



**Mae Brechu yn achub bywydau**  
**Vaccination saves lives**



**GIG**  
**CYMRU**  
**NHS**  
**WALES**

Iechyd Cyhoeddus  
Cymru  
Public Health  
Wales

# **Vaccination Campaign**

## **Digital Report**

September 28, 2021 – October 11, 2021

# Campaign overview

## Business need

To protect and improve health and wellbeing for people in Wales

## Objectives

- Protect the health of the public by reducing the impact of flu and COVID-19
- Target multiple elements, including by highlighting the dangers of both flu and COVID-19, and encouraging eligible individuals to be vaccinated
- It important that uptake of vaccination is maximised across vulnerable groups, especially in populations groups where there is evidence of lower uptake or inequity, and across all social and ethnic groups

## Audience

General public



# Key insights

## On social media

People reached

711K

People engaged

10.5K

Videos watched

43.3K

## On website

Pages viewed

74.6K

People visited

61.4K

Polls answered

7.4K

# **Social Media**

## Facebook performance

Total Posts

9

Post Reach

423K

Engaged Users

8.1K

Link Clicks

1.3K

Video Views

35K

## Twitter performance

Total Tweets

7

New Followers

288K

Impressions

97K

Engagement

2.4K

Mentions

1.3K

Video Views

8.3K

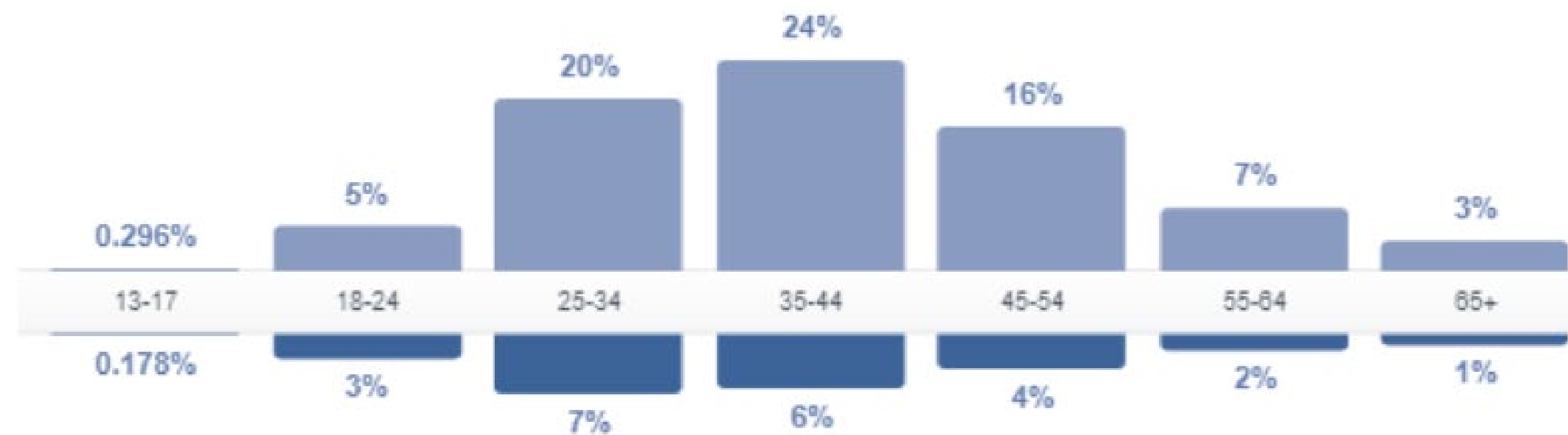
# Facebook demographic analysis \*

Women

 **76%**  
Your Fans

Men

 **23%**  
Your Fans

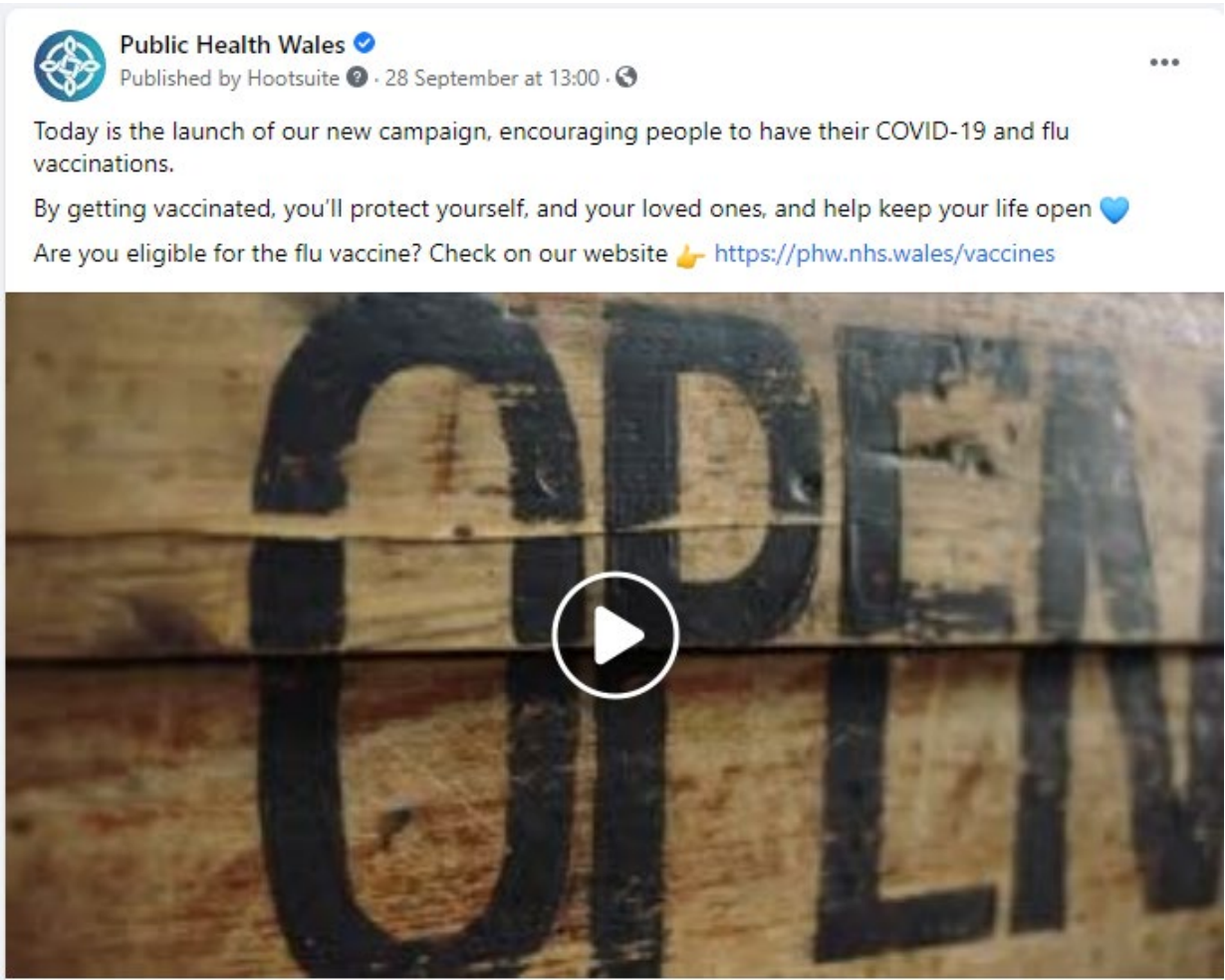


| City           | Your Fans |
|----------------|-----------|
| Cardiff        | 9,359     |
| Bridgend       | 4,564     |
| Newport        | 4,095     |
| Swansea        | 4,071     |
| Wrexham        | 3,788     |
| Llanelli       | 3,583     |
| Rhondda        | 3,079     |
| Pontypridd     | 2,565     |
| Merthyr Tydfil | 2,424     |
| Barry          | 2,340     |

\* AGGREGATED DEMOGRAPHIC DATA IS BASED ON A NUMBER OF FACTORS, INCLUDING AGE AND GENDER INFORMATION USERS PROVIDE IN THEIR FACEBOOK PROFILES. NUMBERS ARE AN ESTIMATE BASED ON THIS DATA, THEY SHOULD ONLY USED AS AN INDICATIVE % AS SOME PEOPLE CHOOSE NOT TO DISCLOSE THIS INFORMATION WITHIN THEIR PROFILE.

f Top organic posts

#1



REACH: 92,763  
ENGAGED USERS: 2,115  
REACTIONS: 330  
DATE: 28/09

#2



REACH: 48,078  
ENGAGED USERS : 1,086  
REACTIONS: 169  
DATE: 29/09

#3



REACH: 45,609  
ENGAGED USERS : 835  
REACTIONS: 32  
DATE: 08/10

#4



REACH: 45,381  
ENGAGED USERS: 515  
REACTIONS: 37  
DATE: 07/10

#5



REACH: 44,649  
ENGAGED USERS: 1,016  
REACTIONS: 34  
DATE: 08/10

| # | POST                                | REACH  | ENGAGED USERS | REACTIONS | DATE  |
