

## Board of Directors (in Public)

### Item: 5.3

Subject: Communications Report Q4  
Date of Meeting: Tuesday 31<sup>st</sup> May 2022  
Prepared by: Matthew Back, Head of Communications  
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 2022).

### 2. Background

This is the fourth quarterly communications update provided to the Board of Directors.

### 3. Highlights During Quarter 4 (Jan-March 2022):



- Produced a Brew Monday podcast and supported comms/awareness around Brew Monday
- Produced the quarterly newsletter [Members Matters](#)
- Supported [World Sleep Day](#) in March for public members and staff
- Heavily involved in the planning for staff comms around vaccination as a condition of deployment (VCOD)
- Worked closely with colleagues at NHS England re. February's heart month awareness plans and also produced LHCH specific [weekly patient stories](#)

- Coordinated [ITV interview with Dr Perry and supporting NHS England heart health campaign](#)
  - Supported the launch of Schwartz rounds for staff
  - Supported the staff BBQ event
  - Coordinated comms and activities around the Chair's retirement and new [chair appointment](#)
  - Coordinated the launch of the new spirometry service with Liverpool University/LHCH Charity
  - We received positive media coverage.
  - We supported comms for multiple vacancies.
  - We supported a number of other awareness days/events via comms channels
  - Initiated plans for the 21/22 LHCH Annual Report and Accounts
  - Provided ongoing comms support for covid booster, flu campaigns, mandatory vaccination/testing programmes
  - Planned recruitment for a fixed term 12month digital communications officer post
  - Started planning for a new communications strategy
  - [Staff Survey success communications campaign](#)
  - Pharmacy member of staff story – [World's Strongest Disabled Woman](#)
  - Supported communications for a joint [heart health awareness event for public](#) in Liverpool City Centre with Heart Valve Voice
  - Supported comms/PR for [AI heart monitoring technology](#)
  - Supported comms/PR for [Grange School charity rowathon](#) for LHCH Charity with ITV
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- Positive engagement and reach was 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 is growing fastest.
  - Overall, total social media reach for Q4 is shown below.


## SOCIAL MEDIA MONITORING

Q4 2021/22	Twitter	Facebook	Instagram
Audience	7,040	7,798	1,475
Audience Growth YTD	10.67%	14.24%	19.53%
Reach	88,600	617,004	38,524
Number of Posts	68	29	33

## SOCIAL MEDIA ACTIVITY HIGHLIGHTS

Q4 Top Tweet (March 2022)	Q4 Top Mention (March 2022)
<p><b>Top Tweet</b> earned 7,795 impressions</p> <p>Tomorrow, visit the cardiology team and <a href="#">@HeartValveVoice</a> in Williamson Square <a href="#">#Liverpool</a> city centre from 10am for a free heart check and to find out more about heart valve disease. The team will be offering stethoscope checks and raising awareness that <a href="#">#YourHeartMatters</a>  <a href="https://pic.twitter.com/fcZj9Q2hpw">pic.twitter.com/fcZj9Q2hpw</a></p>  <p>1 14 18</p>	<p><b>Top mention</b> earned 947 engagements</p> <p> <b>Neil Pullar</b> 🍋  <a href="#">@PullarNeil</a> · Mar 8</p> <p><a href="#">@melharvey72</a> <a href="#">@bselwyn_</a> <a href="#">@LHCHFT</a>  Yes, this is true - it was me. It feels like I shouldn't be here by rights. But the work &amp; effort everyone made to save me means I am now back home trying to get back to normal. For anyone who thinks it can't happen to them I'm someone who is fit, runs every day, eats healthy etc</p> <p>10 6 355</p>

## Q4 Top Facebook Post (March 2022)



Boost post

**This Friday our cardiology staff are teaming up with Heart Valve Voice and Va...**  
30 March 2022 at 16:00  
ID: 368369035298481

Interactions

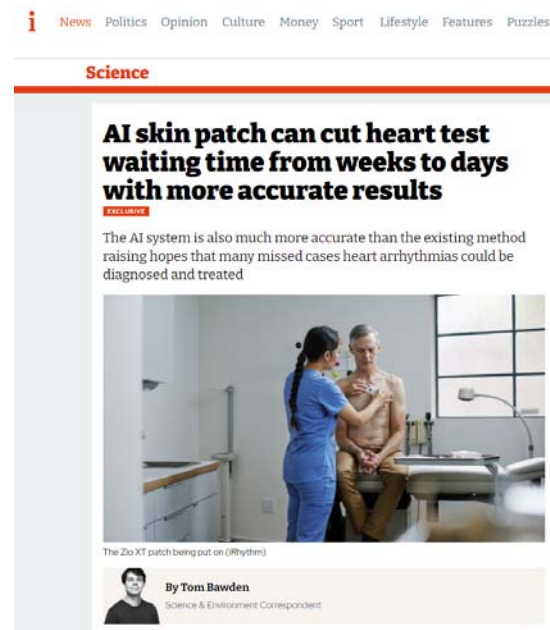
280 reactions
21 comments
109 shares

## Performance

Reach	Reactions, comments and sha...	Results
<p>Total</p> <p><b>11,417</b></p> <p>Worst Best</p> <p>This post reached more people than <b>100%</b> of your 50 most recent Facebook posts and stories.</p>	<p>Total</p> <p><b>410</b></p> <p>Worst Best</p> <p>This post received more reactions, comments and shares than <b>90%</b> of your 50 most recent Facebook posts and stories.</p>	<p>Total</p> <p><b>349</b></p> <p>Worst Best</p> <p>This post received more link clicks than <b>73%</b> of your 50 most recent Facebook posts and stories.</p>
<p>Reach</p> <p>11,417</p>	<p>Reactions</p> <p>Comments</p> <p>Shares</p> <p>280</p> <p>21</p> <p>109</p>	<p>Link clicks</p> <p>349</p>

## MEDIA COVERAGE

- A total of 48 pieces of positive media coverage were picked up in quarter 4 with no negative coverage.
- Positive TV media coverage on ITV Granada (NHS England Heart Health campaign with Dr Raph Perry; Pharmacy staff member achievement)
- Positive media coverage of LHCH's partnership with ZIO technology, funding boosts, heart health campaign, LHCH Charity,



## PLANS FOR Q1 (2022/23)

- Finalise new communications strategy
- Completion of Annual Report & Accounts 2021/22
- Quarterly Members Matters newsletter to be produced.
- Comms support for Nurses' Day, International Clinical Trials Day, other awareness days/events and staff health and wellbeing initiatives
- New digital comms officer to take up post
- Coordinate VIP visit with Innovation Agency in June
- New podcast guests interviewed and shared via social media.
- Online membership events planned and summer governor elections
- Planning for 2022 staff recognition activities/events.
- Implementing membership engagement plan for 2022/23 in conjunction with Chair and governors
- Produce mouthcare training video for surgical division

## 4. Conclusion

- Overall positive media coverage.
- Positive engagement across social media channels. Ongoing work to identify strong patient / staff stories, to deliver greatest reach.
- Extensive comms/membership planning ongoing

## 5. Recommendations

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