



# **The role of social media in the NHS response to COVID-19**

**Lilith King Taylor, Senior Social Media Manager, NHS England**

# In the beginning...



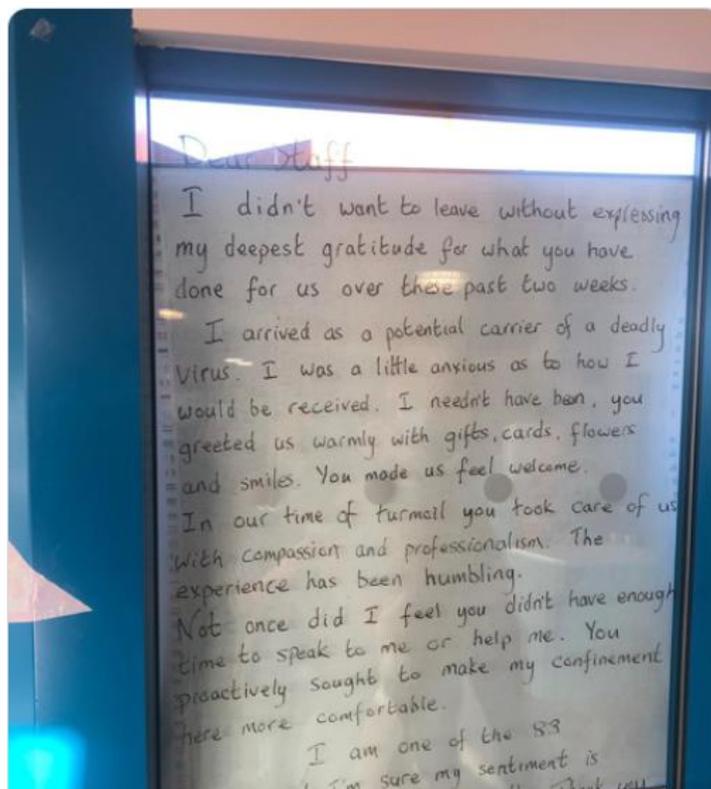
**NHS** NHS England and NHS Improvement ✓  
@NHSEngland

Are facemasks useful for preventing coronavirus? Where can I get the latest travel advice? Can I get coronavirus from food or takeaways? Watch this video to get answers to some of your most common [#coronavirus](#) questions, and visit [nhs.uk/coronavirus](https://nhs.uk/coronavirus) for more information.



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'In our time of turmoil you took care of us with compassion.' — Guests share their heartfelt gratitude to staff at Arrowe Park Hospital. Thanks to all NHS staff, volunteers, local residents and others who made their stay as safe as possible. [#ThankYouNHS](#) [#Coronavirus](#)



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If you've been to Wuhan, or Hubei Province, China in the last 14 days, follow the latest advice on [#coronavirus](#), even if you don't have any symptoms:

- Stay indoors
- Avoid contact with others where possible
- Call NHS 111

Find out more. [gov.uk/coronavirus](https://gov.uk/coronavirus)



# What we wanted to do



- Encourage the public to stay at home
- Encourage the public to continue using the NHS when they need it
- Maintain staff wellbeing and morale

