

Board of Directors (in Public)

Item 5.4

Subject: Communications Report
Date of Meeting: 28th January 2024
Presented by: Jane Royds, 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 Board of Directors informed and provide a high-level update on Trust communications activities during quarter 3 (October-December 2024).

2. Background

This is the latest quarterly update provided to Trust Board.

3. Highlights During Quarter 3 (October – December 2024):

- Strategic comms, planning and collaborative working with partners around LAASP system working and future plans.
- Strategic comms, planning and collaborative working with partners around cyber security breach
- Organising successful fully sponsored LHCH Grand Awards event in November for 400 staff attendees
- Produce regularly monthly staff video stories for Board
- Produce regular monthly patient video stories for internal/external comms channels
- Continue planning and support for multiple health awareness days and events.
- Produce quarterly LHCH Matter newsletter and other routine documents.
- Work on planning, filming and producing new corporate overview video
- Maintain membership events/activities for 2024 and begin plans for 2025.
- Support all divisions with strategic aims and objectives, and be responsive to internal campaign requirements eg patient safety, research, education etc.
- Continue implementing consistent approach to social media for LHCH / Charity. Monitor X/Twitter changes and analyse benefits of TikTok and BlueSky.
- Accessibility monitoring and review of LHCH website.
- Work with Divisional Leads/Clinical Leads, Research and LHCH Charity to generate quality PR coverage and exploit PR opportunities.

- Support LHCH Charity with Christmas Campaign.
- Comms support for LHCH Private Patient services.
- Organised Annual Governor Induction Day for governors across C&M
- Circulated quarterly stakeholder bulletin – October
- Comms focus on Staff Survey and vaccine campaigns

SOCIAL MEDIA STATUS – END OF DEC 2024

- Facebook Users – 9,569
- Instagram Users – 2,287
- Twitter Users – 7,822
- LinkedIn Users – 6,090
- **Total social media audience at THE end of Q3 - 25,768**

Twitter/X insights

- Audience continues to reduce as increasing number of individuals and organisations withdraw from posting proactively
- Continuing to monitor with plans to produce an update for exec team on pros/cons of staying active on the platform, whilst monitoring a new market entrant - BlueSky

Facebook insights

- Remains top performing platform, with most interactions from patient/staff content.

Instagram insights

- Most interactions with patient and staff content.

LinkedIn insights

- Best platform for clinical/professional content with increasing engagement trend

LHCH Website Users Q3

- Total Users - 81,955 (approx 900 users per day)
- Total Page Views – 204,532
- Top pages viewed: Consultants; Vacancies; Contact us; Services; Wards

4. Plans for Q4 (2024/25)

- Further strategic comms around LAASP, and LHCH senior appointments, joining University Hospitals of Liverpool Group.
- Produce next LHCH Matters newsletter and continue membership activities, governor elections and other corporate governance plans for 2025.
- Plan to relaunch LHCH photo competition in spring 2025 – depending on funds/sponsorship.
- Explore and analyse ways of exploiting AI from a comms perspective.
- Explore opportunities with TV production companies for dedicated cardiothoracic filming/programming.
- Continue to collaborate with Culture Lead on relaunch of Be Civil Be Kind
- Collaborate with LHCH Charity on future plans

4. Conclusion

- Successful LHCH Grand Awards 2024.
- Extensive strategic comms work required and delivered
- Good social media output with positive engagement across channels.
- Extensive divisional support delivered.
- Further progress needed in Q4 on PR opportunities and brand building, where possible, within limited resources.

5. Recommendations

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