

Social media and campaign highlights

Key themes covered

- COVID booster and flu vaccine
- New Government restrictions
- COVID safety during Diwali
- Funding for food and activity support schemes during school holidays

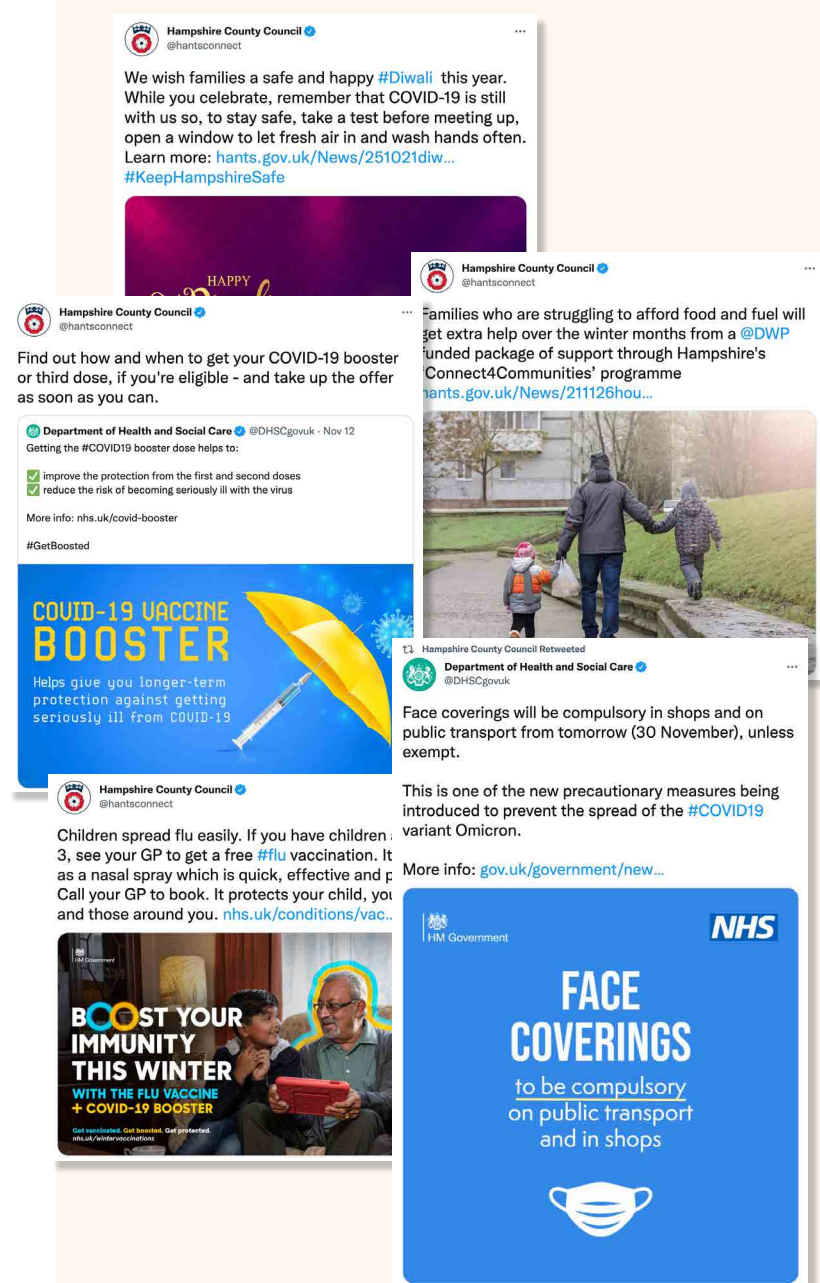
735,439
Video views/impressions

320,657
People reached

46
Social media posts

Bespoke animations and digital assets

- Redesigned weekly COVID data dashboards
- 'Be COVID savvy' campaign
- COVID booster and flu jab eligibility
- Vaccination in pregnancy
- New variant (Omicron)



Media/promotional activity

100%
Positive/neutral coverage

20
News items

10
Media enquiries handled

Upcoming priorities

- Winter safe behaviours, including preparation for seasonal events such as Christmas markets
- Vaccinations –
 - Ongoing promotion of booster uptake
 - Mobile vaccination offer
- Testing –
 - Ongoing promotion of importance of testing before socialising
- Post-Christmas messaging to parents and carers ahead of return to school etc.
- University students returning home for Christmas