## And then...

- Build confidence in the vaccine and the vaccine programme



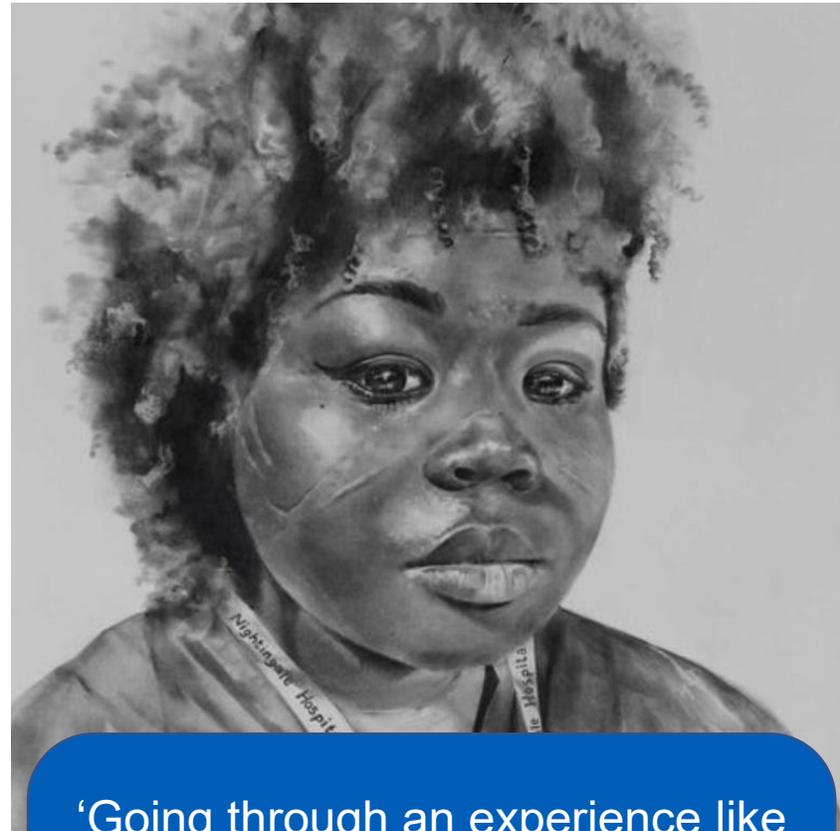
# Our daily 'battle-rhythm'



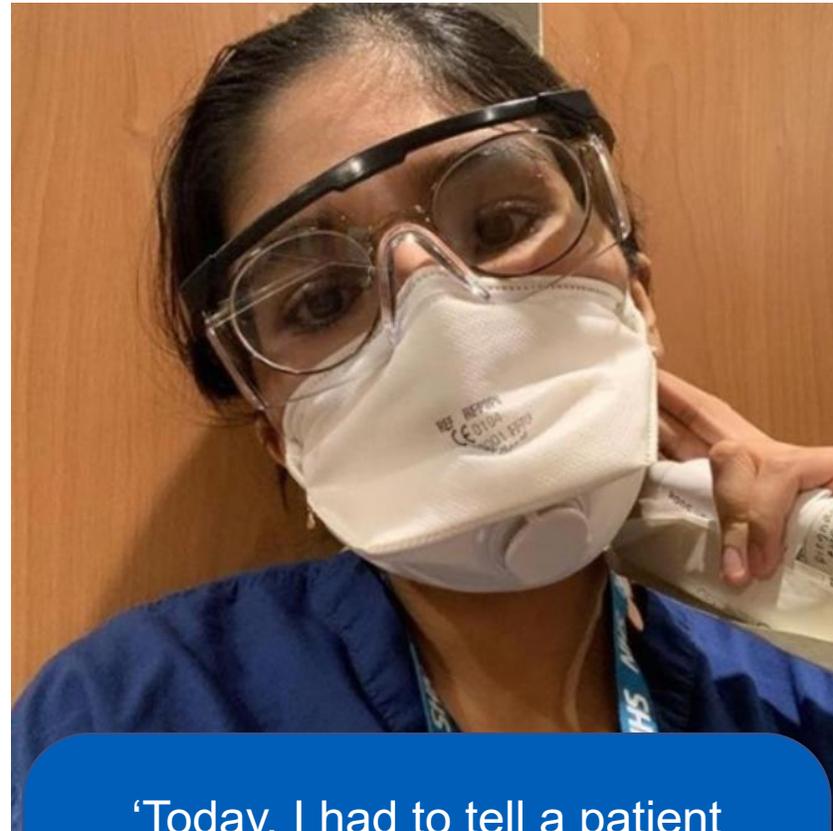
- Daily senior team operations and staffing call
- Daily social media check-in
- Shift working covering 7am-10pm, plus out-of-hours on call
- Twice-daily report for communications colleagues
- Training regional and incident response colleagues to use Pulsar for social listening
- Our team grew from 3 to 7 people – we produced ready-to-go guidance to help people hit the ground running



