

## Board of Directors (in Public)

### Item 5.2\*

Subject: Communications Report Q4  
Date of Meeting: Wednesday 26<sup>th</sup> April 2023  
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"/>	<b>Acceptable assurance</b> Controls are suitably designed, with evidence of them being consistently applied and effective in practice	<input type="checkbox"/>	<b>Partial assurance</b> Controls are still maturing – evidence shows that further action is required to improve their effectiveness	<input type="checkbox"/>	<b>Low assurance</b> Evidence indicates poor effectiveness of controls

### 1. Executive Summary

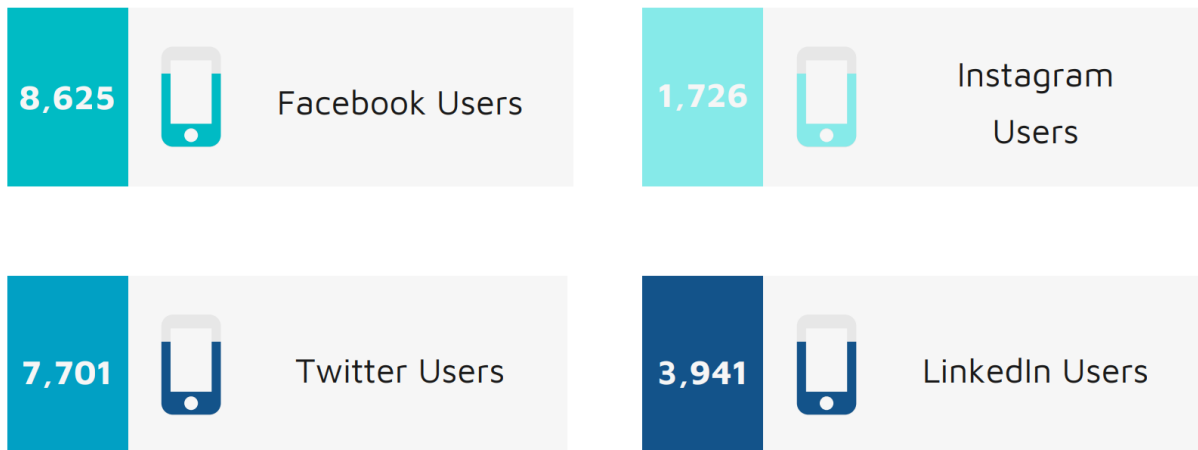
The purpose of this report is to keep the Board of Directors informed and provide a high level update on Trust communications activities during quarter 4 (Jan-March 2023).

### 2. Highlights During Quarter 4 (Jan-March 2023):

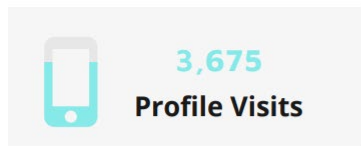
- Extensive work undertaken with Website and Intranet Project Steering Group to develop briefing documentation, undertake shortlisting, appoint an agency (CUBE Creative) and commence initial planning work.
- Industrial action communications support.
- Commenced work on the Annual Report and Accounts 22/23
- Planned and supported divisional teams with a series of health awareness events and activities on site and off site
- Progressing exploratory discussions for Royal/dignitary visitor for Cath Labs opening in early 2024.
- New bi-monthly stakeholder newsletter produced in January and March
- Members Matters newsletter written and printed for distribution
- Announcement comms re. new LHCH Charity ambassador with media coverage

- Ongoing LHCH Charity communications and PR support
- Implementing a more consistent and analytical approach to social media comms for LHCH and LHCH Charity
- Interviewed DR Matthew Kahn and a patient ahead of heart failure awareness month
- Continued membership events / governor elections and ongoing planning for 2023 events.
- Designing new strategy documentation for People Plan, Finance Strategy, Volunteering, Specialist Palliative Care and others
- Initial planning for 2023 staff recognition schemes
- Extensive comms support for launch and ongoing awareness of the new Breathing Point website, coordinated through the Innovation Agency.
- Continuing to identify and produce patient story videos for Trust Board.
- Continued implementing membership engagement plans for 2023 in conjunction with Chair and governors and planned activities for 2023/24.
- Supported comms for multiple vacancies and collaborated with HR Team.
- Supported Schwartz rounds for staff
- Supported Mental Health Liaison Team with training and scenario filming on psychosis.
- Supporting comms for 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.
- Work continued to retain the Digital Communications Officer working across LHCH Charity and in support of the Trust.

