

# Communications highlights

May 2022



**Lincolnshire  
POLICE & CRIME  
COMMISSIONER**  

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**SAFER TOGETHER**



# May highlights



## Lincolnshire Womens' Strategy Concordat

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

A press release with quotes from the PCC, LAT and SLP was written and a toolkit was circulated to signatories alongside a letter from the PCC. The toolkit included social media resources that signatories could share on their channels to showcase the commitment they have made.



## Job vacancies

The OPCC has recently been advertising internship roles within the office and a contact and case management officer within Victim Lincs.



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



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

**WE ARE HIRING**

**Contact and Case Management Officer**



# May highlights



## APCC survey on 101 and 999 experiences



Residents across #Lincolnshire are being encouraged to share their experiences about the 101 and 999 service, as well as sharing preferences for future modes of contact 🗨️

Complete the survey here 📄  
[bit.ly/3yLqXzo](https://bit.ly/3yLqXzo)

Survey closes midnight on Sunday, June 26.



## Dementia Awareness Week

Throughout Dementia Awareness Week we promoted the Herbert Protocol on our digital channels.

A press release was also circulated to local media that included information about the funding provided by the PCC towards a 'dementia wristband' project in East Lindsey and the fact that the Safer Together Team are all trained 'Dementia Friends'.



### DEMENTIA 'SMART' WRISTBANDS COULD BE A HUGE STEP FORWARD IN PROTECTING VULNERABLE PEOPLE

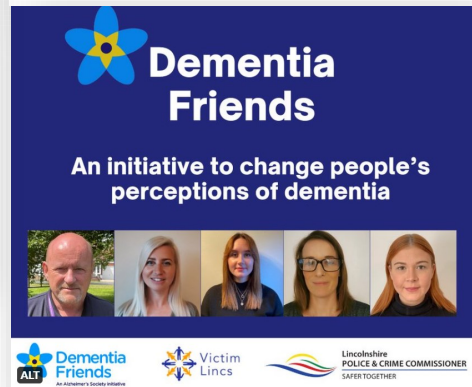
The wristbands will store the names and contact details of a wearer's next of kin and can be read by smart phones using near field communication technology.



A Dementia Friend is somebody that learns about dementia so they can help their community.

All of our Safer Together Team are trained as Dementia Friends, with Maisie (our co-ordinator for North and South Kesteven) being a Dementia Friends Champion!

#DementiaAwarenessWeek



# May highlights



## Mental Health Awareness Week

A Twitter thread was created to promote mental health services in Lincolnshire



A Twitter thread was also created to promote different community groups that provide support and can combat loneliness.

As there are a significant number of groups, there included signposting to Healthwatch Lincolnshire and Lincolnshire SHINE who have a directory on their websites.



# How have we been doing?



We continue to see good engagement on OPCC social media channels, which has increased again since the previous month.

We continue to identify opportunities to promote events and activity from the office—this will increase in the summer months as we attend events such as Lincolnshire Show and Heckington Show.



**43 posts** (+6 compared to Apr)  
**2.7k post reach** (-0.4k)  
**3.9k impressions** (+0.3k)  
**21 shares** (+11)  
**23 link clicks** (+9)

### Top posts

APCC 999 Contact Survey  
Job Vacancy – Policing Interns  
Street Pastors

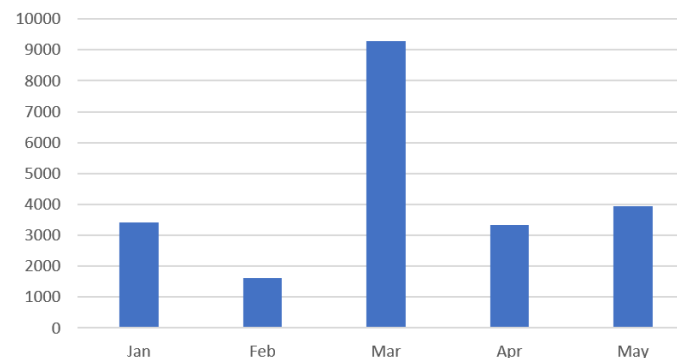


**66 tweets** (+30)  
**16.2k impressions** (+3.5k)  
**14 new followers** (+2)  
**46 link clicks** (+6)  
**115 retweets** (+41)  
**2.7k profile visits** (+0.8k)