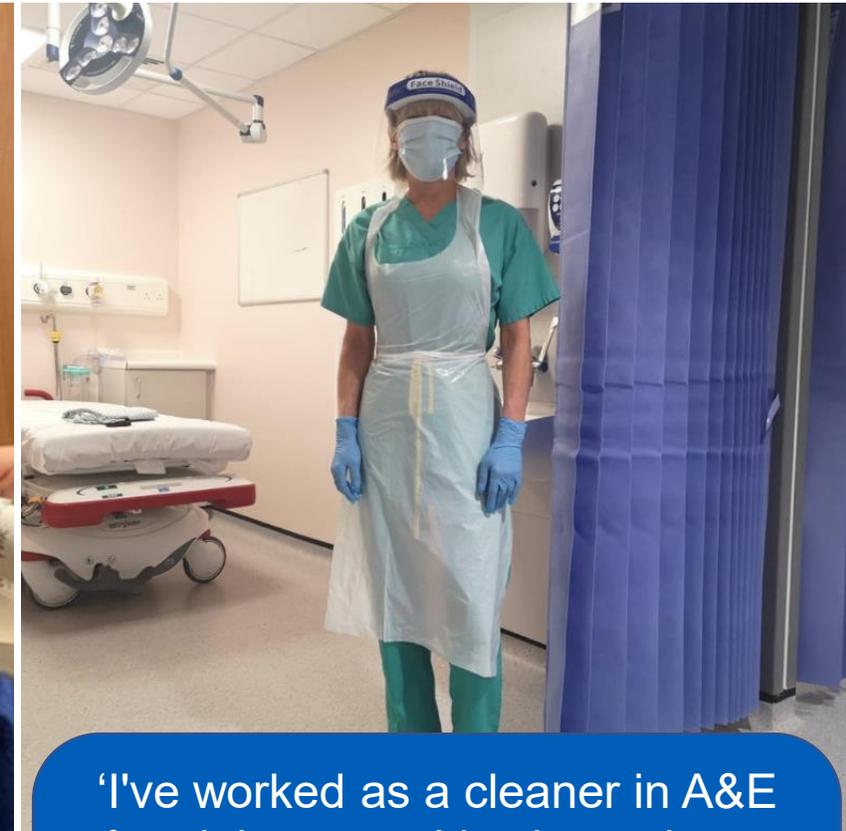
# Story of the frontline: staff voices



'Going through an experience like this shapes you, it changes your perspective on life. It reminds us to be gentle and kind to ourselves and others.'



'Today, I had to tell a patient admitted with COVID-19 that his dad died overnight on a different ward, fighting the very same virus.'



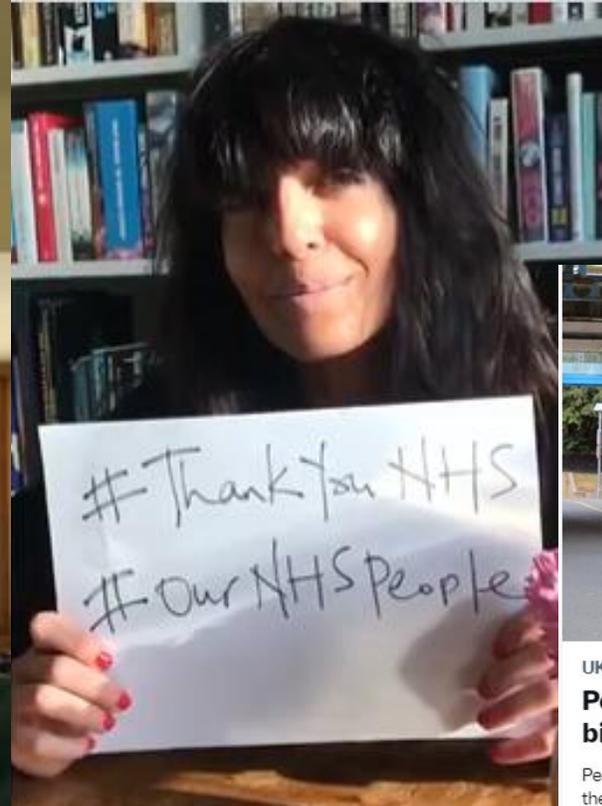
'I've worked as a cleaner in A&E for eight years. It's always been busy, but COVID-19 was a shock for everyone. You have to clean very fast because there's always a patient waiting to be seen.'

