

Annex 1

# Communications highlights

February 2022



**Lincolnshire  
POLICE & CRIME  
COMMISSIONER**  

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**SAFER TOGETHER**



# February highlights



## Council tax



Council tax leaflets have now been circulated to councils to include in residents' council tax bills.

Further comms are being developed for March, including information about what the extra money will be spent on and feedback from the annual survey.

A council tax webpage will be live on the OPCC website.

## Victims outreach consultation



OPCC Lincolnshire  
@OPCCLinCs

...

Help shape the future of support services for victims and survivors in [#Lincolnshire](#)

We are seeking your views and opinions to help make improvements that will better meet the needs of victims and survivors

Take the online survey:  
[bit.ly/34WmehA](https://bit.ly/34WmehA)



Internally, a news story was hosted on the intranet, linking to the stakeholder survey, encouraging officers to take part.

The Chief also encouraged participation in his weekly vlog.

# February highlights



## Stop abuse together A government campaign

HM Government

At least **one in ten** children experience sexual abuse before they turn **16.**

[Find out more](#)

Let's Stop Abuse Together.

## Romance fraud An Action Fraud campaign

**ROMANCE FRAUDSTERS? THERE'S NO LOVE LOST.**

Over £68m was lost to romance fraud in 2020.

#FRAUDANCE

Action Fraud

Let's Stop Fraud

## Childrens Mental Health Week

**PROUD TO SUPPORT**

Place2Be's **CHILDREN'S MENTAL HEALTH WEEK**

7 - 13 FEBRUARY 2022

#ChildrensMentalHealthWeek

## Sexual Abuse and Sexual Violence Awareness Week

NHS

**56%** of people who've been sexually assaulted or abused have not sought help

**Turn to us We are here**

Go to: [nhs.uk/SARCs](https://nhs.uk/SARCs)

**SEXUAL ABUSE & SEXUAL VIOLENCE AWARENESS WEEK 2022**

7th-13th February 2022

**#ITSNOTOK**

Victim Lincs

Lincolnshire POLICE & CRIME COMMISSIONER SAFER TOGETHER

What is Sexual Abuse? 🔍

When someone pressures you or forces you to have sex (this is rape) or take part in sexual acts against your will.

Victim Lincs

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## Time To Talk Day

time to talk day

MEET LISTEN

However you do it, start a conversation about mental health

Talk, Listen, Change Lives

## LGBT History Month

**PROUD TO BE INCLUSIVE**

[WWW.VICTIMLINC.CO.UK](http://WWW.VICTIMLINC.CO.UK) @VICTIMLINC

Victim Lincs

# How have we been doing?



Lincolnshire  
POLICE & CRIME COMMISSIONER  
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**31 posts**  
**1.5k post reach**  
**1.6k impressions**  
**11 shares**

## Top posts

Time to Talk Day  
Victims outreach survey  
What is sexual abuse?



**21 posts**  
**0.6k post reach**  
**0.6k impressions**  
**1 share**

## Top posts

Time To Talk Day  
Cyber Crime  
Children's Mental Health Week



**35 tweets**  
**19K impressions**  
**20 new followers**  
**32 link clicks**  
**82 retweets**  
**2.4k profile visits**

## Top tweets

#ItsNotOk week start (SA & SV Awareness week)  
Bright Sky app  
Make a Change



**25 tweets**  
**5.7K impressions**  
**17 new followers**  
**10 link clicks**  
**44 retweets**  
**0.7k profile visits**

## Top tweets

Signposting to 'Tell Mama'  
Cyber helpline  
Info about refuges

The Twitter accounts continue to see a rise in the number of followers. There has also been a strong engagement, including link clicks and profile visits. This suggests that audiences find the content useful and would like to find out more.

A Victim Lincs campaign calendar is being developed, with the first campaign planned for May. This should further increase engagement on all channels, particularly Facebook, which is seeing lower engagement than the Twitter accounts.

