

# Communications Activity Report

For Quarter 1: April - June 2018



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## 1. Background

The Communications Team's purpose is to connect people and support engagement through high quality, accessible information about the Trust, its work and the work of its staff and partners.

We work across the entire Trust and support people with corporate communications, public relations, stakeholder relations, digital communications, branding, marketing, emergency planning and crisis management.

The following information is a high level summary of how we've supported the Trust during the first quarter of 2018/19.

## 2. Overview summary for Q1

The table below is a summary of how we've supported or delivered key projects and initiatives during the quarter.

Name of projects and initiatives	Detail for Q1	Client / service area
<b>CQC Project</b>	<p>There was a lot of Communications support given to the CQC project during April as results and ratings were published. This included:</p> <ul style="list-style-type: none"><li>• Briefings for internal and external audiences</li><li>• Updating resources on the CQC staffnet page</li><li>• Creating of new CQC web page to host external content</li><li>• Development of ratings at a glance visual asset</li><li>• Ratings displays updated on relevant service web pages</li><li>• Case study developed for crisis service</li><li>• Liaison with CQC comms team</li><li>• Liaison with local media on results</li></ul>	CQC Project Group, Nursing and Quality
<b>Community Service redesign engagement</b>	<p>The Community Service Redesign project was resourced heavily by communications during Q1.</p> <p>We played a leading role in the staff and public engagement exercises that took place during May and June.</p> <p>This included:</p> <ul style="list-style-type: none"><li>• Production of vital information assets for staff and the public</li><li>• Production of questionnaire (online and hard copy)</li><li>• Development of content on Staffnet and website</li><li>• Development of social media posts</li><li>• Direct mailings to service users and Trust members</li><li>• Stakeholder, partner and third sector communications</li><li>• Social media management</li><li>• Attending/supporting face to face engagement events with staff and public audiences</li><li>• Attending numerous project meetings including workstream, group and board meetings</li></ul>	Leeds Care Group, Community Redesign Project Group,
<b>Estates</b>	<p>We have been supporting our estates colleagues to communicate plans for the future of the Trust's estate to staff.</p> <p>In Q1, this included writing three blog posts for the newly-launched 'Bricks and Mortar' blog series and developing a dedicated page on Staffnet to host all further updates and key documents.</p>	Estates, Chief Financial Officer

Name of projects and initiatives	Detail for Q1	Client / service area
	<p>We began a programme of work to inform service users/the public that services are moving from Malham and Southfield House to St Mary's House later this year, and this will continue into Q2. We've also established links with our communications colleagues at Leeds Community Trust and have been supporting them with plans for public engagement events about the new CAMHS unit that will be built on the St Mary's Hospital site.</p>	
<b>NHS 70</b>	<p>We took a leading role in the delivery of the NHS70 campaign, with two members of the team participating in the steering group from late 2017 to July 2018.</p> <p>With a budget made up from charitable and corporate funds we helped organise, and provided comms support the following:</p> <ul style="list-style-type: none"> <li>• Big7Tea: 1049 staff, service users, carers and volunteers took part</li> <li>• a new sensory garden was developed at Mill Lodge in York</li> <li>• York Minster: 17 members of staff were picked in a prize draw to attend a special NHS70 event with Chair, Sue Proctor</li> <li>• Westminster: two members of staff were picked in a prize draw to attend a special NHS70 event with Chief Executive, Sara Munro</li> <li>• Looking back, looking forward: a one-off event looking at the last 70 years of learning disability services in Leeds</li> <li>• 70 faces: a campaign showcasing our staff (ongoing)</li> </ul>	Special Project
<b>Annual members day</b>	<p>Throughout Q4 of 2017/18 and Q1 of 2018/19 we organised this year's Annual Members' Meeting for the Corporate Governance/Membership Team.</p> <p>Q1 activity included:</p> <ul style="list-style-type: none"> <li>• Agreeing the brief, theme and format of the event</li> <li>• Running a warm up workshop with Governors</li> <li>• Planning and logistics</li> <li>• Planning and commissioning a video for the CEO's presentation</li> <li>• Recruiting stallholders for the marketplace</li> <li>• Marketing and publicity</li> </ul>	Corporate Governance, Board
<b>Annual review</b>	<p>In Q1 we started work on the Trust's Annual Review, which is produced each year as a shorter and more accessible summary of the Annual Report. This year, we've added a '17 reasons to feel proud in 2017/18' infographic and have aligned the content with the Trust's three strategic objectives.</p>	Corporate Governance
<b>Veterans' mental health service launch</b>	<p>We continued to work with the mobilisation team for the new Veterans' Mental Health Complex Treatment Service in Q1, primarily providing support with recruitment (via social media) and finalising a service leaflet. We also continued to explore potential media opportunities to raise the profile of the service, with coverage expected in Q2.</p>	Leeds Care Group, Specialist and LD Care Group
<b>CONNECT: Eating disorders new model of care</b>	<p>We developed a new brand identity for the new eating disorders service (see design update below).</p> <p>Using this we then developed information assets for staff/partners, and</p>	Eating Disorders, Specialist Care Group