# The story of the frontline: behind the scenes



0:44 214.2K views **NHS Nightingale London will be able to provide** **ation for more than 2,800 patients.**

# #ThankYouNHS



UK national news · July 5, 2021

## People thank the NHS as it celebrates its 73rd birthday

People share gratitude for essential workers who have helped the country cope with the COVID-19 pandemic as the NHS celebrates its 73rd birthday on July 5. Photo via @NHSCharities

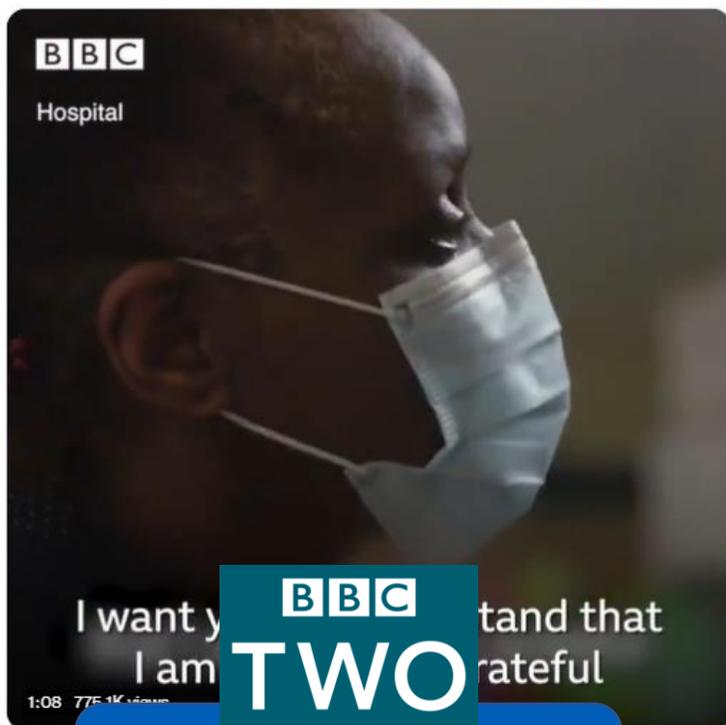


#ThankYouNHS  
#OurNHS People



# Making the most of every story

'I am truly grateful, I am proud to be a nurse. Thank you.' What a beautiful moment in tonight's episode when nurse Nancy thanks her @RoyalFreeNHS colleagues for caring for her while she was in hospital with coronavirus. ❤️ #ThankYouNHS #Hospital



60K engagements,  
775K video views

NHS NHS England and NHS Improvement  
@NHSEngland

BREAKING: @NHSEnglandNMD Professor Stephen Powis announces on @BBCBreakfast that overnight 170,000 of you have already signed up to volunteer to help your NHS — that's 189 people every minute! 🙌  
[goodsamapp.org/NHS](https://goodsamapp.org/NHS) #YourNHSNeedsYou

More than **170,000 people** have signed up overnight to be NHS Voluntary Responders.  
For more information, visit [goodsamapp.org/NHS](https://goodsamapp.org/NHS)

We are over-the-moon for 87-year-old grandfather Ewart, who is now safe and at home with his wife following the exceptional care of #OurNHSPeople at North Manchester Hospital — where he tested positive for #COVID19 two weeks ago! #ThankYouNHS ❤️  
[news.sky.com/story/coronavi...](https://news.sky.com/story/coronavi...)



64.1K engagements



76K engagements

NHS NHS England and NHS Improvement  
@NHSEngland

99-year-old former Women's Air Force driver and great-grand Rita will celebrate her 100th birthday this July, after becoming the oldest person to recover from #coronavirus in the UK! ❤️🙌 #ThankYouNHS #ThankYouThursday [metro.co.uk/2020/04/03/gre...](https://metro.co.uk/2020/04/03/gre...)



