

Quarterly Communications Dashboard Quarter 2 2018/19

Kerry Beadling-Barron
Head of Communications

Quarter 1 2018/19 Reminder

Headlines were:

- We prepared the Trust video for CQC inspection presentation.
- Fewer all user emails were sent resulting from better channel use.
- Weekly #HelloMyNameIs introduced on Twitter featuring a different #TeamSFH staff member each week
- All social media channels continued to grow month on month driven by increased use of graphics, and visual representations including with staff members.
- A letter was sent to Foundation Trust members on active membership options.

Q2 Highlights

Media Relations

- First quarter can evidence year-on-year growth on media coverage.
- CQC ratings announcement resulted in coverage in 16 local and regional media outlets including seven broadcast.

Digital Communications

- All social media channels continue to grow followers indicating audience is finding content relevant.
- This quarter content was focused around the NHS70 celebrations, the CQC result and the launch of the Staff Excellence Awards nominations.

Internal communications

- Focus was on the CQC ratings announcement for staff. This included the preparation of the presentation, video, organisation of 10 staff briefings, scheduling of email announcement and production of rating posters and banners.

External engagement and involvement

- The stakeholder newsletter was launched.
- The new Trust website was launched incorporating suggestions from the Forum for Public Involvement.
- The AGM was organised and is being evaluated to inform how next year's takes place.

Strategic Communications and campaigns

- The main focus was the refresh of the Trust strategy and preparing for the engagement phase in Quarter 3.
- Increasing support has been given to regional communications and engagement through the ICS.

Media Relations

Overview

Spike in media enquiries in August relate to the publication of our CQC rating. Although the amount of media coverage is lower in August, it was the month with the highest amount of broadcast articles and therefore those articles had a greater reach (see slide 6). First quarter can evidence year on year media coverage growth (see slide 5).

	July 2018	August 2018	September 2018	Quarter 1 2018/19
Media enquiries	16	21	12	50
Press releases issued	14	13	14	36
Media coverage	47	42	53	137

Highlights

- CQC ratings announcement. Coverage in 16 local and regional media outlets including seven broadcast.
- NHS70 coverage

Horizon scanning and future grid

- Staff Excellence Awards winner
- AGM

Media Relations

Media coverage



Media Relations

	July 2018	August 2018	September 2018	Q1 figures
Local coverage	40	24	45	122
Regional/Trade	7	17	8	10
National	0	1	0	5
Broadcast	2	13	2	11
Print/Online	45	29	51	124

There were a total of 142 articles published in Q2. The top publishers were:

- Mansfield and Ashfield Chad (72 articles; potential reach 20,266)
- Newark Advertiser (15 articles, potential reach 11,786)
- Mansfield, Ashfield and Warsop News Journal (13 articles, potential reach 10,000)
- Nottingham Post (10 articles, potential reach 17,524)
- Mansfield 103 (6 articles, potential reach unknown)
- BBC East Midlands Today (3 items, potential reach 250,000)
- BBC Radio Nottingham (3 items, potential reach 151,000)

Digital Communications

Overview

All social media channels continue to grow followers indicating audience is finding content relevant. This quarter content was focused around the NHS70 celebrations, the CQC result and the launch of the Staff Excellence Award nominations which all drove new followers. The amount of videos and graphics produced has started to stabilise.

	July 2018	August 2018	September 2018		July 2018	August 2018	September 2018	Quarter 1 2018/19
Twitter	5,143	5,201	5,238	Videos produced	4	6	6	15
Facebook	4,550	4,577	4,626		Graphics produced	5	8	8
You Tube	1,113	1,141	1,146					
Instagram	496	524	544					

We're proud the CQC has rated us as

Good
overall

&

Outstanding
for our care

Digital Communications

Facebook highlights	July 2018	August 2018	September 2018
Page Views	1,220	1,444	1,070
Page Likes	53	77	57
Reach	34,765	60,938	25,683
Post engagement	18,758	20,087	10,694
Video Views	4,296	760	237

Twitter highlights	July 2018	August 2018	September 2018
Tweets	114	71	66
Twitter Impressions	183k	154k	116k
Mentions	1,121	1,102	1,015

Jul 2018 - 31 days

TWEET HIGHLIGHTS

Top Tweet earned 24.1K impressions

Have you seen the music video for the new NHS anthem **#WithALittleHelp**? It's been created by NHS staff in their own time to boost the morale of colleagues. You can show your support by downloading for just 99p: nhsvoices.com/download/#NHS70
pic.twitter.com/iKxhsUleu9



