

Quarterly Communications Dashboard Quarter 3 2018/19

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Quarter 2 2018/19 Reminder

Headlines were:

- Launch of the CQC ratings and related actions.
- NHS 70th birthday.
- Launch of the new website.
- Launch of Staff Excellence Awards nominations.
- Preparations for the Annual General Meeting.
including health MOT and Annual Summary.
- Beginning discussions on updating the Trust strategy.

Q3 Highlights

Media Relations

- Q3 shows the highest amount of media coverage since we began recording (see page 5)
- Top stories include: Staff Excellence awards, Christmas babies.
- Patient stories including 101yo hip replacement and 30yo stroke patient
- National coverage on winter planning (The Observer).

Digital Communications

- All social media channels continue to grow.
- Social media engagement up quarter on quarter.
- Popular content included Staff Excellence Awards winners and Christmas advent calendar.
- A growth in video views on Facebook in particular throughout December – supported by the daily advent calendar.

Internal communications

- Finance campaign helped to save more than £30k.
- Best ever SFH performance in flu and staff survey.
- Focus on winter planning, with a weekly 'Newsflash' being issued internally.
- All user emails slightly decreased each month throughout Q3- correlating to higher open rates.
- Successful 2018 Staff Excellence Awards delivered.

External engagement and involvement

- Stakeholder newsletter continues to be sent out monthly with high open rates.
- Stakeholders consulted on Trust strategy.
- Forum for Public Involvement has been established for one year – members have been involved with the Trust strategy and focus groups (e.g. smokefree and medicine safety group).

Strategic Communications and campaigns

- This quarter the main focus was the engagement phase of the Trust strategy, which saw over 700 conversations and over 300 survey responses.
- Continue to play a role with system partners in ICS communications.

Media Relations

Overview

A number of positive patient stories in this quarter, including on stroke, hip replacement for a 101yo patient and maternity. We also saw national attention in October on a particular complex long-stay patient without a discharge plan. Widespread positive coverage of our menopause work including BBC local news and nationally online. We were positively referenced in The Observer in an article about winter plans. Partnership with King's Lynn Trust also featured.

	October 2018	November 2018	December 2018	Quarter 2 2018/19
Media enquiries	33	11	18	49
Press releases issued	13	11	9	41
Media coverage	91	65	88	142

