

# External Media Report – August/September 2020

Targets for the marketing communications team were agreed in June, as we support services moving to the 'new norm'. Up until then, the team's our primary focus was supporting staff and communities during COVID-19, within the 'command and control' approach. September figures (to 17 September) will be updated for the next public board meeting.

June 2020 - March 2021 media monitoring								
Objective	Monthly target	Annual target	June	July	August	September	Average	Cumulative
Local media	28	0	27	41	17	17	26	102
National coverage	0	6	0	3	1			4
Twitter engagement	1100 (1200 with campaign in month)		2285	1594	767	453	1275	
Facebook engagement	1400 (1500 with campaign in month)		3014	3153	752	478	1849	
National and feature coverage and campaigns			(COVID-19)	(COVID-19) Health Tech News, HSJ				

**External communication focus Q3 (October – December 2020):** COVID-19 messaging (ongoing); flu campaign (5 Oct – Dec); World Mental Health Day (10 Oct); International Stress Awareness Week (4-6 Nov); Self Care Week (16-22 Nov).

## August coverage:

- **Trust's work in global spotlight (home care village event)** – Keighley News (x2), Telegraph & Argus (x1)
- **You're a Star Awards' finalists** – Craven Herald (x2), Telegraph & Argus (x3), Keighley News (x2)
- **Better Lives Charity fundraising challenge** – Telegraph & Argus (x3), Keighley News (x1)
- **New resources on 0–19 children's website** – Asian Sunday Newspaper (x1), Telegraph & Argus (x3), Keighley News (x1)
- **Negative social/ media coverage** - none

## September coverage:

- **New Chief Executive** – Telegraph and Argus (x3)
- **New resources on 0 – 19 Children's website** – Ilkley Gazette (x1), Keighley News (x1)
- **Cyber security accreditations** – Wharfedale Observer (x1), Telegraph and Argus (x2), Ilkley Gazette (x2), Craven Herald (x1), Keighley News (x1)
- **Annual Members' Meeting 2020** – Keighley News (x2), Keighley News (x1)
- **Negative social/ media coverage** – none