

# Communications highlights

November 2022



Lincolnshire  
**POLICE & CRIME  
COMMISSIONER**  

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**SAFER TOGETHER**



# November highlights



## Out and about

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

This has mainly been through retweeting the Safer Together Team's post covering their annual survey engagement activities. This sharing of posts, rather than solely posting organically from the corporate account has made coverage feel more personal, from the coordinators themselves, to encourage engagement.

**OPCC Lincolnshire** @OPCCLincs · Nov 12  
A great days work for our Safer Together Coordinator Maisie today - speaking to you about how you want your county to be policed  
There is still time to tell PCC @MarcJonesLincs your views as his online survey doesn't close until 6 December  
Link here [bit.ly/smpccsurvey](https://bit.ly/smpccsurvey)

**Maisie McMahon** @MaisieMcMSTC · Nov 12  
Before I go home from the Deepings area, I am letter dropping to homes in the community providing info on the Policing and Crime Survey!  
🏠 99 leaflets down and 1 to go!! 👤  
Have you filled in the survey yet?  
[bit.ly/smpccsurvey](https://bit.ly/smpccsurvey)  
@OPCCLincs @Stamford\_Police



**OPCC Lincolnshire** @OPCCLincs · Nov 15  
Hopefully the weather will be a little brighter tomorrow ☀️  
Alan will be at Boston Marketplace - pop over and say hi! 🗣️  
He's hoping to chat to as many of you as possible about your policing and community safety priorities  
Online survey also available [bit.ly/smpccsurvey](https://bit.ly/smpccsurvey)

**Alan Osborne** @Osborne2Alan · Nov 14  
I will be in Boston market on Wednesday along with members of the local Policing Team, so if you are in town why not stop and have a chat and give us your views on policing.

Have your say on the future of policing in Lincolnshire

**Boston Marketplace**

Wednesday 16th November  
0900 - 1400 hrs

**OPCC Lincolnshire** @OPCCLincs · Nov 18  
Alan will be at Spalding Marketplace this Saturday, gathering public views on policing to directly feed back to PCC @MarcJonesLincs  
Pop and say hi 🗣️  
Can't make it?  
Don't worry, you can easily let the PCC know your views via his online survey 🗣️

**OPCC Lincolnshire** @OPCCLincs · Nov 2  
Maisie, our Safer Together Coordinator for North & South Kesteven has been busy in Grantham today  
You can also help shape priorities by letting PCC @MarcJonesLincs know your views via his online survey  
[bit.ly/smpccsurvey](https://bit.ly/smpccsurvey)

# November highlights



## Annual Survey promotion continued

(open 25 October—6 December)



## Hollie Guard video



We continue to raise awareness of the Hollie Guard app through promotion of the newly created localised video—created by University of Lincoln in conjunction with the OPCC (funded by Safer Streets R3)

The video continues to be shared on OPCC and Victim Lincs channels, but work is also ongoing to share with partners and encourage promotion. Hollie Guard Trust have passed on their positive thoughts of the video and asked for permission to use on their own channels.

# November highlights



## Sexual Harassment video

OPCC Lincolnshire @OPCCLinCs

Nearly 3/4 of the UK population will experience sexual harassment in their lifetime

But what is sexual harassment and what forms can it take?

PCC @MarcJonesLincs commissioned @unilincn to create a video explaining just that 📺



Video created by University of Lincoln in conjunction with the OPCC (funded by Safer Streets R3)

The video is being shared on OPCC and Victim Lincs channels, but work is also ongoing to share with stakeholders and encourage the widespread sharing of its key messages

## Restorative Justice Week

### Woman forgives reckless driver who killed her mother

“The restorative justice process actually has made me a lot stronger”

#### Lincolnite

The OPCC worked with Restorative Solutions to set up a face-to-face meeting between the PCC and a victim that had been through the RJ process—a chance for her to directly tell the PCC of her experiences of RJ and how it helped her come to terms with the harm she had experienced. A media story was created from this to promote the service, and shared with local media. Work is continuing to share this story in different formats over different channels.

The OPCC Communications Officer also created a suite of digital resources to share across social media throughout RJ Week—raising awareness of the service and, sharing real quotes from service users.