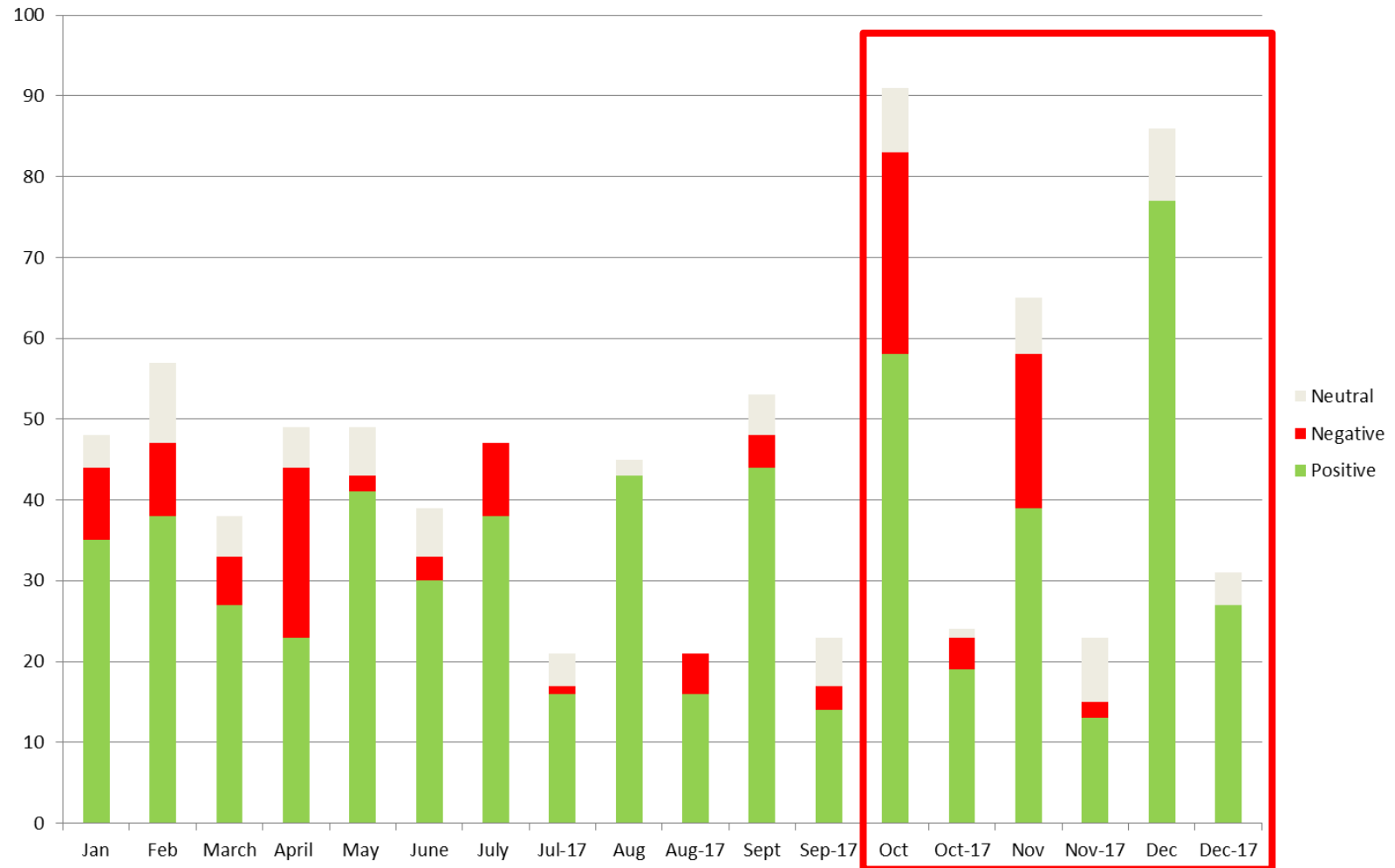
Highlights

- King's Lynn buddy partnership mentioned on HSJ.co.uk.
- Patient stories

Horizon scanning and future grid

- Maternity CQC survey
- Winter pressures
- 2018 staff survey

Media Relations



Media Relations

	October 2018	November 2018	December 2018	Q2 figures
Local coverage	76	54	79	109
Regional/Trade	5	1	4	32
National	10	10	4	1
Broadcast	10	0	3	17
Print/Online	81	65	85	125

There were a total of 244 articles published in Q3. The top publishers were:

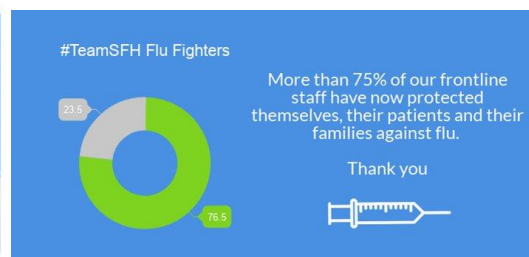
- Mansfield and Ashfield Chad (123 articles; potential reach 20,266)
- Newark Advertiser (23 articles, potential reach 11,786)
- Mansfield, Ashfield and Warsop News Journal (14 articles, potential reach 10,000)
- Nottingham Post (22 articles, potential reach 17,524)
- Mansfield 103 (4 articles, potential reach unknown)
- BBC East Midlands Today (3 items, potential reach 250,000)
- BBC Radio Nottingham (4 items, potential reach 151,000)
- HSJ (6 items)

Digital Communications

Overview

All social media channels continue to grow followers, and engagement levels has increased QonQ indicating audience is finding content relevant. Content focused on the Staff Excellence award nominations, award ceremony and winners. Flu and winter advice also featured. We ran an Xmas advent calendar with daily gifs of positive stories from 2018 celebrating #teamSFH achievements.

