

November & December - Monthly Communications & Engagement Overview (1)

Graphics & Material

- National Lockdown translated in 11 core languages and BSL.
- Christmas Bubble information & tightened restrictions released
- New Year communications
- Weekly dashboard (infection rates)
- Vaccination information
- Testing centres (NIA, spoke sites & pharmacy sites)

Social Media- Content

- Compliance of rules (20%)
- Testing (20%)
- Mental and physical health for lockdown (20%)
- General safety (15%)
- Covid champion recruitment (10%)
- Restoration of services (10%)
- Statistics and local information from Dashboard (5%)
- Events Justin is attending or speaking at etc (5%)
- Any key events or public health 'days' (Sporadically, less than 5%)

Social Media- Engagement



Nov vs Dec



- 204 new followers across all platforms in 2 months
- Twitter – 6.5% increase in twitter impressions (now averaging 128k), 6.8% increase in the number of profile visits (5438 this month), 33% more mentions than last month. 818 engagements in December compared to 715 in November. 4.3k clicks now compared to 3.3k in November
- Instagram- 343 engagements in December vs 286 in November **(19% increase)**
- Facebook- 139 engagements in November to 422 in December **(203% increase)**
- Facebook- 661 clicks in December compared to 51 in November **(1196% increase)**

**Healthy
Brum**



Making a positive difference everyday to people's lives

Nov & Dec- Monthly Communications & Engagement Overview (2)