# 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
- Creation of a 'short' plan with translation options to support face to face engagement

## Council tax

Further development of council tax communications, including a webpage and social media posts detailing:

- What the extra money will be spent on
- Feedback from the annual survey



## #NoMore week

Drive awareness, inspire action, and help drive culture change to help end domestic violence and sexual assault.

# Looking ahead



## 'Enough' campaign—Home Office

Campaign challenging perpetrators and raising awareness of what we can all do to safely call out abuse.

A new [website](#) provides more information on the steps people can take to safely challenge VAWG, guidance for victims of and advice for perpetrators who recognise their behaviour needs to change.

## #FriendsCanTell campaign—Safe Lives

Research found young people want to help their friends who are experiencing abuse, but fear of damaging the friendship can get in the way.

The #FriendsCanTell campaign aims to give young people the tools they need to spot abuse and talk to their friends.

## International Womens Day

## Showcase Lincolnshire Womens' Strategy Concordat

Working with Safer Lincolnshire Partnership and Lincolnshire Action Trust to showcase signatories and work ongoing as part of the Lincolnshire Womens' Strategy: Supporting women and girls at risk of entering the criminal justice system.

## Safer Streets Ingoldmells campaign

As part of the Safer Streets Fun (Ingoldmells). Work with the Force to create a campaign in the lead up to Easter holidays. Including adverts in local media and social media targeting. Also looking at Royal Mail mail-drop and radio advertisements.



# Communications highlights

March 2022



Lincolnshire  
**POLICE & CRIME  
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# March highlights



## #FriendsCanTell Campaign—Safe Lives

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A new [website](#) provides more information on the steps people can take to safely challenge VAWG, guidance for victims of and advice for perpetrators who recognise their behaviour needs to change.



## #NoMore week

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# March highlights



## Public Assurance meeting

**MARCH PUBLIC ASSURANCE MEETING**  
Now available to watch on the OPCC  
YouTube channel

Lincolnshire  
POLICE & CRIME  
COMMISSIONER  
SAFER TOGETHER

Introduction of the  
Roads Policing Team

Public Assurance Meeting - 7th March 2022

Lincolnshire  
POLICE & CRIME COMMISSIONER  
SAFER TOGETHER

Lincolnshire  
POLICE & CRIME  
COMMISSIONER  
SAFER TOGETHER

327 views 0:11 / 0:42

## Safer Streets Campaign—Ingoldmells

As part of the Safer Streets Fund (Ingoldmells). The OPCC Communications Officer has been working with the Force to co-ordinate a crime prevention campaign in the lead up to Easter holidays. This includes adverts in local media, local radio adverts and social media targeting.

A full overview of activity will be included in next month's report.

At the cash machine be aware of who is around you...

Keep your pin number covered and put your cash away immediately

OPERATION  
MAGPIE

**LOCK IT. ZIP IT. KEEP IT.**

Lincolnshire  
POLICE & CRIME  
COMMISSIONER  
SAFER TOGETHER

Be mindful of what you are posting on social media...

If your friends and family know you're away, so could a criminal.

OPERATION  
MAGPIE

**LOCK IT. ZIP IT. KEEP IT.**

Lincolnshire  
POLICE & CRIME  
COMMISSIONER  
SAFER TOGETHER

Thieves only need seconds to take your valuables...

Keep wallets, purses and phones in a zipped pocket or bag, not in your back pocket.

OPERATION  
MAGPIE

**LOCK IT. ZIP IT. KEEP IT.**

Lincolnshire  
POLICE & CRIME  
COMMISSIONER  
SAFER TOGETHER

Don't leave valuables on display...

A thief only needs seconds to steal your belongings. Keep them with you to keep them safe.

OPERATION  
MAGPIE

**LOCK IT. ZIP IT. KEEP IT.**

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# March highlights



## Trans Day of Visibility



Victim Lines  
@VictimLines

...

