



Marketing and Communications Toolkit

Sharing Hep C U Later Learning

The purpose of this toolkit is to share the learning from the Hep C U Later Engagement Programme to support Operational Delivery Networks and other organisations involved in the Hepatitis C Elimination Programme with engaging regional networks.

This toolkit contains basic information which you may already be aware of, and is therefore suited to those who are new to marketing and communications.

Follow our socials:

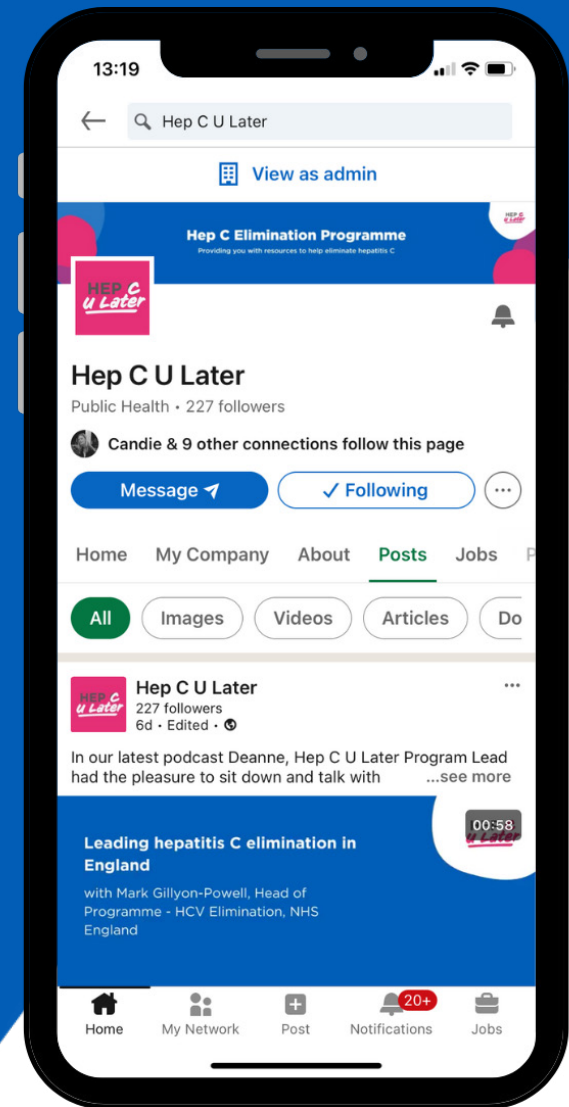
X @HepC_U_Later

f Hep C U Later

in Hep C U Later

hepculater.com

connect.hepculater@mpft.nhs.uk



Social Media

Having a social media account can give you the means to directly communicate with people in your network as well as improve the reach of your messages.

Our learning:

Feature people - Posts which have people featured in them (images, videos, quotes, etc), especially if they are well known in the field, have more reach.

Videos - Short videos with key information have a good reach, it's important to add subtitles so these are accessible to everyone.

Follow up with emails - Telling people about your resources is a great use of social media, however, follow up with emails to your networks as people are more likely to access them with direct contact.

Create explainers - If you mention something regularly that the general public may not understand link it to an explainer. For example, we have an explainer on what micro-elimination means in drug services which we link to each time it is mentioned, take a look at it [here](#).



Use analytics - Take note of when there is more traffic on social media, essentially evaluate when is the best time of the day to post to reach the most people.

Celebrate and showcase - Make sure you take time to celebrate and show the good work that has happened in your area, give people the credit for the great work they have done.

