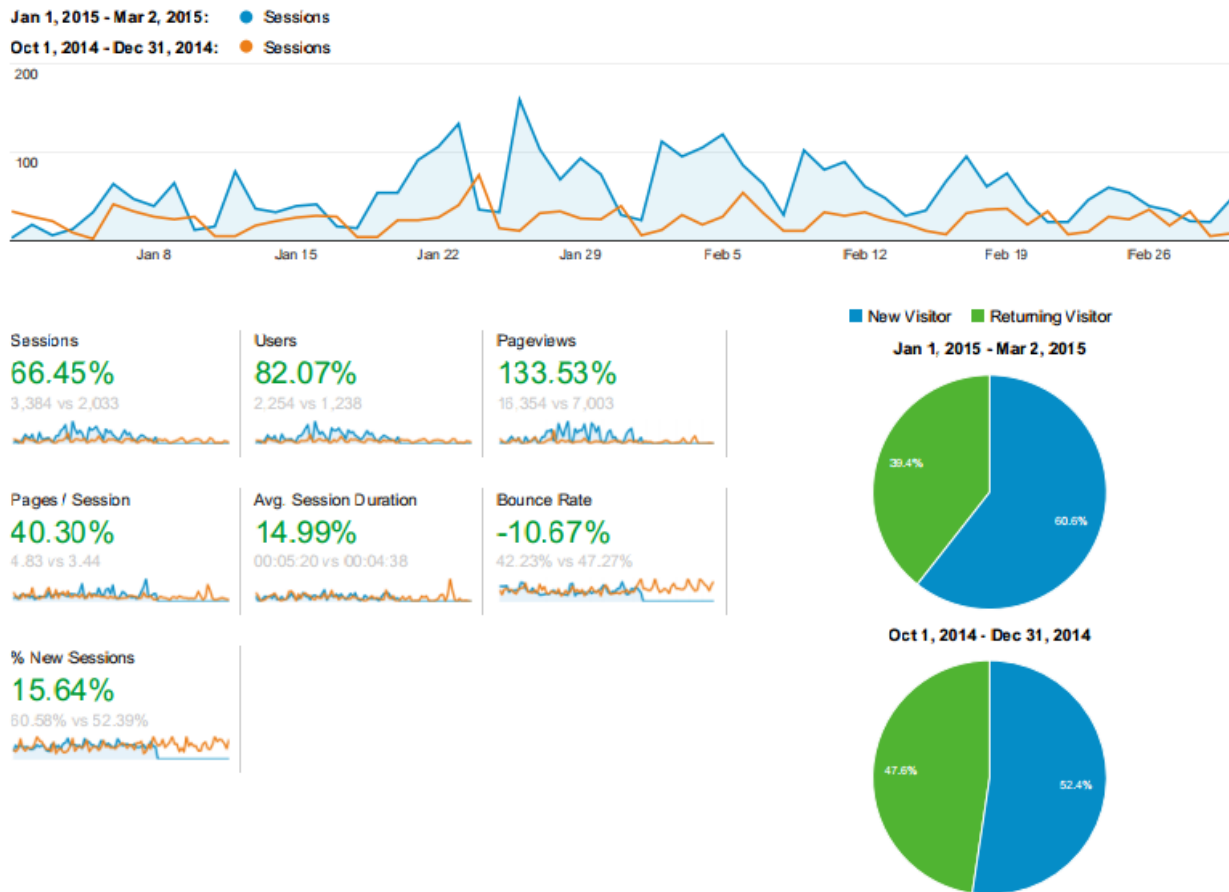
We have had significantly higher levels of activity on the website in the current quarter than in previous quarters. The most visited page was the First Steps to Health questionnaire.

As with previous analysis, we have a higher level of activity through the week than at the weekends.

We will continue to keep the website up-to-date and explore how we can make it easy to navigate and interesting to local people.

Twitter - @HW_Cambs

We maintain an active presence on twitter, using tools like tweetdeck to help us schedule tweets. Our twitter activity has increased each quarter over the 2014-15.

Tweets are served to the twitter feed of each follower, however it will only be seen by the percentage of individuals using twitter around the time the tweet is served. Re-tweets, mentions and replies show when someone has taken a direct action as a result of reading one of our messages.

