Flu vaccination campaign launched

The flu vaccination campaign for children aged 2-12 commenced on 12th October. A press release was issued and radio ads went live, as well as social media and search ads. Search advertising also commenced for at-risk groups. Further advertising will commence next week including TV ads.

Staff communications and updates

COVID-19 Staff content: 16,111 page views Up 17% on previous week
• Precise Study for St James & UHG staff most visited content

Content themes:
• Flu Vaccine for Healthcare staff
• Precise Study
• Celebrate National Coming Out Day and take the HSELand training

COVID campaigns

Messages
• Symptoms & Testing
• Living with COVID (prevention messages)
• Flu Vaccination for Children

Channels
TV, TV players, Radio, Out of Home, Digital, Social media (Facebook, YouTube, Twitter, Instagram, TikTok), Paid Google search

Reach (for October COVID messaging)
Radio: 89% of adults, TV: 54% of adults; 1.2m digital views.
HSE COVID and Winter Communications
October 7th – 13th

Digital

HSELive

- Total COVID-19 Calls: 25,116
- Total BAU Calls: 2041
- Total Emails: 1220

Social

- 1.18 million Twitter impressions
- Reach 1.29 million on Facebook
- Over 1000 queries responded to on social

Web

- 388k sessions
- New information on self-isolation and restricted movement
- Content to support Positive SMS and close contacts in schools

COVID-19 Partner Engagement and Resources

Resources

The resources team support HSE colleagues and over 500 partner organisations in developing and adapting COVID-19 communications information for different audiences, in a variety of formats. Recently completed projects include:

- Translations of HPSC COVID-19 information (45 documents)
- Flu vaccine poster
- PRECISE antibody study in 2 hospitals – new suite of information, including posters and leaflets, available in different languages
- New backdrop for press briefings and pull up banners in Irish

Our partner update covered the following topics:

- Public health measures (level 3)
- COVID-19 Infection Prevention and Control Webinar: Guidance for Staff in Mental Healthcare Services
- Dementia and COVID-19
- Guidance for Drug and Alcohol Support Groups and Treatment Programmes: COVID-19
HSE COVID and Winter Communications
October 7th – 13th

Younger adults, 18-25

We are promoting focused social media messages and posts for this age group, with dedicated content created and promoted on TikTok, Facebook and Instagram. The social media brief for these campaigns focuses on how we can take the core public health messages, key to suppressing the virus, and make them more relevant for different priority groups. A new campaign for younger adults starts next week from Monday 19th.

Results this week:
Targeted Facebook and Instagram campaign 18-24, 135k reach
TikTok ad – 620k impressions
YouTube ad – over 262k impressions

Ambassadors

The HSE is again asking ambassadors’ help to reinforce the public health messaging, in two ways, starting over the coming weekend Oct 16+. We are asking a selected list of people who are well known on Instagram and Tik Tok to take part in a social relay of good actions they are taking to help fight COVID- using the app, wearing a mask, checking in on loved ones and nominate friends to do the same. This is based on goodwill and willingness to help the cause, rather than a paid promotion. This activity focuses on the younger audience.

The Bubble – Social Media and TV from Oct 19 and 20

The idea of the Bubble campaign is to create a visual reminder of the protection we share when we take care, and how easily it can be lost. The bubble makes that invisible protection visible. This campaign will begin from October 19 and will be on Social Media, TV / AV / VOD / Youtube, Twitch, Spotify and digital display.