## SOCIAL MEDIA ACTIVITY & STATUS – MARCH 2023



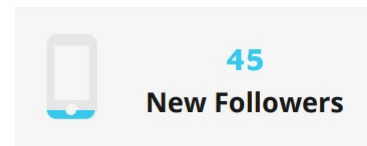
## Q4 Top Twitter Insights (March 2023)



Down 1.5% in  
comparison to February



Up 14.6% in  
comparison to February



Up 17% in  
comparison to February

### TOP POST - 9,771 IMPRESSIONS

We're thrilled that Prof Greg Lip has been presented with a prestigious Distinguished Scientist Award during the @ACCinTouch Annual Scientific Session with World Congress of Cardiology for his contribution to cardiovascular medicine.

Congratulations! 🎉

#ACC23 #WCCardio  
pic.twitter.com/Fvuik2Y9PM



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Impressions	9,771
Total engagements	211
Likes	93
Detail expands	50
Profile clicks	33
Retweets	16
Replies	13
Media engagements	4
Hashtag clicks	2

Top media Tweet earned 2,271 impressions

LHCH is the **#1** trust in the country as a place to work & for staff engagement, according to this year's NHS Staff Survey.

We also scored in the **#3** trusts in the country for care is our top priority & a place for treatment.

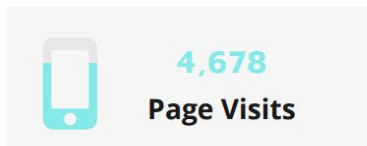
Full results [nhsstaffsurveys.com/results/local-...](https://nhsstaffsurveys.com/results/local-...)

#staffsurvey pic.twitter.com/g44mNzcMF0



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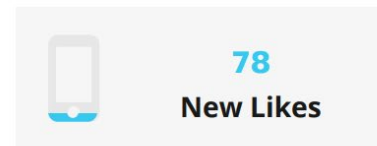
## Q4 Top Facebook Insights (March 2023)



Up 2.7% in  
comparison to February



Up 1.3% in  
comparison to February



Up 14.7% in  
comparison to February

### TOP POST - 505 REACTIONS



### Performance

Reach  
Total  
7,532 Worst Best

This post reached more Accounts Centre accounts than **96%** of your 50 most recent Facebook posts and stories.

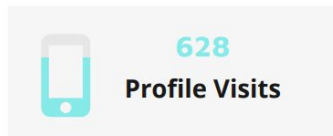
Reach 7,532

Reactions, comment...  
Total  
637 Worst Best

This post received more reactions, comments and shares than **98%** of your 50 most recent Facebook posts and stories.

Reactions 505  
Comments 70  
Shares 62

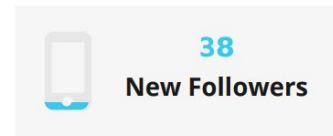
## Q4 Top Instagram Insights (March 2023)



Up 19.6% in  
comparison to February

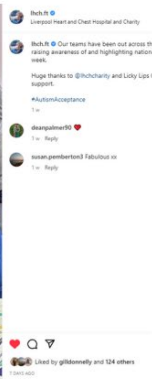


Up 27.7% in  
comparison to February



Down 20% in  
comparison to February

### TOP POST - 125 LIKES



### Performance

#### Reach

Total  
**1,121** Worst Best

This post reached more Accounts  
Centre accounts than **96%** of your  
50 most recent Instagram posts  
and stories.