# November highlights



## International Mens Day

OPCC Lincolnshire @OPCCLincs

The stigma around men's mental health needs to stop

Great video below from @LincolnCity\_FC 🙌⚽

For local mental health support  
health helpline 0303 123 4



Victim Lincs  
@VictimLincs

Or Andy's Man Club - link

Suicide is the highest cause of death for men in the UK.

#itsokaytotalk #InternationalMensDay

If you are struggling, or know someone who is, there are people and organisations that can help.

Visit [andysmanclub.co.uk](http://andysmanclub.co.uk) for support.

@LincolnshireCC @LincolnCity\_FC

#InternationalMensDay



## 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...](http://Bit.ly/lincsstrongvoi...)



OPCC Lincolnshire @OPCCLincs

Do you know a young person that's passionate about making positive changes where they live?

PCC @MarcJonesLincs is looking for 11-21 year olds to join Lincolnshire Strong Voices - helping him to make communities feel and be even safer!

Find out more   
[lincolnshire-pcc.gov.uk/your-pcc/linco...](http://lincolnshire-pcc.gov.uk/your-pcc/linco...)

# November highlights



## PCC 10 year anniversary



Today marks 10 years of [#PCCsMakingADifference](#)

Today, our PCC [@MarcJonesLincs](#) continues to work with communities to keep them feeling and being even safer

We are [#SaferTogether](#)

Read about his key priorities for [#Lincolnshire](#) in his Police & Crime Plan:  
[lincolnshire-pcc.gov.uk/transparency/w...](http://lincolnshire-pcc.gov.uk/transparency/w...)



## Fraud and scams—prevention messaging



**Victim Lincs** [@VictimLincs](#) · Nov 12

Don't fall victim to a scam this Black Friday!

Remember the [#TakeFive](#) advice to avoid purchase fraud:

- ⚠ Watch out for too good to be true offers/prices
  - ⚠ Use the secure payment method recommended by reputable online retailers and auction sites
  - ⚠ Do plenty of your own research
- [pic.twitter.com/8TO9TFrHPR](http://pic.twitter.com/8TO9TFrHPR)



**Victim Lincs** [@VictimLincs](#) · Nov 9

⚠ Don't fall victim to fraud ⚠

If you or someone who know receives an unexpected call by someone claiming to be from your bank or a police officer, verify who you are speaking to.

Hang up, wait five minutes and call back on a number you know is genuine [#CourierFraud](#)

[pic.twitter.com/jpKspMqa6v](http://pic.twitter.com/jpKspMqa6v)

[View Tweet activity](#)



**OPCC Lincolnshire** [@OPCCLincs](#) · Nov 26

Every year shoppers lose thousands of pounds to cyber criminals. Help protect yourself with one key action.

Switch on 2-step verification on your email and enjoy a [#FraudFreeXmas](#). 🎄 🌲

Find out more → [bit.ly/3V9bTny](http://bit.ly/3V9bTny)  
[pic.twitter.com/gGFvVqasxm](http://pic.twitter.com/gGFvVqasxm)

[View Tweet activity](#)



# November highlights



## 16 Days of Action (25 November—9 December)

An annual international campaign that kicks off on 25 November, the International Day for the Elimination of Violence against Women.

Over this period, we have been focussing on domestic abuse messaging on OPCC and Victim Lincs channels. A full analysis of activity will be included in next month's report.

**OPCC Lincolnshire** @OPCCLincs · Nov 25  
Today is **#WhiteRibbonDay** - a day that asks people to come together and say NO to violence against women.

Join our PCC @**MarcJonesLincs** and make your own pledge

Over the next **#16DaysOfAction** our channels will focus on raising awareness of domestic abuse and the support available [pic.twitter.com/Twta8tFqGX](https://pic.twitter.com/Twta8tFqGX)



**Victim Lincs** @VictimLincs · Nov 28  
Domestic Abuse can include targeting your sexual orientation or gender identity.  
Between 75-90% of domestic abuse in LGBT+ relationships go unreported.  
For more information visit [galop.org.uk](https://galop.org.uk) or contact the LGBT+ Domestic Abuse Helpline 0800 999 5428  
[#16DaysOfAction](https://pic.twitter.com/16DaysOfAction)



**OPCC Lincolnshire** @OPCCLincs · Nov 29  
Now we aren't suggesting that England are going to lose later 🏴󠁧󠁢󠁥󠁮󠁧󠁿🏆

But when they do domestic abuse reports increase by 38%!