|---|-------------------------------------|--------|---------------|-----------|-------|
| 6 | <a href="#">WINTER DRAWS CLOSER</a> | 42,402 | 464           | 31        | 30/09 |
| 7 | <a href="#">OCTOBER 1</a>           | 40,206 | 488           | 38        | 01/10 |
| 8 | <a href="#">KEEP YOUR LIFE OPEN</a> | 36,682 | 1.102         | 80        | 29/09 |
| 9 | <a href="#">KEEP YOUR LIFE OPEN</a> | 25,918 | 438           | 37        | 30/09 |

# Top organic posts

#1



Public Health Wales

@PublicHealthW

...

Today is the launch of our new campaign, encouraging people to have their COVID-19 and flu vaccinations.

Protect yourself and those around you by getting vaccinated  check if you're eligible on our website  [phw.nhs.wales/vaccines](https://phw.nhs.wales/vaccines)

#VaccinationSavesLives



0:28

3.7K views

1:00 PM · Sep 28, 2021 · Hootsuite Inc.

IMPRESSIONS: 20,769  
ENGAGEMENTS: 470  
RETWEETS: 36  
DATE: 28/09

#2



Public Health Wales

@PublicHealthW

...

Did you know!?

You can get the flu vaccine at any time, but it's best to get it in the autumn before flu starts to circulate.

Now's a great time to find out if you're eligible and help keep your life open.  
[phw.nhs.wales/vaccines](https://phw.nhs.wales/vaccines)



Mae Brechu yn achub bywydau  
Vaccination saves lives

9:00 AM · Oct 7, 2021 · Hootsuite Inc.

IMPRESSIONS: 17,908  
ENGAGEMENT: 421  
RETWEETS: 24  
DATE: 07/10

#3



Public Health Wales

@PublicHealthW

...

Are you eligible for a free Flu vaccine, or due a COVID-19 vaccine soon?

Although these vaccines can be safely given together, most people in Wales will not be offered these at the same time, so please don't delay either of them.

Find out more: [phw.nhs.wales/vaccines](https://phw.nhs.wales/vaccines)



Mae Brechu yn achub bywydau  
Vaccination saves lives

IMPRESSIONS: 17,249  
ENGAGEMENT: 496  
RETWEETS: 20  
DATE: 08/10

#4



Public Health Wales

@PublicHealthW

...

As winter draws closer, we're at an increased risk of catching illnesses like flu.

Vaccination can help keep your life open 

Check if you're eligible. [#VaccinationSavesLives](https://phw.nhs.wales/vaccines)

[phw.nhs.wales/vaccines](https://phw.nhs.wales/vaccines)




Mae Brechu yn achub bywydau  
Vaccination saves lives

6:01 PM · Sep 30, 2021 · Hootsuite Inc.

IMPRESSIONS: 12,728  
ENGAGEMENT: 284  
RETWEETS: 18  
DATE: 30/09

#5




Public Health Wales

@PublicHealthW

...

Winter is coming and it's time to protect yourself and others. Get your flu and COVID-19 vaccines. Help keep your life open.

Check if you're eligible: [phw.nhs.wales/vaccines](https://phw.nhs.wales/vaccines)



0:13 2K views

8:00 AM · Sep 29, 2021 · Hootsuite Inc.

