

## Board of Directors (in Public)

### Item 5.4

**Subject:** Communications Report Q2  
**Date of Meeting:** 28<sup>th</sup> November 2022  
**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 2 (July-October 2022).

### 2. Background

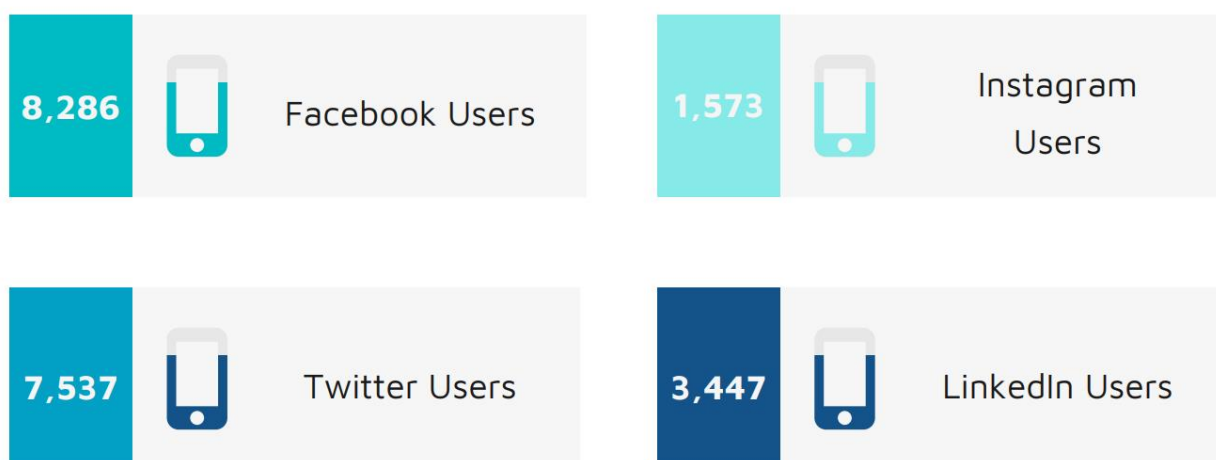
This is the sixth quarterly communications update provided to the Board of Directors.

### 3. Highlights During Quarter 2 (July-October 2022):

- Finalised new communications strategy and received Board approval
- Organised the Annual Members' Meeting
- Successfully coordinated the nominations and judging process in the build up to the Best of the Best Virtual Awards evening in October, attended by 200+ staff/governors,
- Designed and produced the Trust's summary annual review document
- Completed laying before Parliament of Annual Report and Accounts
- Planned and supported a series of health awareness events, including Pride, World Heart Day, Sepsis Awareness, Hydration, Patient Safety etc.

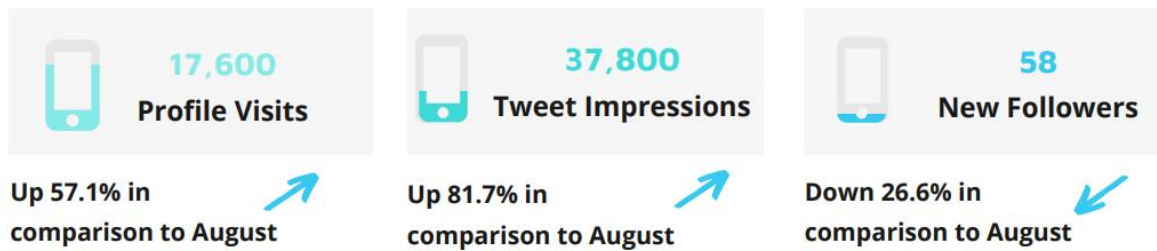
- Helped coordinate charitable funds bid for staff recognition vouchers for Christmas
- Extensive planning and support for LHCH Charity – video production, Christmas campaign materials, event promotion and PR
- Continued to refine and implement a more consistent and analytical approach to social media 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.
- Started to produce a new series of patient story videos for use at 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 launch comms for vaccine campaigns and staff survey
- Developed relationship with volunteers to aid future promotion and awareness
- Supported Queen's Green Canopy tree planting initiative in collaboration with LUHFT
- 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.

