

# Communications highlights

December 2021



**Lincolnshire  
POLICE & CRIME  
COMMISSIONER**  

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**SAFER TOGETHER**



# December highlights



## 16 Days of Action (domestic abuse campaign)

25 November—10 December

**THE FOUR SIGNS OF STALKING:**

- FIXATED
- OBSSIVE
- UNWANTED
- REPEATED



Victim Lincs

Are you hurting someone you love?  
It's never too late to make a change.



**ASK FOR ANI**



#YOUARENOTALONE

Know the signs.



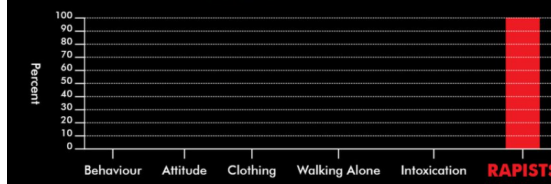
Want to protect yourself and others?  
Hollie Guard is a **free** self-protection app for your phone.



Lincolnshire POLICE & CRIME COMMISSIONER SAFER TOGETHER

Victim Lincs

**CAUSES OF RAPE IN LINCOLNSHIRE**




Cause	Percent
Behaviour	~10
Attitude	~10
Clothing	~10
Walking Alone	~10
Intoxication	~10
RAPISTS	100

#GETCONSENT

Today is [#WhiteRibbonDay](#) - a day that asks people to come together and say NO to violence against women

Join our PCC [@MarcJonesLincs](#) and make your own pledge

Over the next [#16Days](#)  our channels will be focused on raising awareness of domestic abuse and the support available



There is no excuse for male violence against women and I vow never to condone or remain silent on the issue.



**Marc Jones**  
Police & Crime Commissioner for Lincolnshire

ALT



# December highlights



## Public Assurance Meeting



NOVEMBER  
PUBLIC  
ASSURANCE  
MEETING

Now available to watch on  
the PCC YouTube channel

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Assessment of 999 calls using 'THRIVE'  
(Threat, Harm, Risk, Investigation,  
Vulnerability and Engagement)

Public Assurance Meeting - 25th November 2021

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## New Deputy PCC announced



Last Updated: 22-12-2021 at 13:12

### THE NEW DEPUTY POLICE AND CRIME COMMISSIONER FOR LINCOLNSHIRE HAS BEEN APPOINTED

A former senior police officer has been appointed as the new Deputy Police and Crime Commissioner.

OPCC Lincolnshire  
@OPCCLincs

PCC @MarcJonesLincs has appointed a new Deputy Police and Crime Commissioner, Philip Clark.

Click here to find out more [bit.ly/300Krog](https://bit.ly/300Krog)

## Online safety

OPCC Lincolnshire  
@OPCCLincs

Have you bought your child a new device for Christmas? 📱🎮

Internet Matters has produced step by step instructions to help set parental controls on popular devices; to ensure internet access remains safe, age appropriate, and fun! ⬇️

[bit.ly/3F8ToYG](https://bit.ly/3F8ToYG) #onlinesafety



Want to learn more about the #TikTok Family Pairing feature to manage your child using @tiktok\_uk?

Follow this link to read TikTok's parent's and caregivers guide:  
[bit.ly/3eb97uo](https://bit.ly/3eb97uo)

[#lincolnshirescp](https://bit.ly/lincolnshirescp) #onlinesafety #staysafeonline



# December highlights



## #ShopKind



Over the last 12 months on average there have been 36 incidents a month involving shopworkers across Lincolnshire which have ranged from shopworkers being verbally abused to incidents of employees being physically assaulted.

Please remember to [#ShopKind](#) [@CS\\_EastMids](#)



## Drink and drug driving



## Operation Rudolph

### A Force campaign—tackling opportunistic crime

As part of the Safer Streets Fund (Ingoldmells), adverts featured in Skegness Standard and social media adverts were targeted at people within the Ingoldmells area from Lincolnshire Police's channels.



## #Scamnesty



## Safer Ageing Week



We are proud to support [@wearehourglass\\_](#) this [#SaferAgeingWeek](#) to help put a stop to the abuse of elderly people in the UK.

