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# Engaging with young people to talk Covid

Liam McCallion Communications Officer at Oldham Council

Public Service Communications Academy 2020

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



🍠 @LiamMcCallion23

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#### 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!

#### NEWS

Home | Coronavirus | US Election | UK | World | Business | Politics | Tech | Science | Health | Family & Edu

England | Local News | Regions | Manchester

Oldham coronavirus infection spike prompts new measures

© 28 July





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### 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



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#### 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?



'Quarantine Rave' at Greater Manchester park caught on Snapchat video - a sea of people were filmed dancing to thumping music

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### **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)

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BIBL

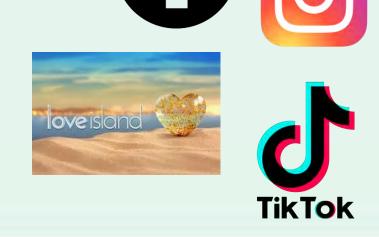
BBC

RADIO



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



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## 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

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#### **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!

#### LAD CAT

Oldham Council Paid Jay From The Inbetweeners For A 'Stay Safe' Cameo Video Message



MISCHA PEARLMEN IN EVTERTANMENT

When you have a crucially important message to get out to the general public, it pays to think outside the box. Or in Oldhäm Council's case, they paid Jay from The Inbetweeners to make a 'stay safe' video. Watch it below:



METRO ENTERTAINMENT

Game Of Thrones star warns



love Oldham

ve Island's Luke M has this Coronavirus m

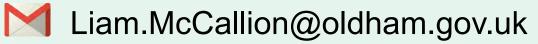








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