Did you know that?

If you have concerns about someone, speak to Crimestoppers anonymously:  
[crimestoppers-uk.org](https://crimestoppers-uk.org) [pic.twitter.com/xz6yIMGSfx](https://pic.twitter.com/xz6yIMGSfx)

**Victim Lincs** @VictimLincs · Nov 21  
Domestic abuse reports rise by 38% when England lose a match.

As England's bid for the **#WorldCup** kicks off, remember that 24/7 support is available if you are experiencing domestic abuse.

Visit [bit.ly/3Duk3PY](https://bit.ly/3Duk3PY) for more information and remember **#YouAreNotAlone** ❤️ [pic.twitter.com/8kXvxUkPrW](https://pic.twitter.com/8kXvxUkPrW)

## Change to degree-only entry



### On Lincolnshire

## Lincolnshire PCC wins battle to scrap degrees for new police officers

A decision to demand all new police officers complete a degree has been reversed by the Government – after a long campaign by Lincolnshire's Police and Crime Commissioner.

### Lincolnshire Live

## U-turned decision by Suella Braverman would have cost Lincolnshire Police 10 per cent of front line capability

The PCC is delighted with the decision

# Social media



There has been a strong response from our audiences in sharing awareness of the Hollie Guard app, particularly on Twitter.

Community engagement and coverage of events that the Safer Together Team have attended continue to receive good engagement on social media.



**20 posts** (+4 compared to October)  
**3.1k post reach** (-9.3k)  
**135 shares** (+92)  
**53 link clicks** (+18)

### Top posts

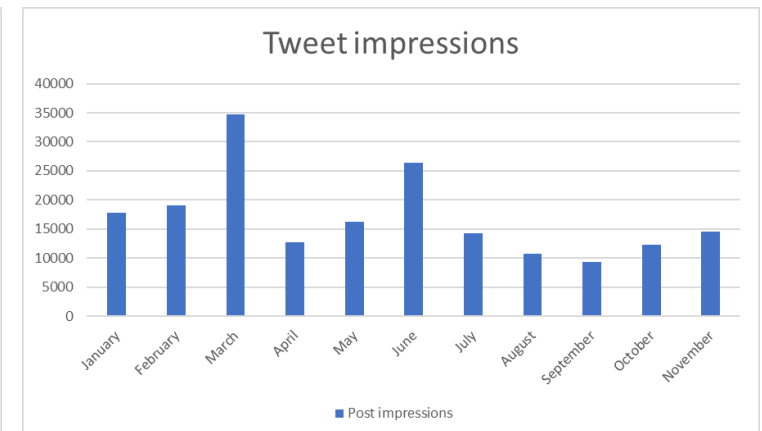
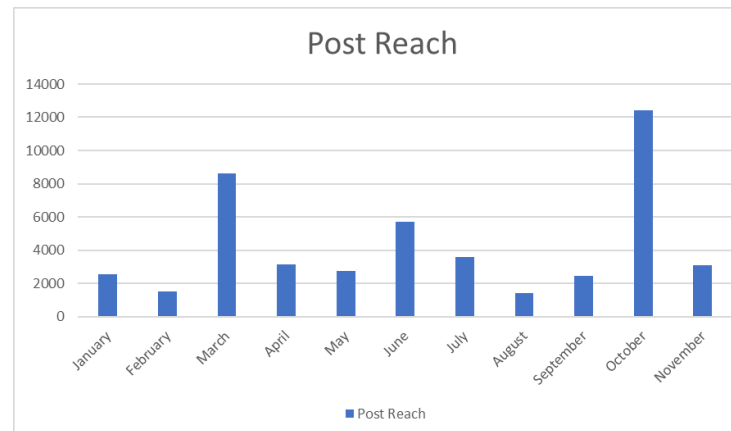
- Annual Survey
- White Ribbon Day
- Bonfire Night—ECP



**34 tweets** (+13)  
**14.5k impressions** (+4.2k)  
**61 link clicks** (+6)  
**67 retweets** (+9)  
**1.7k profile visits** (-1.9k)

### Top tweets

- Hollie Guard Video
- White Ribbon Day
- PAM Questions





# Social media



Similar to the OPCC social media accounts, there has been a good response from our audiences in our call to action of sharing the Hollie Guard video and raising awareness of the app.