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	tweets	re-tweets	mentions	replies	Favourites	Re-tweet reach	Followers
Quarter 4 (Jan & Feb)	303	272	100	33	64	327020	1350
Quarter 3	318	233	83	34	76	209906	1226
Quarter 2	367	172	38	34	98	250138	1059
Quarter 1	236	120	39	34	44	220238	
Total	1224	797	260	135	282	1007302	

We encourage other users to re-tweet our posts and this increases the number of individuals who potentially see our posts. The peak in the chart below shows the number of individuals who have potentially seen our re-tweeted messages.
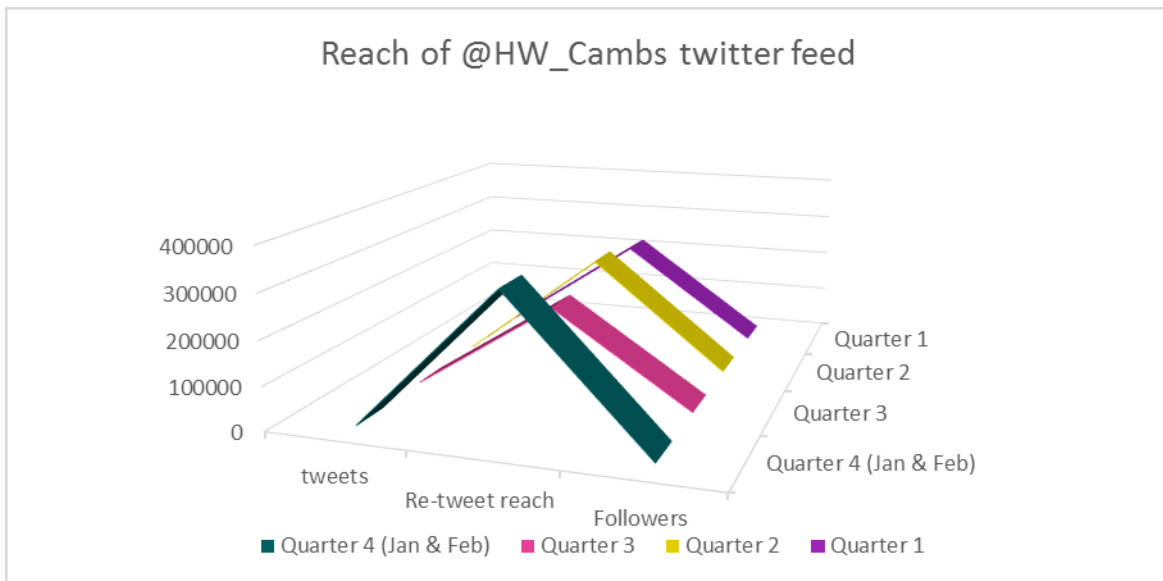
Twitter is an effective tool for engaging with partner organisations and individuals; it will remain a core part of our social media activity. We use twitter to drive individuals to the Healthwatch Cambridgeshire website.

Facebook

We have worked to develop our Facebook presence over the last 12 months but our following remains low at 63 individuals; this has increased from 31 in April 2014.

In this forum we interact less with organisations and more with individuals.

Our followers are from a broad demographic of individuals aged 17 – 65+, with more users in the 17+ to 65 bracket.

Over the year, engagement with our page averages at 34 engaged users per day, out of a potential 3628 who see the content.

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This average is skewed by the use of occasional paid for advertising.

