

# Communications highlights

August 2022



Lincolnshire  
**POLICE & CRIME  
COMMISSIONER**

**SAFER TOGETHER**

Annex C to Appendix A



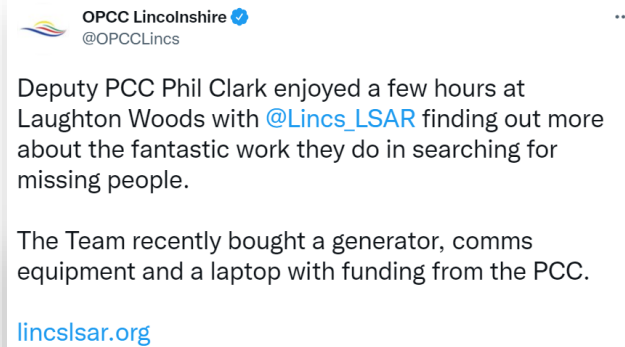
# August highlights



## Skegness 999 Day



## Deputy PCC with Lowland Search and Rescue



## 'Just Have A Little Patience' – Road safety campaign by Lincolnshire Police

The majority of road traffic collisions are preventable.

The main causes of collisions include being in a hurry, failing to look properly, and aggressive driving.

We are asking all road users to please 'Just have a little patience'

Read more [ow.ly/5Jfy50Klxoz](https://ow.ly/5Jfy50Klxoz)



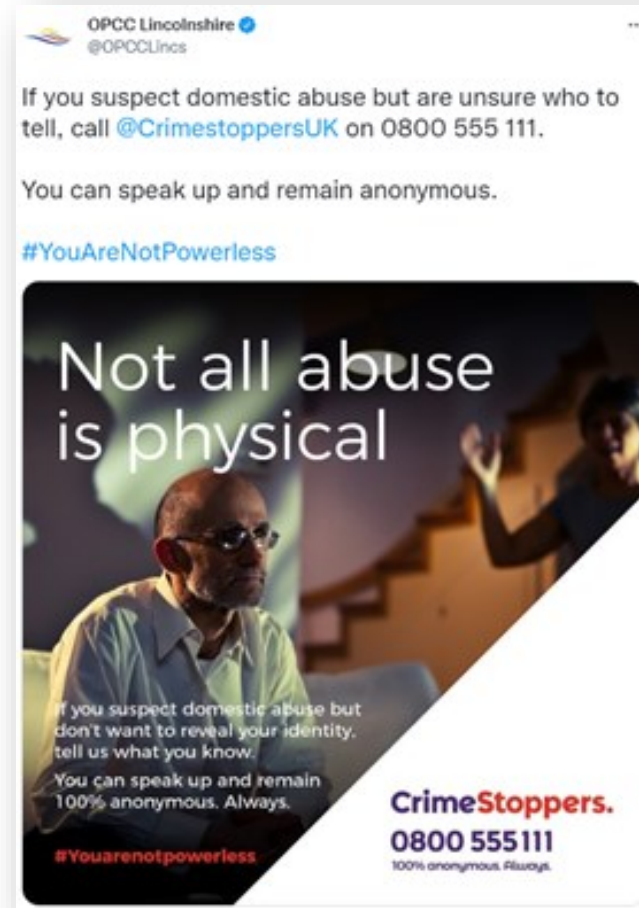
# August highlights



## Victim Lincs campaign



## Crimestoppers Domestic Abuse campaign



Support for victims of crime  
Toolkit for employers and managers



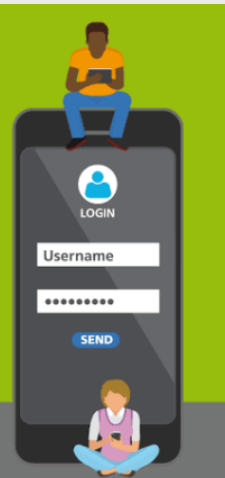
# August highlights



## Fraud and scams prevention advice

Create strong, unique passwords for your online bank accounts and keep them to yourself!

#SafeOnlineBanking



**GAS BILL OVERDUE?**



Campaigns from 'Get Safe Online' and Take Five. Including crime prevention advice with focus on keeping yourself safe during the current cost of living crisis

## Operation Magpie—summer safety campaign by Lincolnshire Police

OPCC Lincolnshire  
@OPCCLincs

Everybody is busy in the garden... Including thieves. As part of a summer safety campaign, we are supporting @LincsPolice in reminding people to secure, lock and mark their valuables



# Social media



Coverage of community events such as Skegness 999 Day continue to receive good engagement. We continue to identify these opportunities.



**39 posts** (-5 compared to Jul)  
**1.3k post reach** (-2.3k)  
**20 shares** (+2)  
**10 link clicks** (-2)

### Top posts

- Changes to Highway Code
- DPCC meeting Lowland Search & Rescue
- Skegness 999 Day

