

Engaging with young people to talk Covid

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Public Service
Communications
Academy 2020

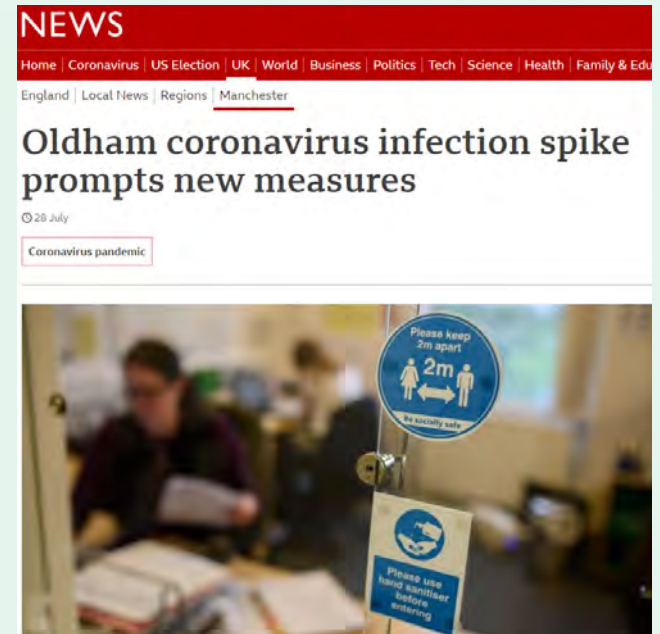
**Raising our standards:
democracy and communities
24-26 November 2020**



 @LiamMcCallion23

Background

- Positive cases in Oldham increase after initial lockdown measures are eased
- Oldham enters new local measures on 30 July 2020
 - No visitors at home
 - No socialising in indoor venues
 - No care home visitors
 - Those who had shielded advised to take extra care
- Very frustrating for those who had been abiding by the rules!



Background

- Proactive, ‘to the point’ social media messaging on new restrictions
- Everyone had to play their part
- No one is immune to the virus
- Nowhere is immune to the virus
- Myth busting
- But we struggled to get through to our younger residents



20-29 age group	
Week ending	No. of positive cases
3 July	8
10 July	8
17 July	7
24 July	30
31 July	36
7 August	45
14 August	53

Research

- What did we know about our younger residents?
 - Less likely to self-isolate or follow restrictions (YouGov) – Example: Illegal rave at Daisy Nook
 - They were providing more contacts for Test and Trace (GMCA) – “Eat Out to Help Out”
 - Celebrity influencers identified as a method for communication (GMCA)
 - Commercial radio stations very popular
 - Popular channels included: Facebook, YouTube, Instagram and Snapchat (GMCA)
 - What time were they online?



Objectives

- Raise awareness of the current Coronavirus restrictions in Oldham to people aged between 20-29.
- Raise awareness of the possibility of a second lockdown
- Reduce the number of positive Coronavirus cases in Oldham among residents aged between 20-29.
- Increase traffic to our dedicated Coronavirus webpage (994 average visits between 1 March and 3 August)



Strategy

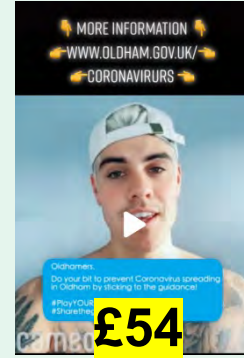
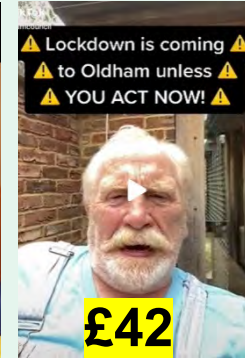
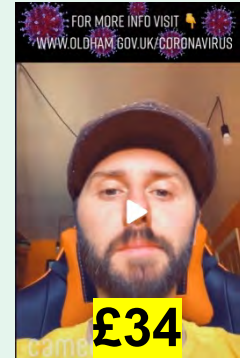
- Think outside of the box
- Tap into their common interests and compliment this with content that includes people they would recognise
- Communicate with them through channels that they engage with and are very really popular i.e. LAD Bible, commercial radio, social media



Implementation

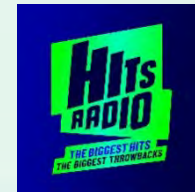
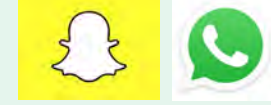
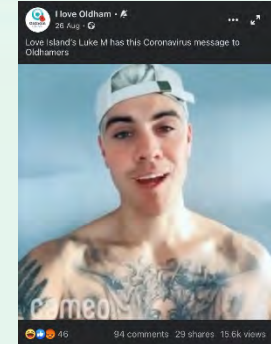
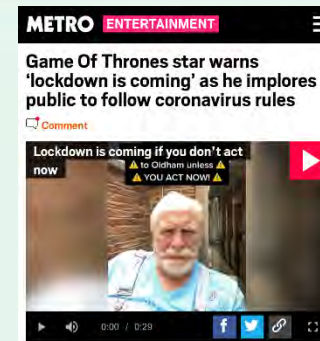


- Cameo
- 3 light-hearted videos featuring
 - James Buckley (Inbetweeners)
 - James Cosmo (Game of Thrones)
 - Luke Mabbott (Love Island)
- Delivered key messages
- Facebook advertising £200 to target demographic
- Shared across Facebook, Twitter, Instagram, YouTube and Tik Tok
- Shared content with popular media channels including Manc Bible and Hits Radio.
- Total cost £330



Evaluation

- It went viral!
- National, regional and local media coverage
- Our approach became the story
- More than 173,000 impressions and 32,000 engagements on our channels - drop in the ocean.
- Share impact – GoT fan website
- Daily average web views increased to 1,240
- Some negativity as expected
- Rates were coming down too!
- So if we saved one life through our content it was money well spent!



Contact me



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Facebook and LinkedIn



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