

### Social media and campaign highlights

#### Key themes covered

- Hampshire County Council Targeted Community Testing team
- Vaccination walk-in clinics
- Guidance on how to use different types of LFD tests
- Government 'Living with COVID' advice
- Vaccination and testing FAQs

**471,695**  
People reached

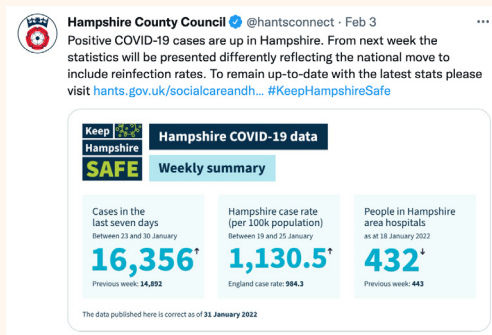
**8,937**  
Video views/impressions

**30**  
Social media posts



#### Bespoke animations and digital assets

- COVID data dashboard
- 'Living with COVID' campaign
- Statement from Cllr Keith Mans on the ending of COVID restrictions
- 'Don't Leave it to Fate' vaccination campaign



#### 'Who will you boost for?' targeted area walk-in vaccination clinics (Google)

**538,237**  
Impressions

**139,073**  
People reached

**2,401**  
Clicks



### Media/promotional activity

#### Key areas of enquiry

- Latest COVID impact in schools
- Request for COVID data
- The impact of restrictions being lifted

**100%**  
Positive/neutral coverage

**6**  
News items

**3**  
Media enquiries handled

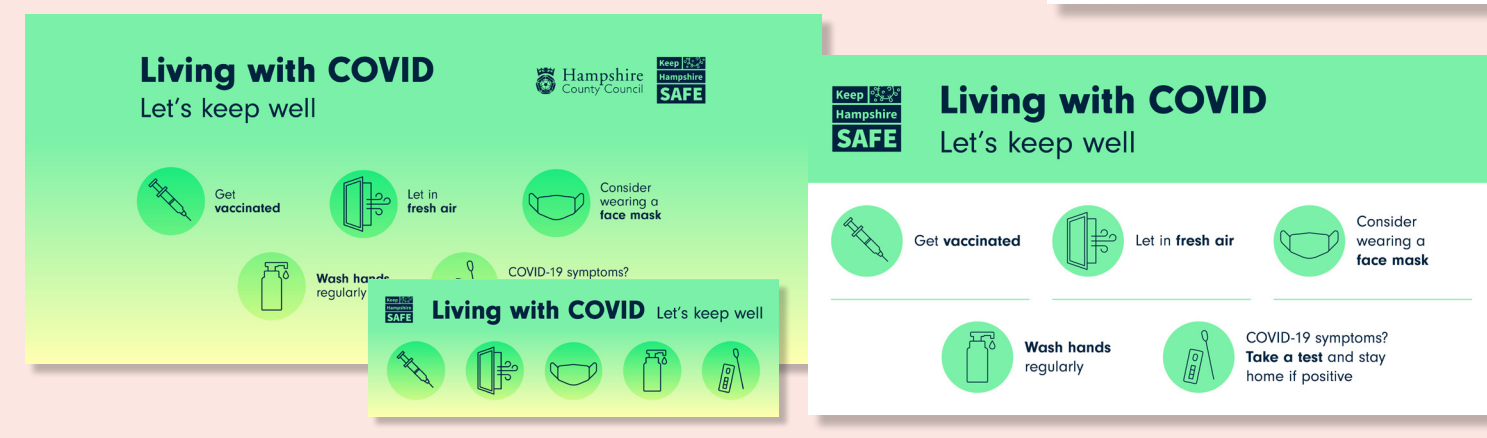
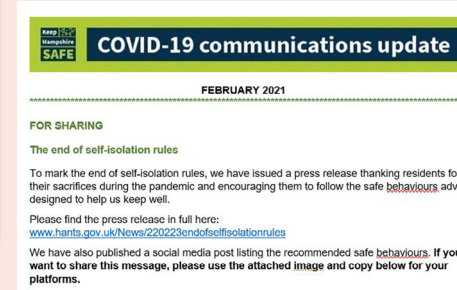
#### Upcoming priorities

- Ongoing importance of the COVID booster vaccination
- Addressing vaccine inequalities
- Ongoing post-restrictions safe behaviours
- Reassurance messaging for the clinically extremely vulnerable – promotion of safe services
- Advice for household contacts of positive cases
- Ceasing of free universal symptomatic and asymptomatic testing for the public from 1 April
- Spring booster for over-75's

### Living with COVID

Following the announcement of the lifting of all COVID restrictions from 1 April, comprehensive communications were prepared and issued to the public, and shared with district and borough council partners. This included:

- Media release
- Social media – including bespoke social media post and account headers
- Email signature
- District/Borough partner newsletter
- Animation for County Council HQ public facing plasma screens



### 'Don't Leave it to Fate' campaign

A large-scale multimedia campaign delivered across the county promoting the importance of having the COVID booster. Approaches included:

- Social media messaging across multiple platforms
- Large outdoor poster sites
- Indoor and shopping centre digital poster sites and large screens
- Digital van advertising – also including information on local walk-in vaccination centres
- Radio



#### 'Don't Score an Own Goal' variation

A variation of the campaign, with complementary messaging targeted at men aged 16-49. This is in response to data that suggests that men are less likely than women to get their vaccine or booster.

