

Social media and campaign highlights

Bespoke animations and digital assets

- Weekly COVID data dashboards
- Starting/going back to university – messaging for students and parents
- Isle of Wight festival – safe behaviours
- 16-17 year old vaccination reminder communications
- 'Your choices still count' – safe behaviour campaign

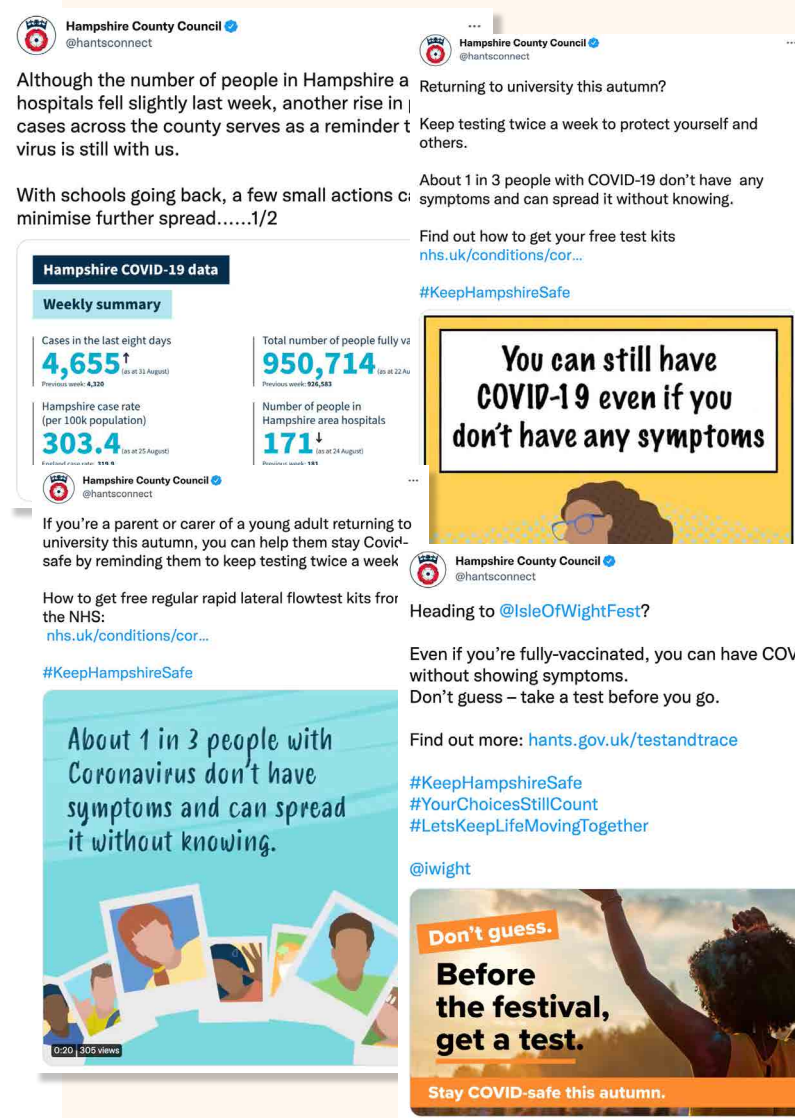
470,110
People reached

217,867
Video views

37
Social media posts

Other key themes covered

- 12-15 year olds being offered first dose of the vaccine
- Promotion of walk-in vaccinations
- Welcoming students back to school and college



Most successful social media campaign — 25-29 Reality Check (Facebook)

26,021
Video views

1,622
Click-throughs

£0.25
Cost-per-click



Media/promotional activity

100%
Positive/neutral coverage

22
News items

9
Media enquiries handled

Key areas of enquiry

- COVID cases in schools and unauthorised absences
- Mandated vaccinations for care workers
- Afghan evacuees resettlement – COVID-safe arrangements

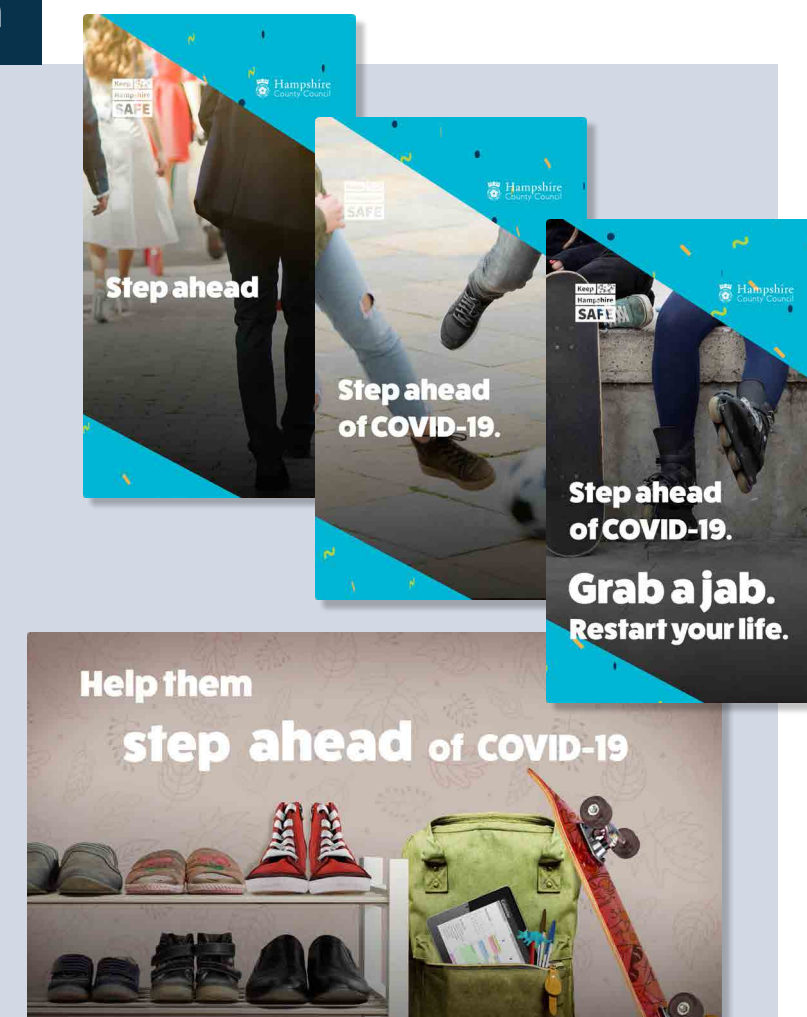
Upcoming priorities

- Vaccinations –
 - Booster/flu combined campaign
 - Compulsory vaccination for care home workers – including support private sector
 - Mobile vaccination offer
- Self-isolation –
 - Help is available campaign
- Seasonal events – e.g. Halloween, Divali
- Mental wellbeing –
 - World Mental Health Day
 - Talk Money Week – promotion of support available via the Coronavirus Support Helpline
- Testing –
 - Hard-to-reach groups e.g. the homeless and Traveller community
- Schools
- Over 60s

16-17 and parent targeted campaign

Campaign targeted at 16-17 year olds and their parents encouraging them to get vaccinated – including:

- Specially created digital assets for both audiences shared on Snapchat and Instagram
- Signposting to specially created webpage



'Your choices still count' multimedia campaign

A large-scale multimedia campaign delivered across the county promoting the importance of continuing safe behaviours. Approaches included:

- Social media messaging and headers with specially created digital assets, including versions for district and borough councils
- Bus-side advertising
- Large outdoor poster sites
- Indoor and shopping centre digital poster sites and large screens
- Radio messaging on local stations and Spotify

