

Communications highlights

October 2022



Lincolnshire
**POLICE & CRIME
COMMISSIONER**

SAFER TOGETHER

Annex E to Appendix A



October highlights



Out and about

We have been sharing information about where the PCC, DPCC and the Safer Together Team have been this month.

This has mainly been promoting face-to-face engagement events the Safer Together Team have been attending to promote the PCC's annual survey

OPCC Lincolnshire
@OPCCLincs

Victims and survivors have access to a range of fantastic support services in Lincolnshire
Last week PCC @MarcJonesLincs was pleased to meet with them at his Provider Network Meeting to hear first-hand the fantastic work they are doing



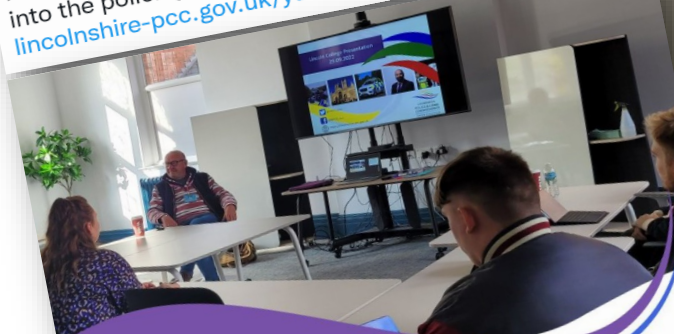
OPCC Lincolnshire
@OPCCLincs

Lincoln Cathedral chapel has been dedicated for members of the emergency services
Family and friends can use this unique space to reflect on the lives of those who've served in the emergency services
PCC @MarcJonesLincs was honored to attend a dedicated service this week



OPCC Lincolnshire
@OPCCLincs

Our Deputy PCC was pleased to provide an input to policing students in Lincoln this week
He gave an overview of the role of the PCC and the many functions of the office
Find out more about the role of the PCC and how it fits into the policing landscape:
lincolnshire-pcc.gov.uk/your-pcc/about...



OPCC Lincolnshire @OPCCLincs

Our Deputy PCC enjoyed meeting you all today alongside Lee-Anne our #SaferTogether team leader and Barney - contact and case management officer for @VictimLincs
They've been hearing your views as part of the PCC's Crime & Policing Survey

Have your say:
<http://bit.ly/smpccsurvey>



OPCC Lincolnshire
@OPCCLincs

We are here at the @NFUtweets Fire and Crime Prevention day today encouraging attendees to share their views in the annual Crime and Policing survey
Have your say: bit.ly/smpccsurvey

@NFUEastMidlands @nfum_Horncastle



0:10 139 views

October highlights



Annual Survey Launch

OPCC Lincolnshire @OPCLincs

Have your say on the future of policing in Lincolnshire

How do you want your county to be policed? Take the 10 minute online survey and tell the Police and Crime Commissioner your views 🗳️

bit.ly/smpccsurvey

Have your say on the future of policing in Lincolnshire

Your County. Your Police.

Your Say.

Marc Jones
POLICE & CRIME COMMISSIONER
LINCOLNSHIRE - SAFER TOGETHER

ALT

OPCC Lincolnshire @OPCLincs

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Have your say: bit.ly/smpccsurvey

[@NFUEastMidlands](#) [@nfum_Horncastle](#)

Working with communities and partners to help make Lincolnshire even safer.

shire-pcc.gov.uk

0:10 139 views

Hate Crime Awareness Week

Victim Lines @VictimLines

Do you know what a #HateCrime is?

A Hate Crime is motivated by prejudice towards a person's identity or perceived identity, such as their race or sexual orientation.

If you witness or experience hate crime or discrimination, we are here for you.

#SpreadLoveNotHate

What is Hate Crime?

Any criminal offence which is motivated by **hostility and prejudice** towards a person's **identity or perceived identity**.

Victim Lines

Victim Lines @VictimLines

41% of reported religious hate crime offences in 2021/22 were targeted at the Muslim community.

Tell MAMA is a secure and reliable service that allows people from across England to report any form of Anti-Muslim abuse, as well as offering support to victims.

[@TellMamaUK](#)

Tell MAMA is an independent and confidential support service for those who face **anti-Muslim hatred and prejudice** across the United Kingdom.

