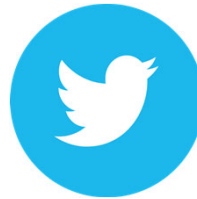


Social Media total campaign coverage

By each Herefordshire Council platform.
March 2020 to October 2020



**1611 posts:
5.7 million
impressions
12.1Likes
15.4kShares**



**858 posts:
19.5million
impressions
4.1k Likes
4k Shares**



**60 posts:
27 K
impressions
751 Likes**

Totals for campaign

**2529 posts:
25.4 million impressions
16.9k Likes
15.8k Shares**

@HfdsCouncil

Stay safe Herefordshire messaging

To encourage residents to Stay Home stay safe
and then to encourage residents to safely exit
lockdown

Example messaging



@HfdsCouncil

Social media coverage

On Herefordshire council platforms – Facebook, Twitter, Instagram

Social media organic posts promoting Safe Herefordshire messaging

 **HerefordshireCouncil** @HfdsCouncil · Jul 12, 2020
A statement from Herefordshire Council on how we're working with a local business to closely monitor and manage the reported outbreak in Herefordshire: orfo.uk/jaT2Z



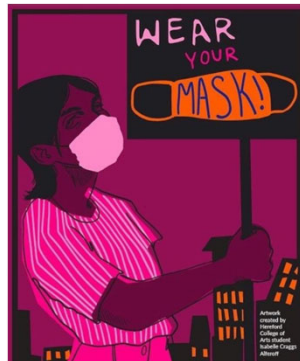
Top Facebook post:
10k
impressions

Top Twitter post:
52k
impressions,

 **HerefordshireCouncil** @HfdsCouncil · Jul 4, 2020
Don't be a spreader | Even if you don't show coronavirus symptoms you can still be contagious. Remember our recommendation is to stay 2 metres apart, wash your hands regularly and wear a face covering to protect others.



1 30 26



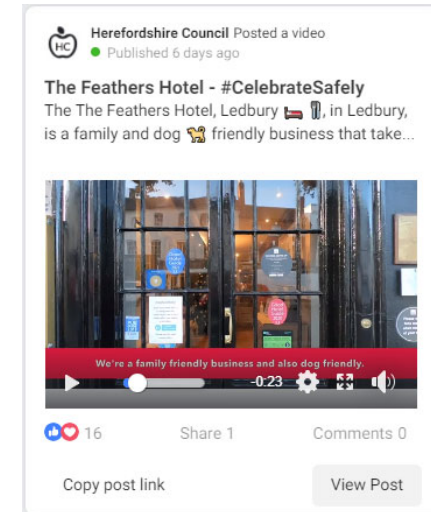
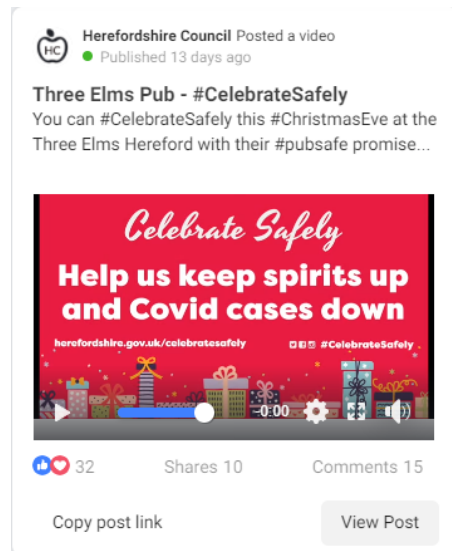
 **hfdscouncil**
hfdscouncil #PlayYourPart - Today's artwork is by Isobel Craggs Allcroft from @herefordarts, highlighting the importance of wearing a mask. Along with washing your hands & keeping 2m apart—it remains one of the best ways to best ways to keep Herefordshire safe. #ActLikeYouveGott #HandsFaceSpace

Top Insta post:
710 impressions

Celebrate safely campaign

Encouraging residents to have a Covid safe Christmas using a combination of resident vox pops and reassurance messaging