Reach 1,121

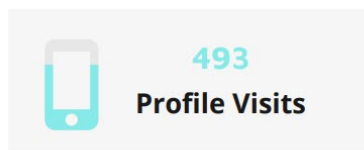
#### Likes, comments an...

Total  
**127** Worst Best

This post received more likes,  
comments and shares than **92%**  
of your 50 most recent  
Instagram posts and stories.

Likes 125  
Comments 2  
Shares 0

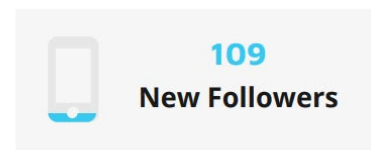
## Q4 Top LinkedIn Insights (March 2023)



Up 23.6% in  
comparison to February



Up 70% in  
comparison to February



Up 19.8% in  
comparison to February

### TOP POST - 103 REACTIONS



Organic impressions: 2,326 Impressions

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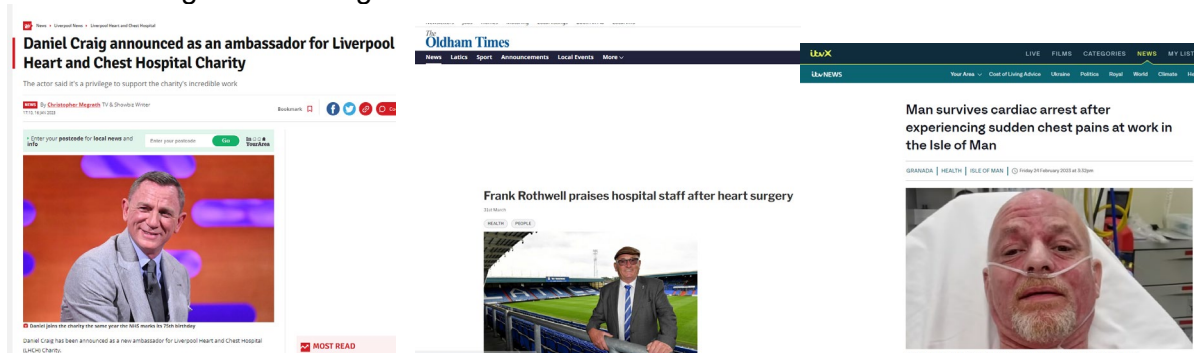
#### Organic stats

Targeted to: All followers

2,326 Impressions	103 Reactions	5.37% Click-through rate	3 Comments
14 Reposts	125 Clicks	10.53% Engagement rate	

## MEDIA COVERAGE

- A number of positive media pieces were picked up in quarter 4 relating to Daniel Craig, and positive patient stories, including Frank Rothwell (video recently shared).
- No negative coverage of the Trust was identified.



## PLANS FOR Q1 (2023/24)

- Progress website project towards go-live (engagement sessions, design, build, testing etc) and initiate intranet project towards the end of Q1 or into Q2.
- Quarterly Members Matters newsletter to be written, designed and distributed.
- Continue to support third party website/social media activity (Breathing Point, Happy Hearts)
- Continue planning for staff recognition awards in 2023
- Plan for King's Coronation
- Plan for NHS75 events on site
- Continue planning and comms support for industrial action
- Planning and supporting comms for health awareness days and events.
- Continue planning and comms support for LHCH charity
- Continue implementing consistent approach to social media comms for LHCH and LHCH Charity
- Continue membership events / governor elections and ongoing planning for 2023/24 events.
- Continue identifying and filming suitable patient experience videos

## 4. Conclusion

- Excellent progress made on the Trust's new website/intranet project.
- Positive patient video stories identified and introductions made to LHCH Charity
- Positive engagement and increases across social media channels in line with the appointment of new digital communications officer.
- Extensive comms/membership planning
- Extensive divisional support

## 5. Recommendations

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