

April Member led engagement board

Engagement and Communication



Walsall Council

PROUD OF OUR PAST OUR PRESENT AND FOR OUR FUTURE

Communications strategy

- **High level** COVID messaging shared by wide range of channels, including website, social media, and newsletters, as well as community networks across a range of partners. Approach has moved from hard hitting and human, to sensitive reiteration.
- Social Media posts were paused briefly following the passing of the Duke of Edinburgh.
- Key messages have changed as Stay at Home order not relevant, concentrating on:
 - Get regular rapid lateral flow tests
 - If you have symptoms, get a PCR Test and isolate.
- **Roadmap changes**
 - Welcome back – shop safely
 - Edition 21 of COVID-19 Newsletter

March Comms data

- 540 Social Media posts published
- 20,042 public interactions with these. There has been a continued slight decrease in the number of people engaging with the posts, which is under review.
- 993 average views per post. Slight increase, despite lower engagement.
- Edition 21 newsletter sent to over 68,000 residents.
- Weekly business newsletter sent to 6000 business contacts.
- Weekly Education bulletin - sent to over 500 contacts (Heads teachers / SLT's / Other professionals associated with schools).



Next steps

Vaccination:

- Community Champions Project to increase Vaccination take-up. Will work with Place Based Incident Management Comms partners to deliver.
- Data driven / Insight led approach to be taken. Will need to understand the barriers to the vaccine uptake are the perception of risk, low confidence in the jab, and lack of endorsement from trusted providers and community leaders.

Road Map

- Changes to Road Map to be communicated in advance of next phase.