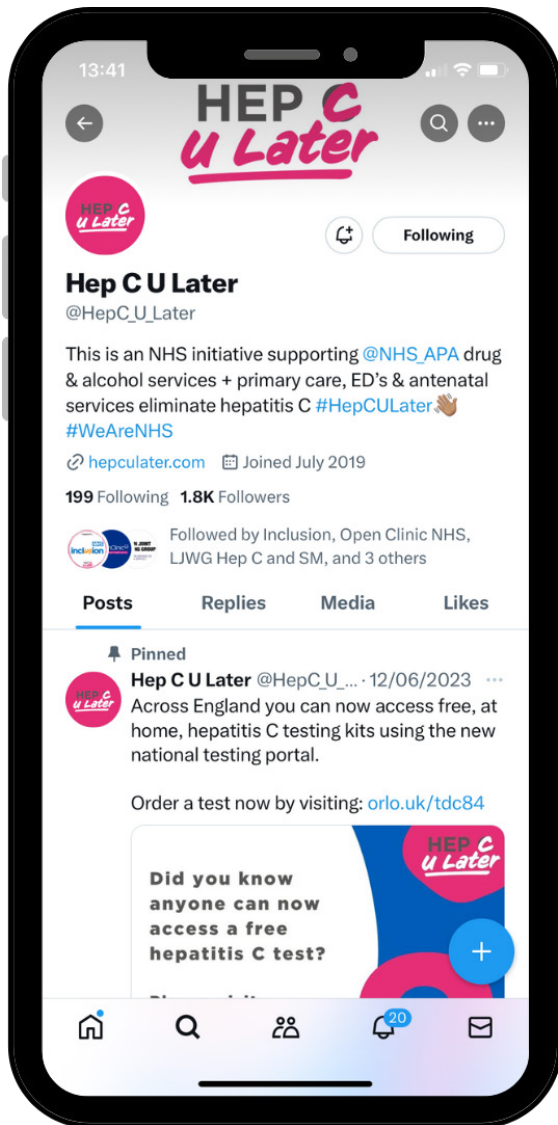
Use visuals - Having a visual with each post makes it stand out, it is even better if you can keep the visuals consistent with a brand.

Plan - Pick the right social media platform to focus on – consider who your audience is and what key messages you want to convey. Make sure you have a plan in advance.

The must haves:

1. **Write and agree a social media plan – consider who your audience is, what your key messages are, and how often you want to post.**
2. **Make sure social media posts are written and agreed well in advance – this will help with managing capacity during annual leave.**
3. **Be mindful of how posts are written – avoid jargon, and don't use stigmatising language.**

Social Media



Our learning:

Consider your resource - Social media can require a huge resource in terms of time – consider if there is an existing account you can post to, or if you have someone with a dedicated role. If not, be realistic in how often you can post and respond on the account.

Consider build up - Factor in events which may need social media build up or lots of posts such as hepatitis C awareness days or testing weeks.

Comms lists - If you want your content to be shared widely start engaging with and keep a list of the communications contacts within different organisations.

Call to action - Always consider your ‘call to action’ – tell the audience information and indicate what you want them to do next (ie watch this, click on this website, explore this, get in touch...).

How Hep C U Later can support you:

1. Use our social media graphics to raise awareness and promote testing. If you can't find what you're looking for get in touch with us connect.HepCULater@mpft.nhs.uk
2. You can link people to our resources page or specific resources if this aligns to your message: [Resources - HEP C U Later](#)
3. If you want more tailored advice and/or support with your marketing and communications please contact us for a quote at connect.HepCULater@mpft.nhs.uk to discuss further.

Social Media

These are some social media examples you can use for free:

Across England you can now access free, at home, hepatitis C testing kits using the new national testing portal.

Order a test now by visiting: <https://hepctest.nhs.uk>

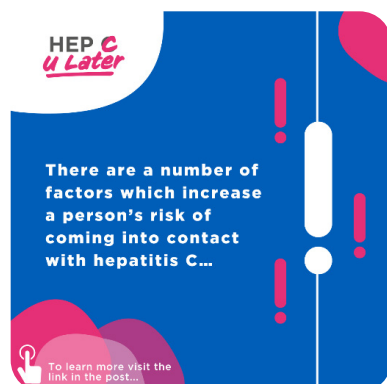


If you have hepatitis C drinking alcohol can increase the damage to your liver. NHS England advise that if you have hep C you should try limit your alcohol intake, read their advice here - <https://www.nhs.uk/conditions/hepatitis-c/living-with/>