49K engagements

# The NHS is still open



**Stephen Fry - Prostate cancer**  
Diagnosed in 2018

A few years ago, I was pretty stunned

Daksha is encouraging people with potential cancer symptoms to come forward.

It's probably nothing serious, but finding cancer early makes it more treatable. Your NHS wants to see you. Just contact your GP practice. [#HelpUsHelpYou nhs.uk/cancersymptoms](https://www.nhs.uk/cancersymptoms)



Call 999  
if you  
suspect a  
heart attack.

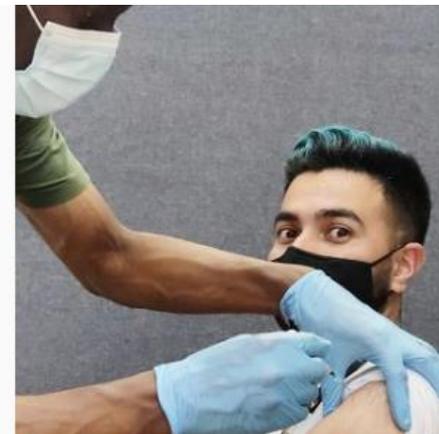


We are here to see you safely

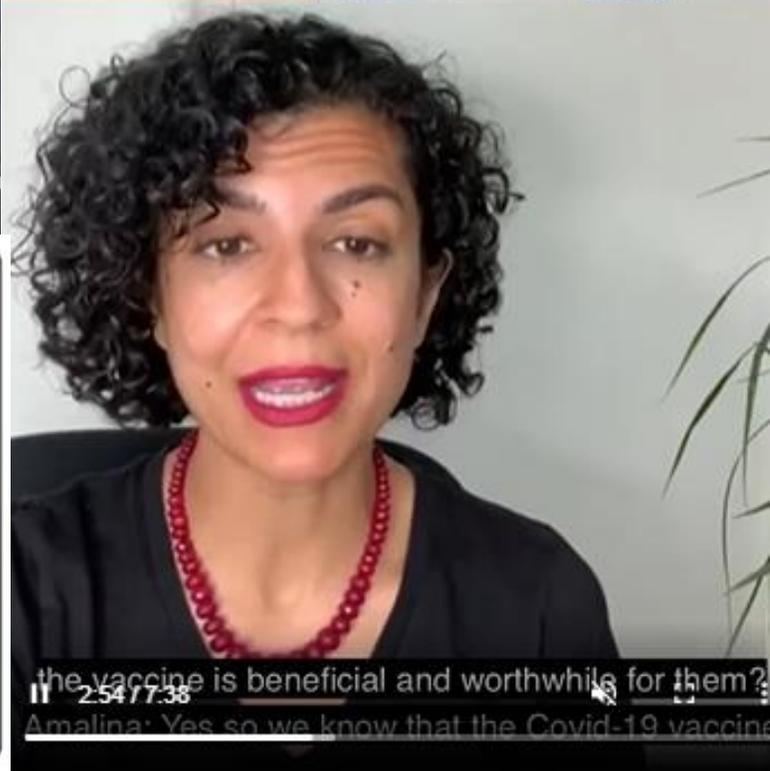
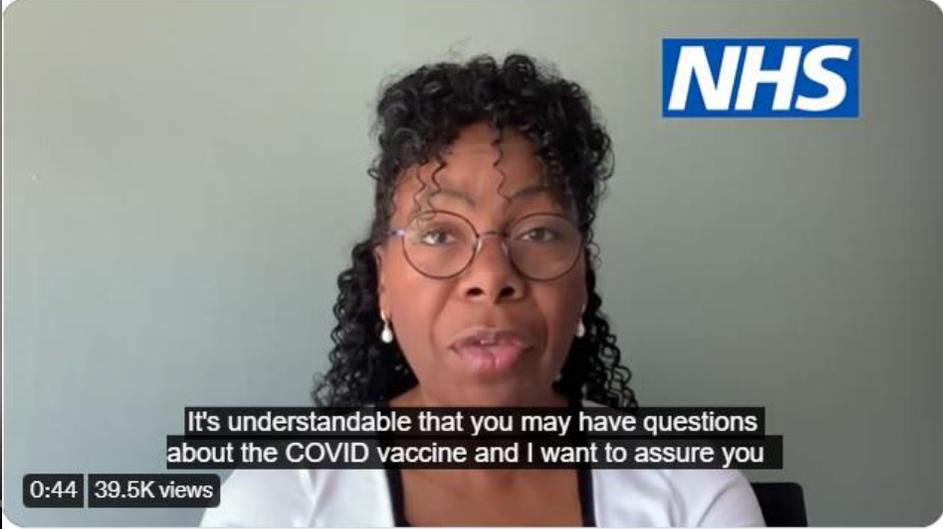
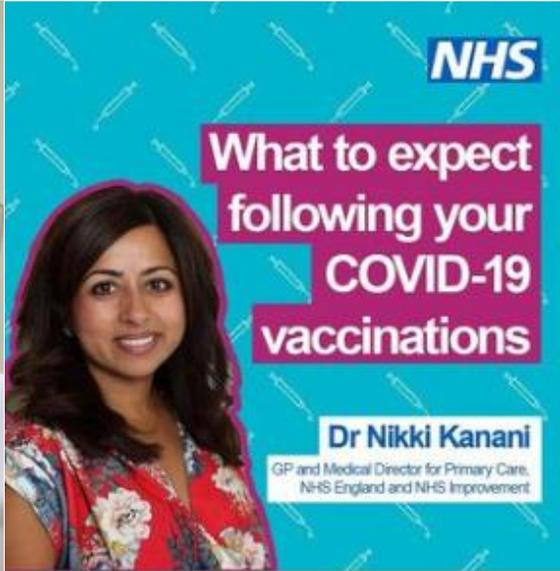