Example messaging

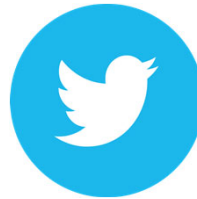


Social Media Celebrate Safely campaign coverage

By each Herefordshire Council platform.
March 2020 to October 2020



31 posts:
77.2k
impressions
299 Likes
130 Shares



30 posts:
425.4k
impressions
137 Likes
64 Shares



12 posts:
5.7K
impressions
186 Likes

Totals for campaign

73 posts:
508.3k impressions
622 Likes
380 Shares

@HfdsCouncil

Celebrate safely Top Posts



Herefordshire Council @hfdscouncil
Alice Higgins | 22 Dec 2020 | 17:01

Firefighter Barnett from @KingtonFireStation says everyone at @HWFire wish you all a Merry Christmas! They're trying really hard to keep everyone as safe as possible over the festive period by providing simple #firesafety messages, such as:

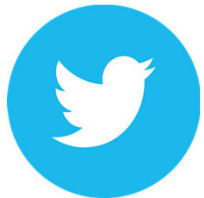
- ✓ Don't leave your Christmas dinner unattended in the oven
- ✓ Make sure you have working smoke alarms
- ✓ Ensure everyone in your home knows what to do in the event of a fire

For tips on how to keep your spirits up and Covid levels down, visit <http://orlo.uk/ZdZbr> #CelebrateSafely #StaySafe

5.6K 6.3K 0 13 23 0 7 1



6 k
impressions
13 Likes
12 Shares



Herefordshire Council @HfdsCouncil
Alice Higgins | 22 Dec 2020 | 17:03

Firefighter Barnett @HWFireKington @HWFire shares her #firesafety messages this #Christmas.

- ✓ Don't leave Christmas dinner unattended in the oven
- ✓ Make sure you have working smoke alarms
- ✓ Ensure everyone in your home knows what to do in the event of a fire

#CelebrateSafely

32.3K 2.9K 0 5 11 0 1 1

32 k
impressions
5 Likes
11 Shares



hfdscouncil New Tier restrictions From 00.01am on Sat 19 Dec, Herefordshire will move from Tier 2 to Tier 1 restrictions. For the latest on what this means for you & to keep up to date with other local area restrictions visit herefordshire.gov.uk

3w

609
impressions
26 Likes
1 Shares

Play your part

Social media coverage

PLAY YOUR PART

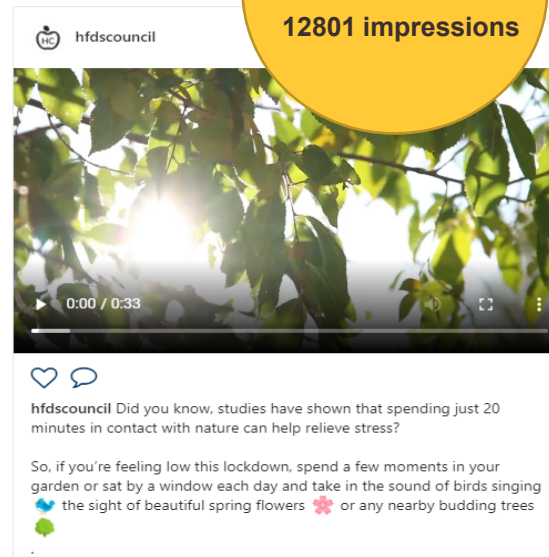
Social media organic posts promoting Play Your Part to keep Herefordshire safe.



Top Facebook post:

6738

impressions



Top Twitter post:

12801 impressions



Top Insta post:

804

impressions

Social Media total campaign coverage

PLAY YOUR PART

By each Herefordshire Council platform.



31 posts:

77.2K impressions

299 Likes

130 Shares

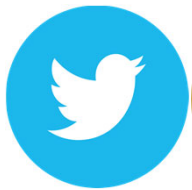


12 posts:

6.1 K

impressions

186 Likes



30 posts:

435K impressions

137 Likes

64 Shares

Totals for campaign

73 posts:

518.3K impressions

622 Likes

194 Shares

@HfdsCouncil

Play your part webpage



Direct 230

Top 10 Referring sites

Hereford times 93

Google 61

Your Herefordshire 32

Social media 47

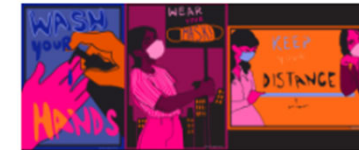
Bing - 7

479 views

Herefordshire.gov.uk/playyourpart

PLAY YOUR PART

Play your part



Coronavirus restrictions remain in place across the country in England:

- Only essential visitors with people you live with or who are in your support bubble
- Up to six people or two households can meet outside
- Visit from home if you can and minimise travel
- If you have symptoms get a test and stay at home