SHOW YOUR LOVE FOR THE NHS FOR JUST 99P
#DOWNLOADWITHALITTLEHELP
FROM MY FRIENDS FROM 6TH JULY

Aug 2018 - 30 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 18.9K impressions

We are proud to announce that SFH has been rated 'Good' overall by **@CareQualityComm** and 'Outstanding' for care! Thank you **#TeamSFH** for all your hard work and your contribution to our improved rating. pic.twitter.com/j7IRL6NhdR

Sep 2018 - 30 days

TWEET HIGHLIGHTS

Top Tweet earned 7,783 impressions

We were pleased to welcome **@bbradleymp** and **@trussliz** to Mansfield Community Hospital today to meet staff and patients and shout about the Hospital's CQC ratings of Good overall and Outstanding for our care **#TeamSFH**
pic.twitter.com/N8B5vWXWUD



Our journey so far...

Digital Communications – Previous quarter

Quarter 1	Apr	May	Jun
Twitter	4,851	4,958	5,054
Facebook	4,138	4,240	4,388
You Tube	1,047	1,074	1,093
Instagram	369	425	453

Twitter highlights	April	May	June
Tweets	58	77	92
Twitter Impressions	109k	143k	135k
Mentions	900	979	1,162

Facebook highlights	April	May	June
Page Views	1,508	2,367	2,670
Page Likes	82	107	155
Reach	31,645	47,886	102,915
Post engagement	22,502	47,820	46,758
Video Views	3,256	338	1,076

Internal Communications

Overview

A huge focus was on the CQC ratings announcement for staff. This included the preparation of the presentation, video, organisation of 10 staff briefings co-ordinated with Execs across all three sites, scheduling of email announcement and production of rating posters and banners.

Screensavers were introduced as a new internal communications channel. Generally, use of all user emails continues to drop as other more appropriate channels are utilised and messages are more targeted to SFH colleagues.

	July 2018	August 2018	September 2018	Q1 2018/19
Staff Brief Attendances	116	92*	94	382
All user emails	32	30	20	99

Highlights

- * Ten separate CQC briefs also took place this month reaching circa 400 staff.
- Launch of the Staff Excellence Awards (which resulted in the highest ever number of entries ~ 565.)

Upcoming activity

- Staff Excellence Awards shortlisting and night preparation
- Support key internal campaigns – staff flu vaccinations and national staff survey.
- Support promotion of the Menopause conference.

External Engagement and Involvement

Overview

This quarter the stakeholder newsletter was launched to coincide with the CQC rating announcement. It is now a monthly update (this was one of the recommendations following the stakeholder audit conducted earlier in the year).

The new Trust website was launched incorporating suggestions from the Forum for Public Involvement. The AGM was organised and is being evaluated to inform how next year's takes place.

	July 2018	August 2018	September 2018	Quarter 1 2018/19
Public Members	17,093	16,311	16,293	17,138
Staff Members	5,599	5,598	5,630	5,637
FT events	14	14	10	37
Stakeholder meetings / visits	0	2	4	6

Upcoming activity

- Engagement events throughout Q3 to inform the Trust strategy refresh.

Strategic Communications and Campaigns

Overview

This quarter the main focus was starting work on the refresh of the Trust strategy and preparing for the engagement phase which was starting in Quarter 3. Separate to this increasing support has been given to regional communications and engagement through the ICS (specifically the Urgent Care workstream).

The Communications Team has also supported a large number of internal and external campaigns including: launching free wifi for patients, organ donation week, promoting the Changing our Lives report which highlights the way in which SFH cares for and supports people with learning disabilities and/ or autism when they go into hospital, the PLACE ratings, World Sepsis Day, heatwave advice, culture and leadership survey and focus groups, international #Hellomynameis Day, quarterly staff survey results, gamma scanner appeal and Schwartz rounds.

Upcoming Activity

- Co-ordinating the ICS wide Home-First campaign which focuses on helping people get home or stay at home with support rather than need to be admitted to hospital.
- Promotion of Schwarz rounds.

Quarter 3 2018/19 Focus

Priorities are:

- Winter planning and communications.
- Organising Staff Excellence Awards.
- Supporting Staff Flu and Staff Survey campaigns.
- Promoting the Menopause conference.
- Repeating annual internal audit.
- Undertaking SFH strategy engagement work.
- Christmas messaging.