

Board of Directors Item 5.5*

Subject: Communications Report
Date of Meeting: 7th February 2023
Prepared by: Matthew Back, Head of Comms
Presented by: Karen Nightingall, Chief People Officer
Purpose of Report: To Note

BAF Reference	Impact on BAF
N/A	None

Level of assurance (please tick one)					
<input checked="" type="checkbox"/>	Acceptable assurance Controls are suitably designed, with evidence of them being consistently applied and effective in practice	<input type="checkbox"/>	Partial assurance Controls are still maturing – evidence shows that further action is required to improve their effectiveness	<input type="checkbox"/>	Low assurance Evidence indicates poor effectiveness of controls

1. Executive Summary

The purpose of this report is to keep The Board informed and provide a high level update on Trust communications activities during quarter 3 (Oct-December 2022).

2. Background

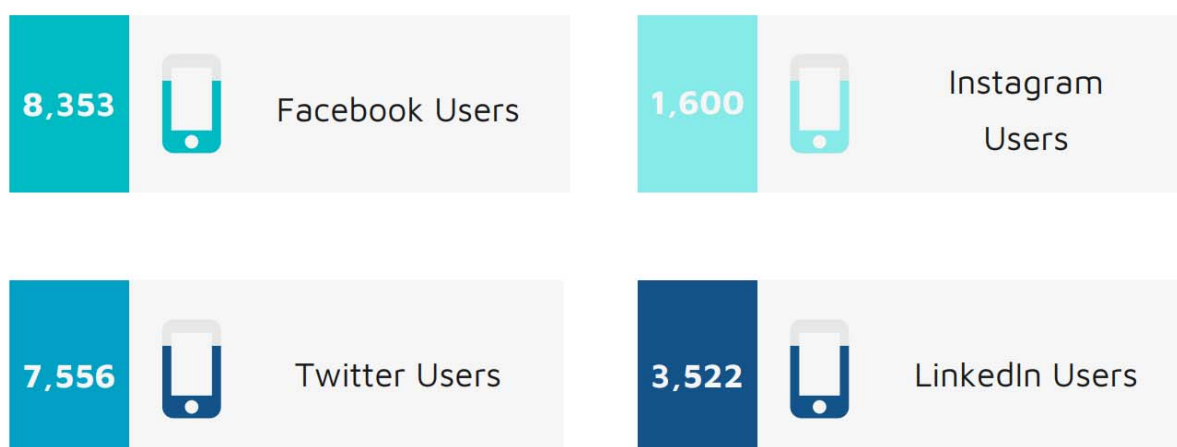
This is the latest quarterly update provided to The Board.

3. Highlights During Quarter 3 (October – December 2022):

- Finalised new communications strategy and received Board approval
- Published Summary Annual Review
- Successfully coordinated the nominations and judging process, and held the Best Virtual Awards evening in October, attended by 200+ staff/governors
- Worked with Digital Systems regarding new website/intranet development project
- Planned and held a 'comms away day' to review comms strategy and implement change
- Quarterly Members Matters newsletter written, designed and distributed in November.

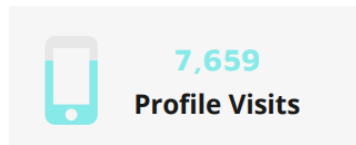
- Supporting Christmas/New Year activity planning for patients/staff
- Coordinated staff recognition mailing in December
- Planned and supported a series of health awareness events, including Pride, World Heart Day, Sepsis Awareness, Hydration, Patient Safety etc.
- Helped coordinate charitable funds bid for staff recognition vouchers for Christmas
- Extensive planning and support for LHCH Charity – video production, Christmas campaign materials, event promotion and PR
- Continued to refine and implement a more consistent and analytical approach to social media comms for LHCH and LHCH Charity
- Produced a new podcast for release in November (Lung Cancer Awareness with Dr Martin Ledson)
- Continued membership events / governor elections and ongoing planning for 2023 events.
- Designing new strategy documentation for AHPs, Estates, Recruitment Teams
- Provided extensive support to the new Digital Communications Officer
- Supported awards nomination/judging panel comms
- Supported a new community heart health initiative with Heart Valve Voice, a local primary school and other NHS partners.
- Continued producing patient story videos for Trust Board meetings
- Supported comms for cardiology imaging and TAVI/TEER education events.
- Supported comms internally and externally around HM Queen Elizabeth
- Implemented membership engagement plans for 2022/23 in conjunction with Chair and governors
- Supported comms for multiple vacancies and collaborated with HR Team.
- Supported Schwartz rounds for staff
- Critical Care Garden opening
- Supported Critical Care with OSCE filming and editing
- Supported mental health liaison team with filming training sessions on dementia and delirium
- Supporting comms for vaccine campaigns and staff survey
- Continued providing regular covid briefings for staff
- Positive engagement/reach seen on all three main social media channels. Facebook performs best with patient experience/staff story content; and Twitter engagement with clinical content was positive. Instagram audience continues to grow fastest.
- Planning for LHCH Charity Ambassador – Daniel Craig