Name of projects and initiatives	Detail for Q1	Client / service area
	service users and carers.	
<b>Recruitment marketing support</b>	<p>Communications supported the recruitment marketing for two major campaigns in Q1 including:</p> <ol style="list-style-type: none"> <li>1. Forensics at Clifton House – through an updated video, professional photoshoot with staff, development of hero quotes and pictures for a Twitter campaign, dynamic advertising copy and promoted posts on Facebook</li> <li>2. Specialised Supported Living Service – through development of a recruitment brochure, staff case studies, professional photoshoot and promoted post on Facebook.</li> </ol> <p>In addition, a new recruitment pack was developed for the Practice Learning &amp; Development Team to distribute at Nursing focussed recruitment events. The packs comprised of A4 loose inserts in the trust's new values folders. The packs were used at a recruitment event on 16 June.</p>	<p>Recruitment/HR</p> <p>Specialist Care Group</p> <p>Nursing and professions</p>
<b>Stakeholder bulletin Imagine online</b>	<p>In Q1, we sent two editions of the Trust's email news bulletin, Imagine Online, to our stakeholders. You can read the <a href="#">April</a> and <a href="#">June</a> newsletters online.</p> <p>April's edition was sent to 459 recipients, receiving an open rate of 26% against an industry average of 20%.</p> <p>June's edition was sent to 451 recipients, receiving an open rate of 26% against an industry average of 20%.</p>	Corporate
<b>Media relations</b>	<p>We issued six proactive media releases this quarter:</p> <ul style="list-style-type: none"> <li>• Specialised Supported Living Services</li> <li>• West Yorkshire Mental Health Services Collaborative</li> <li>• CQC Inspection results</li> <li>• 'Looking Back, Looking Forward' exhibition</li> <li>• Young Service User Network</li> </ul> <p>We had five direct media enquiries in the quarter on:</p> <ul style="list-style-type: none"> <li>• gambling addiction x 2</li> <li>• the perinatal service</li> <li>• the 'Looking Back, Looking Forward' NHS 70 exhibition</li> <li>• the heatwave.</li> </ul> <p>We also fed NHS70 related stories into NHS England and the local media. These generated positive coverage, along with further coverage of the Veterans mental health service and gambling addiction.</p> <p>We were part of widespread national negative media coverage through three high profile serious incidents including:</p> <ul style="list-style-type: none"> <li>• Luke Smith victim speaking out about lack of support for him</li> <li>• the delay in official reporting of the Harold Bosomworth case</li> <li>• the alleged mistreatment of dementia sufferer, Tony Thompson</li> </ul>	Multiple
<b>Staffnet web agency procurement</b>	Our external support contract with EMIS Health expired in March 2018. In collaboration with IT and Procurement we created a tender and went out to market at the end of Q4. We received tenders from	Workforce IM&T

Name of projects and initiatives	Detail for Q1	Client / service area
	<p>companies ranging between £29,430 and £149,653 to provide technical and developmental support for Staffnet.</p> <p>A scoring exercise took place in April to identify the top two companies and they were invited to a panel in July. A decision and announcement of the new supplier is expected to be made by the end of July.</p>	
<b>Consultants' directory</b>	<p>Work continues on the development and build of a searchable directory of consultants at the Trust which will be hosted by the Trust's website.</p> <p>A working example of the directory is available and is currently being tested. We are still short of our completion rate with 32 out of 69 consultants submitting information for their profile.</p> <p>We anticipate the site will go live later in the summer/autumn.</p>	Medical Directorate

## In house graphic design Service - Q1 Highlights

- A suite of leaflets and brochure to support CMHS redesign project.
- Leaflet designed to support the launch of the new Veterans Mental Health Complex Treatment Service.
- Development of visual identity and information assets for the new Eating Disorder's CONNECT service, which also had to reflect the Trust's identity. Examples below.

### CONNECT - Eating Disorder's new model of care

A5 leaflets



A5 leaflets



Pop up banners



### 3. Communications activity in numbers

The table below gives an overview of the scale of our outputs and throughputs for the quarter.