Find out the [what to expect, how to stay safe and get help](#)

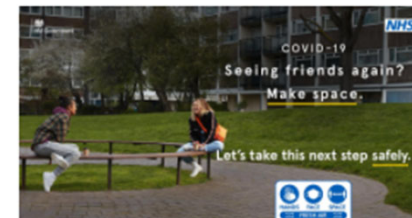
Universal rapid testing for everyone

Regular testing is essential to prevent the spread of the Covid-19 virus and keep cases down. Everyone can now get a free rapid Covid-19 test. They are available in 20 minutes. They also show you're doing all you can to protect those around you.

Tests can be ordered online and delivered to your home or collected at a test centre. If you have Covid-19 symptoms, [book a COVID test online](#). If you have no symptoms, get rapid access to your tests and test centres regularly.

[Book or collect a symptom-free rapid test at a site in Herefordshire](#)

Let's all play our part and take this next step safely and keep Herefordshire safe.



Covid-19 mobile testing

Our team are out and about around the county giving out home testing kits. We also offer tests on site. Helping you to carry out regular testing, understand and understand your needs. Information on where to go each day will be on our @Herefordshire socials.

[Follow us](#)

In this section

1. Staying at home
2. Are you in a high risk group?
3. Visiting from home
4. Helping children understand and cope
5. Mental wellbeing
6. Keep healthy and well
7. Keep active
8. Protect yourself
9. Road and shopping
10. Benefits and personal financial support
11. Life when lockdown arrives
12. Testing for Covid-19
13. Staying safe in schools, colleges and universities
14. Coronavirus (Covid-19) cases in Herefordshire
15. Test and Trace support payments
16. Play your part

