

# Communications highlights

September 2022



Lincolnshire  
**POLICE & CRIME  
COMMISSIONER**

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SAFER TOGETHER

Annex D to Appendix A



# September highlights



## Dementia Bands Launch

OPCC Lincolnshire  
@OPCCLincs

The PCC has jointly launched a pilot for new "smart" wristbands to be issued to people living with dementia in East Lindsey.

PCC Marc Jones believes the project could be a huge step forward in protecting vulnerable people living in our communities.

[bit.ly/3qWgZGq](https://bit.ly/3qWgZGq)



## The Death of Her Majesty The Queen

OPCC Lincolnshire  
@OPCCLincs

Today is a momentously sad day

PCC @MarcJonesLincs has expressed his deepest respect and condolences to all members of the Royal Family during this immensely sad and difficult time

Read the PCC's full statement:

[bit.ly/3L6T948](https://bit.ly/3L6T948)



## World Alzheimer's Month

OPCC Lincolnshire  
@OPCCLincs

September is #WorldAlzheimersMonth

The Herbert Protocol is a national scheme which encourages carers and families of people with dementia to record vital information on a form, which Police can use to help find the person if they go missing.

[bit.ly/3sP73jr](https://bit.ly/3sP73jr)

**The Herbert Protocol**  
Help find people with Dementia if they go missing

THE HERBERT PROTOCOL  
Safe & Found

Victim Lincs

Lincolnshire POLICE & CRIME COMMISSIONER  
SAFER TOGETHER

# September highlights



## Public Assurance Meeting (PAM)

OPCC Lincolnshire  
@OPCCLincs

The September Public Assurance Meeting (PAM) is now available to watch on the OPCC YouTube channel

The meeting covered an update on crime reduction, business crime and substance misuse.

Watch now: [bit.ly/3Bssmut](https://bit.ly/3Bssmut)

**SEPTEMBER PUBLIC ASSURANCE MEETING**

Now available to watch on the PCC YouTube channel

Lincolnshire POLICE & CRIME COMMISSIONER  
ALTY  
AFTER TOGETHER

OPCC Lincolnshire  
@OPCCLincs

Lincolnshire Police DCC, Julia Debenham, discusses Lincolnshire Police's continuous positive performance in answering and attending 999 calls in the latest Public Assurance Meeting

Watch the meeting in full here: [bit.ly/3Bssmut](https://bit.ly/3Bssmut)

[@DCCLincsPolice](#) [@LincsPolice](#)



## University of Lincoln Freshers Events

Victim Lines  
@VictimLincs

We are at the University of Lincoln today with [@UniofLincolnSWC!](#)

Come and see us in the tent outside of the Student Well-being Centre to find out more about what we do

OPCC Lincolnshire  
@OPCCLincs

We are at the [@unilincolin](#) Freshers Fayre today sharing information about our Strong Voices group

We also have lots of resources to help you stay safe during your time at university. Be sure to pop over for a chat if you are visiting!



# September highlights



## Fraud and scams prevention advice



**The Office of the Police and Crime Commissioner for Lincolnshire**  
22 September at 13:00 · 🌐

Remember to be careful who you share your personal information with online. If you receive a request from a stranger to connect online, always stop and think. Criminals can use your information to commit identity theft. It is always important to cancel any lost or stolen cards immediately.

If transactions appear on your bank statement that you don't recognise or you receive letters about loans or cards you didn't apply for you could be a victim and should contact your bank or card company immediately on a number that you know is genuine such as the one on their website or the back of your card.

#TakeFive #StopChallengeProtect 🙌👍👏



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

## International Day of Sign Languages

# Social media



Number of posts/tweets this month was lower due to the 12 day social media blackout after the passing of Her Majesty The Queen.

Despite this, community events and news stories such as the launch of the Dementia Bands received good coverage and resulted in a high level of link clicks through to the new story on the website.



**28 posts** (-11 compared to Aug)  
**2.4 post reach** (+1.1k)  
**16 shares** (-4)  
**38 link clicks** (+28)

### Top posts

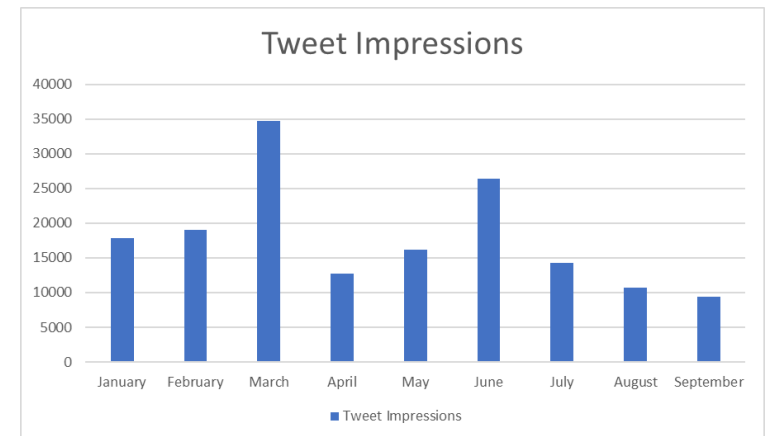
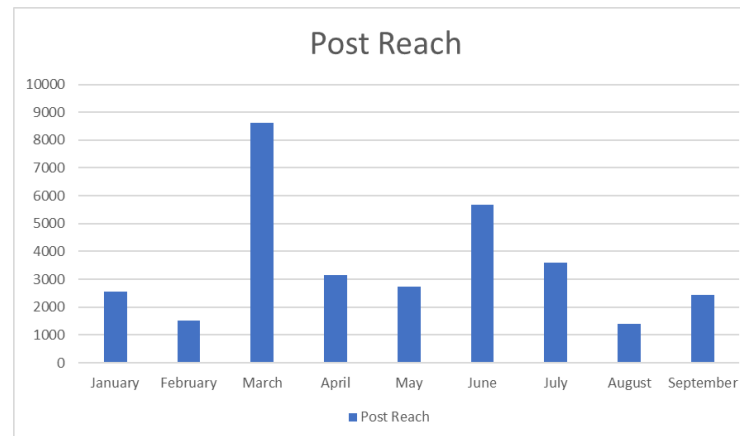
- Death of Her Majesty the Queen
- Dementia Band Launch
- Take Five—personal info online



