

Activity summary

You're Not Alone 2020



Campaign lead **(R)**: Katy Kay, Marketing Communications Officer, WBC
 Campaign sponsor **(A)**: Camilla Edmiston, Community Safety Manager, WBC
 Campaign partners **(C)**: Your Sanctuary
 Surrey Police
 Portfolio Holder **(I)**: Cllr Colin Kemp, Portfolio Holder for Community Safety, WBC

Approach

Develop a social media campaign to raise awareness of domestic abuse support services during the COVID-19 lockdown following an increase in incidents nationally.

Campaign period: 23 March to 14 Jun (12 weeks).

Campaign objectives

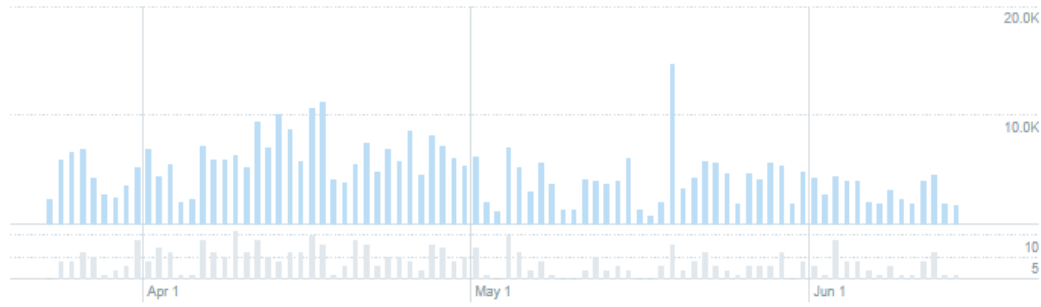
- To raise awareness of the help and support available

<i>Increase the number of:</i>	<i>Measurement:</i>	<i>Pre campaign, no. of referrals</i>	<i>Post campaign, no. of referrals</i>
YourSanctuary referrals	Helpline calls Online chat sessions		

Activity focus: General public awareness

Activity	Detail	Cost	Output
Develop social media content	Use a rainbow based creative to tap into 'rainbows of hope' trend Posts throughout the campaign period	£0	Top two tweets in terms of reach during lockdown.
Support partner campaigns	Native posts in support of national 'You Are Not Alone' campaign and Surrey-wide 'Isolating Not Isolated' campaign	£0	Reasonable engagement.

Your Tweets earned **407.6K impressions** over this **84 day** period



Tweets **Top Tweets** Tweets and replies Promoted Impressions Engagements Engagement rate

Tweet Content	Impressions	Engagements	Engagement rate
<p>Woking Council @wokingcouncil · Apr 10 The Covid19 #StayHome 🏠 advice will make things tougher for people in abusive households. The Surrey Domestic Abuse Partnership helpline, run by @yourSanctuaryUK, is open 9am - 9pm, 7 days a week. Call 01483 776822 to talk or use the online chat service at yoursanctuary.org.uk pic.twitter.com/98Tsohw2GU</p>	9,940	71	0.7%
<p>Woking Council @wokingcouncil · Apr 1 Policies designed to protect us from #Covid19 will make things tougher for people in abusive households. The Surrey Domestic Abuse Partnership helpline delivered by Your Sanctuary remains open, 9am to 9pm, 7 days a week. Call 01483 776822 if you need to talk. #breakthesilence pic.twitter.com/ai8JloaToL</p>	4,867	72	1.5%
<p>Woking Council @wokingcouncil · Mar 25 You can help protect your community by only RT information from trusted sources 📍 @GOVUK, @PHE_uk, @NHSuk, @DHSCgovuk and @WHO. Thank you. #COVID19 #Woking pic.twitter.com/5FzUavXOL8</p>	4,823	50	1.0%

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Woking Council @wokingcouncil · Apr 10
The Covid19 #StayHome 🏠 advice will make things tougher for people in abusive households. The Surrey Domestic Abuse Partnership helpline, run by @yourSanctuaryUK, is open 9am - 9pm, 7 days a week. Call 01483 776822 to talk or use the online chat service at yoursanctuary.org.uk



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Woking Council @wokingcouncil · Apr 1
Policies designed to protect us from #Covid19 will make things tougher for people in abusive households. The Surrey Domestic Abuse Partnership helpline delivered by Your Sanctuary remains open, 9am to 9pm, 7 days a week. Call 01483 776822 if you need to talk. #breakthesilence



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Woking Council
@wokingcouncil

Stay home advice makes things tougher for people in abusive households. #YouAreNotAlone 🙌❤️. The YourSanctuary helpline is available 9am to 9pm, 7 days a week. Call 01483 776822 or use the online chat service at yoursanctuary.org.uk #WokingTogether #BreakTheSilence



your Sanctuary

3:12 PM · Apr 23, 2020 · Twitter for iPhone

View Tweet activity

11 Retweets 15 Likes

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wokingcouncil
Woking, Surrey, UK

wokingcouncil Stay home advice makes things tougher for people in abusive households. The Surrey Domestic Abuse Partnership helpline, run by Your Sanctuary, is open 9am - 9pm, 7 days a week. Call 01483 776822 to talk or use the online chat service at yoursanctuary.org.uk #youarenotalone

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yoursanctuaryuk ❤️

11w Reply

Like Comment Retweet

Liked by teamsignatureco and 11 others

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Add a comment...

Post

Annex 2 - Safer Woking Partnership Funding Plan 2020/21

Income:

Income Plan 2020/21	SCC	WBC	CSF (OPCC)	ASB (OPCC)	Sub Total	Bring Forward	Total:
Safer Woking Partnership Fund	£0	£2,000	£0	£0	£2,000	£4,248	£6,248
Domestic Abuse Fund						£16,754	£16,754
Total:	£0	£2,000	£0	£0	£2,000	£21,002	£23,002

Key: SCC Surrey County Council, CSF Community Safety Fund, OPCC Office of the Police and Crime Commissioner

Budget and Spend:

	Budget	Q1	Q2	Q3	Q4	Total
Safer Woking Partnership Fund						
Intervention fund CHaRMM, JAG etc	£3,000	£0	£0	£1,838	£376	£2,214
Publicity and campaigns	£1,000	£0	£0	£0	£0	£0
Sub Total:	£4,000	£0	£0	£1,838	£376	£2,214
Domestic Abuse						
DA Awareness Week	£2,000	£0	£0	£0	£0	£0
Campaigns (other than DAA Week)	£1,000	£0	£0	£0	£0	£0
Sub Total:	£3,000	£0	£0	£0	£0	£0
Total:	£7,000	£	£0	£1,838	£376	£2,214

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