17. Local local

18. Covid-19 MyHub

19. www.herefordshire.gov.uk

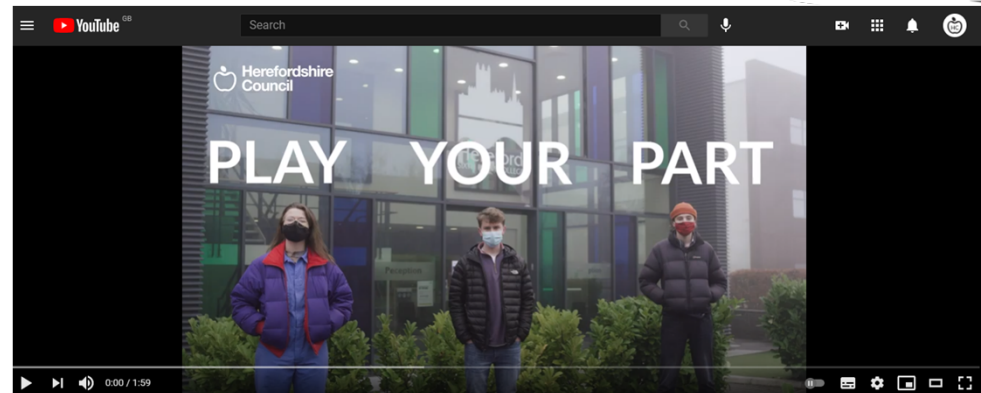
Play your part YouTube

Video by students was uploaded to YouTube

and shared on website and across

social media channels

PLAY YOUR PART



343 views

Direct 44%

Referring sites

Suggested video (YouTube) 24%

Facebook 57%

WhatsApp 14%

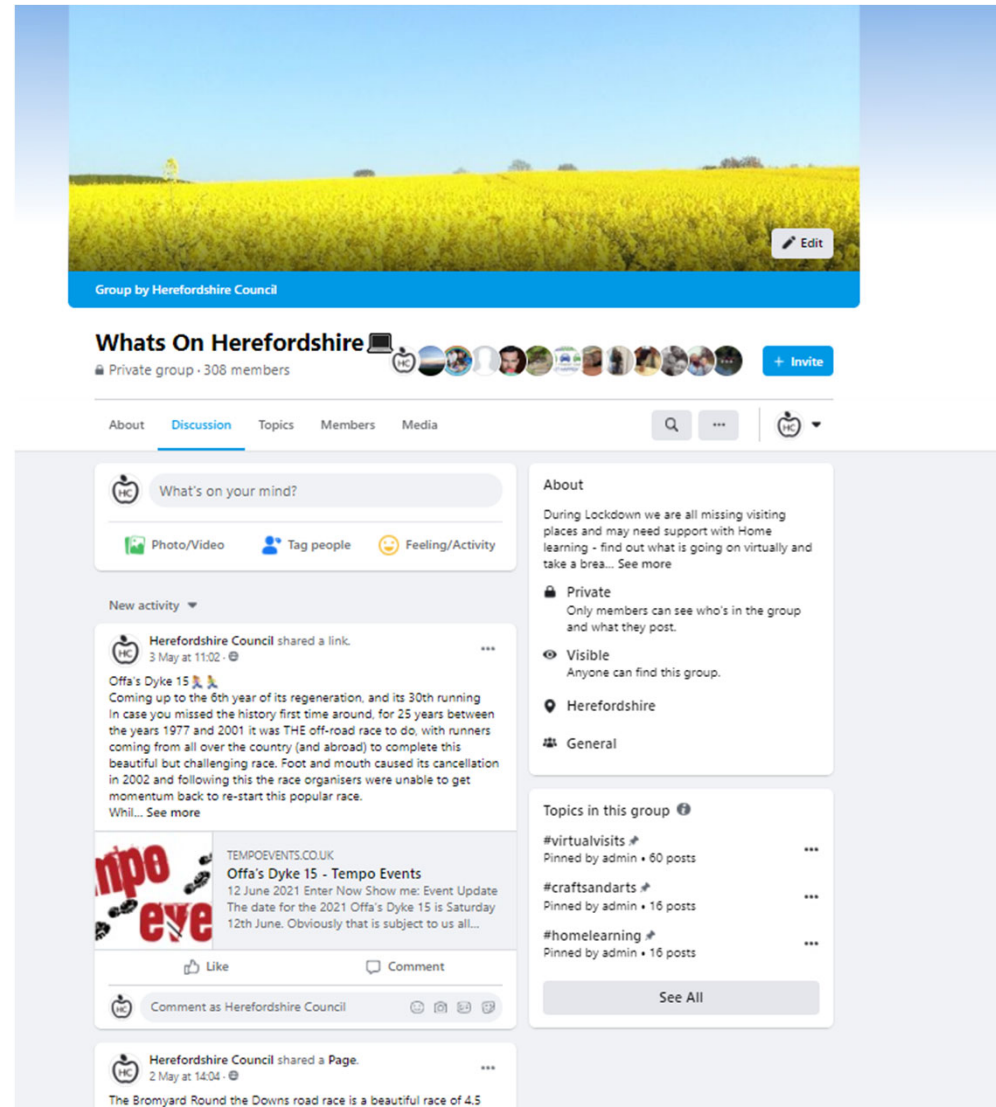
youtube.com/user/herefordshirecouncil

Group

In February 2021 a group was created on Facebook to signpost people initially to online visitor attractions and events for the family during lockdown