IMPRESSIONS: 11,986  
ENGAGEMENT: 320  
RETWEETS: 15  
DATE: 29/09

| # | POST                           | IMPRESSIONS | ENGAGEMENT | RETWEETS | DATE  |
|---|--------------------------------|-------------|------------|----------|-------|
| 6 | <a href="#">KEEP LIFE OPEN</a> | 9,517       | 190        | 12       | 30/09 |
| 7 | <a href="#">KEEP LIFE OPEN</a> | 6,686       | 183        | 4        | 29/09 |

# Social listening

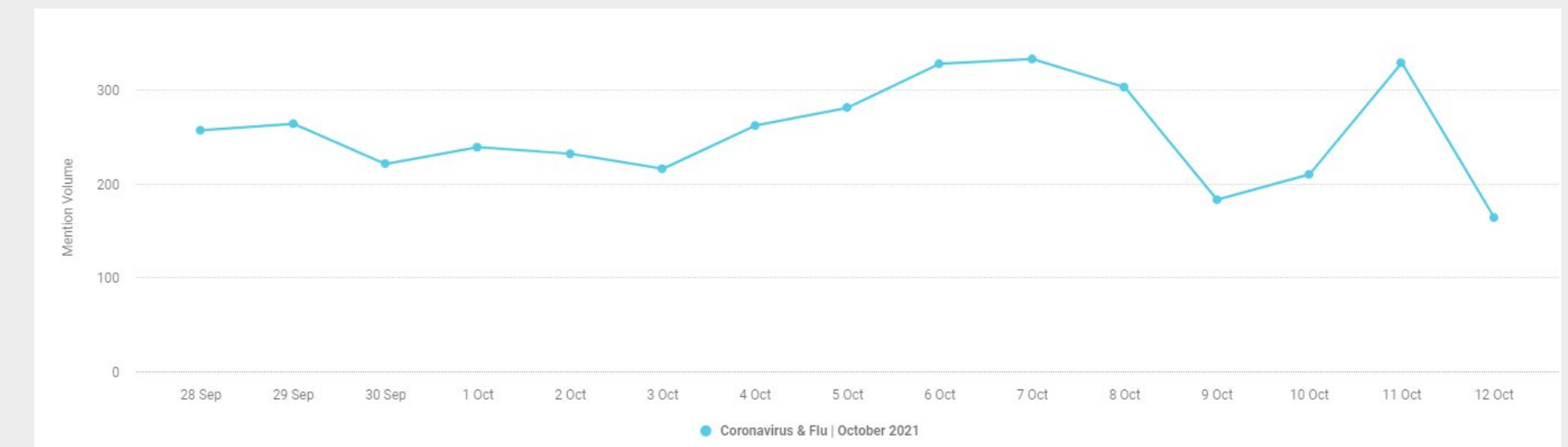
## Overview

- Coronavirus vaccination, flu or associated terms were mentioned a total of 3822 times by 1384 unique authors
- Sentiment amongst these mentions is generally neutral or positive, with negative mentions (31%) focusing on vaccine hesitant type messages, as well as critique of Covid Passports introduced in Wales.