# Building trust in the vaccine: normalizing the jab



# Building trust in the vaccine: expert voices





**NHS**

**1949:**

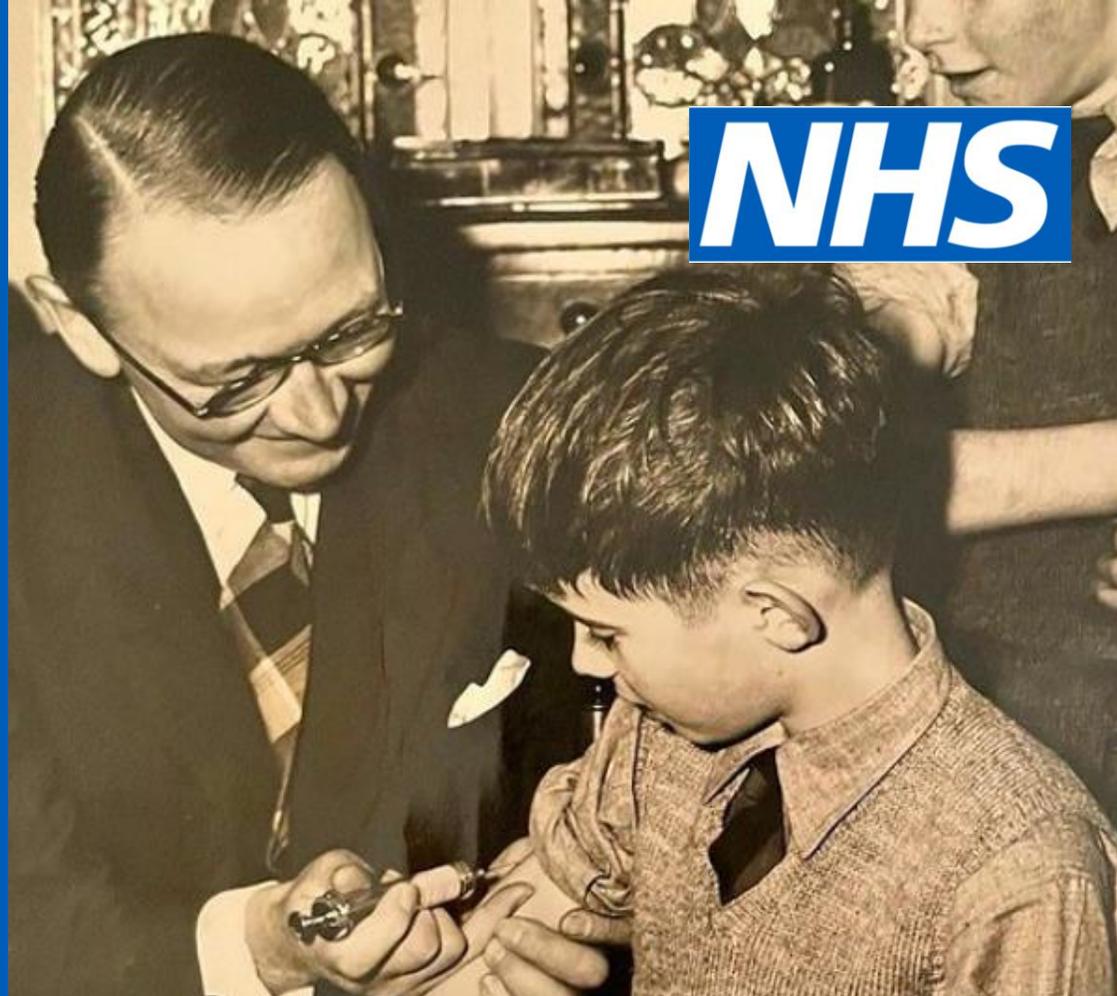
The **first tuberculosis (BCG) vaccine** is offered routinely to nurses.



