

Social media campaigns

Key themes covered

- Self-isolation
- NHS Test & Trace app
- Rule of six
- Hands-face-space
- Car sharing and safer travel advice
- COVID-19 data dashboard

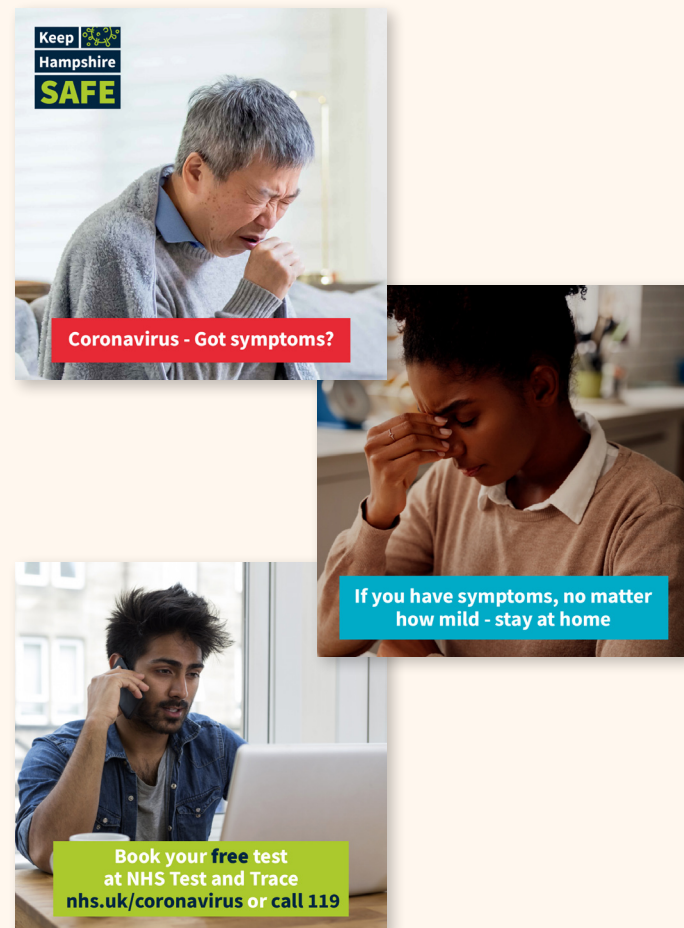
78
Social media posts

628,986
People reached

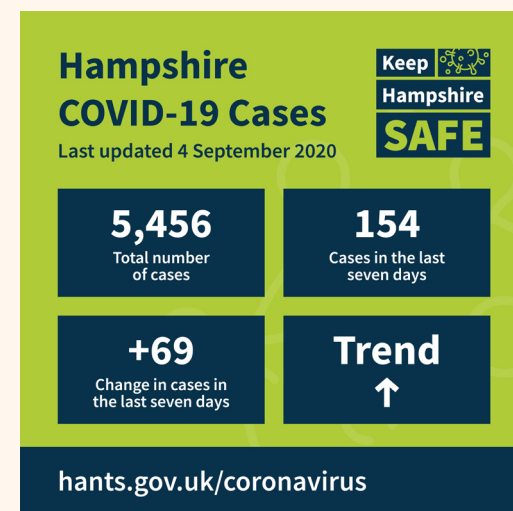
72,116
Video views

Examples

BAME-targeted video



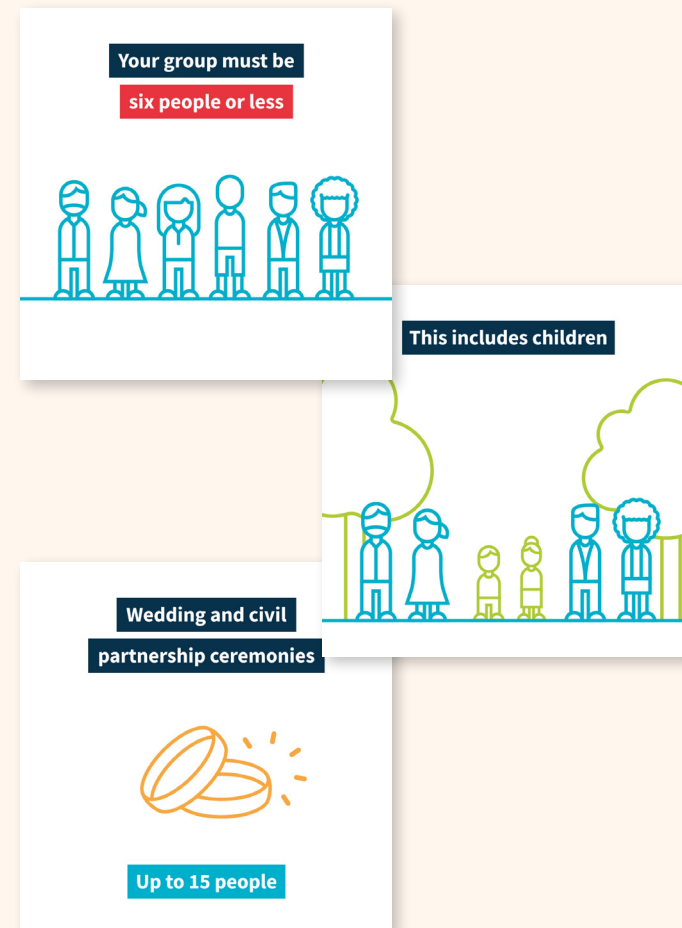
Most successful post



COVID-19 Data Dashboard (4 Sep)