## Conversation volume over time

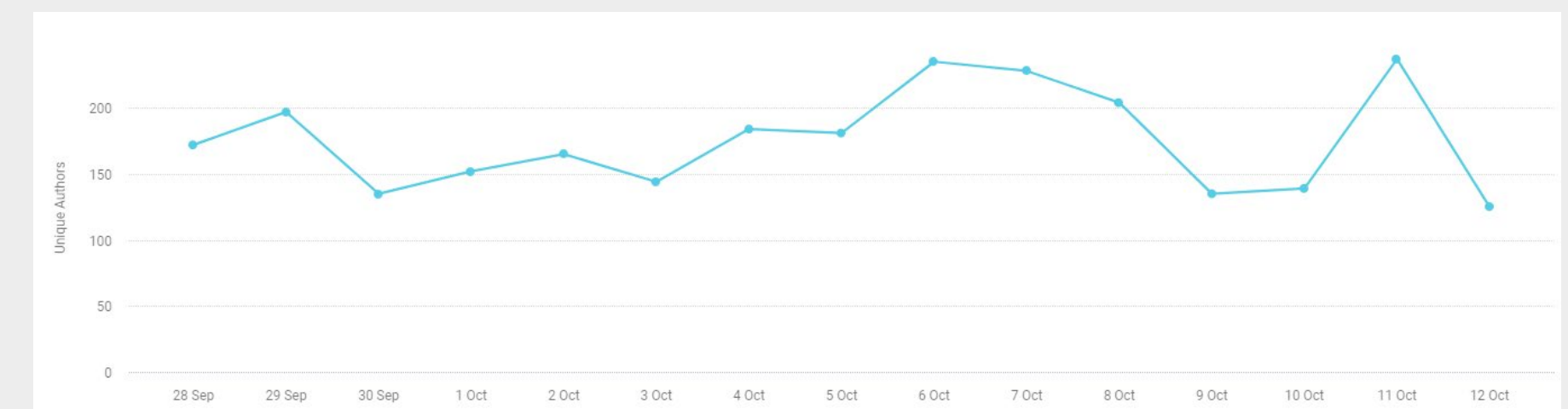
### Total Mentions

3822



### Unique Authors

1384

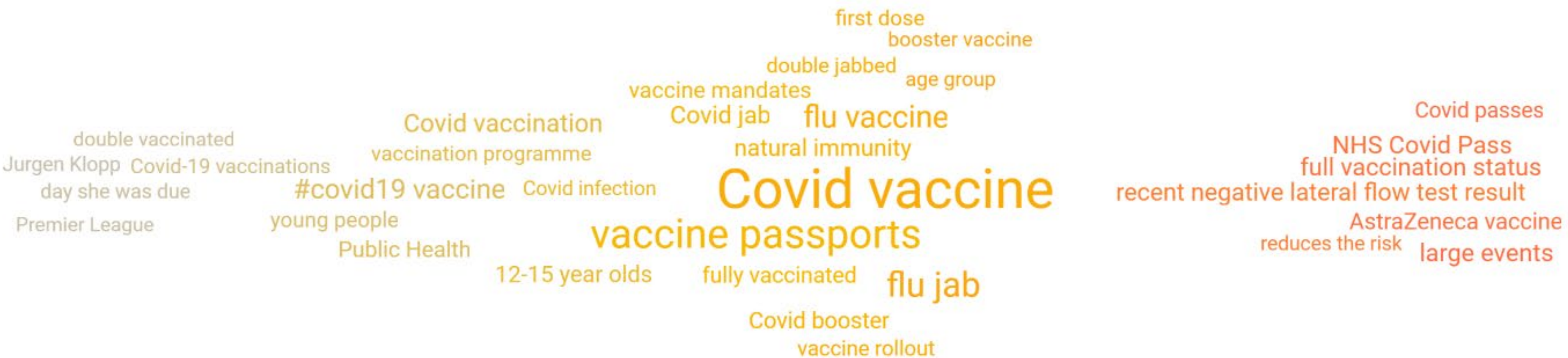
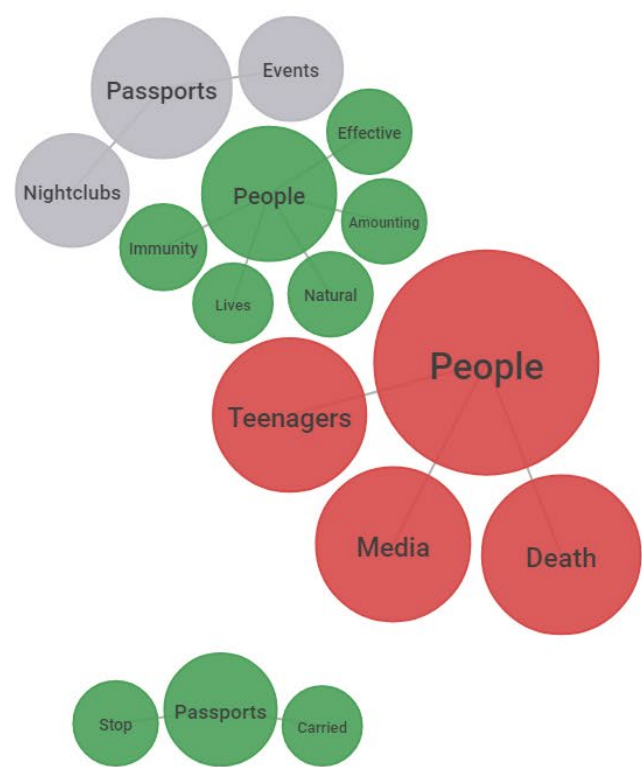
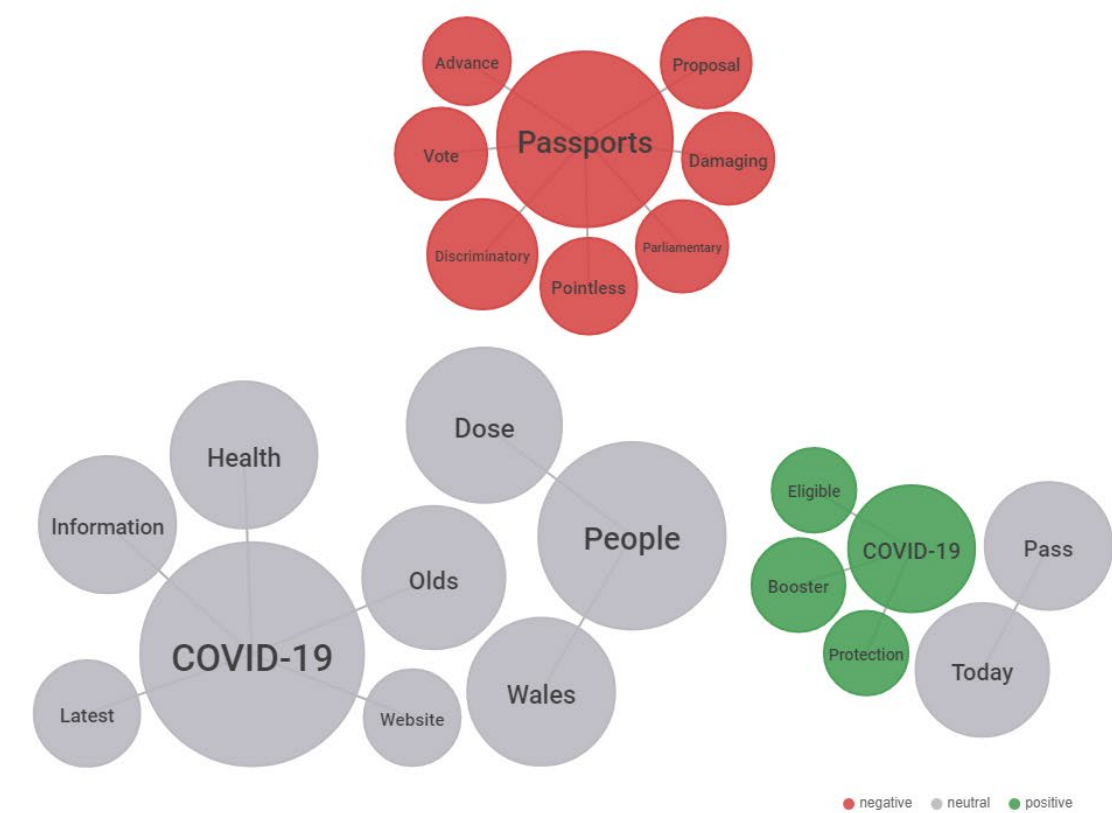


# Social listening

Trending – what’s driving the conversation?

Trending topics within the data include ‘NHS Covid Pass’, ‘large events’ and ‘covid passes’

The main conversation drivers during the monitoring period are primarily focused on coronavirus passports.



**Website**

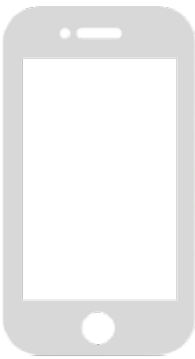
# Top 10 website pages

| Page name |                         | Page views |         | Unique views | Avg. time on page |
|-----------|-------------------------|------------|---------|--------------|-------------------|
| 1         | COVID-19 HOMEPAGE       | 46.9K      | -1.7%   | 41.1K        | 3:00              |
| 2         | PHW HOMEPAGE            | 21.9K      | +3.2%   | 17.8K        | 0:34              |
| 3         | COVID-19 VACCINATION    | 12.9K      | +51.9%  | 10.3K        | 1:18              |
| 4         | COVID VACCINE ELIBILITY | 9.8K       | +47.5 % | 8.8K         | 2:43              |
| 5         | IMMUNISATION & VACCINES | 9.3K       | +343%   | 7.7K         | 0:55              |
| 6         | FLU VACCINE             | 9.1K       | +154%   | 7.1K         | 0:32              |
| 7         | FLU VACCINE ELIGIBILITY | 7.3K       | +536%   | 6.2K         | 2:25              |
| 8         | BEAT FLU ADULTS         | 6.2K       | +39.5%  | 4K           | 1:35              |
| 9         | SEARCH RESULTS          | 5.3K       | +35.2%  | 3.1K         | 0:47              |
| 10        | CURRENT VACCANCIES      | 4K         | +9%     | 3.2K         | 3:50              |

\*Traffic to the Beat Flu - Adults page is being driven by referrals from Tesco pharmacy – a redirect has been implemented to direct this traffic to the new flu eligibility page.

