

Communications highlights

June 2022



Lincolnshire
**POLICE & CRIME
COMMISSIONER**
SAFER TOGETHER



**LINCOLNSHIRE
ALERT**

June highlights



Lincolnshire Show

The PCC, DPCC and members of the office attended the Lincolnshire Show alongside Lincolnshire Police.

OPCC stands included 'Meet your PCC and DPCC', the Safer Together Team and Victim Lincs. Throughout the day, members of the office engaged with the public to understand their feelings of safety whilst sharing key information such as Lincolnshire Alert, Lincolnshire Strong Voices and generally raise awareness of the role of the PCC and the Safer Together Team.

The event was covered on OPCC and Victim Lincs social media and videos were recorded for future communication activity.

Social media coverage

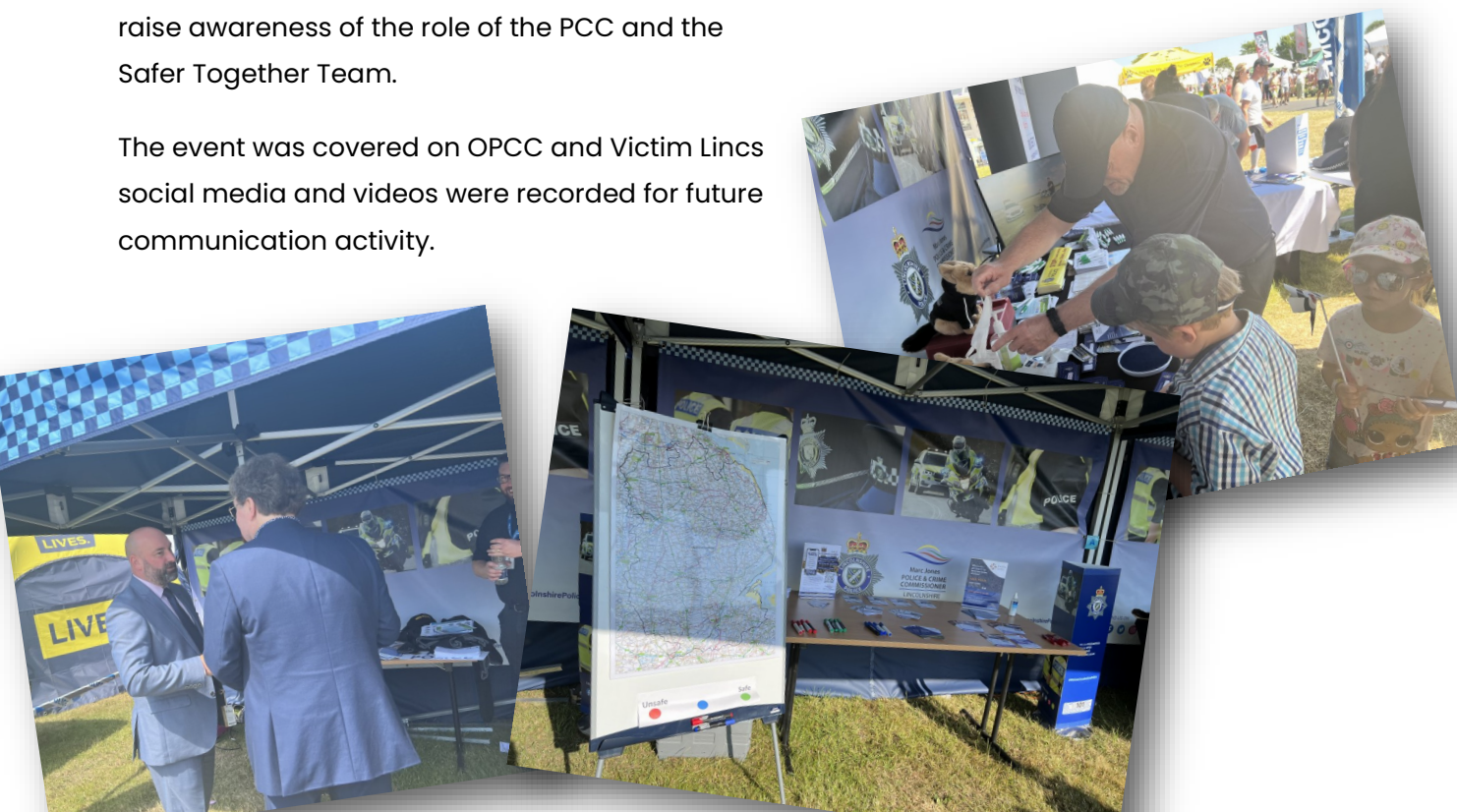
Overall impressions: **17.7k**

Overall engagements: **0.7K**



A big thank you from @MarcJonesLincs to everyone that came and spoke to us at the Lincolnshire Show!

[@lincsshow](#) [#LincsShow22](#)



June highlights



Public Assurance Meeting (PAM)

Promoting the PAM and encouraging questions

Prior to the meeting on 30 May, communication activity was coordinated to encourage the public to submit questions.



Social media clips

After the meeting, short, topical clips of the PAM was shared on OPCC social media channels with a link to watch the full recording on You Tube.

Subtitles were included on the video clips. This not makes the clips more accessible, but also increases engagement as the majority of social media users consume video content directly from their timeline without volume. The top video clips on social media included the following topics:

- **Increase in recruitment for special constables**
(345 views)
- **Uplift in number of officers carrying Tasers**
(104 views)
- **Use of Integrated Offender Management (IOM) to reduce offending**
(102 views)