**31 tweets** (-13)  
**9.4k impressions** (-1.3k)  
**48 link clicks** (+33)  
**37 retweets** (+2)  
**3.6k profile visits** (-0.8k)

### Top tweets

- Dementia Bands launch
- Death of Her Majesty the Queen
- Street Safe



# Social media



Number of posts/tweets this month was lower due to the 12 day social media blackout after the passing of Her Majesty The Queen; resulting in overall engagement to be down.

Coverage of Victim Lincs team attending events such as University of Lincoln Freshers receives good engagement. We will continue to identify these opportunities such as attending a Healthwatch event in October and Domestic Abuse conference in November.



**24 posts** (-8 compared to August)  
**0.4k post reach** (+0.1k)  
**0 shares** (-3)  
**2 link clicks** (-2)

### Top posts

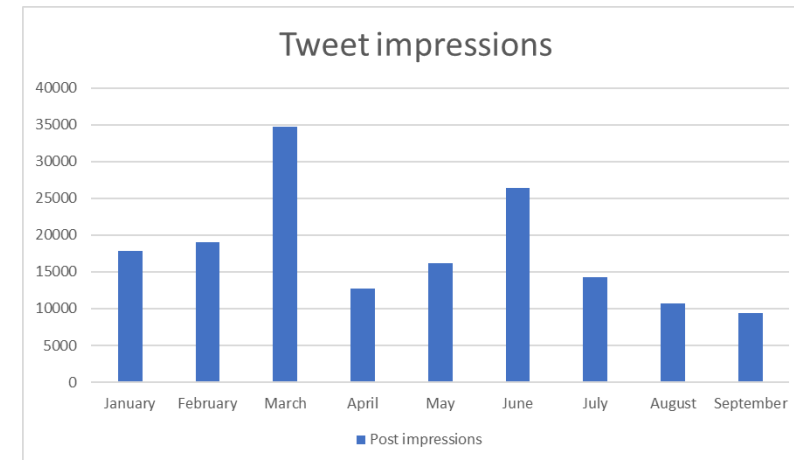
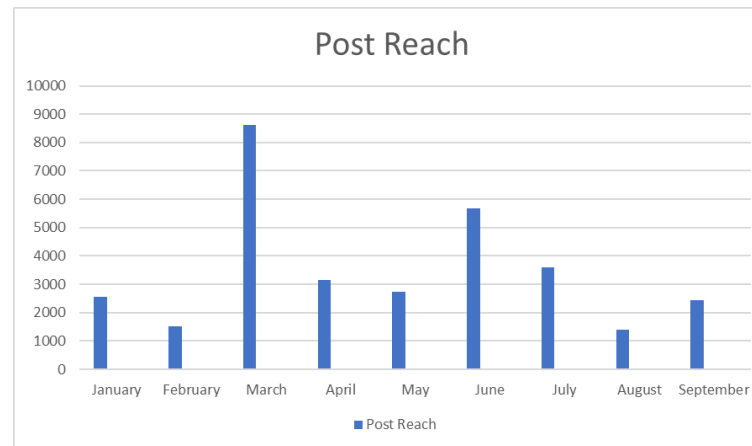
- University Freshers
- New students in Lincoln
- Victim of Harassment



**19 tweets** (-7)  
**3.1k impressions** (-3.4k)  
**4 link click** (-1)  
**23 retweets** (-7)  
**1.4k profile visits** (-1.4k)

### Top tweets

- University Freshers
- New students in Lincoln
- Online Harrassment



# Looking ahead



## **Launch of the Annual Survey**

Supporting the launch of the Annual Survey through social media posts, physical materials for STT, article in County News, Media news story, communications toolkit (to be shared with key stakeholders) and Microsoft Teams background with a QR code for OPCC staff.

## **Victims Impact Report**

Promoting the Victims Impact Report through social media (including a video from PCC), news story circulated with media and on PCC website, and sharing with key stakeholders and elected members via a letter from the PCC. The report will be live on the website and there will also be printed copies.

## **Hate Crime Awareness Week**

Supporting the week by promoting key messages and support for victims.

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

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

## **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:**

### **Victims Impact Report**

Sharing the report on the Intranet

### **Launch of the Annual Survey**

Supporting the launch of the Annual Survey through the COT vlog, Routine Orders and an Intranet story.

### **introducing Deputy PCC**

Article and video on the intranet