157 posts

308 members

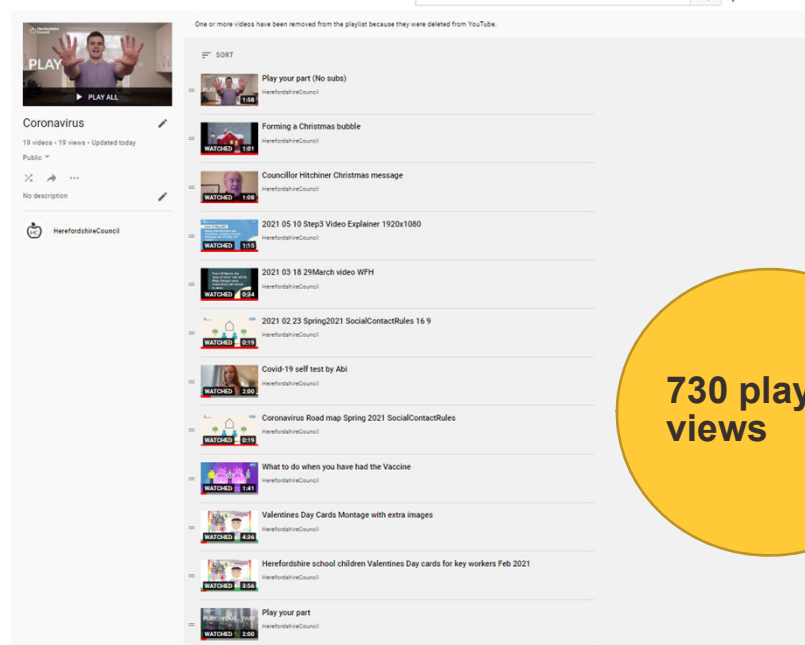


YouTube

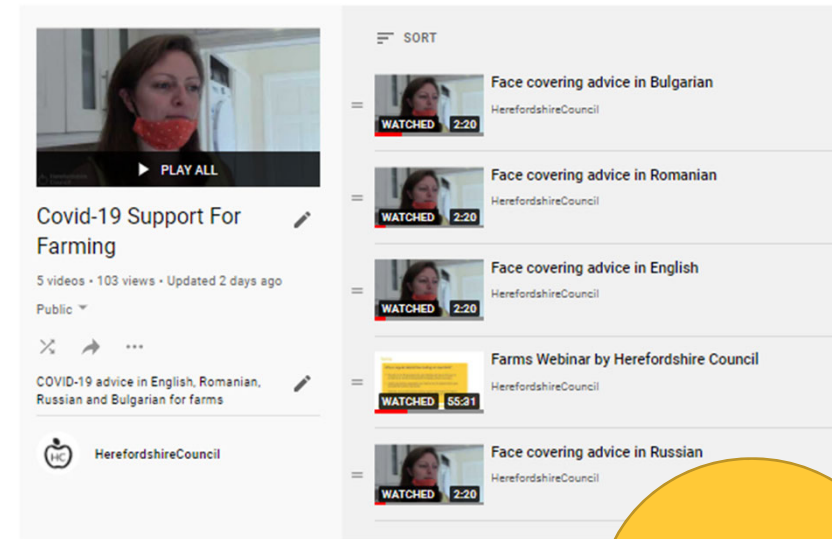
General coronavirus messaging



Two coronavirus playlists were set up on the platform – one for general coronavirus messaging and one specifically for the farming community



730 playlist views



221 playlist views

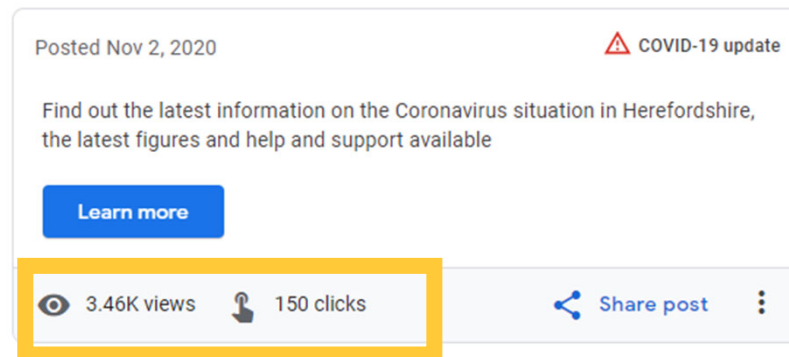
Residents were directed to these videos either by social media, being embedded into web content or YouTube recommendations

youtube.com/user/herefordshirecouncil



Google was utilised to message on our google listing posts about coronavirus and also messaging

Hereford Council Post



For quarter 1 2021 from our google entry

12.6k visited website
792 click on directions
363 clicked on phone number

97k searched for us on Google
43k viewed our listing
112k viewed our location on maps
363 clicked on phone number



Google was also utilised to message on our household recycling centre listings' posts about coronavirus and opening hours

An example of engagement on Hereford household recycling centre google post

Posted Oct 7, 2020

Hours were updated.

589 views 0 clicks

Share post

Posted Sep 14, 2020 COVID-19 update

From Monday 14 September 2020 you will need to book before you visit the site.

How to book
You must be a resident of Herefordshire and provide your address and vehicle registration number. You can book a slot up to 14 days in advance.

Book

4.98K views 1.21K clicks

Share post

Posted May 7, 2020 COVID-19 update

Hereford Recycling Centre will reopen on Saturday 9 May
Please see restrictions before visiting
<https://www.herefordshire.gov.uk/recyclingcentres>

Learn more

4.15K views 116 clicks

Share post

Moving forwards...



Messaging will be focusing on -

- supporting local businesses and tourism
- Continuing pushing the 'get tested' message, to continue to help boost the Herefordshire economy
- Continue unlocking safely and making 'new normal' part of our routine
- Keeping our community safe and well
- Hands Face Space Fresh air