

Board of Directors (in Public) Item 5.9*

Subject: Communications Report Quarter 1 2021/22
Date of Meeting: Tuesday 27th July 2021
Prepared by: Matt Back, Head of Marketing & Communications
Presented by: Karen Nightingall, Chief People Officer
Purpose of Report: To Note

BAF Ref	Impact on BAF
N/A	None

Level of assurance (please tick one)

To be used when the content of the report provides evidence of assurance

<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
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1. Executive Summary

The purpose of this paper is to update the Board of Directors on the range of communications activities undertaken by the Communications team in Quarter 1 and outline the plans for Quarter 2.

During Quarter 1:

- We organised and successfully delivered two events: LHCH Virtual Awards and the LHCH Staff BBQ
- We received positive media coverage particularly around Kaftrio and its impact on patient care, our involvement in the refugee nurse programme and covid 3millionth vaccination.
- We produced a professional staff focussed recruitment video and supported comms for various vacancies (NEDs, radiology, nursing, HR etc).
- We supported Nurses' Day, International Clinical Trials Week, Global Hand Hygiene Day, Ramadan, Eid, ODP Day, World Hypertension Day, Stroke Awareness Day, Volunteers Week, Heart Rhythm Week
- We provided brand support for the new Library & Knowledge Service/Eden project.

- We developed an extensive new adult heart surgery section of the LHCH website.
- The Trust Annual Report and Accounts 20/21 was finalised and approved.
- Ongoing support given to LHCH Covid Vaccine Centre and other covid related issues.

2. Introduction

Q1 was a busy quarter for the communications team.

- Positive engagement and reach was seen on all three main social media channels. Instagram, as the newest channel, performed better with LHCH staff related content; Facebook performs best with patient experience/story content; and Twitter engagement with clinical content and Nurses Day/Global Hand Hygiene Day was positive.
- Overall, total social media impressions for Q1 was just under 500,000 with audience growth across all three platforms.

3. Social Media Monitoring

Q1 2021/22	Twitter	Facebook	Instagram
Audience	6,547	6,895	1,283
Audience Growth YTD	3.98%	3.11%	8.08%
Reach	N/A	406,349	29,017
Impressions	353,200	98,520	33,471
Number of Posts	114	30	34

Social Media Activity Highlights

Q1 Top Tweet (June 2021)	Q1 Top Mention (May 2021)
	<p>Top mention earned 11.4K engagements</p>  <p>Prof Khaled Albouaini @Albouaini · May 13</p> <p>It hurts my eyes (yet enjoyable) to see VF but normal atrial contraction (reference in comments) in the same heart.</p> <p>#CardioTwitter #EPeeps #cardiologycasesuk @CardioWebinar @HRSONline @BSHeartFailure @BritishCardioSo @TheBJCA @BHRsociety @LHCHFT @ESC_Journals @escardio #MD7098 pic.twitter.com/akfHQzDRAa</p>

Q1 Top Facebook Post (April 2021)

Post Details

Reported stats may be delayed from what appears on posts

Liverpool Heart and Chest Hospital
 Favourites · 1 April · 🌐

Today marks 30 years since the day that LHCH, formerly known as The Cardiothoracic Centre (CTC), was one of 57 organisations to become an NHS Trust. 🥳 We have enjoyed going through our photo archives to be able to share some memories with you from the last 30 years. 😊🎂
#FlashbackThursday

8,590

People reached

2,877

Engagements

Boost post

Performance for your post

8,590

People Reached

573

Reactions, comments & shares ⓘ

386 Like	271 On post	115 On shares
101 Love	79 On post	22 On shares
1 Wow	0 On post	1 On shares
64 Comments	38 On Post	26 On Shares
23 Shares	23 On Post	0 On Shares