Activity	Q2 outputs	Q3 outputs	Q4 outputs	Q1 2018/19
Number of Trustwide staff e-bulletins written, edited and published	17	25	23	23
Number of stakeholder bulletins/publications written, edited and published	1	2	1	5
Number of external news and blog articles published on the Trust website	14 (10 news and 4 blogs)	22 (16 news and 6 blogs)	17 (11 news and 6 blogs)	19 (14 news and 5 blogs)
Number of new / updated web pages (external) published	41	13	5	16 (7 new pages, 9 updated)
Number of news media enquiries managed	16	18	27	27
Number of published/broadcast news media items with involvement from communications	11	4	40	24
Number of Staffnet (internal) news and events items published	54	44	32	33
Number of graphic design projects (jobs started, worked on or completed)	13	51	95  (77 new jobs started or worked on, 18 jobs completed)	73 new jobs started/worked on.  49 jobs completed

## **4. Web and social media**

### **Staffnet - staff intranet**

#### **Highlights and developments**

Our external support contract with EMIS Health expired in March 2018. In collaboration with IT and Procurement we created a tender and went out to market at the end of Q4. We received three tenders from companies ranging between £29,430 and £149,653 to provide technical and developmental support for Staffnet. A scoring exercise took place in April to identify the top two companies and they were invited to a panel in July. A decision and announcement of the new supplier is expected to be made in Q2.

Newly launched content this quarter includes

- A new [Health Informatics / IT Services site](#)
- a [Carers Support site](#)
- an [NHS Constitution page](#)

Background work continues to streamline content and fix any broken links, pages or sites. This also includes small aesthetic changes to content and page layouts.

#### **Future plans**

We intend to appoint a new technical support agency for Staffnet in Q2. See highlight summary above.

A number of staff training videos are in development to aid superusers in maintaining their sites. These are not being created to replace the current training offer but provide a reminder on how to complete certain tasks within SharePoint.

There will be a review of the current cohort of superusers to check that permissions are still required and how often content is updated. It is expected that following this review, the number of superusers will decline. An upgraded training offer will be provided to the remaining superusers and they will be involved in the new Staffnet Working Group going forward.

The Staffnet Governance Group is currently under review. Existing members of the group are mainly focused on procuring a new technical contractor to support Staffnet and these meetings will continue in the current format until the new contractor has been identified and is in place.

Going forward the membership and format of the Staffnet Governance Group will change in order to facilitate ongoing development of the staff intranet. Representatives from the Superuser network will be identified and invited to attend the group to provide a deeper understanding of issues, or ideas for improvement. Terms of Reference for this group are currently under development and will be discussed at the next meeting in August.

#### **Analytics**

There is a slight upward trend in views of Staffnet and we hope to capitalise on this by continuing to refresh, update or remove content in the run up to implementing the new site with our preferred supplier.



	Q4	Q1
<b>Page Views</b>	411,316	474,412
<b>Unique Page Views</b>	247,852	281,144
<b>Users</b>	21,836	21,878
<b>Average users per day in Q1</b>	239.95	240.41

The users metric shows how many users engaged with the site. In order for Google Analytics to determine which traffic belongs to which user, a unique identifier associated with each user is sent with each hit. We can see that the number of users has also slightly increased in this quarter.

### Pages: Top ten most popular on Staffnet

#	Page	Page Views	Unique Page Views	Average time on page
1	Home	404,862	237,016	00:06:54
2	Resource directory (room and car park booking)	11,293	5,301	00:03:49
3	Buy and sell board	4,735	3,055	00:02:36
4	Recruitment and selection	3,994	3,168	00:04:46
5	Departmental calendars	3,736	1,508	00:02:30
6	Human resources	3,399	2,334	00:02:52
7	Training	3,207	2,636	00:05:49
8	Policies and procedures	2,960	1,754	00:01:07
9	EPMA project	1,778	1,426	00:06:20
10	Staffzone homepage	1,764	1,258	00:01:15

Staff focused or facilities driven pages are more popular rather than directorate, corporate or clinical content. Room and Car Park booking remains the most popular page after the homepage, with classifieds and recruitment information closely following. Support Services and Staff Zone content dominates in usage whereas Clinical Services content is much lower down in popularity.

## Search: How people are using the search engine

	April	May	June
<b>Most search for</b>	iLearn	iLearn	iLearn
<b>Abandoned Queries</b>	Health and safety file	Mail	Consent
<b>No Result Queries</b>	Weekly fire warden check sheet	58354	Ex gratis form

In abandoned or no result queries a clear trend can be seen for contact details. This highlights the need for a functioning people search and telephone directory.