Today is [#TransDayOfVisibility](#)

We are proud to be an LGBTQ+ inclusive service that works with victims at its heart.

For information about local trans & non-binary support services visit [@JUSTLincs](#)'s website: [bit.ly/3NEvys8](https://bit.ly/3NEvys8)

We are proud to be an **inclusive** service

[#TransDayOfVisibility](#)



## Child Exploitation Awareness Day



The Children's Society

If something doesn't feel right, **don't wait, report it.**

## Youth Commission—Big Conversation Event



OPCC Lincolnshire  
@OPCCLincs

...

A great evening last night listening to the Youth Commission present their key findings and recommendations at the Big Conversation Conference!

Over the next week we will be shining a spotlight on the young people and sharing their experiences as part of the Youth Commission 🌟



“Even young people that haven't actually had any personal interaction with the police have this negative perception just because of what they see in the media.”

- Georgia Wright, 21,  
Lincoln



“We need to start by making it easy for the media to find the positives by creating these positives. We know the police do incredible work every day but highlighting the things they are doing well more will mean that the media can't ignore the positive things going on.”

- Emily Roe, 18,  
Lincoln



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# March highlights



## Autism Acceptance Week

Let's debunk the myths surrounding autism and help create a society that works for autistic people.

Visit [autism.org.uk](https://autism.org.uk) to learn more.

#AutismAcceptanceWeek

<p><b>Autism Myth Buster</b></p> <p><b>childhood condition</b></p> <p>Truth: Autism is lifelong. In fact in the UK there are more autistic adults than children.</p>	<p><b>autistic</b></p> <p>Truth: Autism appears to be more common in boys. But girls are more likely to 'mask' their autism. This can mean that many autistic girls get a diagnosis much later in life than boys.</p>
<p><b>by bad parenting</b></p> <p>Truth: Autism is not caused by bad parenting. Research has proved that parenting is not to blame.</p>	

National Autistic Society and Autistica

## Change in law—driving & mobile phones

Any use of a hand-held mobile phone while driving is now illegal

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## International Women's Day

CELEBRATING INTERNATIONAL WOMEN'S DAY  
#BreakTheBias

International Women's Day

Victim Lincs

CELEBRATING INTERNATIONAL WOMEN'S DAY  
#BreakTheBias

International Women's Day

Lincolnshire POLICE & CRIME COMMISSIONER  
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## New cyber flashing law



Victim Lincs

Published by Sophie Olive · 17 March at 10:00

Under new 'Cyberflashing' laws, sending unsolicited sexual images to someone will become a criminal offence, with perpetrators facing up to two years behind bars.

Read more: <https://bit.ly/3KLfq5R>

'Cyberflashing' will become a new criminal offence.

Victim Lincs

# How have we been doing?



**Lincolnshire  
POLICE & CRIME COMMISSIONER**

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There has been a big increase in engagement this month on all OPCC social media platforms. The most successful posts are covering events and activity, such as the Public Assurance Meeting and the Youth Commission event. These types of posts see more interaction, showing that people find them interesting and engaging.

Going forward, we will focus on finding more opportunities such as these. For example, covering the Safer Together Team's engagement events. The Communications Officer now attends the Safer Together Team's weekly meetings which will help identify these opportunities and plan communication activity.



**51 posts** (+20 compared to Feb)  
**8.6k post reach** (+7.1k)  
**93k impressions** (+7.7k)  
**54 shares** (+33)

### Top posts

Silent Solutions  
Autism Acceptance Week  
PAM —Roads Policing Team

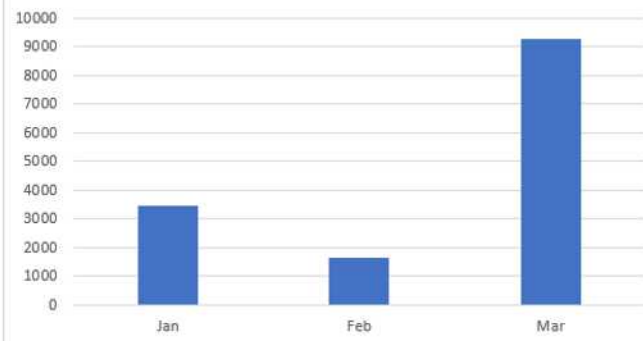


**62 tweets** (+27)  
**34.7K impressions** (+15.7)  
**25 new followers** (+5)  
**50 link clicks** (+18)  
**151 retweets** (+69)  
**4.3k profile visits** (+1.9)