SOCIAL MEDIA ACTIVITY & STATUS



Q3 Top Twitter Insights (Nov 2022)

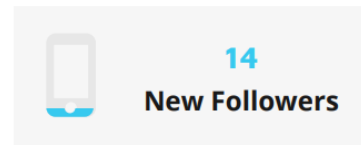
INSIGHTS



Up 11.6% in
comparison to October



Up 11.2% in
comparison to October



Down 74% in
comparison to October

TOP POST - 29 LIKES

Today we celebrated some of our truly amazing LHCH colleagues with our 'Long Service Achievement Awards'.

We wanted to show our appreciation & say thank you to our dedicated & committed staff, who's length of service ranges from 25 to 40 years within the #NHS. [#TeamLHCH pic.twitter.com/8qFH7yRX0j](https://pic.twitter.com/8qFH7yRX0j)



Impressions	2,471
Total engagements	123
Media engagements	56
Detail expands	32
Likes	29
Profile clicks	3
Retweets	2
Link clicks	1

Top media Tweet earned 2,067 impressions

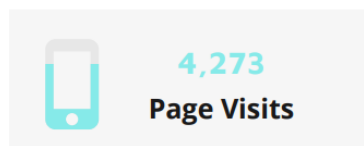
It's #worldradiographyday & we're celebrating our brilliant team of radiographers at LHCH & raising awareness of the outstanding work they do for our patients.

Thank you for all of your efforts in helping us to provide the very best patient care, day & night. #TeamLHCH #NHS pic.twitter.com/COxsh32zqk

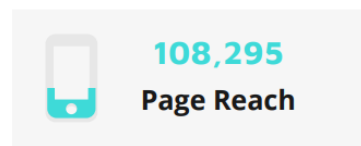


Q3 Top Facebook Insights (Nov 2022)

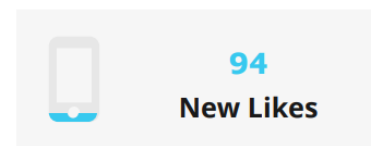
INSIGHTS



Up 2.7% in
comparison to October



Down 55.6% in
comparison to October



Up 20.5% in
comparison to October

TOP POST - 494 REACTIONS

Liverpool Heart and Chest Hospital
23 November at 18:01
For this week's #WellbeingWednesday we'd like to introduce you to the wonderful YOGI & CINDY BEARS therapy service dogs, who have brought sheer happiness and joy to our patients and staff here at LHCH this week.
It was lovely to see the impact Yogi and Cindy had on some of our patients, who commented on how good it was to be able to see and stroke the dogs after spending so much of their time receiving care indoors.
A huge thank you to our Health and Wellbeing group for organising, but more importantly to Yogi and Cindy... we all love you! You were the perfect partners to brush away those mid-week winter blues! 🐾



Performance

Reach

Total
11,973 Worst Best

This post reached more people than 100% of your 50 most recent Facebook posts and stories.

Reach 11,973

Reactions, comments and sh...

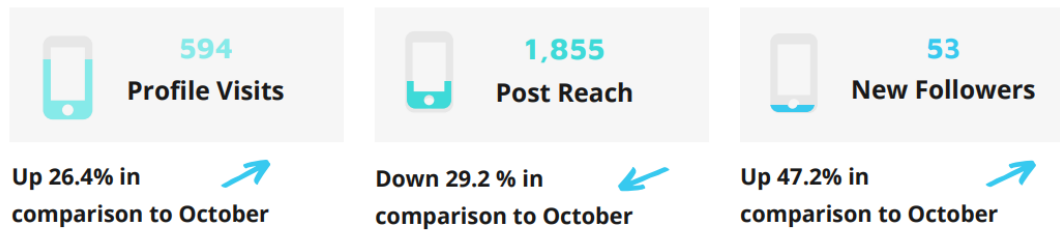
Total
566 Worst Best

This post received more reactions, comments and shares than 100% of your 50 most recent Facebook posts and stories.