## Documents: most downloaded

Q3	Q4	Q1 2018/19
Appraisal and Performance Review Procedure	Appraisal and Performance Review Procedure	<b>Appraisal and Performance Review Procedure</b>
Antimicrobial Prescribing Guidelines	Adverse Weather Procedure	<b>Guidelines for the pharmacological management of psychiatric emergencies / behavioural disturbances using rapid tranquillisation.</b>
Bank Staffing Procedure	Procedure for Annual Leave and Public and Statutory Holidays	<b>Special Leave Procedure</b>
Procedure for Annual Leave and Public and Statutory Holidays	Guidelines for the Pharmacological Management of Psychiatric Emergencies / Behavioural Disturbances Using Rapid Tranquillisation	<b>Adverse Weather Procedure</b>
Procedural document guidance notes	Special Leave Procedure	<b>Employee Wellbeing and Managing Attendance Procedure</b>

Appraisal documentation remains the most popular download and Q4 and Q1 is demonstrating more of a shift towards staff focussed documentation, with policies and procedures around Leave and staff wellbeing trending more than clinical documentation.

## Website

### Highlights and developments

More work has been carried on the services pages. The Autism Diagnostic Service (LADS) has had a full review of their page and referral forms to help reduce the number of incorrect or incomplete referrals.

An improved search function was launched in May (see screen shot example below). The new function provides an auto-complete dropdown search (on the right) which recommends the best content for search terms, and the results page provides a filter which allows users to refine the results by category (on the left).

The screenshot displays the NHS Leeds and York Partnership website. At the top, the NHS logo and the text 'Leeds and York Partnership NHS Foundation Trust' are visible. A navigation bar includes links for Home, Our Services, Advice & Support, News, Events and Blogs, Get Involved, Research, and Careers. A search bar is located in the top right corner, with a dropdown menu showing suggestions for 'crisis'. The main content area is titled 'Search' and includes a search bar with 'crisis' entered. Below the search bar, there is a section for 'OUR SERVICES' with links to 'Crisis Assessment Service', 'Older People's Inpatient Services', and 'Acute Inpatient Services'. A 'SITE' section shows 'No results'. An 'ADVICE & SUPPORT' section includes a link to 'Help in a crisis'. A 'Filters' section on the right allows users to refine results by category, including 'Our Services', 'Site', 'Advice & Support', 'Get Involved', 'Research', 'About Us', and 'Careers'. The search results list includes items such as 'Mental health crisis service given t...', 'Congratulations to Saggu, our ST...', 'Care Quality Commission Reports ...', 'New apprentices in training', 'Leeds Mental Health Drop-in', 'BLOGS', 'Taking mental health to the streets', 'Sue's Post Board Blog - March 2018', 'Sara's blog - February 2018', 'Sue's Post Board Blog November ...', 'Sue's post-Board blog - September', 'EVENTS', 'Everything you need to know about...', 'CONTACTS', 'Single Point of Access (SPA)', and 'Useful links'.

Work continues on the Consultant Directory commissioned by the Medical Directorate. At the end of this quarter submissions continue to be low although improved on the last quarter. We are now at a 46% response rate and we have a working example of the site which has been sent to the Medical Directorate for review and testing. We are still aiming to get at least 70-80% of the information we require from our consultants in order to launch this at a satisfactory standard later this year.

Development work has been completed on a new right side menu template to be used on relevant Clinical Services pages. This will allow a more complex service with layers of content to move from a single page layout format to a subsite with more pages and additional layers of navigation.

The plan is to trial this layout with the new YCED CONNECT service and roll out only to services which will require it.

## Future plans

The new website was launched in March 2017. A paper is currently in development which will make recommendations on future developments.

To help inform this there will be an incentivised feedback survey for all stakeholders. This survey will be hosted on the site as a non-intrusive “sticky” feature and will also be sent out through other channels including Volition, Forum Central and GP bulletins. This survey will help to get a quick temperature check on how the site is performing, what is working well, what isn’t and what stakeholders would like to see more or less of. Following the survey, the plan is to keep to “sticky” feature and repurpose it as a way to make key announcements on the site, such as promote news items, events or recent publications.

## Analytics

Similar to Staffnet we can also see a slight upward trend each quarter in regards to page views and a significant upward trend in terms of active users. We hope to continue to build on this growth by making further improvements to the quality and accessibility of content.

	Q3	Q4	Q1 2018/19
<b>Page Views</b>	104,597	116,702	<b>118,922</b>
<b>Unique Page Views</b>	80,660	90,472	<b>93,558</b>
<b>Users</b>	29,441	31,534	<b>35,447</b>
<b>Average users per day</b>	320	346.5	<b>389.5</b>

The users metric shows how many users engaged with the site. In order for Google Analytics to determine which traffic belongs to which user, a unique identifier associated with each user is sent with each hit.