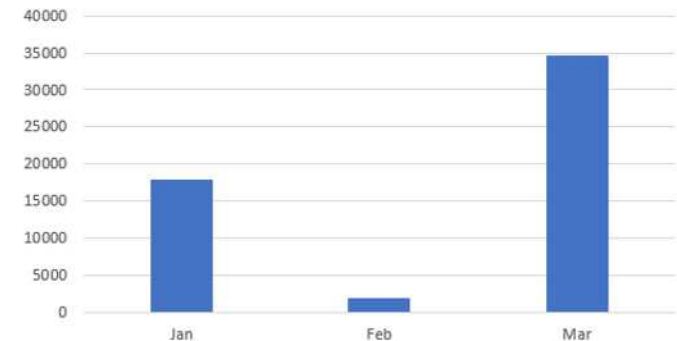
### Top tweets

#Enough campaign  
Youth Commission Big Conversation  
What3Words

Post impressions



Tweet Impressions



# How have we been doing?



A Victim Lincs campaign calendar is currently being developed.

A stalking campaign for the end of April, to coincide with Stalking Awareness Week is currently being drafted.

Regular, coordinated campaigns should further increase engagement on all Victim Lincs channels.



**25 posts** (+4 compared to Feb)  
**0.8k post reach** (+0.2k)  
**0.8k impressions** (+0.2k)  
**3 share** (+3)

## Top posts

New cyber flashing law  
What is gaslighting  
Victims right to receive tailored support

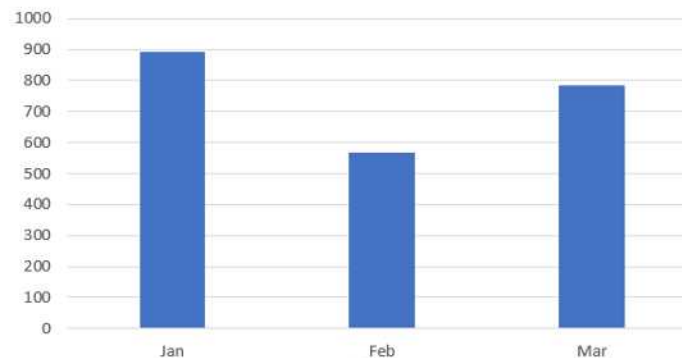


**25 tweets** (=)  
**5.4K impressions** (-0.3k)  
**10 new followers** (-10)  
**7 link clicks** (-3)  
**40 retweets** (+46)  
**1.1k profile visits** (+0.4k)

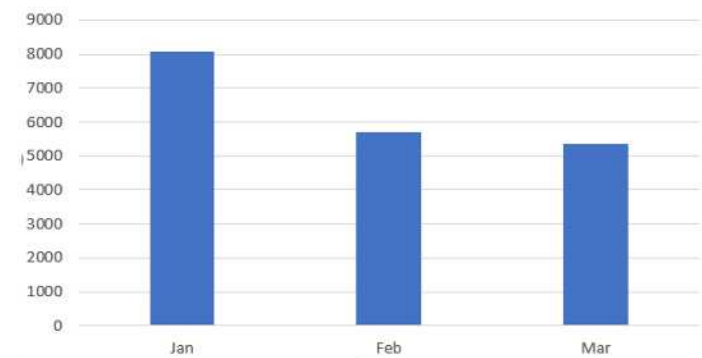
## Top tweets

#NoMore campaign  
Domestic Violence Disclosure Scheme  
Support—victims of child abuse

Post impressions



Tweet Impressions



# Public Assurance Meeting



## Promoting the PAM and encouraging questions

Prior to the meeting, communication activity was coordinated to encourage the public to submit questions. 4 public questions were submitted this time, compared to 0 for the previous 2 meetings.