2,304

Post Clicks

363 Photo views	0 Link clicks	1,941 Other Clicks ⓘ
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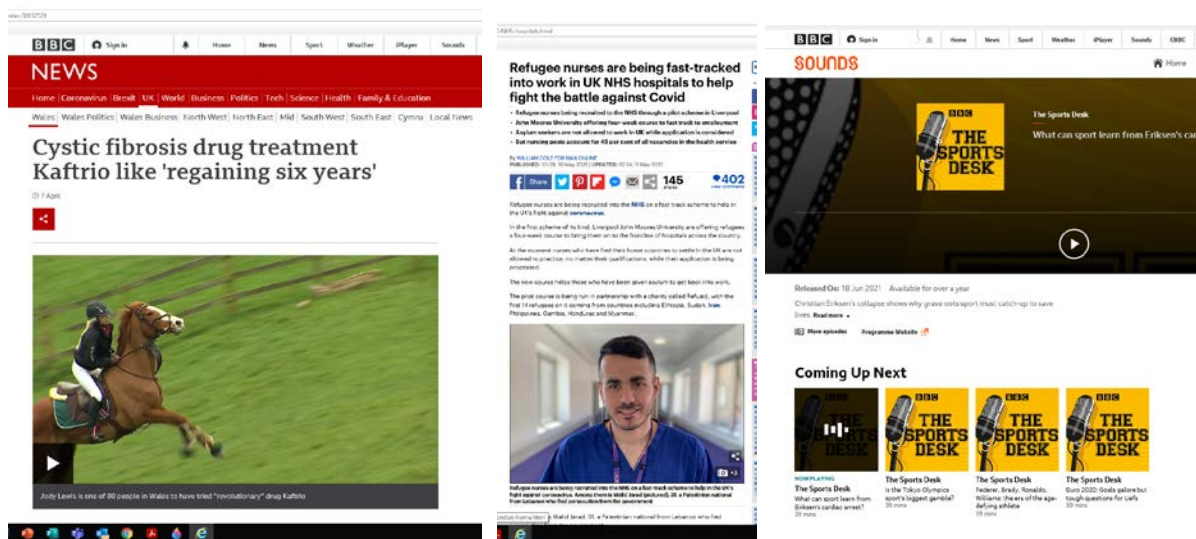
NEGATIVE FEEDBACK

1 Hide post	1 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

4. Media Coverage

- Dr Martin Ledson interviewed for BBC North West Tonight re. Kaftrio and a feature with a patient from Crewe who praised LHCH
- Dr Martin Ledson was interviewed by BBC Wales re. Kaftrio and a feature with a patient from Wrexham who praised LHCH
- Nurse Refugee Programme featured on BBC - interview with LHCH's Walid Jarad
- BBC Radio Merseyside interview with Walid Jarad and he praised LHCH
- Dr Rob Cooper participated in a BBC Sport podcast with Dan Roan, re. cardiac arrest in sport and Christian Eriksen
- Robin Wiggs interviewed by BBC Radio Merseyside re. 3millionth vaccine in Cheshire & Merseyside
- Mr Mo Zeinah featured by North Wales Pioneer for excellent patient care
- A total of 41 pieces of media coverage were picked up in quarter 1 including:
 - 1 podcast (*Dr Cooper*)
 - 3 radio interviews (*Robin Wiggs, Walid Jarad*)
 - 4 TV (*Dr Ledson*)
- One piece of filming, featuring Dr Tim Fairbairn and the radiology department / Heartflow Analysis, is still to be aired on BBC One – expected before the end of July.



5. LHCH Website

- Consistent levels of usage across Q1 on the LHCH website as shown below.

	April	May	June
Sessions	29,671	27,118	25,669
Page views	76,399	74,798	70,603
Users	22,211	20,076	18,949
Pages / session	2.57	2.76	2.75
Top 5 most viewed pages	Home Covid hub Consultants Cardiology Vacancies	Home Covid hub Consultants Cardiology Vacancies	Home Covid hub Consultants Cardiology Vacancies

6. Conclusion

- Good media coverage delivered thanks to interest in Kaftrio / CF patient stories.
- No negative media coverage reported.
- Positive engagement across social media channels, although more time to be given to identifying strong patient / staff stories, as these deliver greatest reach.
- Positive internal communications events with excellent engagement – report to follow in Q2.

7. Plans for Q2

- Deliver Virtual Awards and Staff BBQ events.
- Summary annual review to be produced by end of September .
- Planning for Annual Members' Meeting.
- Members Matters eNewsletter edition to be produced and distributed in July.
- Planning for Highfield House formal opening.
- Engagement with launch of the Targeted Lung Health Check Programme in July.

- Planning for LHCH bi-annual photography competition.
- Planning for Green Month in October.
- Follow up initial conversations with Channel 4 and TV production company re. specialist heart documentary mini-series.

8. Recommendations

The Board of Directors are asked to note the contents of the report and the progress made during quarter 1 2021/22 together with the plans for quarter 2.