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)

Healthy Brum



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)



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

Communities of Place

- Emergency Ward Forums (Lozells)
- 8 Ward Meetings

Faith

This month there has been:

 Fortnightly meetings with Ministers and Pastors from Black Churches and other faith settings such as Birmingham Masjids



COVID Community Champions

Covid Champions are now in every ward, however work is being done to recruit more to make sure we are representative of the Birmingham public. Current number 579 compared to 428 at the beginning of November.

Webinars hosted on a bi monthly basis, with one or two emails going out each week with covid-19 updates. Texts sent 2-3 times a month.

Survey has been compiled and now sent out to the champions so we can gain feedback on their experience

In the process of setting up:

- A portal
- A WhatsApp group
 - A new sign up process so we capture the correct information

Media Appearances

In Nov/Dec there has been:

5 briefings

10 radio appearances

4 TV appearances (news)

11 webinar (including Covid Champions)

4 YamJams for Birmingham City Council staff.

