



CIPR PRIDE AWARDS 2019 GOLD WINNER

Category: Best Use of Social Media

Company: Norfolk and Norwich University Hospital

Entry title: #NNUHDementiaFayre

Brief and objectives:

We set up a social media campaign using the hashtag #NNUHDementiaFayre to be used across Twitter, Facebook and Instagram. The campaign was in support of an event which took place at the Norfolk and Norwich University Hospital on Monday 13 May 2019, called the Dementia Information and Advice Fayre. The event involved talks and activities as well as information stalls from organisations and charities from both inside and outside the NHS. The event is held every year at NNUH to raise awareness and provide support and information to people living with dementia, or friends/carers/relatives of people living with dementia.

Our #NNUHDementiaFayre campaign began on Tuesday 19 February 2019 and encompassed over 100 posts across all three channels. The campaign's main objective was to raise awareness of the event itself to ensure everyone attending or hoping to attend had all the information they needed. The campaign was also used to provide behind the scenes photos and videos, as well as updates on everything being set up in anticipation of the event.

The campaign's other major objective was to drive engagement with our event's community art project; which involved asking members of the public to help knit or crochet forget-me-not flowers which were then sewn together to create a huge art installation (10m x3m), representing every person in Norfolk living with Dementia.

The idea, research and planning:

The central idea behind the campaign was the community art project; the original inspiration being an attempt to create a piece of artwork comprised of one hand-made flower for every person in the county living with dementia. This artwork was then displayed at the event and provided a fantastic focal point for the celebrations.

Research was undertaken to establish a reasonable timeframe in which to achieve the required number of knitted flowers. We also spent a lot of time engaging with and enlisting the help of community knitting clubs, student organisations and external charities, in order to create a network that could help us drive public engagement with the project, and hopefully obtain our target number. We also undertook research to establish roughly how many people

in Norfolk live with dementia (17,000), and what would be an appropriate and inspiring end product to create for the cause.

Strategy, tactics, creativity and innovation:

The 'countdown' nature of the posts helped to create a sense of excitement as the event grew closer. We also provided regular visual updates on the progress of the art project, which really allowed people to feel a part of something creative and worthwhile.

Posting occasional thanks to specific individuals who had contributed to the project also helped to engage people, and create a sense of community ownership around the campaign. We also occasionally included interesting posts or links to dementia-related news stories or innovations that could interest people, or simply provide helpful information to our target audience.

There was also a community engagement element with different community groups helping to make the artwork and their activities were also part of the social media campaign. A video was made on the day of the event to share on social media.

Delivery:

Social media posts were uploaded consistently over almost three months; with an average of three or four sent a week. The posts covered a variety of topics, all tied together thematically either by the event, the art project, or by dementia services in general. These posts were supported by the social media accounts of our supporters and partners, as well as by print media such as posters and 'table toppers' placed in staff canteens around the hospital. Posts would also frequently feature links to press releases that offered a continuation of stories, and allowed people to dive deeper into the topic if they wished to find out more. This detail and effort allowed us to create a dedicated following over time which provided a good deal of engagement with the campaign.

Measurement and evaluation:

The campaign was created and uploaded through a social media management programme called 'Orlo: Social Sign-in' which allowed us to monitor analytics such as reach, engagement and audience sentiment. From 47 posts across three months we reached half a million accounts, and generated over 100,000 impressions. The campaign posts were clicked on 1,600 times and attracted nearly 1,200 likes and comments. The posts were shared by third parties over 500 times and the overall audience sentiment was overwhelmingly positive. All of this combined means the campaign had an overall engagement rate of just over 3.6%, which is fantastic given that anything between 0.5% – 5% is considered to be 'very good' on both Facebook and Twitter. Using this data we are now able to measure and evaluate which posts were the most effective for engaging our audience, allowing us to tailor and amend the campaign for next year's event.

Budget and campaign impact:

The main resource for this project was staff time; £40 spent on posters and £175 for materials to assist with the community art project. We opted not to spend any money on promoted posts or advertising campaigns when designing our social media presence, instead choosing to trust that the organic reach we could generate would be sufficient enough to draw the attention and engagement of our intended audience. The event itself was a huge success, drawing hundreds of visitors to see events, speakers and stalls from over 30 organisations from across the region. The Fayre is one of the largest annual events on our hospital calendar and this year was one of the most successful events we've seen. The creation of the community art project, a tapestry of thousands of knitted and crocheted forget-me-nots representing every person in Norfolk with a diagnosis of dementia made a huge impact. We held evening workshops where the public and local community groups such as the UEA student knitting group and the Norfolk Knitters and Stitchers could come into the hospital and help to make the tapestry which was displayed at the Dementia Information and Advice Fayre. The event featuring the tapestry also gained print and broadcast Radio and TV coverage.