Data comparison for page views from previous period (14 Sep – 27 Sep)

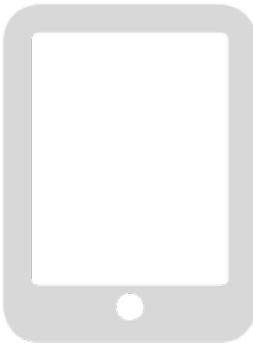
## Device category



MOBILE  
60%



DESKTOP  
29%



TABLET  
11%

# Flu pages performance

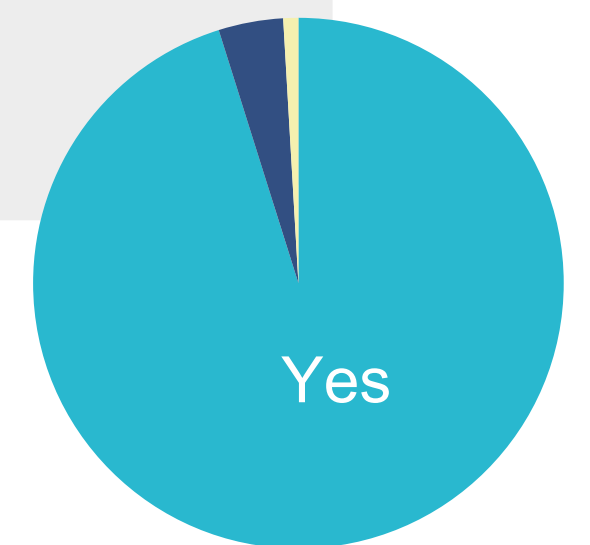
- The most popular referral to the flu landing page is Google (organic)
- The CTA poll on the flu vaccine eligibility page was clicked 1,854 times. Of these responses, 95% said yes, 4% said not sure and 1% said no
- 86% of users reached bottom of the flu landing page on mobile and 79% of users reached the bottom on desktop

Page Views  
19.3K  
▲ 226%

Unique Views  
15.7K  
▲ 250%

Avg. Time on Page  
1:07  
▼ 5%

Poll Clicks  
1.8K



# Covid-19 pages performance

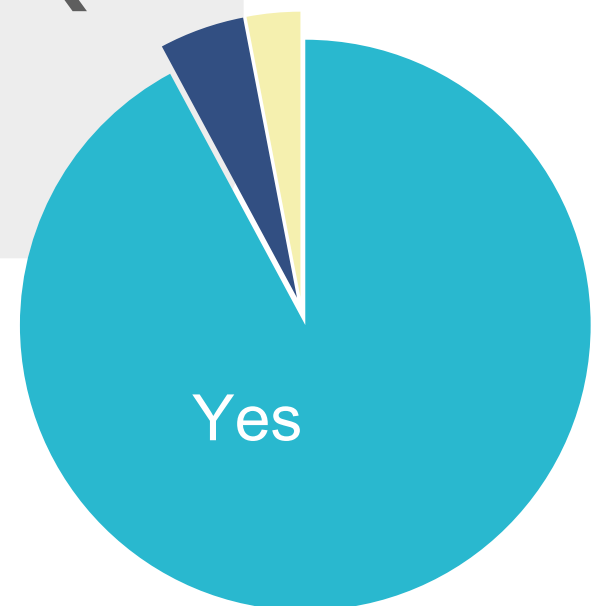
- The most popular referral to the Covid-19 vaccination landing page is direct traffic
- The CTA poll on the Covid-19 vaccine eligibility page was clicked 5,680 times. Of these responses, 92% said yes, 5% said not sure and 3% said no.
- 55% of users reached bottom of the Covid-19 vaccine landing page on mobile and 60.7% of users reached the bottom on desktop

Page Views  
36.4K  
▲ 33%

Unique Views  
30.7K  
▲ 36%

Avg. Time on Page  
1:49  
▲ 12%

Poll Clicks  
5.6K



# Flu pages content drilldown

| Page name |                                | Page views | Unique views | Avg. time on page |
|-----------|--------------------------------|------------|--------------|-------------------|
| 1         | FLU VACCINE ELIGIBILITY        | 7.3K       | 6.2K         | 2:25              |
| 2         | ABOUT THE FLU VACCINE          | 1.2K       | 1.1K         | 2:24              |
| 3         | RESOURCES                      | 669        | 495          | 0:19              |
| 4         | RESOURCES FOR PROFESSIONALS    | 379        | 288          | 0:55              |
| 5         | FLU VACCINE INVITATION LETTERS | 124        | 113          | 0:57              |

## Referrals

| Source |                   | Sessions | New users | Page/ sessions | Avg. session duration |
|--------|-------------------|----------|-----------|----------------|-----------------------|
| 1      | GOOGLE (ORGANIC)  | 915      | 708       | 2.16           | 1.09                  |
| 2      | DIRECT            | 810      | 685       | 2.34           | 1:46                  |
| 3      | FACEBOOK          | 682      | 627       | 1.89           | 0:33                  |
| 4      | TWITTER           | 120      | 85        | 2.01           | 0:34                  |
| 5      | NLMS.WALES.NHS.UK | 106      | 72        | 2.50           | 4:30                  |

