

Hertfordshire Heroes – Tapping into online communities

Our challenge:

- Over 1,140,000 residents in Hertfordshire
- Just over 120,000 followers across our social media accounts
- Average social media post reaches 5% of our total audience
- We don't have loads of money

Potential audiences

- Discovered power of groups by accident, one of our videos was shared into a number of groups and outperformed anything else we had made that year
- 60 groups across the county identified, 250,000 members
- Most of the groups are local or hyper local, often villages, towns and cities
- Lots of groups have link to specific audiences: mums, walkers, animal owners, etc

Hidden heroes

What we wanted to do:

- Create a thread of kindness and positive messages

How we did it:

- Contacted Facebook group admins
- Shared an HCC 'Hidden Hero' case study
 - Call to action for members to comment/nominate 'Hidden Heroes'

Hertfordshire County Council
Published by Ross McLean [?] · 1 May at 15:53

Celebrating Hertfordshire's hidden heroes!

Hertfordshire County Council has launched a new #HiddenHeroes campaign asking communities across Hertfordshire to thank the 'hidden heroes' in their lives.

One of our hidden heroes is Vicki [redacted] Vikki is [redacted] Rickmansworth, but while the library is shut, she's [redacted] role helping organise the delivery of prescription [redacted] around the county who can't go out to collect th...

Spotted Puckeridge
7 May at 18:38 · [redacted]

Show us your hidden heroes!

Hertfordshire County Council has launched a new #HiddenHeroes campaign asking communities across Hertfordshire to thank the 'hidden heroes' in their lives.

[redacted] is Grace [redacted] a teacher at Hollybush Primary [redacted] to read to her class while the schools are closed, so [redacted] time stories on YouTube instead. We're really [redacted] that you do - thank you Grace!

[redacted] who has gone above and beyond during the Covid- [redacted] received the recognition you feel they deserve we [redacted] them. Thank your hidden hero in the comments [redacted] they've done to help you out.

One of our hidden heroes is Sam [redacted] an on- call firefighter from Welwyn Garden City. Sam is one of a team of firefighters who are driving ambulances to free up ambulance staff and paramedics during this busy time. Pictured below with Paramedic, Linda. We're really grateful for all the work that you do - thank you Sam and Linda!

If you know of someone who has gone above and beyond during the Covid-19 pandemic and hasn't received the recognition you feel they deserve we would love to hear about them. Thank your hidden hero in the comments below, and tell us what they've done to help you out.



 **Lisa** **Jon** for being the best quiz master ever and bringing people together every Saturday night


Hilary **Debs** **Lydia** and **Jon** for being a fantastic core admin team who amongst other things work to support volunteers on every street in Berkhamsted

Christine from **Berko** food for friends, and **Joan** from **Open Door** who have got meals to vulnerable people in berkhamsted during this crisis

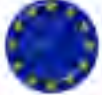
Colleen the NHS

These are

Like · Reply

 **Antoinette** **Amanda** from arlesey, delivering her awesome afternoon teas to put a smile on our faces and feeding the old and vulnerable in the town xxx all while looking after her own children x

Like · Reply · 1w

 **Katie** **Colleen** and **Angela** from South East Crafts for Causes for enlisting and coordinating over 150 local sewers to provide NHS scrubs for hospitals, care homes and hospices that need them.

Like · Reply · 1w

Just want
it's not
gs, 730
scrub
, care
e've
to £11k
making
the real
pay for

 **Mark** is an all round amazing black cab driver.

Katie my wife, is an amazing mum and looks after our two kids while I'm working flat out - who knew I would be 30% busier working from home.

Dave is well for general all round delivery business.

There are lots more. I'm sure.

Like · Reply · 1w

<https://www.gofundme.com/f/sewing-scrubs-for-our-nhs...>

 **GOFUNDME.COM**
Sewing Scrubs for our NHS
organized by **Colleen**

Like · Reply · 1w · Edited

Lessons learned

- Be personable
- Be targeted
- Reach more residents
- Large group doesn't mean more engagement
- Time consuming

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