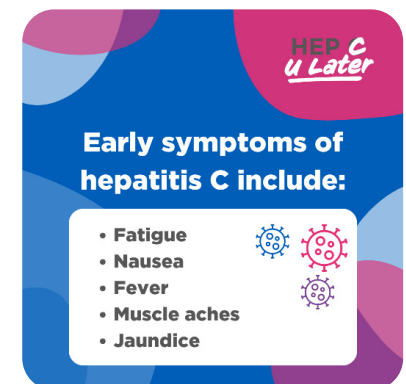


Do you know the risk factors for contracting hepatitis C?

Hepatitis C can be transmitted through blood to blood contact. Find out more on Hep C U Later's website - <https://www.hepculater.com>



The early symptoms of hepatitis C often go unnoticed, and sometimes people do not have any symptoms at all. If you think you could have been in contact with hep C order a test today - <https://hepctest.nhs.uk>



Resources



Developing and engaging people through resources is a great way to educate people. There are various methods which can be used, all with pros and cons.

Our learning:

Podcasts - Developing short podcasts are less resource intensive than creating videos, often people feel more comfortable not being on camera.

Printed vs online materials - Our findings found out some general practices are less inclined to use printed leaflets and prefer smaller printed information, or online accessible information such as TV screen graphics.

Stocklists and re-printing - If you are printing resources consider a system for ensuring the correct resources are sent and maintaining a stock list for re-printing.

Version control and analytics - Consider using version control if you have similar resources but different QR codes on them to monitor the analytics.

Toolkits - For professionals 'all in one' documents such as toolkits are very popular as people have all of the information to hand. We developed a Primary Care Toolkit bringing all of the information together, find it [here](#).

Assess knowledge and tailor - Seek to understand the level of knowledge about hepatitis C amongst the group you are trying to engage with, this will help you tailor the information.

Consider simplicity - Be mindful of releasing resources which may take additional explaining as they will not be used as often.

Signposting - Busy professionals value simple signposting information such as this poster.

The must haves:

1. Having resources 'ready to go' is vital - simple and general information in a variety of formats
2. Keep the messaging on all resources very clear
3. If you want people to follow your social media make sure to include the details of your social accounts on your printed resources.

Resources

Our learning:

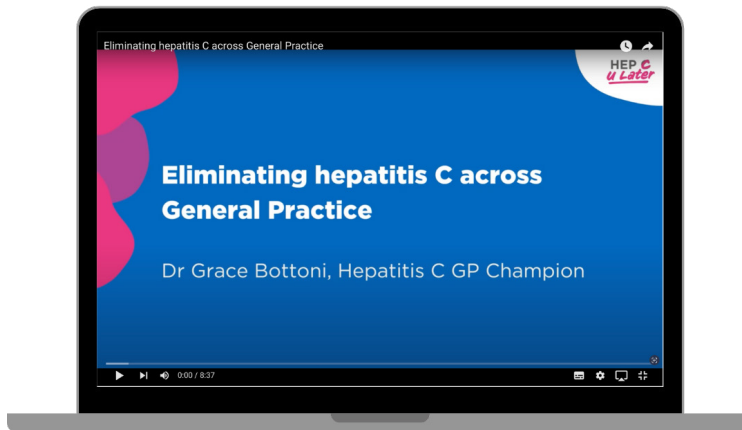
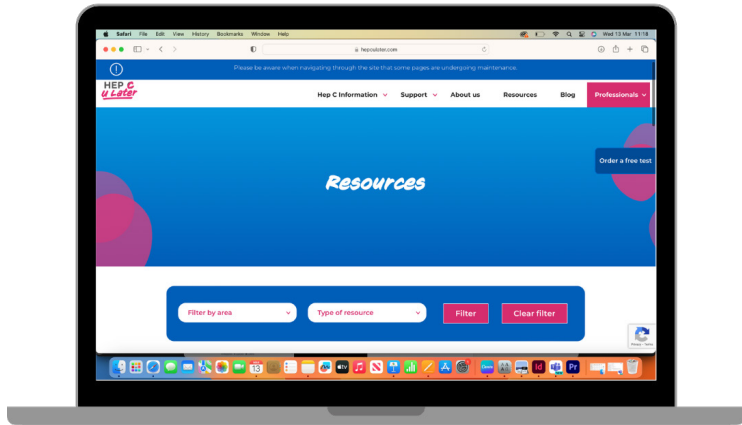
Training - When developing training make sure to use CPD accredited resources. Hep C U Later have created CPD accredited training which increased the uptake and raised more awareness, access it [here](#).