Support and information is available if you are experiencing abuse, or are worried about someone: [bit.ly/3nVbJCo](https://bit.ly/3nVbJCo)





# How have we been doing?



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**38 posts**  
**2.4k post reach**  
**2.6k impressions**  
**19 shares**

## Top posts

Public Assurance Meeting clip - assessment of calls using THRIVE  
Domestic Abuse - Bright Sky App



**22 posts**  
**1.6k post reach**  
**17k impressions**  
**16 shares**

## Top posts

Coercive control  
Victim Support job vacancy



**39 tweets**  
**20.9K impressions**  
**15 new followers**  
**84 link clicks**  
**70 retweets**

## Top tweets

New Deputy PCC  
Public Assurance Meeting clip - assessment of calls using THRIVE



**25 tweets**  
**11.5K impressions**  
**21 new followers**  
**37 link clicks**  
**57 retweets**

## Top tweets

Coercive control  
Stalking awareness

As expected, engagement on all social media channels was lower than usual over the Christmas period.

We have seen successful posts for the 16 Days of Action campaign - particularly tweets from the Victim Lincs account raising awareness of stalking.

On the OPCC channels, posts about the Public Assurance Meeting and the new deputy PCC have seen high engagement. In fact, the majority of traffic to the DPCC news story on the website came from OPCC's Twitter account.

The Twitter accounts have also seen a rise in the number of followers compared to previous months, indicating that audiences find the content useful.

# Public Assurance Meeting



## Social media clips

Short, topical clips of the PAM was shared on OPCS social media channels throughout December.

Topics included:

- **Assessment of calls using 'THRIVE'**  
(19k impressions, 111 engagements)
- **Three tiers used to prevent VAWG**  
(1.65k impressions, 62 engagements)
- **Officer uplift in public protection departments**  
(1.6k impressions, 117 engagements)
- **Education to reduce VAWG**  
(628 impressions, 31 engagements)
- **Use of CSI for Burglaries**  
(358 impressions, 18 engagements)
- **Increased demand for 999 and 101 calls throughout 2021**  
(229 impressions, 16 engagements)



## Full meeting recording on Youtube

**Views since publish: 76**

50 more people watched this meeting on Youtube than the last.

The average watch time was 13 minutes and 38 seconds, though the full recording is nearly 2 hours long. This suggests that people skip the full recording to the sections of interest to them, supporting the need for smaller, topical clips which have been shared on social media.

# 16 Days of Action (domestic abuse campaign)

25 November—10 December

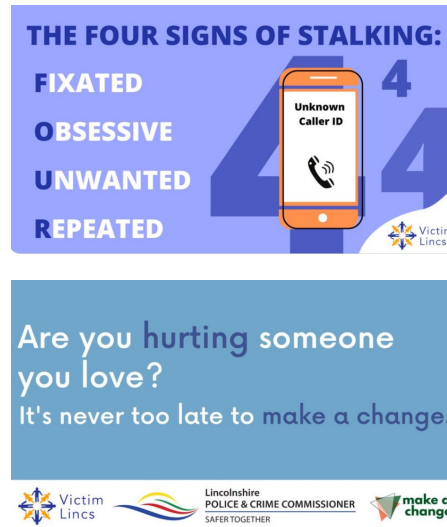


A focus on OPCC and Victim Lincs social media was to raise awareness of what constitutes domestic abuse as well as the support and information available.

Key messages included:

- The signs of domestic abuse
- The signs of stalking
- Make A Change
- Support services available
- Blue Sky app and Hollie Guard app
- Silent solutions
- Combatting the myths around sexual violence

Where possible, messages signposted back to the Victim Lincs website so that people can find out more information and use the 'find support' function if needed.



**Total impressions: 26k**  
**Total engagements: 400**

Top Tweets:

- White Ribbon Day (7.7k impressions, 113 engagements)
- Hollie Guard app (5.1k impressions, 44 engagements)
- Coercive Control (5k impressions, 70 engagements)



**Total impressions: 2.4k**  
**Total engagements: 95**

Top posts:

- Coercive Control (534 reach, 14 engagements)
- Hollie Guard (479 reach, 4 engagements)
- White Ribbon Day (397 reach, 39 engagements)

# Looking ahead



## Launch of the Police and Crime Plan

Promoting the new police and crime plan, including:

- Developing a video of the PCC presenting his plan to the public
- Communicating highlights from the previous term

## Council tax

Development of the council tax leaflet and communicating feedback from the annual survey.

## Stop Abuse Together (Government campaign)

## Dry January

## Crimestoppers sexual harassment survey