In November when we ran no advertising, we had an average of 1 engaged user per day out of a potential 5 who saw a post. In February when we ran an £100 advert to promote the First Steps to Health survey, we had an average of 318 engaged users per day out of a potential 38029 who saw the promoted post.
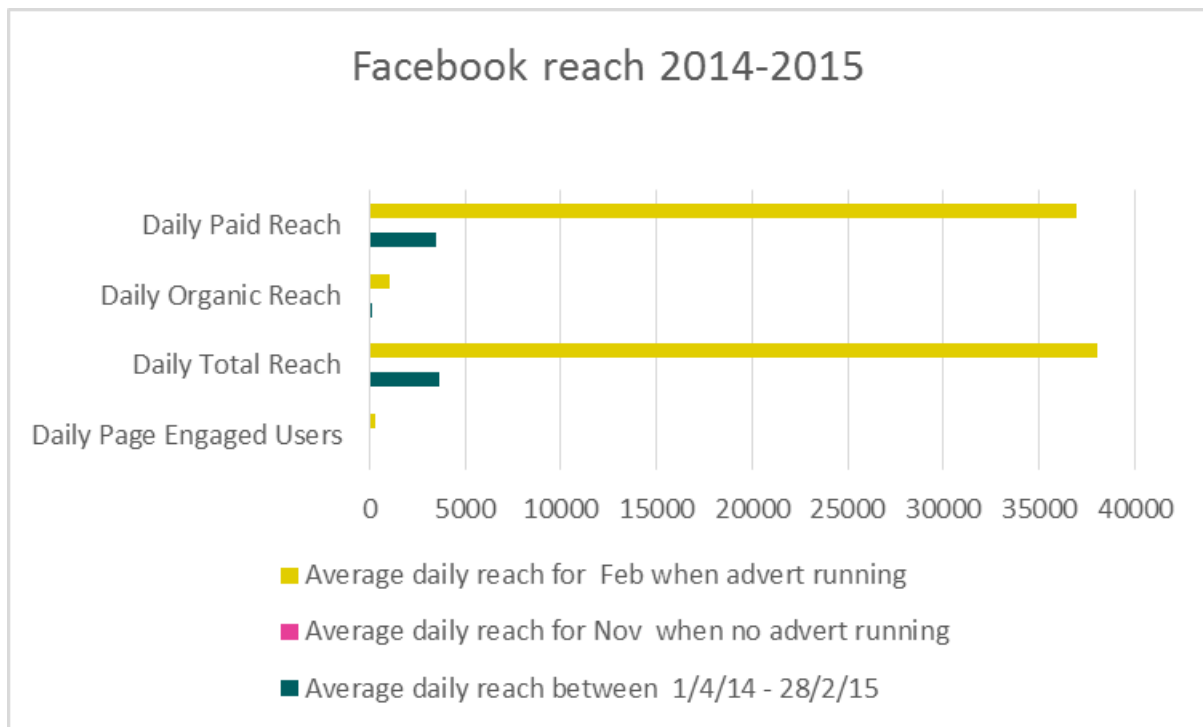
Conversations with other Local Healthwatch have indicated that this is not uncommon phenomena

Facebook can be used effectively but to maximise its engagement potential, it would be worth looking at a small advertising budget to promote the page on a semi-regular ongoing basis.

Other social media platforms

Shape Your Place.
We have used the local shape your place webspace to promote individual events and activities to people in different parts of the county. We found that engagement with individual posts was low in comparison to other social media sites. Shape your place is closing at the end of March 2015.

Pinterest
We have trailed a Pinterest account for the last 6 months as a visual tool that might appeal to a different segment of the population. Although the account is easy to manage, engagement with the page is minimal with 24 followers.

It may be worth investigating if it is possible to integrate the Pinterest page into the website to create a more interesting visual experience or to look at other tools to use Pinterest more effectively.

Streetlife
Social media site that aims to link people up with other individuals in their locality. Streetlife have made a big marketing push in Cambridgeshire in early 2015.
We set up an account in February 2015 but discovered that we can only post messages to people living in a small geographical remit around an individual's home postcode.
It is potentially effective mechanism for engaging with individuals on local issues and we have had a good level of engagement on some of our posts.
Streetlife are looking at addressing the geographical limitations that the site imposes on our account; when this work has been completed then Streetlife is likely to become an important and effective mechanism of talking to local people.

E-News and hardcopy newsletters

We use a tool called mailchimp to send our regular e-newsletter and consultation network letters. This allows individuals to manage their own mailing preferences.
We currently have 552 individuals signed up to our e-newsletter.

Since October 2014, we have moved to a more regular newsletter every 4-6 weeks, to ensure that our contacts remain more engaged and up to date with the work that we are doing. We were starting to see less engagement.

The format is designed to be visually appealing, quick and easy to read and current; encouraging individuals to click through to the website for more information.

- October 2014 newsletter, 31% open,8 .7 % click rate
- December 2014 newsletter, 24% open rate, 3.6 % click rate
- January 2015 newsletter, 33% open, 9.8% click rate

We have not done enough to encourage individuals to sign up to the e-newsletter and consultation networks and we are looking at ways to do this more consistently for all potential new contacts.

We write a hardcopy newsletter every 3-4 months, for individuals who do not use the internet. We circulate this as widely as possible through our normal engagement channels.

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Appendices
Appendix 1:
Communications Work Plan 2014-15
• Continue to develop multi-faceted communications to raise awareness of the work of HWC and embed within each project and piece of work
• Engage a wide range of people from different backgrounds and communities to work with HWC working with existing networks and groups
• Work in partnership with other 'Voice' organisations to promote good practice and develop and implement innovative ways of engaging with communities
• Maintain sufficient capacity to respond to urgent issues as they arise

Appendix 2:
Away day feedback on Communications - What we could have done differently?
- Develop better links to the local media and develop more stories and articles.
- Look at targeting communications to different groups more effectively, e.g. professionals.
- Look at how we communicate what we offer to individuals and organisations.
- Explore working in partnership with other local Healthwatch to combine communications
- Look for feedback from volunteers, partner organisations and other organisations to help us improve our communications

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