## Pages: top ten most popular pages

Page	Page Views	Unique Page Views	Average time on page
Home	19,076	13,439	00:00:39
Our services	3,984	2,550	00:00:33
Contact us	3,443	2,941	00:02:05
Job list – Nursing – Midwifery	3,157	2,204	00:00:44
Gender Identity Service	2,578	2,017	00:03:03
Careers	2,396	1,803	00:01:14
Job list – Administrative services	2,313	1,543	00:00:43
Yorkshire Centre for Eating Disorders	2,058	1,706	00:03:19
Crisis Assessment Service	2,027	1,771	00:01:54
Urgent referrals	1,454	1,157	00:01:39

As with the previous quarter the Our Services landing page and the Contact Us page both score highly with the Nursing and Midwifery job vacancy category also doing particularly well. The Gender Identity service appears twice as the higher scoring entry is from users who have clicked through to the page from a search engine whereas the other entry is accessing the service through the trust site.

### Search terms

The new Algolia search function launched in May no longer relies on Google Search, as such there is no available data for search terms in this quarter but we are looking to resolve this for the next quarter to check how the updated search function is performing.

## Social Media

### Twitter

Twitter continues to be our most vibrant channel with followers steadily increasing. The number of posts during Q1 has dropped –which can be attributed to us stopping live tweeting from board meetings. This was stopped due to the poor levels of engagement from followers, which included people unfollowing the Trust's account.

	Q2	Q3	Q4	Q1 2018/19
<b>Followers</b>	5,521	5,772	5,934	<b>6,164</b>
<b>Posts</b>	225	199	108	<b>91</b>
<b>Engagement</b>	964 (78 replies + 886 link clicks)	1025 (93 replies + 932 link clicks)	747 (51 replies + 696 link clicks)	<b>625</b> <b>(37 replies + 588 link clicks)</b>
<b>Engagement rate</b>	Not available	1.5% overall with a peak of 4.3% on November 10 <sup>th</sup>	1.3% overall with a peak of 3.8% on January 6 <sup>th</sup>	<b>1.2% overall with a peak on 4.0% on June 22<sup>nd</sup></b>

### April highlights

#### Top Tweet earned 5,439 impressions

In case you missed it, we've been mentioned in [@theRCOT](#) OT News! 'Leading sustainability and transformation in Leeds' explains how we've joined up with local partners to look at how we can achieve one [#OccupationalTherapy](#) workforce for the whole of [#Leeds](#)  
[pic.twitter.com/Rqt74L8N99](https://pic.twitter.com/Rqt74L8N99)



1 23 38

#### Top mention earned 372 engagements

**Daniel**  
[@DaNieI201723](#) · Apr 19

We Love A Quote On Ward 3 - We Now Have Them On The Bedroom Corridor Walls... Not Only Do They Brighten The Ward & Make It Feel More Homely, But Patients Have Already Said They Inspire, Give Strength & At Times Bring A Smile To Their Face! ☺️ @Safewards @LeedsandYorkPFT @NHS  
[pic.twitter.com/1ESzUChtE0](https://pic.twitter.com/1ESzUChtE0)



3 4 35

#### Top media Tweet earned 4,971 impressions

This month we're rolling out a new mental health service for armed forces veterans in partnership with [@CombatStress](#). Read more: [bit.ly/2GNf8hl](https://bit.ly/2GNf8hl) @BritishArmy @RoyalAirForce @RoyalNavy @HelpforHeroes  
[pic.twitter.com/4bM1NpxYKu](https://pic.twitter.com/4bM1NpxYKu)

Increasing access to local care and treatment for veterans with complex mental health needs

14 20

#### APR 2018 SUMMARY

Tweets	17	Tweet impressions	61K
Profile visits	2,311	Mentions	343
New followers	64		

## May highlights

### TWEET HIGHLIGHTS

#### Top Tweet earned 5,723 impressions

Are you an enthusiastic and highly motivated Community Mental Health Nurse/Care Co-ordinator in/around **#Newcastle**? Fancy joining an innovative new mental health service for armed forces **#veterans**? We may have the role for you...  
[bit.ly/2w4No3O](https://bit.ly/2w4No3O) **#nurse** **#jobs**  
**@CombatStress**  
[pic.twitter.com/RKBSzjsXLa](https://pic.twitter.com/RKBSzjsXLa)

**Supporting  
veterans in the  
north of England**



1 10 7

#### Top mention earned 489 engagements



#### Elliot Davies

**@OTALeeds** · May 9

And people wonder why I love my job **@LeedsandYorkPFT** here is Monet who with his handler Katy from KL Pony Therapy came to visit us today. The effect he had on our service users was amazing and certainly shows the importance of therapy animals.  
[pic.twitter.com/kTdZJJoXWp](https://pic.twitter.com/kTdZJJoXWp)



