

Social Media Response during Covid

Impact Report
March 2020 - 2021

During the Covid-19 pandemic the doors to our centres closed with immediate effect. We were unable to deliver a face to face service as the world was in lockdown, we had to find innovative ways to reach and support our families.



We recognised that families would find the ‘new normal’ challenging, so we took time to identify what families’ needs would be through check-in phone calls.

We asked them how they were coping, what support they needed and how we could respond to their challenges.

This became the basis of our Digital Offer.

We needed to change - and quickly

Prior to March 2020 over 88% of our work with families was face to face, through a range of individual and group programmes and sessions at both targeted and universal level. Just 12% of our contact was through telephone contact, enquiries coming through via email or our website, meaning we quickly needed a way to support both our current and new families in a whole new way.

We wanted to provide a 'one stop shop' for parents enabling them to access information from a trusted source. We assessed our online presence and discussed what we could create to support parents via our website and social media platforms.

Enquiries through the website and through check in phone calls since the beginning of lockdown have included:

- Families facing homeless and other housing issues
- Families needing access to food banks
- New parents wanting support
- Parents wanting support with their babies' weight
- Families struggling with children's behaviour
- Families looking for activity ideas
- Families wanting information on toileting, weaning and sleep routines

A New Virtual Timetable

The first step was creating a new virtual daily timetable of activities and information that was shared across our social media channels, website and with our local partners, which became our primary way to engage with families.



15K
Visits to our
timetable
page

Before COVID-19

88%

of LCFC work was face to face, session or group based

Updating our Website

We updated the home page of our website, adding emergency contacts and a blog posts section.

This provided families and professionals with up to date information being released by local and national government, public health, health visiting teams and midwifery.

We also designed a new '@home' logo.



139.7K
Web page views

37.7K
Unique visitors

Increasing Social Media

All our social media platforms saw a huge increase in visitors and followers.

The team produced 116 videos and dozens of information sheets on a subjects such as Baby Hub@home, Road Safety, Mindfulness, Songs and Stories and activities linked to the blogs on our website.

We joined many useful local organisations on Facebook and posted to groups right across the borough, making sure that as many families as possible were able to access our support and information.

This allowed us to direct families seamlessly from our videos and social media channels on to more detailed information on our webpages and blog posts.

We now have 1.6k followers on Facebook reaching over an average of 496 accounts and 1000 followers on Instagram with over 370 posts.



116

Videos produced



1.6K

followers



1K

followers



Our videos are also available on
[The Early Years Alliance
YouTube Channel](#)



5.5K

Visits to the
Domestic Abuse
page

3.5K

Professionals

One statistic that stands out is the Domestic Abuse page was the third most visited page on the site during lockdown. This underlines the increased need for virtual information and support during the lockdowns.

Over 3,500 professionals visited the site during this time, illustrating the increased need for our services across Lewisham during this time.

We also saw more male parents and carers visiting the website.

Over a quarter (27%) of visitors are male, an increase of 37% from previous periods, this may be due to more male carers being at home and caring for children during lockdowns.

↑37%



Blog Posts

The Early Years Practitioners, Outreach Team, Parenting Practitioners and Communications Team started writing blog posts for the website.

We posted a total of 94 blogs on a range of subjects including;

- Child Development
- Communication & Language
- Healthy Eating
- Starting Solids
- Infant Mental Health
- Routines and Oral Health
- Health Messages
- Parenting Tips



94

Blog posts
posted





Most popular blog:
Toilet Training with
1.2K views!!



Links to our Social Media and Website

- Visit our [Website](#)
- Read our [Blog Posts](#)
- Like us on [Facebook](#)
- Follow us on [Instagram](#)
- Watch our [Videos](#)
- Join in with the [Play Inspector](#)
- View more of our [Impact Reports](#)

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Increased Partnership Working



We worked on increasing and combining our communication with our partner organisations to ensure a flow of consistent information via social media and through our blog posts to promote access to services and sessions across Lewisham.