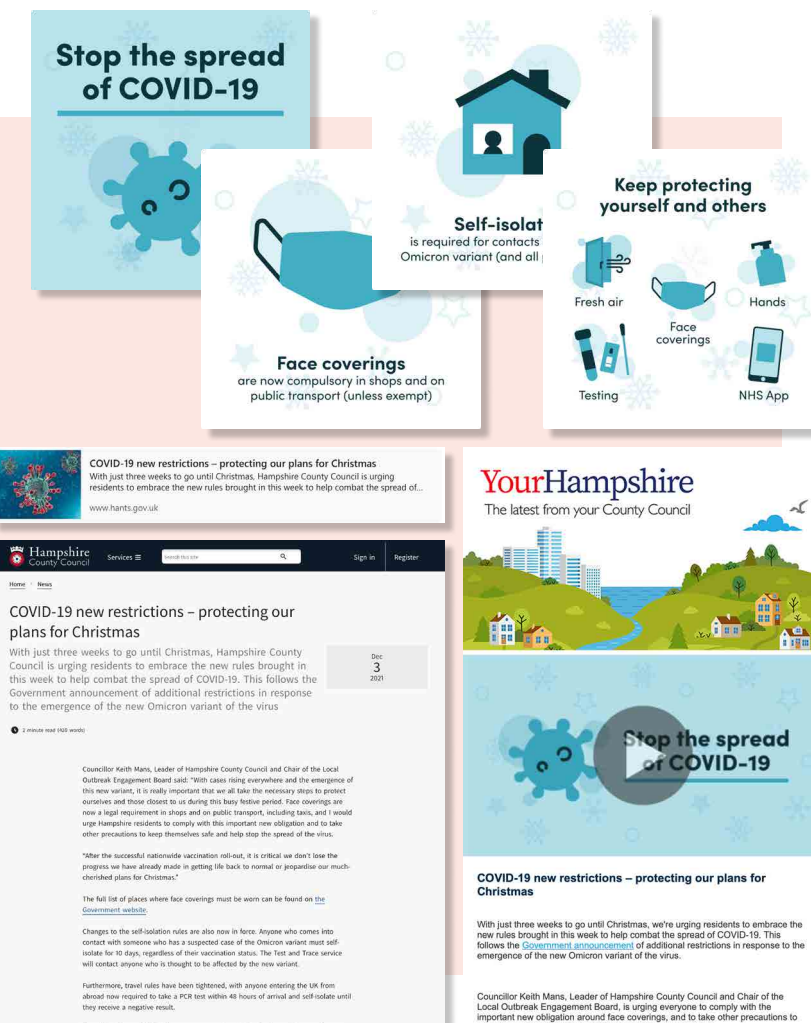
Key areas of enquiry

- COVID recommendations for schools beyond Government guidelines
- Current COVID case rates in Gosport
- The new COVID safety measures
- Self-isolation – promotion of support available in the run up to, and over, the Christmas holidays
- Businesses – targeted messaging to shops and retailers with separate messaging aimed at hospitality and other settings where face coverings are not compulsory
- Contingency planning for 'Plan B'

New variant (Omicron) response

During week commencing 29 November communications were issued regarding the new Government guidance and advice for Hampshire residents. These included:

- Social media posts with bespoke animation
- Animated TV screen messaging in HCC headquarters buildings
- Press release
- Your Hampshire email newsletter
- Tailored communications to schools and care home visitors regarding COVID-safe events and safe visiting guidelines including advice relating to the new variant



'Be COVID savvy' campaign

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

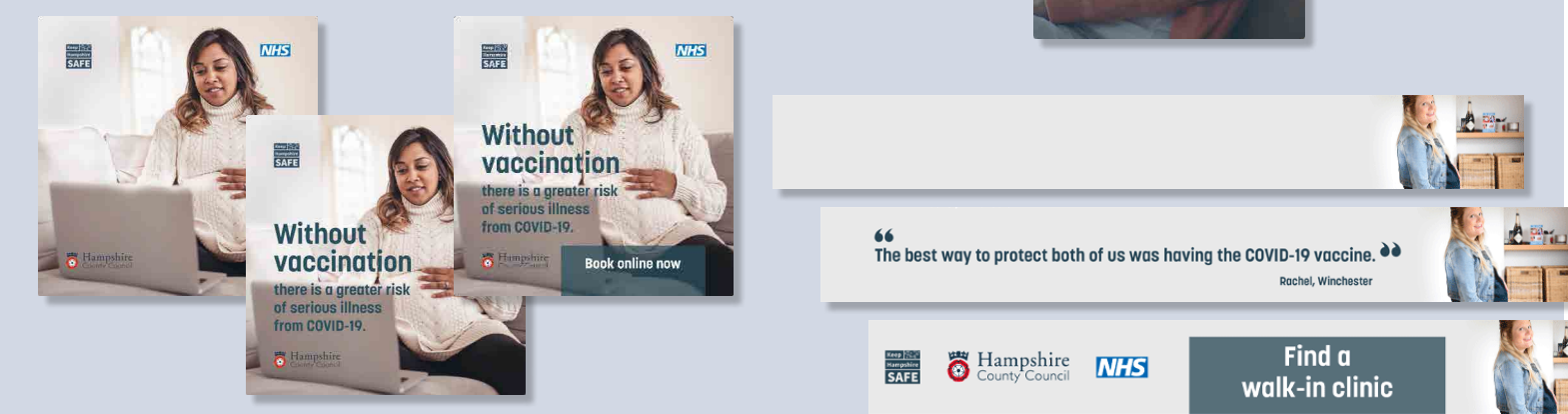
- Social media messaging across multiple platforms
- Large outdoor poster sites
- Indoor and shopping centre digital poster sites and large screens



Vaccination in pregnancy

Targeted social media campaign, aimed at pregnant women 18-40 (using postcode data where possible) running across Facebook, Instagram, Snapchat and Google.

The ads promoted three desired actions: 'find a walk-in clinic', 'book online' and 'get the facts'.



Most successful social media creative – Vaccination in pregnancy 'Get the facts' (Google)

92,763
Impressions

32,330
People reached

764
Clicks