10 22 81

#### Top media Tweet earned 4,245 impressions

"Unless you support your colleagues under stress, they cannot provide the best level of care for patients." Our chaplain Rev Michael MkPadi speaks to **@LeedsNews** for **#MentalHealthAwarenessWeek**  
[bit.ly/2rL7yLD](https://bit.ly/2rL7yLD) [pic.twitter.com/OrlIxtB2P](https://pic.twitter.com/OrlIxtB2P)



9 21

#### MAY 2018 SUMMARY

Tweets

36

Tweet impressions

70.3K

Profile visits

3,876

Mentions

541

New followers

77

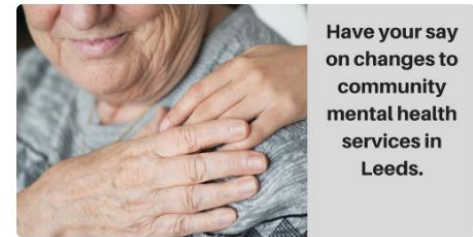


June highlights

TWEET HIGHLIGHTS

**Top Tweet** earned 2,840 impressions

Talk to us about proposed changes to community [#mentalhealth](#) services in [#Leeds](#). Events at 10am on 11 June, and at 5.30pm on 14 June. Both take place at [@cardigancentre1](#) in Leeds. Find out more and book your place at [bit.ly/LeedsCMH](#) [@MyForumCentral](#) [@HWLeeds](#) [@InvolvingYou](#) [pic.twitter.com/X3wftQ8R5](#)



Retweets: 1, Likes: 5

**Top media Tweet** earned 2,484 impressions

In our Chair's Post Board Blog for May, [@DrSueP1](#) pays tribute to all involved in managing the fire at the Becklin Centre, doing better on [#coproduction](#) and improving the recruitment of new [#nurses](#) and building their confidence when they arrive. [bit.ly/2LMM4qa](#) [pic.twitter.com/lnXa7Ne2tA](#)



Retweets: 5, Likes: 11

**Top mention** earned 327 engagements



Learnt a huge amount today about Psychological Medicine, Perinatal Services and Eating Disorders services. Many thanks to Dr Peter Trigwell, Deborah Page, Dr Gopinath Narayan and [@drwrjones](#) & everyone [@LeedsandYorkPFT](#) inspiring work! [pic.twitter.com/NArKPtAmCG](#)



Retweets: 3, Likes: 13, Retweets: 42

JUN 2018 SUMMARY

Tweets	Tweet impressions
38	56.6K
Profile visits	Mentions
3,096	347
New followers	
79	