Domestic abuse messages as part of the 16 Days of Action saw good engagement, this should continue through to December as we have many more planned for each day.



**39 posts** (+7 compared to October)  
**1.35k post reach** (+0.75k)  
**18 shares** (+13)  
**4 link clicks** (-)

### Top posts

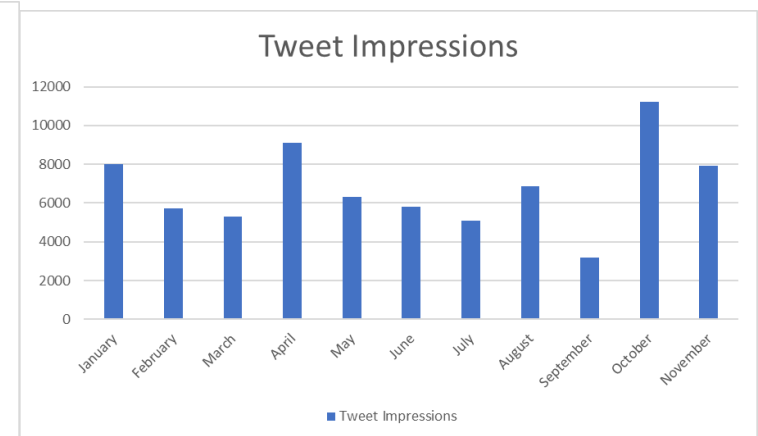
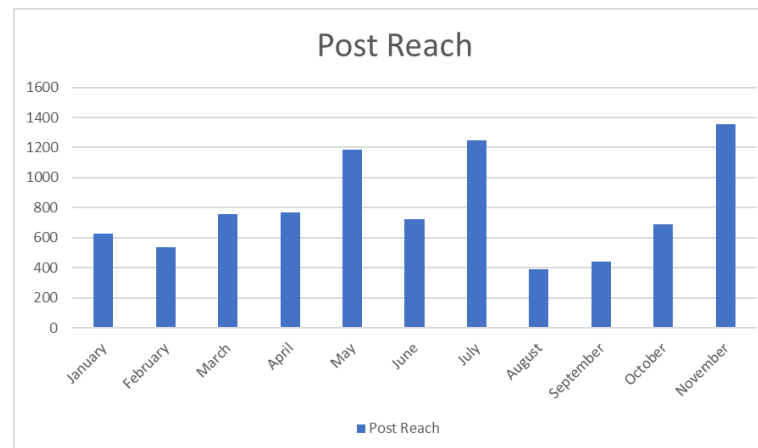
- Hollie Guard Video
- Restorative Justice Week
- International Men's Day—DA



**43 tweets** (+1)  
**7.9k impressions** (-3.3k)  
**11 link click** (+2)  
**31 retweets** (-14)  
**2.2k profile visits** (+0.2k)

### Top tweets

- Hollie Guard Video
- International Men's Day—DA
- Domestic Abuse—World Cup



# Looking ahead



## Promotion of the Annual Survey

Continuing to promote the Annual Survey through social media posts. Closing date 6 December

## 16 Days of Action

Continuing to share domestic abuse messaging throughout the 16 Days of Action. Supporting the Q Collaboration Partnership campaign, sharing domestic abuse messaging throughout the World Cup, promoting the Hollie Guard app and sharing other key messaging around violence against women and girls.

## World cup

Sharing messaging around:

- domestic abuse—prevention and support.
- online abuse, racism, etc.
- Gambling awareness

## 'Get Safe Online' Safe Online Shopping campaign

Continuing to support the campaign from 'Get Safe Online' to encourage the public to beware of scams 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.

## Scamnesty

Supporting the Friends Against Scams campaign throughout December

## Online safety

Sharing resources from the Q collaboration partnership campaign to encourage online safety

## Internal comms:

## Promotion of the Annual Survey

Continuing to promote the annual survey—closing date 6 Dec

## Introducing Deputy PCC

Article and video on the intranet

## Promoting Victim Lincs SV Coordinator