	October 2018	November 2018	December 2018		October 2018	November 2018	December 2018	Quarter 2 2018/19
Twitter	5,366	5,449	5,470	Videos produced	6	7	8	16
Facebook	4,742	4,884	4,953					
You Tube	1,176	1,207	1,238	Graphics produced	5	7	8	21
Instagram	594	665	711					



Efficient and Safe
Keep our promises, follow through and do what we say we will

Respectful and Caring
Show empathy, put ourselves in others' shoes, make sure people feel cared for

1563
patients recruited so far in 2018.
32% increase on 2017

Digital Communications

Facebook highlights	October 2018	November 2018	December 2018
Page Views	3,156	2,995	1,693
Page Likes	130	155	76
Reach	67,068	90,145	53,422
Post engagement	56,054	34,685	21,655
Video Views	2,647	2,337	14,145

Twitter highlights	October 2018	November 2018	December 2018
Tweets	106	104	99
Twitter Impressions	163k	206k	145k
Mentions	1,759	1,792	1,058

Digital Communications – Previous quarter

Quarter 2	Jul	Aug	Sep
Twitter	5,143	5,201	5,238
Facebook	4,550	4,577	4,626
You Tube	1,113	1,141	1,146
Instagram	496	524	544

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

Internal Communications

Overview

A large focus was spent on the Trust strategy engagement where each of the 3 sites were visited, presentations were shared at meetings and staff briefs, wards and receptions were visited. Successful internal finance campaign aimed at simple interventions like saving electricity and postal costs saved more than £30k. High profile campaigns have resulted in our highest ever flu vaccination (81%) and staff survey response (62%). Successful Staff Excellence Awards 2018 celebrated outstanding teams and individuals. We also supported the Trust's first ever menopause conference

	October 2018	November 2018	December 2018	Q2 2018/19
Staff Brief Attendances	84	104	90	302
All user emails	31	29	27	82

Highlights

- Trust strategy engagement saw >700 engagements and >300 surveys.
- Finance campaign helped deliver >£30k y-o-y savings
- Highest ever flu and staff survey performance

Upcoming activity

- Trust strategy launch
- Planning and supporting Recognition week
- Internal messaging around winter plan and performance

External Engagement and Involvement

Overview

The Stakeholder Newsletter continues to get issued monthly with an average open rate of 35% over Q3. Forum for Public Involvement members have provided feedback on the Trust strategy and helped gather survey responses. Consulted widely with our stakeholders on the Trust strategy, including with Healthwatch, FPI members and West Notts College.

	Oct 2018	Nov 2018	Dec 2018	Quarter 2 2018/19
Public Members	16,265	16,230	16,215	16,565
Staff Members	5,776	5,812	5,847	5,609
FT events	14	13	9	38
Stakeholder meetings / visits	0	0	0	6

Upcoming activity

- Trust strategy launch
- 2019 stakeholder reputation survey
- Governor elections

Strategic Communications and Campaigns

Overview

This quarter the main focus was the engagement phase of the Trust strategy, which saw over 700 conversations and over 300 survey responses. We also attended West Notts College on three occasions where the team spoke to over 100 students. We continue to work closely with system partners on ICS comms streams. Media coverage and social media engagement continue to grow, and comms contributed to the Trust's best ever performance on flu vaccination and staff survey.

The Communications Team has also supported a large number of internal and external campaigns including: Menopause conference, Schwartz Rounds, Stoptober, Gamma Scanner appeal, Baby Loss Awareness Week, Staff Excellence Awards, Finance Campaign, Colour Me Safe, Street Health project, Fraud Awareness month, Self Care week, #BeKind, Cyber Security and Clinical Audit.

Upcoming Activity

- **Trust strategy launch, Recognition Week and Civility Conference**
- **Governor Elections**
- **Staff Survey results**
- **Winter performance and pressures**

Quarter 4 2018/19 Focus

Priorities are:

- Trust strategy
- Planning Recognition Week
- Winter messaging
- Governor Elections
- Staff survey results
- CQC preparation
- Winter messaging
- Planning Chief Nurse Awards