Surveys - Surveys of specific groups you are targeting will help you to formulate the needs of these specific groups.

Cost - Some professional groups might require payment in return for displaying resources or supporting in your work.

How we can support:

1. Hep C U Later have resources you can use (some printed versions upon request), or can collaborate with you to create new resources.
2. We can help you to create case studies of good practice in your area, lowering the resource needed, and we will support in sharing it across our networks.
3. Need help creating a professional video or CPD accredited training? We can explore whether we can support you in its development, coordination and implementation. Email us at connect.HepCULater@mpft.nhs.uk to begin a discussion.



Events

Events are a great way to engage the public, professionals and look for new opportunities, however, can be resource intensive. Therefore, it is important to carefully choose events and ensure enough resource is available before, after and during the event.

Our learning:



Merchandise - If you have a stand at a conference, consider using an incentive to draw people to your stand, for example a competition and prize or fun merchandise.

Contacts details - Have a system for capturing contact details if your event audience is a professional group – such as a system for writing down emails, or a scanner. Capturing who you spoke helps evaluate the usefulness of the event.

Messaging - Carefully consider the messaging on a stand – your organisation, aim and a call to action. Also ensure that the messages on any banners are not going to be blocked by people sitting or standing in the way.

Pre-event clarification - Before holding an awareness or engagement event hold a meeting to ensure everyone knows the key information and you have a plan of what to do if someone asks a question you cannot answer at that time.

Pre-event planning - If you plan to have a stand at a large conference or event, the planning stage can sometimes take many weeks to ensure everything is ordered, manage any issues with suppliers/deliveries. The best positioned stands book up quickly and make sure you give feedback to them after the event.

Post event admin - Ensure you have scheduled in time after the event to deal with any administrative tasks such as emailing people you spoke with.

The must haves:

1. Consider using many different ways to advertise your event in advance – social media, emails, local radio, bulletins etc.
2. Liaise with the NHS England hepatitis C elimination team if you are exhibiting at a conference to avoid an unnecessary overlap and use of resources.
3. Make sure you find a simple way to capture analytics of any event, even writing things in an MS Teams chat during the event can help you keep track of things.

Events

Our learning:

Consider benefits - At some conferences, attending might be enough to engage with many professionals, you might not always need a stand. Additionally many conferences look for speakers which is a great way to engage more people.

Social media - Leading up to the event, link in with the organisation on social media and use their hashtags leading up to the event to get an even greater level of engagement.

Event logistics and wellbeing - Consider event logistics such as getting to an event early to make sure you have enough resources and people to set up, take down and talk to the delegates.

Training & presentations - Offering training and presenting to groups can be a great way to engage professionals and open up conversations about future work.

National planning - When planning to engage with large national organisations it is important to check with the NHS England team in case they have already been engaged with.

How we can support:

1. Hep C U Later have run many events and are happy to discuss our experiences and learning with you
2. We will happily provide you with printed resources such as posters, leaflets and wallet sized cards. Order them by emailing: connect.HepCULater@mpft.nhs.uk
3. Need help at your stand or event? Hep C U Later's team of specialists may be able to support you at an event or conference – get in touch to discuss: connect.HepCULater@mpft.nhs.uk