TellMAMA
Reporting Anti-Muslim Abuse

Victim Lines

October highlights



Anti Slavery Day



Victims of [#ModernSlavery](#) may be forced to work against their will, often working long hours for little or no pay in dire conditions.

There is support available for you if you have been a victim of Modern Slavery.

Get support today

bit.ly/3zhQgrx



Victim's Impact Report



80% of victims are better able to cope and recover after accessing local support

This is what a report commissioned by PCC [@MarcJonesLincs](#) shows. It also highlights the great work being done in Lincs to meet the needs of victims and survivors

Read more:
bit.ly/pccvsir



Public Assurance Meeting



Lincolnshire Police DCC, Julia Debenham, discusses the recruitment of a Special Measures Advocate within the Witness Care Unit in the latest Public Assurance Meeting.

Watch the meeting in full here: bit.ly/3Bssmut



October highlights



'Enough' Campaign



Victim Lincs @VictimLincs · Oct 31

We all have the power to stop violence against women and girls.

If you want to support a victim of abuse, sensitively let them know you're concerned about their safety. Help them to realise that they are not alone, and that there is help available.

gov.uk/enough



New Campaign launched by the Government to tackle violence against women and girls.

Strong Voices Promotion



OPCC Lincolnshire
@OPCCLincs

We are looking for enthusiastic, passionate young people to help us make Lincolnshire even safer!

- 👉 Share opinions and ideas with the PCC and police
- 👉 Highlight issues where you live
- 👉 Help make the community you live in feel and be even safer!

Bit.ly/lincsstrongvoi...



Social media



The launch of the Annual Survey this month resulted in a large increase in reach and shares.

Community events that the STT have attended such as the Healthwatch event and the Fire and Crime Prevention event continue to receive high engagement on social media.



16 posts (-12 compared to Sep)
12.4k post reach (+10k)
43 shares (+27)
35 link clicks (-3)

Top posts

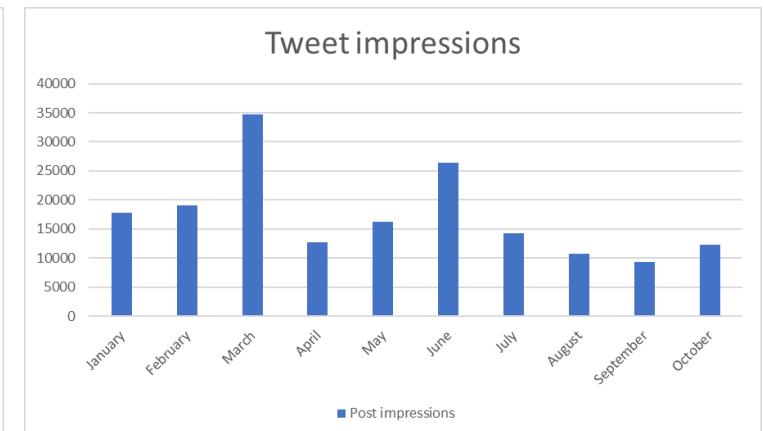
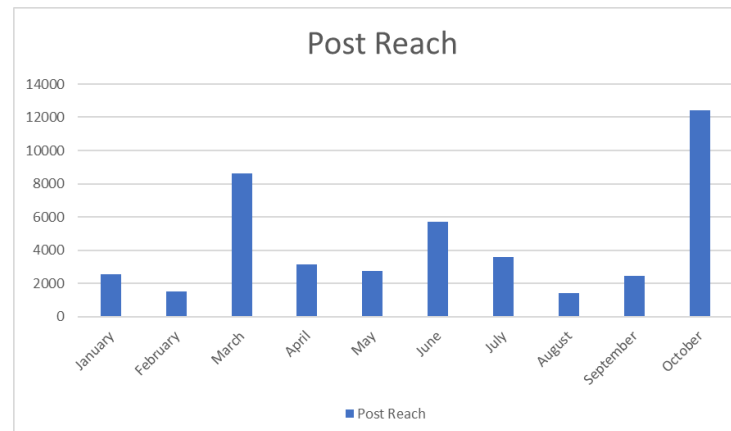
- Annual Survey Launch
- Strong Voices recruitment
- Project Manager job vacancy



21 tweets (-10)
10.3k impressions (+0.9k)
55 link clicks (+7)
58 retweets (+21)
3.6k profile visits (-1.94k)

Top tweets

- Annual Survey Launch
- Project Manager job vacancy
- Provider Network Meeting



Social media



Post reach and impressions were high this month due to an increase in posts/tweets, and good engagement from Hate Crime Awareness week.

