

# External Media Report – June/July 2020

To date, our primary focus has been communications to support COVID-19, for staff and communities, within the 'command and control' approach. The latter is continuing, but we are now supporting services on the 'new norm' with targets for the remainder of the year, and reporting to public Board. July figures will be updated for the next report.

June 2020 - March 2021 media monitoring						
Objective	Monthly target	Annual target	June	July	Average	Cumulative
Local media	28	0	27	30	28.5	57
National coverage	0	6	0	2	0.5	2
Twitter engagement	1100 (1200 with campaign in month)		2285	1276	1781	
Facebook engagement	1400 (1500 with campaign in month)		3014	2671	2843	
National and feature coverage and campaigns			(COVID-19)	(COVID-19) Health Tech News, HSJ		

**External communication focus Q2 (July – September 2020):** COVID-19 (ongoing; NHS 72<sup>nd</sup> Anniversary (5 July); Chief Executive appointment (6 July); children's website 5–11yrs (July tbc); NHS Cadets' recruitment (July – Sept); YASA (18 September).

## June coverage:

- **Support for district's breastfeeding mums** – Keighley News (x2), Telegraph & Argus (x1)
- **Step Up for Better Lives virtual challenge** – Ilkley Gazette (x1), Craven Herald (x1)
- **BDCFT CQC Inspection results** – Keighley News (x1), Craven Herald (x1); rerun of previous coverage from May
- **Carers Week interview** – BCB Radio (x1)
- **MyWellbeing College** – Telegraph & Argus (x3), Keighley News (x1)
- **Damart donations to Lynfield Mount Hospital** – Telegraph & Argus (x3), Yorkshire Post (x1), Keighley News (x1), Craven Herald (x1)
- **Poems for a Pandemic anthology** – BCB Radio (x4)
- **International online COVID-19 study** – BCB Radio (x1), Craven Herald (x1), Keighley News (x1), Telegraph & Argus (x1)

## July coverage:

- **(re-run) International online COVID-19 study** – Keighley News (x1)
- **NHS Rainbow Badge/ virtual Pride** - Craven Herald (x1)
- **New Chief Executive** – Telegraph and Argus (x4), Keighley News (x2), Health Tech News (x1), HSJ (x1)
- **Poems for a Pandemic anthology** – BCB Radio (x1)
- **Care Trust joins St John Ambulance to recruit NHS Cadets** – Capital Radio Yorkshire (x1), Keighley News (x2), Telegraph and Argus (x2), Craven Herald (x2), Ilkley Gazette (x2), Wharfedale Observer (x1), Heart Yorkshire (x1), BBC Radio Leeds (x1), BDB Radio (x1)
- **iCare innovation stories** – Keighley News (x1), Telegraph and Argus (x1)
- **New NED (Maz Ahmed)** – Telegraph and Argus (x2)
- **Care Trust contributes to global learning on pandemic** – Keighley News (x1), Telegraph and Argus (x1)