**NHS**

**1958:**

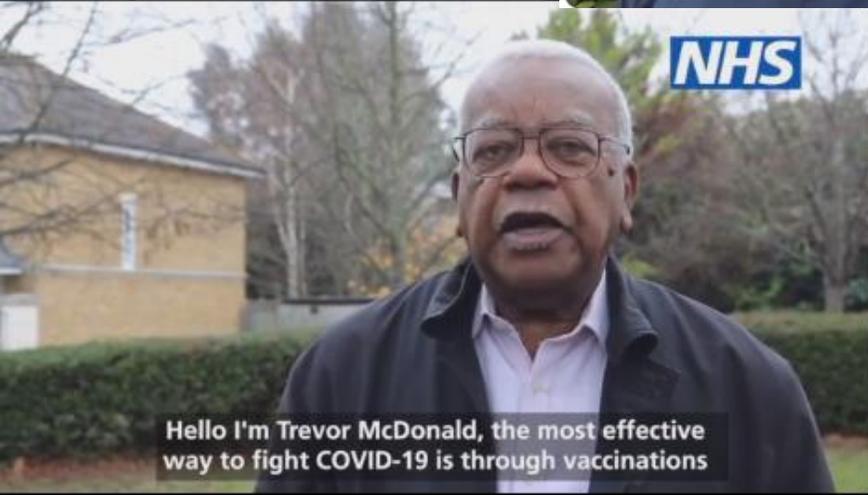
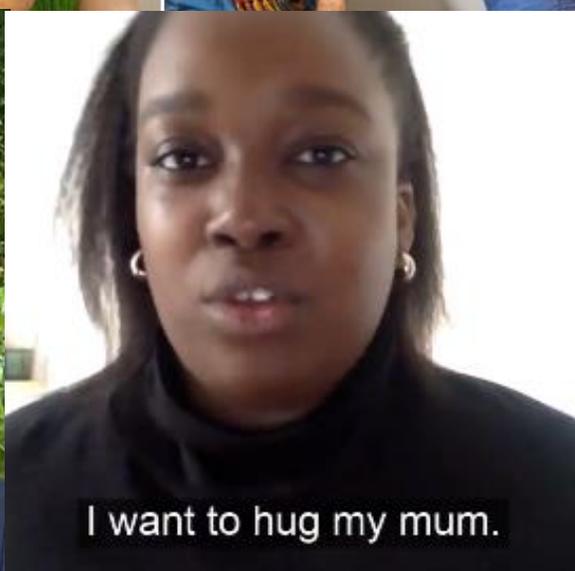
The NHS delivers **the first mass vaccination programme**, with all under 15s vaccinated against polio and diphtheria.