- **Contribution of special constables and policing volunteers**
(35 views)

June highlights



999 BSL service

'999 BSL' is a new service that gives deaf British Sign Language (BSL) users the option to contact the emergency services using BSL via the 999 BSL website and app.

We continue to promote this service across all social media channels and have provided the Safer Together Team with information and resources to share with their community networks.

Resources include graphics, BSL videos and fact-sheets.



Internship vacancies

The OPCC has recently been advertising internship roles within the office.

To further promote the internships, quotes from previous interns were included on the vacancy webpage and shared on social media.

“

Being an Intern in the Office of the Police and Crime Commissioner has provided me with a range of opportunities I never thought I would have, and the experience gained from this role has been invaluable.

”

- Hannah K

Lincolnshire
POLICE & CRIME COMMISSIONER
SAFER TOGETHER

ALT

June highlights



Hidden cameras to tackle rural crime

OPCC Lincolnshire
@OPCCLincs

PCC Marc Jones has invested £20,000 in hidden cameras to tackle rural crime in Lincolnshire.

20 hi-tech cameras will be installed at secret locations around the county and can alert the police to intruders within seconds.

Read more bit.ly/3AkrTvs

PCC INVESTS IN HIDDEN CAMERAS TO COMBAT RURAL CRIME IN LINCOLNSHIRE

SPECIAL hidden cameras will be deployed in Lincolnshire to combat rural crime after an investment from the police and crime commissioner.

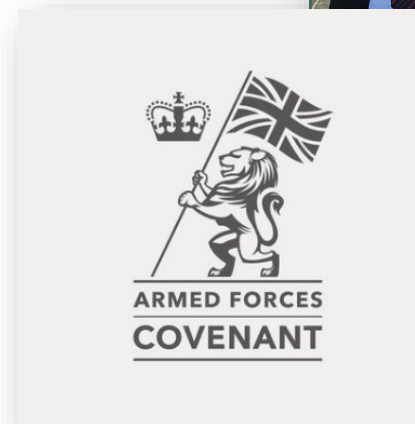
Armed Forces Day

OPCC Lincolnshire
@OPCCLincs

Today is [#ArmedForcesDay](#), a day dedicated to showing support for the people who make up the Armed Forces community.

Our Safer Together Coordinator Alan, who is a veteran, attended the Spalding Veterans Parade on Tuesday with Deputy PCC, Phil.