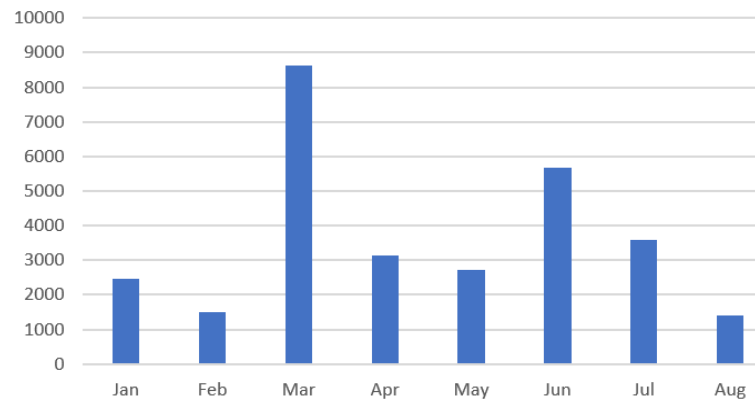


**44 tweets** (-7)  
**10.7k impressions** (-3.6k)  
**15 link clicks** (-20)  
**35 retweets** (-35)  
**4.4k profile visits** (+1k)

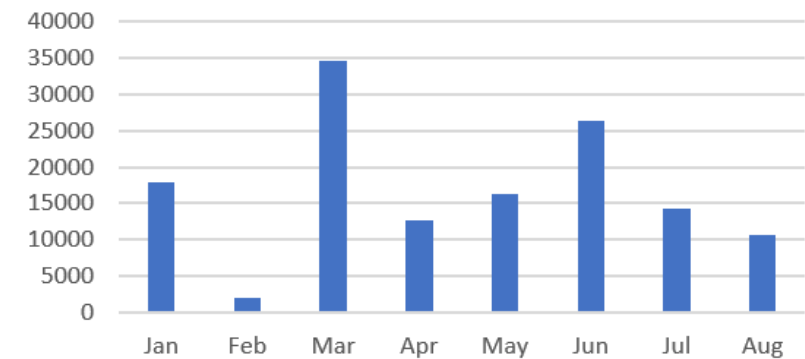
### Top tweets

- Lincs Police Road Safety campaign
- Crimestoppers Domestic Abuse campaign
- Skegness 999 day

Post reach



Tweet Impressions



# Social media



Coverage of Victim Lincs team attending events such as Skegness 999 Day receives good engagement. We will continue to identify these opportunities such as attending Fresher's Week at Lincoln University in September.

A campaigns calendar has been developed which should drive further engagement. The current campaign is targeted at employers and managers of customer-facing workforces.



**24 posts** (+1 compared to July)  
**0.3k post reach** (-1k)  
**3 shares** (-4)  
**2 link clicks** (-2)

### Top posts

Victim Lincs business campaign  
EDAN Lincs legal helpline  
Skegness 999 Day

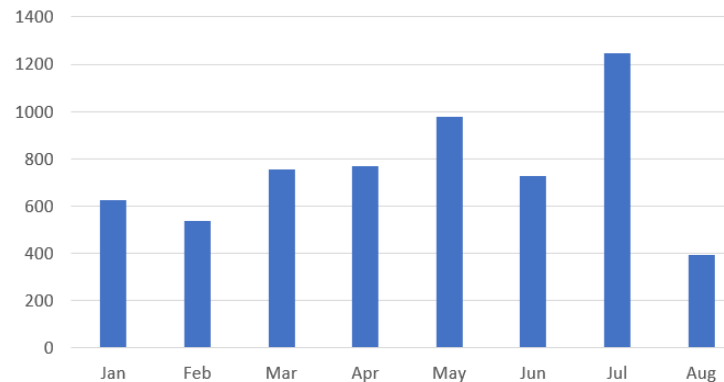


**26 tweets** (+2)  
**6.5k impressions** (+1.4k)  
**5 link click** (=)  
**30 retweets** (+16)  
**2.8k profile visits** (+1.8k)

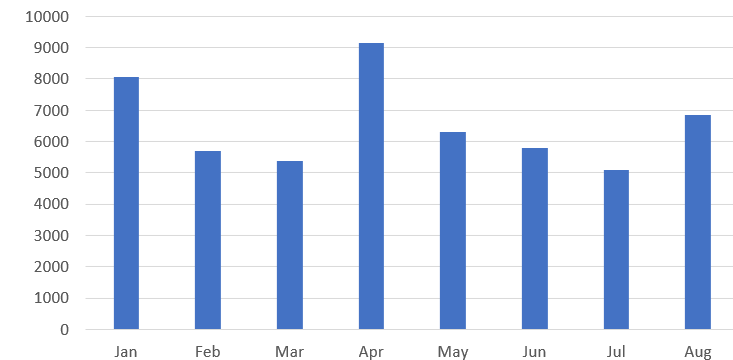
### Top tweets

Lincoln Pride  
Tell MAMA  
Skegness 999 Day

Post reach



Tweet Impressions



# Looking ahead



## **Support for victims in the workplace**

Continue to circulate and promote the Victim Lincs toolkit for managers of customer-facing workforces

## **VAWG Panel**

Promotion and encourage expressions of interest to join

## **Parish Council Toolkit**

A toolkit has been developed with the STT to support parish councils to promote and support community safety in their area. This is hosted on the OPCC website [here](#)

## **PAM**

Promote and encourage public questions

## **Launch of Dementia Wristbands**

Launch event 5 September in Mablethorpe.

## **North Kesteven Community Champion awards**

Encourage nominations for the community safety award

## **Lincolnshire Strong Voices recruitment**

Coverage of engagement events held by the Safer Together Team promoting the young persons' project. Encouraging people to register their interest in joining the core group.

## **Internal comms:**

### **Introducing Deputy PCC**

Article and video on the intranet

### **Victim Lincs—getting victims' consent**

A series of posts have been created for the intranet that aim to remind officers of the role of Victim Lincs and remind them to obtain victims' consent to be referred to the service.