## Social media clips

After the meeting, short, topical clips of the PAM was shared on OPCC social media channels and links to watch the full recording.

The top video clips on social media included the following topics:

- **Introduction of Roads Policing Team**  
(2k impressions, 92 engagements)
- **Operation Snap**  
(1.9k impressions, 60 engagements)
- **Aims of the Rural Community Safety Plan**  
(0.9k impressions, 34 engagements)
- **Single Online Home for low-level reporting**  
(0.8k impressions, 40 engagements)
- **Public question—increasing visibility in local villages**  
(0.7k impressions, 46 engagements)
- **Call response times**  
(0.4k impressions, 26 engagements)



## Full meeting recording on YouTube

**Views since publish:** 81

**Average watch time:** 12 minutes 41 seconds

**Impressions:** The latest PAM video had a considerably higher number of impressions compared to previous videos. This could be due to the extensive promotion on social media channels.

**Traffic to the video recording:** 35% of external viewers came from Twitter and 21% came from Facebook, highlighting the importance of using social media to attract viewers who may not normally watch the meeting recording.

# Looking ahead



## Launch of the Police and Crime Plan

Promoting the new police and crime plan, including:

- A video of the PCC presenting his plan to the public
- Communicating highlights from the previous term
- Creation of a 'short' plan with translation options to support face to face engagement



## Annual report



## Youth Commission Report

### Showcase Lincolnshire Womens' Strategy Concordat

Working with Safer Lincolnshire Partnership and Lincolnshire Action Trust to showcase signatories and work ongoing as part of the Lincolnshire Womens' Strategy: Supporting women and girls at risk of entering the criminal justice system.

### Stalking Awareness Week

# Communications highlights

April 2022



Lincolnshire  
**POLICE & CRIME  
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# April highlights



## Safer Streets Campaign—Ingoldmells

As part of the Safer Streets Fund (Ingoldmells). The OPCC Communications Officer has been working with the Force to co-ordinate a crime prevention campaign in the lead up to Easter holidays. This includes adverts in local media, local radio adverts and social media targeting.



## Stephen Lawrence Day

OPCC Lincolnshire  
@OPCCLin

Today is [#StephenLawrenceDay](#)

Stephen was a black teenager who was tragically murdered 29 years ago in a racist attack.

We remember him, honour his legacy and continue to work towards a more positive and inclusive society.

Read Stephen's story: [bit.ly/3rlwJOe](https://bit.ly/3rlwJOe)

[#SLDay22](#)

Stephen Lawrence Day Foundation

9:01 AM · Apr 22, 2022 · Twitter Web App

# April highlights



## Ramadan

OPCC Lincolnshire  
@OPCCLincs

Tell Mama UK have put together a guide for both employers and employees to help keep everyone safe this #Ramadan 🌙.

Visit [bit.ly/3L2z8uA](https://bit.ly/3L2z8uA) to read the guide, plus other safety guides for individuals, mosques and schools.

@TellMamaUK



12:00 PM - Apr 20, 2022 - TweetDeck

## Fraud and scams crime prevention advice



OPCC Lincolnshire  
@OPCCLincs

More than £50 million was lost last year to scams where victims are tricked into handing over control of their computer or smartphone to criminals 📱✖

Visit [bit.ly/3NYMD0e](https://bit.ly/3NYMD0e) for more information on how to protect yourself from remote access tool scams.

@actionfrauduk



OPCC Lincolnshire  
@OPCCLincs

Criminals use a tactic called "spoofing" to make it look like you're being contacted by a genuine organisation.

Avoid clicking on links and log in to your account to update info/make payments.