# Covid-19 pages content drilldown

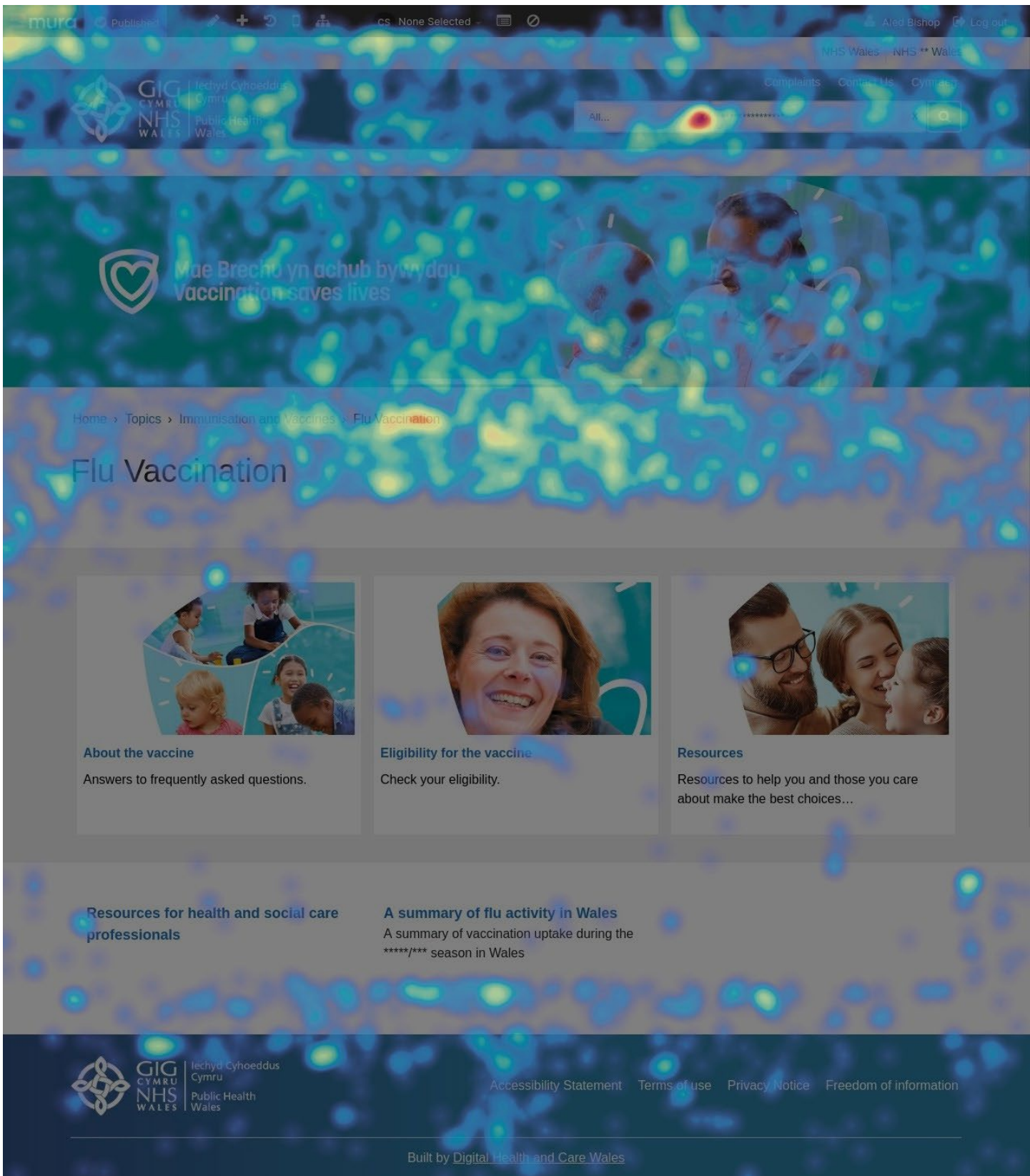
| Page name |                                   | Page views | Unique views | Avg. time on page |
|-----------|-----------------------------------|------------|--------------|-------------------|
| 1         | VACCINE ELIGIBILITY               | 9.8K       | 8.8KK        | 2:43              |
| 2         | GUIDE FOR CHILDREN & YOUNG PEOPLE | 3.6K       | 3.3K         | 4:12              |
| 3         | PATIENT INFORMATION               | 3.3K       | 2.6K         | 1:11              |
| 4         | ABOUT THE VACCINE                 | 1.3K       | 1.2K         | 4:51              |
| 5         | COVID-19 VACC AND FLU SURVEYS     | 1.1K       | 911          | 0:46              |

## Referrals

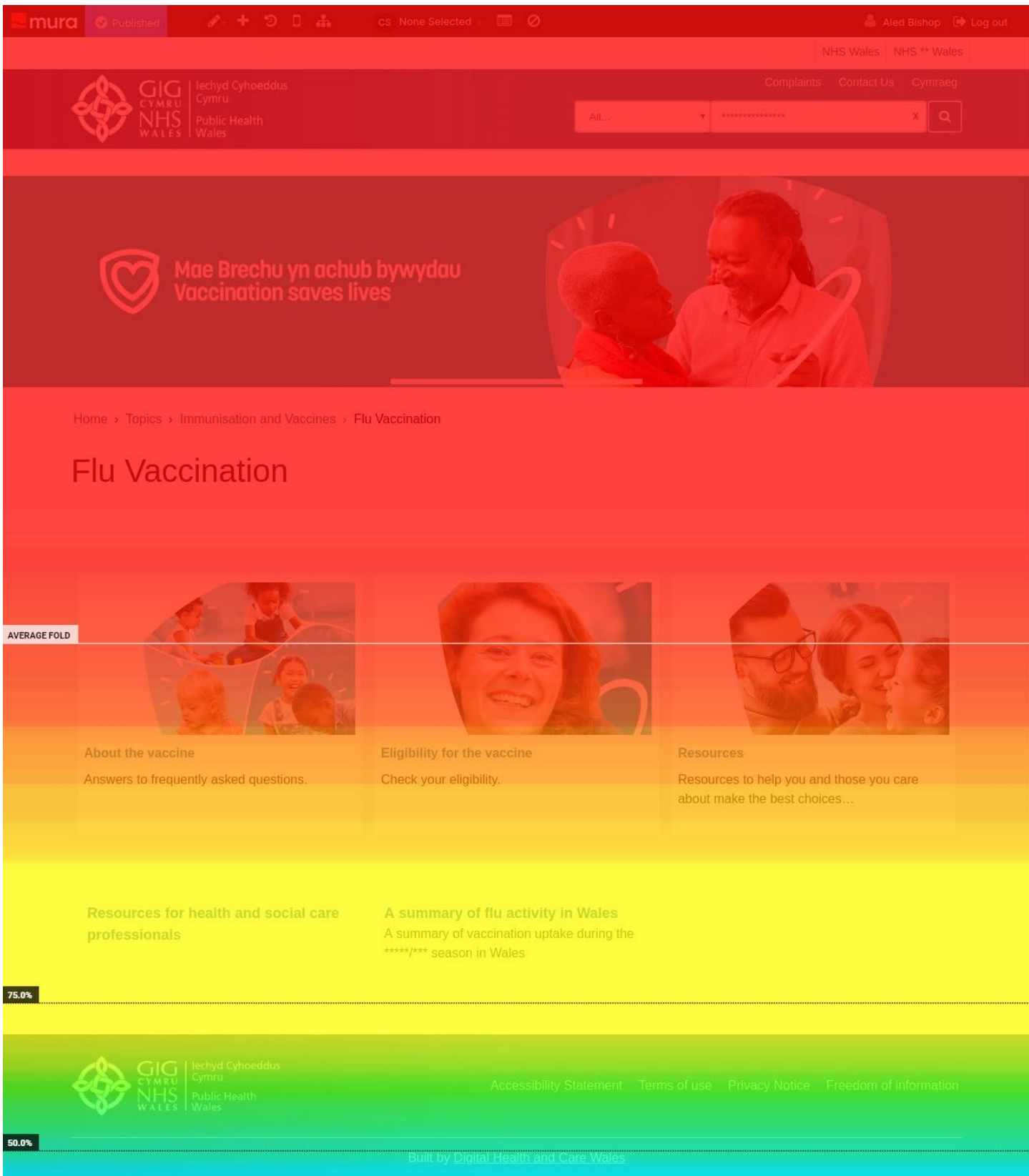
| Source |                  | Sessions | New users | Page/ sessions | Avg. session duration |
|--------|------------------|----------|-----------|----------------|-----------------------|
| 1      | DIRECT           | 2.2K     | 1.9K      | 2.19           | 1:57                  |
| 2      | GOOGLE (ORGANIC) | 1.7K     | 1.3K      | 2.02           | 1:31                  |
| 3      | NHS.UK           | 1.1K     | 924       | 1.78           | 1:09                  |
| 4      | 111.WALES.NHS.UK | 192      | 137       | 2.18           | 1:56                  |
| 5      | BING (ORGANIC)   | 173      | 118       | 2.71           | 3:17                  |