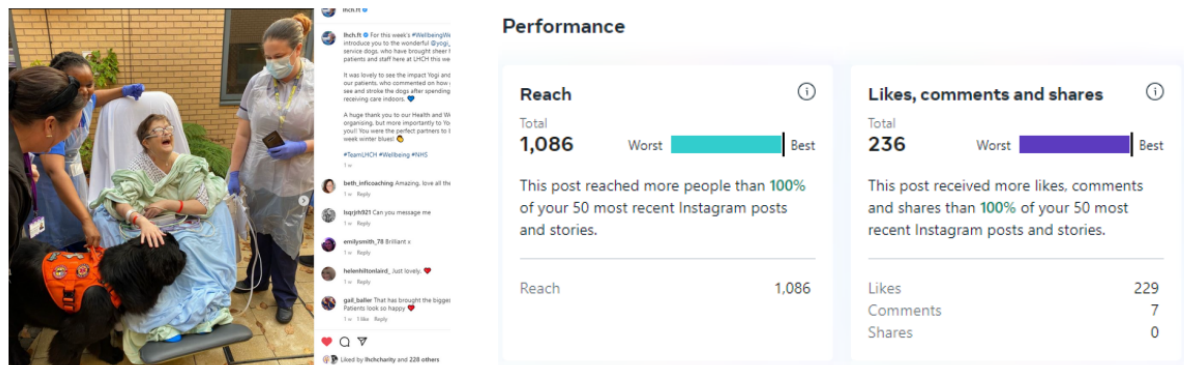
Reactions 494
Comments 39
Shares 33

Q3 Top Instagram Insights (Nov 2022)

INSIGHTS



TOP POST - 229 LIKES

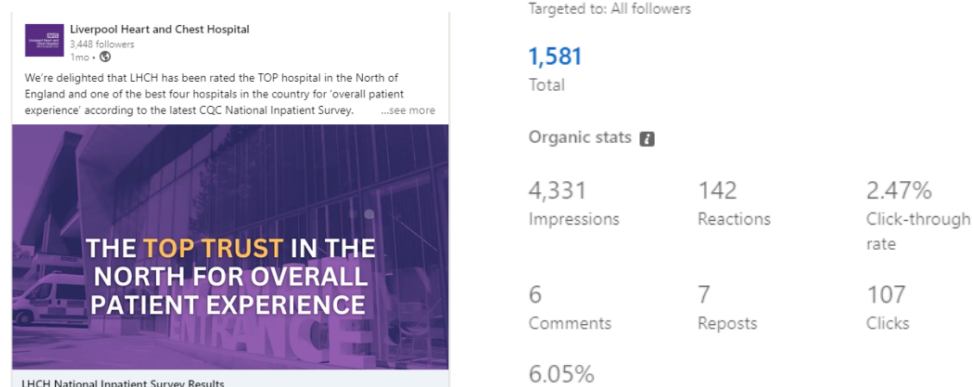


Q3 Top LinkedIn Insights (Nov 2022)

INSIGHTS



TOP POST - 142 REACTIONS



PLANS FOR Q4 (2022/23)

- Annual Report and Accounts 22/23 planning and preparations
- Website/intranet project – pitch process, contract award and project initiation
- Quarterly Members Matters newsletter to be written, designed and distributed in January.
- New stakeholder bulletin to be launched
- Support third party website/social media activity (Breathing Point, Happy Hearts)
- Continue supporting comms for vaccine campaigns and staff survey
- Continue planning and comms support for potential industrial action
- Planning and supporting comms for health awareness days and events.
- Continue implementing consistent approach to social media comms for LHCH and LHCH Charity
- Continue membership events / governor elections and ongoing planning for 2023 events.
- Continue identifying and filming suitable patient experience videos

4. Conclusion

- Positive engagement and increases across social media channels in line with the appointment of new digital communications officer.
- Ongoing work to identify strong patient / staff stories, to deliver greatest reach.
- Extensive comms/membership planning ongoing
- Extensive divisional support

5. Recommendations

The Board are asked to note the contents of the report.