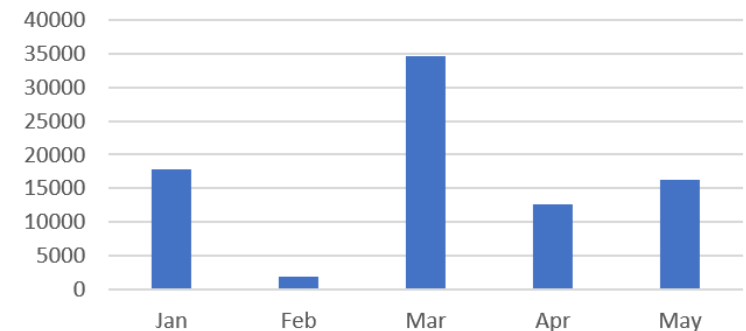
### Top tweets

Job vacancy—policing intern  
APCC public contact survey  
Kooth—mental health and exam stress

Post impressions



Tweet Impressions



# How have we been doing?



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.



**27 posts** (-3 compared to Mar)  
**1k post reach** (+0.2k)  
**1.2k impressions** (+0.4k)  
**5 shares** (+2)  
**14 link clicks** (+10)

### Top posts

Job Vacancy  
Hollie Guard App  
Herbert Protocol

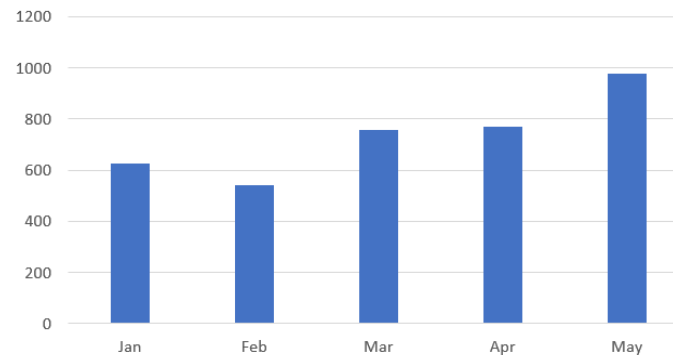


**28 tweets** (+6)  
**96.3k impressions** (-2.8k)  
**17 new followers** (+9)  
**5 link clicks** (-7)  
**28 retweets** (-24)  
**0.8k profile visits** (-0.4k)

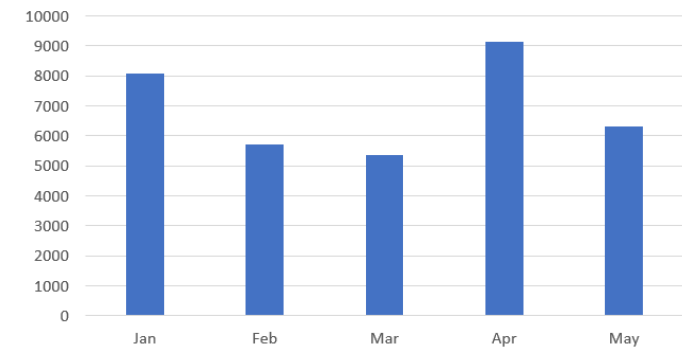
### Top tweets

Tailored support for victims that are deaf  
The Herbert Protocol  
Gaslighting

Post reach



Tweet Impressions



# 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.

## Public Assurance Meeting

Sharing the meeting recording and short topical clips on social media channels.

## 999 British Sign Language service



## Lincolnshire Show

The Safer Together Team will be joining Lincolnshire Police on a joint stall to engage with the public.

We will be taking the opportunity to cover the event on social media and record videos of the PCC and DPCC for future communications.

## Elder Abuse Awareness Day—Hourglass

## Take 5 Investment Fraud campaign

## Loneliness Awareness Week

## Scams Awareness Fortnight—Citizens Advice

## Courier fraud Campaign—Crimestoppers

## MOJ Sexual Violence Support Research Survey