[@ArmedForcesDay](#)



OPCC Lincolnshire
@OPCCLincs

PCC Marc Jones signed The Armed Forces Covenant in early 2020.

The Covenant is an assurance that those who are or have been members of the Armed Forces should be treated with fairness and respect.

For more information visit bit.ly/3xTWHAv

[#ArmedForcesDay](#)

Media coverage

Dementia wrist bands

Pilot scheme for smart wristband

A “smart” wristband will be issued to people living with dementia in a new project launched in East Lindsey by the county’s police and crime commissioner.



[Lincolnshire World](#)

Lincolnshire Women’s Strategy

Lincolnshire Police and Crime Commissioner launches project to help females in the criminal justice system

New project launched in Lincolnshire to support women and girls after suffering trauma or abuse

A project aimed at preventing women and girls being swept into the criminal justice system as a result of trauma or abuse is being launched in Lincolnshire.

[Grantham Journal](#)

[Lincolnshire World](#)

[Stamford Mercury](#)

Media coverage

Rural Spotter Cameras

Hi-tech night vision cameras to be hidden across Lincolnshire

They will be used to target burglary, theft, wildlife and rural offences, and arson in remote locations

Police hidden cameras to combat rural crime in Lincolnshire

Special hidden cameras to combat rural crime across Lincolnshire after £20,000 investment from police and crime commissioner Marc Jones

[Lincolnshire Live](#)

[Lincolnshire World](#)

[Stamford Mercury](#)

[BBC](#)

[Farmers Weekly](#)

[The Lincolnite](#)

Police to use hidden cameras in rural crime hotspots



Police set up spy cameras to snare rural criminals



Social media



Social media reach amongst our audiences has had a significant increase, particularly on posts about engagement events such as the Lincolnshire Show.

Event coverage always sees great results and we continue to identify these opportunities. This should increase in the summer months as the PCC and Safer Together Team attend other community events and carry out engagement activity.



52 posts (+9 compared to May)
5.7k post reach (+3k)
7.1k impressions (+3.2k)
25 shares (+4)

Top posts

- Mablethorpe Pride (Safer Together Team)
- BSL 999 Service
- Lincolnshire Show—PCC video

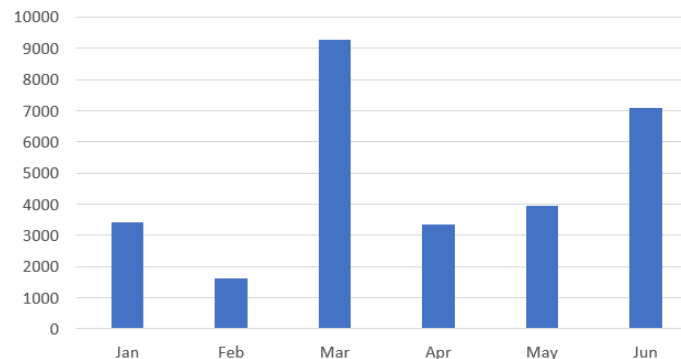


59 tweets (-7)
26.4k impressions (+10.2k)
21 new followers (+7)
32 link clicks (-14)
82 retweets (-33)
5k profile visits (+2.3k)

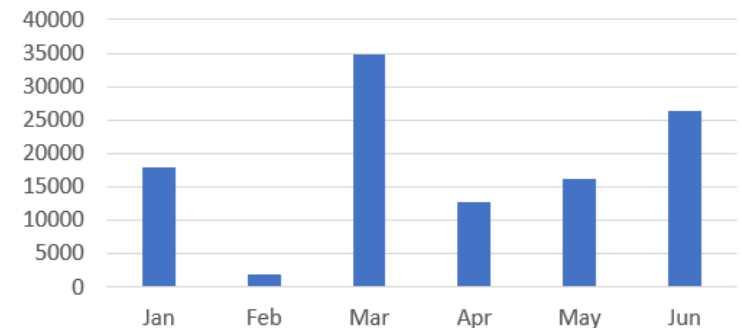
Top tweets

- Lincolnshire Show—PCC video
- Lincolnshire Show—pr-event promotion
- Lincolnshire Show—where to find us