Report scam texts by forwarding them to 7726.

@TakeFive



# Stalking Awareness Week



A range of social media posts were developed to highlight the different types of cyberstalking that some people might dismiss as 'normal', 'romantic' or just as somebody being 'keen'.

This was because the Suzy Lamplugh Trust reported a rise in cyberstalking since the covid pandemic lockdowns.

Social media posts were designed to make people stop and think about certain behaviours they may be exerting, and recognise them for what they are.

Using the hashtag #LetsTalkStalking we got straight to the point, drawing attention to stalking behaviour, such as:

- **Bombarding someone with unwanted calls and messages** - it isn't unrequited love, and it certainly isn't romantic
- **Forcing somebody to share their passwords with you** - it's not a 'cute thing couples do'
- **Creating secret social media profiles to keep an eye on somebody without them knowing** - it isn't 'clever', it sounds like stalking

All posts signposted to the stalking page on the Victim Lincs website.



# Stalking Awareness Week



**Why are you bombarding them with unwanted calls and text messages?**

Lincolnshire POLICE & CRIME COMMISSIONER  
Safer Together

Victim Lincs



**Why are you always checking their search history?**

Always obsessively checking what they have been doing and who they have been speaking to. Always checking. Constantly checking.

Lincolnshire POLICE & CRIME COMMISSIONER  
Safer Together

Victim Lincs



**Why are you obsessed with checking what they're posting online?**

Lincolnshire POLICE & CRIME COMMISSIONER  
Safer Together

Victim Lincs

A campaign toolkit was created and shared with partners via the OPCC Service Provider Network and the Q Collaboration board.

We saw support from Lincolnshire Police, Safer Lincolnshire Partnership, district councils and victim service providers.

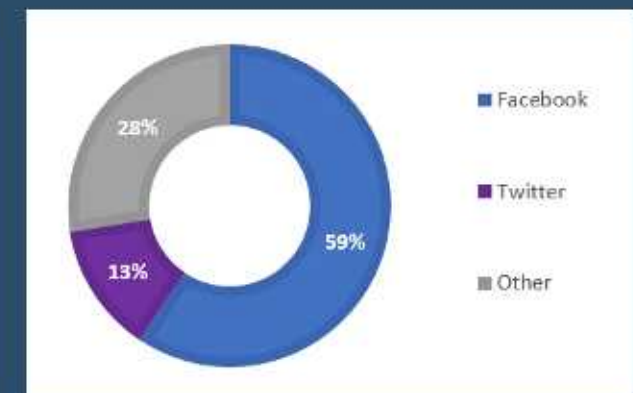
## How did we do?

It was always going to be difficult to measure the impact of such a campaign using digital analytical tools, as the target audience (stalking perpetrators) are unlikely to publicly engage with social media posts such as these:

We can, however, measure how many times people followed the URL in each post to the stalking page on the Victim Lincs website. During stalking awareness week, **69 people visited the stalking webpage**. Some of these visitors returned, as overall there were **167 visits to the page**.

For context, the previous week saw 3 visits to the same page.

## How did the visitors find the stalking webpage?



# Ongoing campaigns



## 'Know Your Rights' (Victim Lines)



## 'Enough' campaign (Home Office)

Campaign challenging perpetrators and raising awareness of what we can all do to safely call out abuse.

A new [website](#) provides more information on the steps people can take to safely challenge VAWG, guidance for victims of and advice for perpetrators who recognise their behaviour needs to change.



# How have we been doing?



In March we saw unusually high engagement on some posts, which increased overall numbers for the month. This is because a number of popular public events took place during March, but not April (such as the Youth Commission conference and the Public Assurance Meeting).