**NHS**

**Building trust in the vaccine: the NHS's history**

# Working with celebrities



# Keeping messages fresh



**NHS**

188,083 people's Valentine's Day date was their vaccine

**NHS**

Enough people have received one dose of the vaccine to fill every seat in Wembley Stadium **387 times over**

**NHS**

266 people were vaccinated on a canal barge

**NHS**

There are still thousands of COVID-19 booster jab appointments available ahead of Christmas!

**NHS**

This week, there are **1,800 walk-in sites** available across the country. Search **'NHS grab a jab'** and get vaccinated.

**NHS**

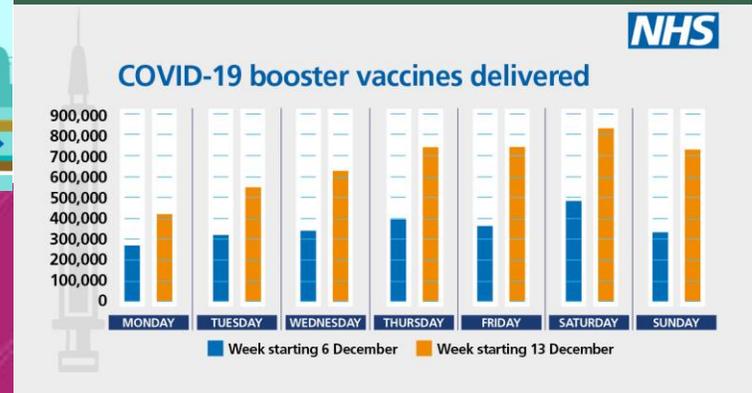
COVID VACCINATIONS **GRAB A JAB** 27-30 AUGUST

READING AND LEEDS FESTIVAL	SCIENCE MUSEUM LONDON	ETIHAD TENNIS CENTRE
AFRICAN CARIBBEAN MILLENNIUM CENTRE	PAKISTANI COMMUNITY CENTRE	HARLEQUINS RUGBY FOOTBALL CLUB
CORNWALL PRIDE NEWQUAY	VILLA PARK BIRMINGHAM	SLAITHWAITE CIVIC HALL

AND MANY MORE...  
SEARCH NHS COVID VACCINE

**NHS**

Over **1 million** people booked their COVID vaccine yesterday — **750 a minute.**



**NHS**

There are over **1.5 million** COVID-19 vaccine slots available between now and Monday 3 January.

# Fighting misinformation

NHS Chief Executive Sir Simon Stevens response to dangerous misinformation about coronavirus and the NHS on social media, and the impact on our hardworking staff.



NHS England and NHS Improvement @NHSEngla... · Apr 6, 2021  
What filter are you using when it comes to what you share online? 🐶

With so much **misinformation** about COVID-19 online, follow these easy checks to stop the spread. [#ShareChecklist sharechecklist.gov.uk](#)



'Scare stories and myths online cost lives. And that's why the NHS is doing our bit to fight back.'

Dr @NikkiKF explains the work [#OurNHSPeople](#) are doing to tackle **misinformation** and concerns about the [#COVIDVaccine](#).

NHS England and NHS Improvement @NHSEngland

There's a lot of fake news out there about [#coronavirus](#), so it's really important to get your information from a trusted source. We've been working with [@TwitterUK](#) to make sure your local NHS organisations are blue-tick verified — so it's easier to know who to trust.



inews.co.uk

To tackle vaccine hesitancy NHS England will fight misinformation and... We want to make sure that nobody feels they have to choose vaccine hesitancy and refusal over vaccine certainty and acceptance



# Lessons learned

- Always read the room
- Be prepared to change direction
- Human stories to bring issues to life
- Use data to tell a story
- Use expert and trusted voices
- Jump on topical stories/trends, local media coverage
- Low budget and low tech options work