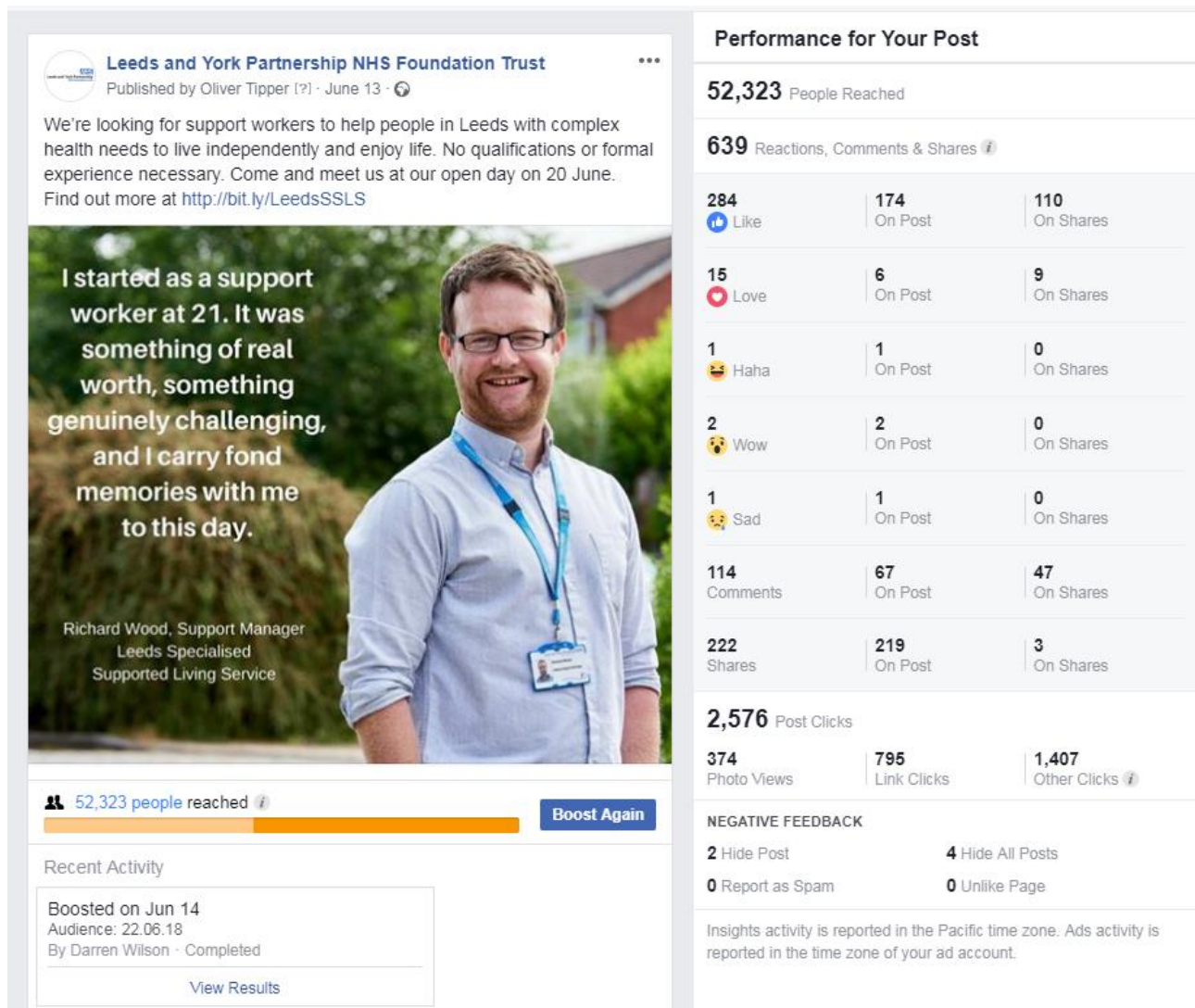
## Facebook

Activity	Q2	Q3	Q4	Q1 2018/19
<b>Followers</b>	1,800 (at 30 Sept)	2,058 (at 31 Dec)	2,088 (at 31 March)	<b>2,276</b> <b>(at 30 June)</b>
<b>Posts</b>	72	59	42	<b>28</b>
<b>Likes</b>	Total pages likes at 30 September: 1,806	Total page likes at 31 December: 2,013	Total page likes at 31 March: 2,086	<b>Total page likes at 30 June: 2,268</b>

During this quarter four posts were boosted. These were all recruitment posts featuring YCED, mental health nurses, support workers and recruitment staff.

### Recruitment posts

The SSLS support worker post performed the best in Q1 with 52,323 people reached and 2,576 post clicks, 795 of these were clicks on to the job link. Sentiment analysis is generally positive, however this did result in 2 followers hiding this post and a further 4 followers hiding all posts from LYPFT.



The post for Clifton House’s recruitment campaign also performed well, with 22,353 views of a promotion video during a seven day campaign in June. However this only generated 65 clicks to the job advert.

## View results



You targeted **men and women ages 21-60** who live in **1 location**.

[Show full summary](#)



This promotion ran for **7 days**.



Your total budget for this promotion was **150.00 GBP**.



Only the person who boosted this post can edit it.

**39,920**

People Reached [?]

**22,353**

Engagements

**£150.00**

Total Spend [?]

**Actions**

People

Countries

Video Views	22,353
Link Clicks	65
Page Likes	19
Post Likes	22
Comments	12
Shares	30

DESKTOP NEWS FEED

MOBILE NEWS FEED



**Leeds and York Partnership NHS Foundation Trust** ...

Sponsored · 🌐

We've got exciting opportunities for mental health nurses and clinical lead nurses in our low secure forensic service in York. We're offering up to £1,000 as a starting bonus and a relocation package of up to £8,000. Find out more at <http://bit.ly/2rQABh3>