We also supported a number of campaigns in March which increased the number of posts and, as a result, the reach and number of engagements

Despite the difference in numbers compared to March, April's engagement figures are still positive compared to previous months' analytics. **The cumulative average does continue to increase month on month.**

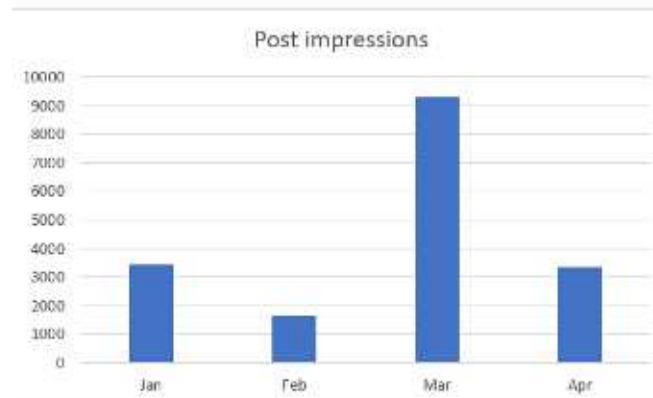
Going forward, we will continue to focus on finding more opportunities similar to the events in March which gained a high engagement rates. The Communications Officer now attends the Safer Together Team's weekly meetings and a shared comms and engagement matrix has been developed to help to identify these opportunities and plan communication activity.



**37 posts (-14 compared to Mar)**  
**3.1k 8.6k post reach (-5.5k)**  
**3.3k 93k impressions (-89.7k)**  
**10 shares (-44)**

## Top posts

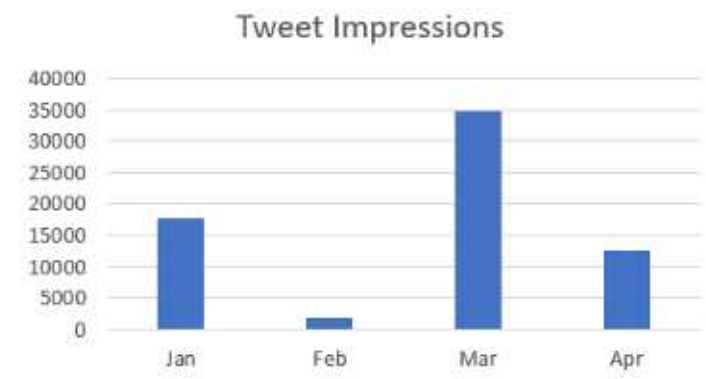
Make a Change Training Session  
#LetsTalkStalking - Doorbell cameras  
#LetsTalkStalking - Checking search history



**36 tweets (-26)**  
**12.7k impressions (-22k)**  
**12 new followers (-13)**  
**40 link clicks (-10)**  
**74 retweets (-77)**  
**1.9k profile visits (-2.4k)**

## Top tweets

#LetsTalkStalking - checking their location  
Ramadan in the workplace  
Stephen Lawrence Day



# How have we been doing?



A Victim Lincs campaign calendar is currently being developed, with the first campaign planned for the end of May/early June (support for victims in the workplace).

Regular, coordinated campaigns should further increase engagement on all Victim Lincs channels.



**30 posts** (+5 compared to Mar)  
**0.8k post reach** (=)  
**0.8k impressions** (=)  
**3 shares** (=)

### Top posts

Hollie Guard  
Support for victims of crime  
Right to receive tailored support



**31 tweets** (+6)  
**9.1 k impressions** (+3.7k)  
**6 new followers** (-4)  
**12 link clicks** (+5)  
**52 retweets** (+12)  
**1.2k profile visits** (+0.1k)

