

FACTSHEET: TOP DIGITAL COMMUNICATIONS TIPS TO HELP SHAPE STPs

Across England, communications and engagement staff are working on the communications strategies which underpin their respective sustainability and transformation plans (STPs).

This quick guide offers top digital communications tips to shape your STP communications strategy and help you engage with your staff, stakeholders and the public.

1. One hub of online information

- Creating a website and social media profiles specific to the STP will help create hubs around which people can engage with the plans. This will help communicate a consistent message instead of separate messages across individual members' websites.
- In cases where there is a significant flow of patients between STPs there may also be a case for sharing the cost of online advert budgets.

2. Online adverts

- Online adverts offer a fantastic, cost-effective opportunity to promote STP information to multiple target audiences. For example a Facebook advert can reach 49,000 profiles over 30 days for as little as £0.001p per profile reached per day.
- Twitter and Google's advert targeting services enable you to pick which sub-sections of your target audiences see which advert. You also get access to a wealth of measurement and evaluation data that provides insights into your audiences' views.

3. Political insight

Social media profiles of politicians are a fantastic way of keeping an eye on the trends of political opinion and policy. Having a Twitter list of all local councillors and MPs, and liking their Facebook pages, will help you stay up-to-date on their views, and more importantly see what the public are saying in reaction to these posts.

4. Video and livestreaming

- Video as a method of delivery can drive higher levels of engagement. Including videos in STP communications and engagement activity doesn't need to break the budget. NHS Employers' 'Building AV into your social media strategy' course shows you can create engaging and professional videos with your smart phone or tablet.
- Livestreaming is a great way to engage your audience. To maximise engagement consider livestreaming your future STP Q&A sessions, which will enable people to ask live questions to the STP leads.

5. Monitoring

- Being able to search and read people's posts on social media gives STP teams a way of understanding the issues that influence how people view STPs.
- Having staff who are able to search, find and monitor the online opinions of stakeholders will be invaluable as issues and trends in opinion develop.
- This should extend beyond Twitter and Facebook to blogs, Instagram and Snapchat.

6. People who follow people

Finally, don't let your STP plan be led online by a corporate logo. The authenticity of the STP will rely on having personable and engaging local leaders who keep pace with social media and can use it to discuss and communicate the benefits of the STP for the local health and social care economy.

Source:

<https://medium.com/@TeamSuperAnt/5-ways-digital-communications-can-help-improve-your-stp-communications-and-engagement-strategy-13a40a82a9fb>

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