## SOCIAL MEDIA ACTIVITY & STATUS – OCTOBER 2022



## Q2 Top Twitter Insights (Sept 2022)

### INSIGHTS



### TOP POST - 34 LIKES



Impressions	5,363
Total engagements	82
Likes	34
Media engagements	22
Retweets	12
Profile clicks	8
Detail expands	3
Replies	2
Hashtag clicks	1

### Top mention earned 564 engagements



## Q2 Top Facebook Insights (Sept 2022)

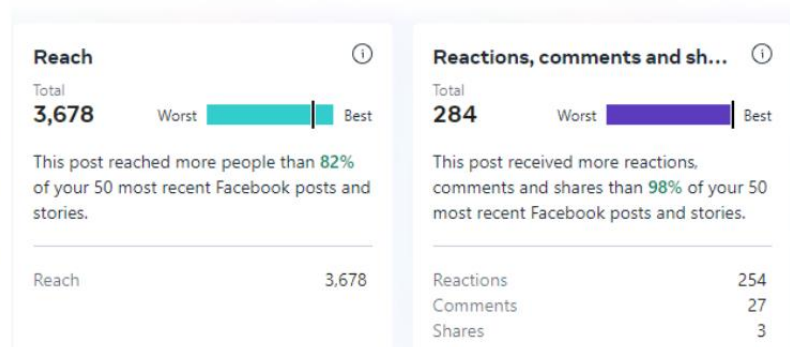
### INSIGHTS



### TOP POST - 254 REACTIONS



### Performance



## Q2 Top Instagram Insights (Sept 2022)

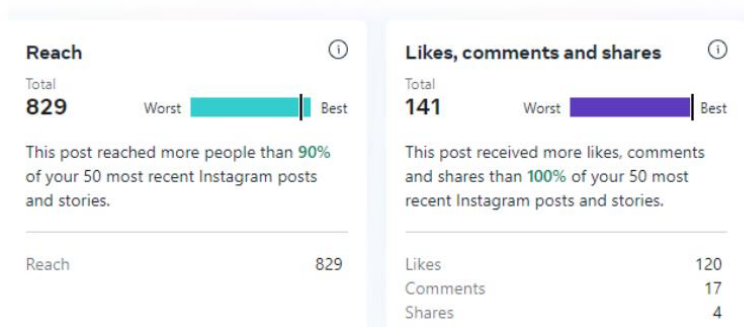
### INSIGHTS



### TOP POST - 120 LIKES



#### Performance



## Q2 Top LinkedIn Insights (Sept 2022)

### INSIGHTS



### TOP POST - 235 REACTIONS



Organic impressions: 6,992 Impressions

#### Organic stats

Targeted to: All followers

6,992 Impressions	235 Reactions	3.1% Click-through rate
56 Comments	3 Reposts	217 Clicks
7.32% Engagement rate		

## MEDIA COVERAGE

- A number of positive media pieces were picked up in quarter 2 with no negative coverage including new virtual wards feature on BBC/NHS England with Dr Sarah Sibley, Liverpool Echo report on a walker experiencing a heart attack, Nursing Times feature on minimise moisture/Julie Tyrer.



## PLANS FOR Q3 (2022/23)

- Planning 'comms away day' to review comms strategy and implement change
- Quarterly Members Matters newsletter to be written, designed and distributed in November.
- Liaise with Digital Systems team regarding the possibility of website/intranet development project
- Support third party website/social media activity (Breathing Point, Happy Hearts)
- Support family heart health engagement day, end of November
- Supporting Christmas/New Year activity planning for patients/staff
- Coordinating staff recognition mailing in December
- 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 planning and comms support for charity Christmas campaigns
- Continue implementing consistent approach to social media comms for LHCH and LHCH Charity
- Review podcast channel and set up annual calendar of guests
- 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 for

## 5. Recommendations

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