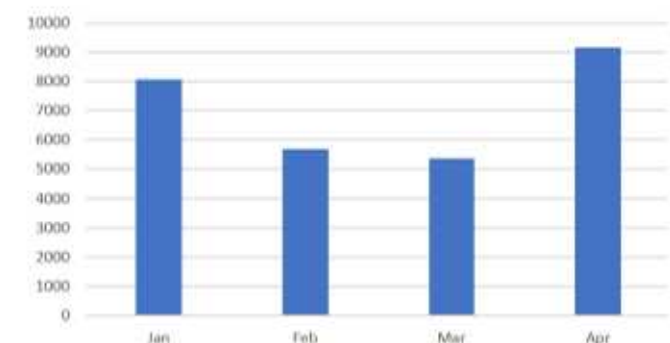
### Top tweets

'Am I being stalked?'  
Reporting stalking  
Stalking advocates

Post reach



Tweet Impressions



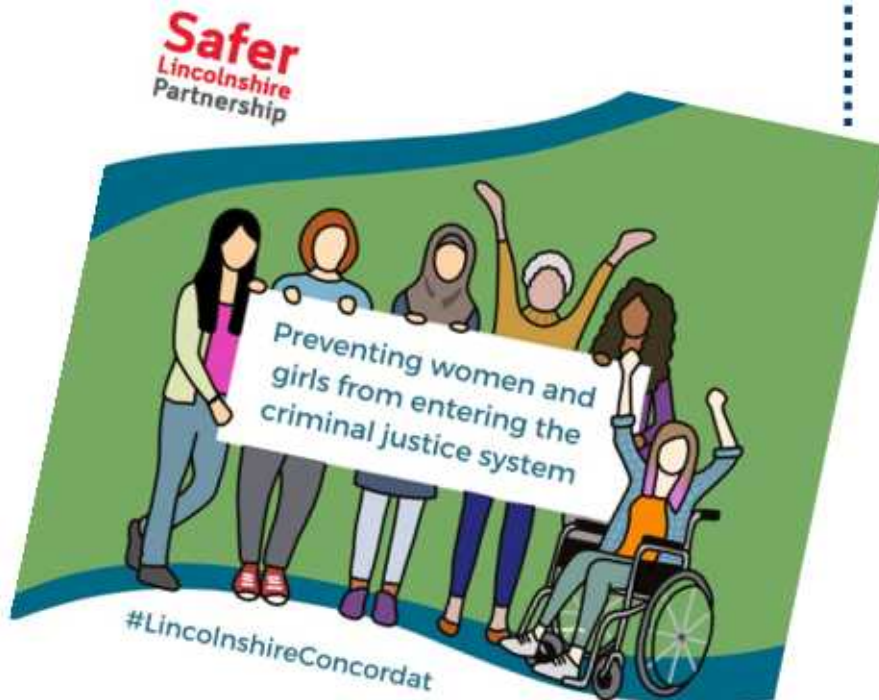
# Looking ahead



## Showcase Lincolnshire Womens' Strategy Concordat

Working with Safer Lincolnshire Partnership and Lincolnshire Action Trust to showcase signatories and work ongoing as part of the 'Lincolnshire Womens' Strategy: Supporting women and girls at risk of entering the criminal justice system.'

OPCC press release with quotes from LAT and SLP.



## Support for victims in the workplace

Victim Lincs campaign

**Aim:** Victims of crime (assault, harassment and hate crime) in the workplace are aware of emotional support available and how to access it via Victim Lincs

**Target audience:** Med/large businesses in Lincolnshire with customer-facing workforce of approximately 20+ (e.g. larger shops, supermarkets, bars, pubs)

**Strategy:** Create toolkit for employers/managers to help them support staff that have been the victim of crime in the workplace and signpost correctly and effectively.

## Dementia access week

Promoting that the Safer Together Team are all trained Dementia Friends (trained by Maisie within the team). Aiming to combine this with communications about the Dementia Bands project and funding.



# Looking ahead



## Launch of the Police and Crime Plan

Promoting the new police and crime plan, including:

- A video of the PCC presenting his plan to the public
- Communicating highlights from the previous term
- Creation of a 'short' plan with translation options to support face to face engagement

## Annual report

## Supporting promotion of Street Safe app

Campaign coordinated and led by the Force.



## Mental health awareness week

Showcasing mental health support available in Lincolnshire and local groups and services that can help individuals combat loneliness.