95,670
People reached

Rule of six animation



Public and stakeholder engagement

Key areas of enquiry

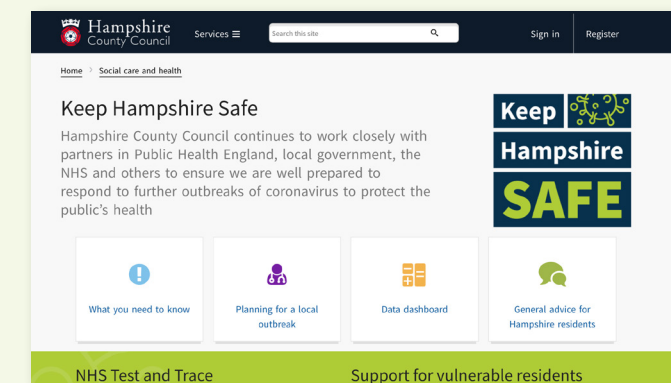
- COVID-19 cases in Hampshire schools
- Temporary mortuary in Winklebury
- Testing – relocation of regional testing site to Southampton Airport and bookings/results delays
- Enforcement of COVID-19 restrictions – including marshals, rule of 6 and management of social distancing complaints
- New local authority powers to prohibit events – festivals / funfairs
- Impact of financial costs of COVID-19

Dedicated webpages

61,000

Views of dedicated COVID-19 webpages

75%
Went on to view other pages on the site with related Coronavirus content



Your Hampshire

- Keep Hampshire Safe feature included in every edition of Your Hampshire

10,000
Subscribers

76
Media enquiries handled

101
News items

99%
Positive/neutral coverage

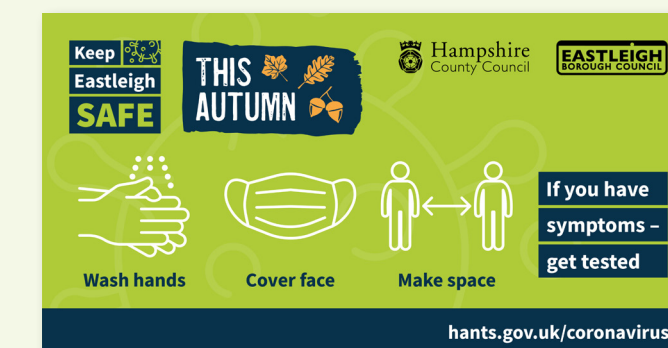
Key stakeholder engagement

- COVID-19 tailored e-briefings circulated to Hampshire MPs, County Councillors and district councils' Chief Executives – also to County Council key partners, all town and parish councils, and related updates sent via regular e-bulletin for local councils

Partnership working

- Ongoing collaboration with LRF partners, including:
 - Keep Hampshire Safe This Autumn digital assets – district tailored
 - Hampshire Perspectives residents' forum
 - Outbreak control media handling protocol

Example:



Support for high-risk settings

Schools and educational settings

- More than 20 outbreak planning webinars with primary, secondary, FE colleges, looked-after children settings, and independent schools
- Web Information Hub created with latest updates and information
- Universities – media handling protocol with template messages
- Video – reassurance for parents of pre-school children regarding safety of early years settings

Local businesses

- Targeted messaging to support NHS QR code launch
- Flowchart to support outbreak response including provision of communications toolkit

Faith settings

- Webinar with community faith leaders – outbreak response communications advice and guidance included

Adult social care providers

- Outbreak flowcharts to support with response for wide range of care settings
- New fortnightly COVID-alert newsletter sent to county's more than 2,000 care providers
- 'One stop shop' web pages created for county's care providers with latest advice, guidance and updates

Example – Child sickness flowchart



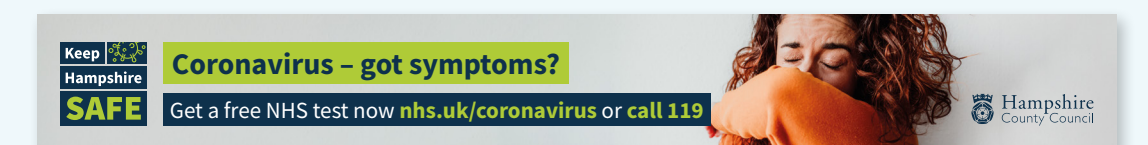
Outdoor advertising

Poster sites

- Targetting Winchester, Basingstoke, Rushmoor, Fareham, Gosport, Totton and Eastleigh at:
- Roadsides
 - Supermarkets
 - Shops
 - Train stations
 - Key HWRCs

Bus-side advertising

On key routes in Basingstoke and Rushmoor



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