# Flu heatmaps

Desktop – Mouse movement



Desktop – Scroll depth

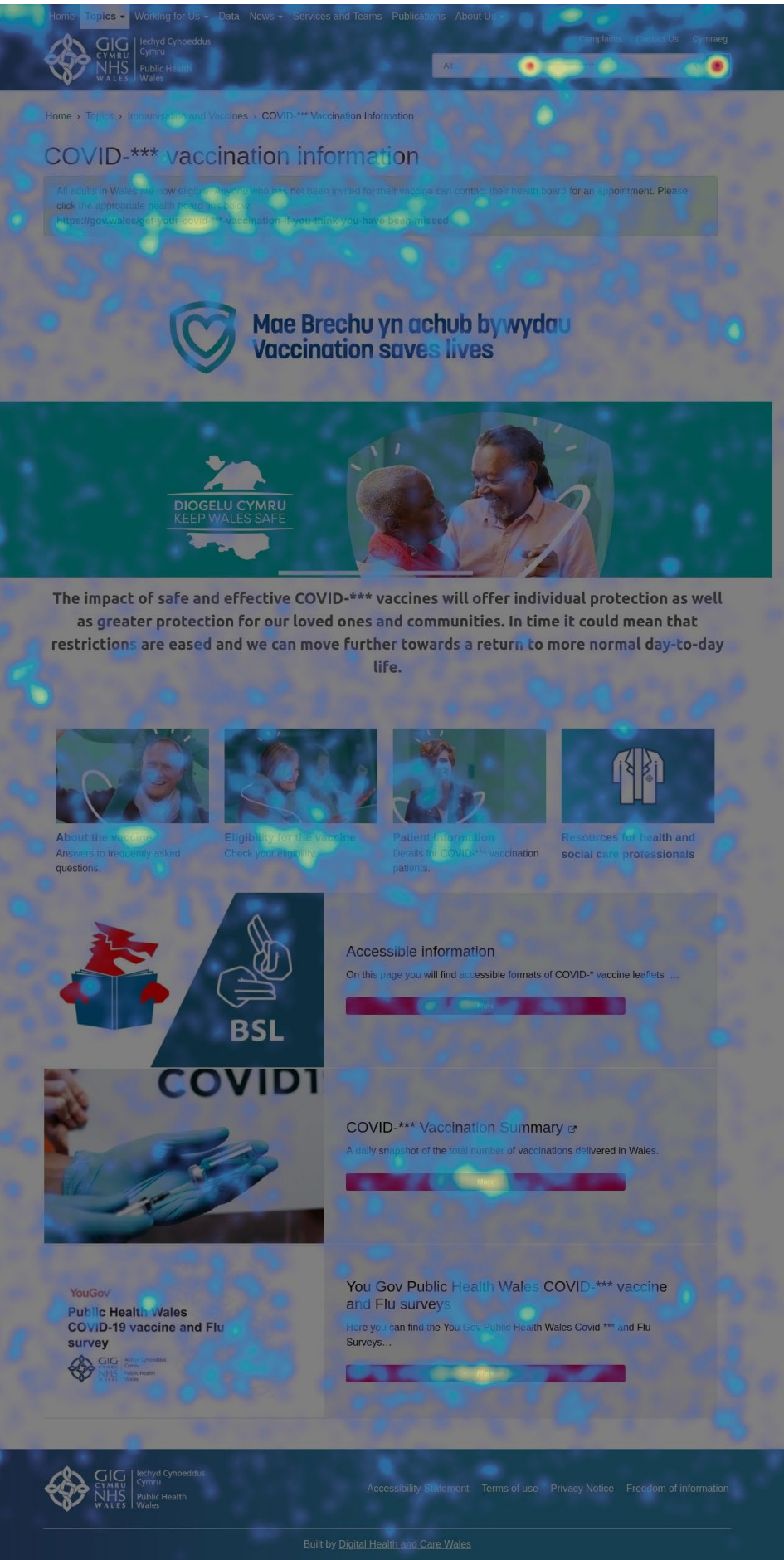


Mobile – Scroll depth

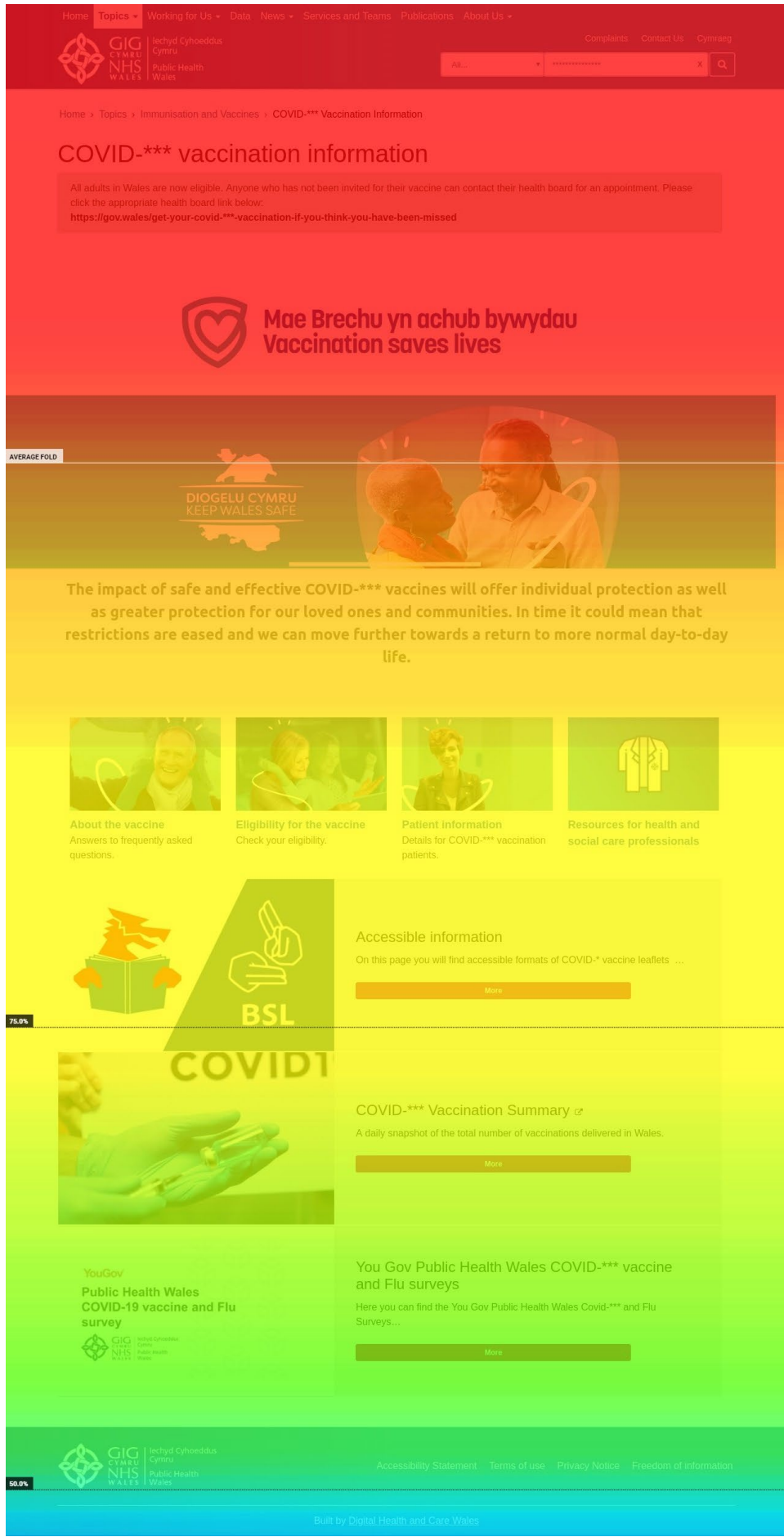


# Covid-19 heatmaps

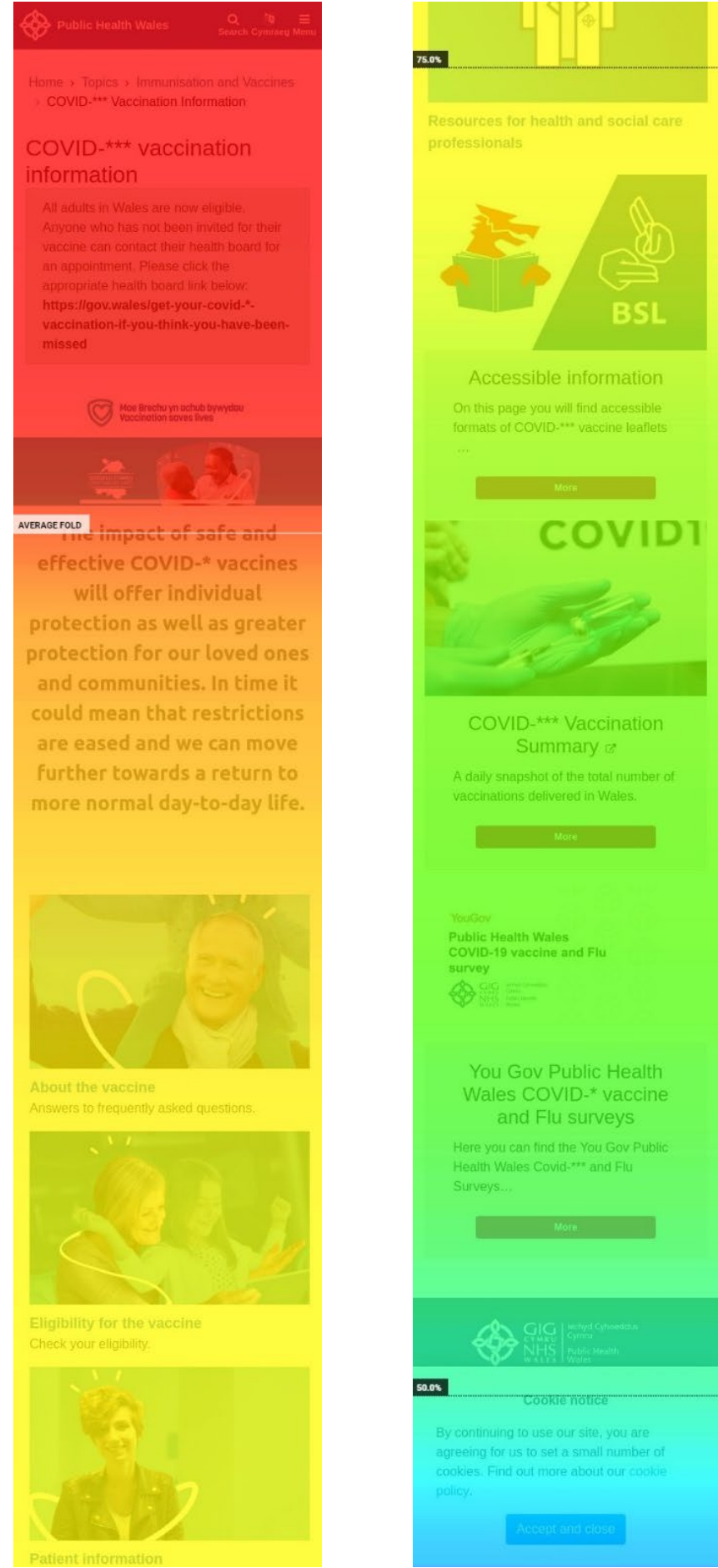
Desktop – Mouse movement



Desktop – Scroll depth



Mobile – Scroll depth



# Insights and recommendations

Interpreting the data

| Insight   | Recommendation/Comments   |
|---|---|
| Video content is performing well, with the campaign launch video performing best on both Facebook and Twitter.                          | Although the launch video performed well, similar videos posted at later times have reached fewer users. This is likely to a high share rate, something which should be focused on through-out the campaign to reach and engage more users through-out. |
| Negative comments focus on the ‘Open for Life’ tagline. Questions such as ‘So if I am not vaccinated, my life is not open?’ or similar. | Community management is key. Genuine questions and queries can be resolved, any inappropriate comments will continue to be removed or hidden as needed.   |
| Covid Passports are a hot topic of conversation   | We are likely to see more and more questions and comments regarding covid passports, especially given the hashtag (mentioned above). Again, community management will be key.   |