Coverage of Victim Lincs team attending events such as the Healthwatch event receives good engagement. We will continue to identify these opportunities such as attending the Domestic Abuse conference in November.



32 posts (+8 compared to September)
0.6k post reach (+0.2k)
5 shares (+5)
4 link clicks (+2)

Top posts

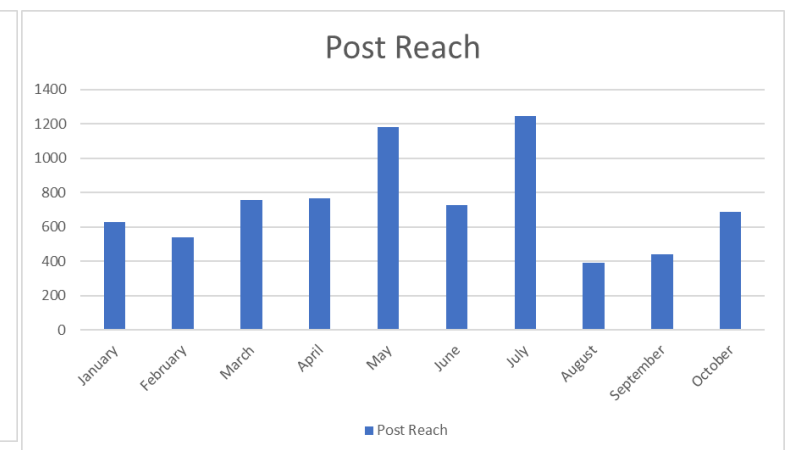
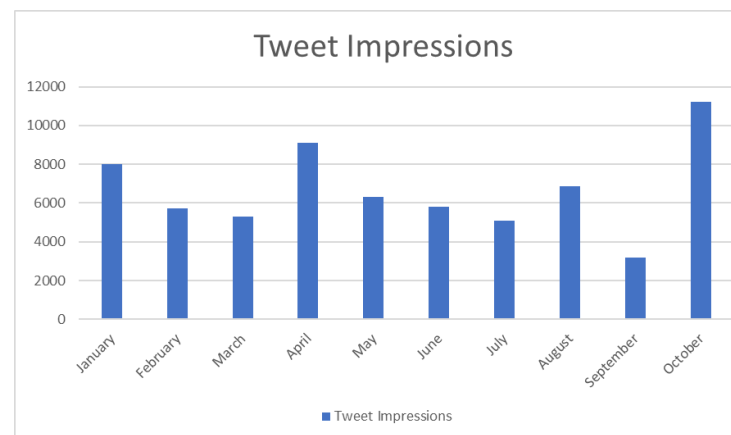
- 'Am I being stalked'?
- Support without reporting
- What is a Hate Crime?



42 tweets (+23)
11.2k impressions (+8.1k)
9 link click (+5)
45 retweets (+22)
2k profile visits (+0.6k)

Top tweets

- Definition of Hate Crime
- Disability Hate Crime
- Religious Hate Crime



Looking ahead



Promotion of the Annual Survey

Continuing to promote the Annual Survey through social media posts.

Restorative Justice Week

Working with Restorative Solutions to create messaging to share throughout RJ week. Creation of a video with Marc and a victim that has been through the RJ process.

White Ribbon Day and 16 Days of Action

Supporting the Q board campaign, promoting the Hollie Guard video and sharing other key messaging around violence against women and girls.

'Enough' Campaign

Continuing to support the Government's new 'Enough' campaign to tackle violence against women and girls.

'Get Safe Online' Safe Online Shopping campaign

Supporting the new campaign from 'Get Safe Online' to encourage the public to beware of scams around Black Friday and in the run up to Christmas.

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.

Road Safety Week

Supporting the force's communications.

Internal comms:

Promotion of the Annual Survey

Promotion of the Annual Survey in COT vlog

Introducing Deputy PCC

Article and video on the intranet