Susan Marcos Cocking and 46 others  
25 comments



Like



Comment

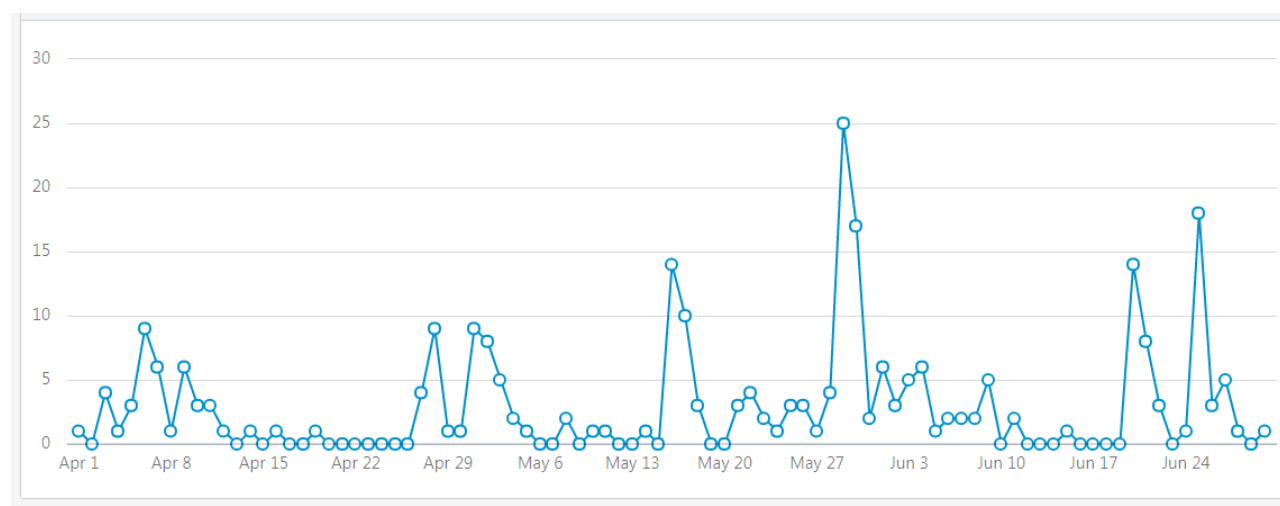


Share

## LinkedIn

Activity	Q2	Q3	Q4	Q1 2018/19
<b>Followers</b>	1,973 (at 30 Sept)	2,068 (at 31 Dec)	2,158 (at 31 March)	<b>2,273</b> <b>(at 30 June)</b>
<b>Posts</b>	20	16	15	<b>13</b>
<b>Impressions</b> (the number of times each update was shown to LinkedIn members)	11,194	25,999	28,823	<b>11,449</b>

## Clicks on posts



May 29<sup>th</sup> saw the largest spike of 25 clicks this was for the Mental Health nurses and Clinical Lead nurses job posting.

The highest performing update for this quarter with an engagement of 6.52% was the “We’ve got plans to change the way we provide our community mental health services for adults and older people across Leeds.” post on 16<sup>th</sup> May.

This received 798 impressions, 30 clicks and 22 social interactions – in this instance likes from followers.

## YouTube

YouTube is our primary video sharing platform. Over Q1 we gained 12 subscribers but lost 1 leading to a total of 72 subscribers at the end of the quarter, a slight increase on our previous figure of 61.

Content breakdown:

	Total Videos	Public Videos	Unlisted / Private
Q4	169	108	61
Q1	171	110	61

### Q1 Highlights

Two publically available videos were uploaded this quarter.

- May - Working for our low secure mental health service in York – 51 views
- June - Wonderful World (Looking back, looking forward NHS 70 event) – 32 views

	Watch time (minutes)	Views
Q3	4,488	2,717
Q4	7,083	3,544
Q1 2018/19	4,999	2,392

Top three performing videos in Q1 2018/19	Watch time (minutes)	Views	Likes	Comments
Staying at Mill Lodge Inpatient CAMHS	693	275	3	0
Leeds Autism Diagnostic Service - An Introduction	509	154	1	0
Liaison Psychiatry in Leeds	340	135	1	0

Traffic source	Views	Average view duration	Average percentage viewed
External to YouTube	984 (41%)	2:22	56%
Search within YouTube	690 (29%)	1:44	41%
Suggested videos by YouTube	372 (16%)	1:40	38%

Similar to last quarter the traffic source statistics suggest that the majority of views for content are coming in via external sources e.g. websites, apps or emails that embed or link to the videos.

The top three videos have remained fairly consistent with the Mill Lodge video remaining the most popular video followed by the more recent autism content.

There are some quick wins we can achieve with this channel by organising the content we have into category playlists and reorganising the homepage to display featured videos, ideally the most recent content. These changes will be put into effect in Q2.

## Quarter 4 Comms Highlight

### Community Redesign Engagement

We played a leading role in the staff and public engagement to support the community redesign project.

This represented a significant proportion of time spent in communications during Q1. An engagement report that summarises all this work will be published in Q2.

See [www.leedsandYorkpft.nhs.uk/get-involved/community-mental-health](http://www.leedsandYorkpft.nhs.uk/get-involved/community-mental-health)



### NHS 70

We took a leading role in the delivery of the NHS70 campaign, with two members of the team participating in the steering group from late 2017 to July 2018. In Q1 we increased the exposure for our NHS 70 Faces at 70 campaign to showcase and celebrate our diverse range of staff in the lead up to the 5 July birthday.

See [www.leedsandYorkpft.nhs.uk/get-involved/nhs70/70faces/](http://www.leedsandYorkpft.nhs.uk/get-involved/nhs70/70faces/)

From IT technicians to domestic staff and specialty doctors, our staff share their unique experiences from how the NHS has made a difference to them and how they've seen the NHS help people to what they would say to inspire the future NHS workforce.