Post impressions



Tweet Impressions



Social media



A Victim Lincs campaign calendar is currently being developed. The first campaign that is about to be launched is targeting employers and managers of businesses with a customer-facing workforce. A toolkit will be hosted on the OPCC webpage that can be downloaded to support them to signpost any staff members who may have been the victim of crime to support via Victim Lincs.

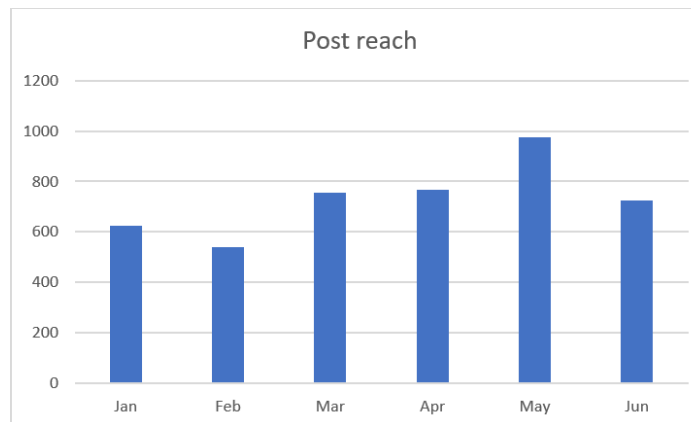
Regular, coordinated campaigns should further increase engagement on all Victim Lincs channels.



20 posts (-7 compared to May)
0.7k post reach (-0.3k)
1k impressions (-0.2k)
1 shares (-4)

Top posts

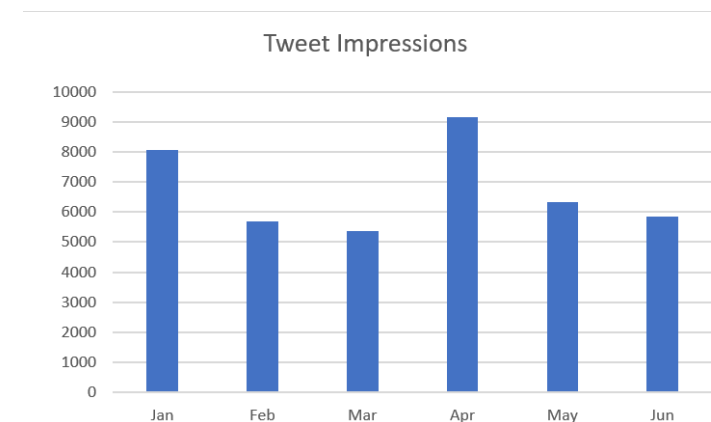
Lincolnshire Show
Bank holiday opening times
Elder Abuse



22 tweets (-6)
5.8k impressions (-0.5k)
9 new followers (-8)
1 link click (-4)
24 retweets (-4)
1.1k profile visits (+0.3k)

Top tweets

Lincolnshire Show—pre-show promotion
Lincolnshire Show—Victim Lincs stand
Lincolnshire Show—event round-up



Looking ahead



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.

Publication of Youth Commission Report 2021-22

Press release being developed about the report, to also include information about future plans for 'Lincolnshire Strong Voices' – the OPCC project to engage with young people, giving details about how they can get involved.



PCC's Annual Report

ASB Awareness Week

The Safer Lincolnshire Partnership are coordinating a county-wide campaign which we will support on OPCC and Victim Lincs channels.

We will also promote engagement activity from the Safer Together Team throughout the week.

VAWG panel

Launch of Roads Policing Unit

Support the Force in communicating the launch of the Roads Policing Unit. PCC attendance at the media launch early July.