

HSC Communication Strategy 2024 -29

Report Type: Actions Report
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Code & Title	Managed By	Due Date	Status	Progress Bar	Latest Note
CS01 Increase followers by 10% and across corporate social media and digital communication channels by increasing inhouse promotion of teams, events, campaigns and activities.	Kirsty Pyper	31-Dec-2029		<div style="width: 50%;"><div style="background-color: #4a7ebb; height: 10px;"></div></div> 50%	21-Oct-2025 In line with partner organisations and national approach it was decided to step away from use of the platform X (formally Twitter). In response to the above change of use, we agreed to pilot a new social media platform. We agreed to launch a new Instagram account. Facebook has seen a steady increase in engagement. Oct 2024 – 2025 has seen a 20% increase in followers, 34.3% increase in visits and 54% increase in interactions. Work to continue to increase engagement of our new Instagram account to replace loss of engagement with the discontinued use of our X account.


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CS02 Services to review corporate and service web pages to ensure they are up to date; informative, engaging and easy to navigate.	Kirsty Pyper	31-Dec-2029		<div style="width: 30%;"><div style="background-color: #4a7ebb; height: 10px;"></div></div> 30%	24-Oct-2025 Our Digital Systems Assistant has been working with teams to update our public website to ensure all pages are accurate, engaging and easy to navigate. To date, 64 existing webpages have been reviewed and updated and 70 new webpages have been created where there have been gaps. 8 are

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					currently under review and 23 are due for review.
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CS03 Increase in-house posts on our social media channels by 10%. Utilising this information for sharing through all communications channels where appropriate.	Kirsty Pyper	31-Dec-2029		<div style="width: 40%;"><div style="background-color: #4f81bd; height: 10px; width: 100%;"></div></div> 40%	24-Oct-2025 Our social media posts have been streamlined to remove excess national posting and placing a focus on our local content specific to SA HSCP activity. This is both to reach our priority area of raising awareness as well as to boost engagement rates as local information on average has the highest engagement rate of all items we post. Of our top 10 interactions for this reporting period 9 were locally produced posts specific to the SA HSCP.

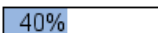
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CS04 Establish a working group to review HSCP accessibility standards and introduce champions to support the implementation of accessibility in all areas of work.	Kirsty Pyper	31-Dec-2029		<div style="width: 10%;"><div style="background-color: #4f81bd; height: 10px; width: 100%;"></div></div> 10%	24-Oct-2025 Initial steps taken to ensure accessibility standards are ensured for key documents such as our strategies and annual reports. Formal training on accessibility is being sourced to upskill teams.

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CS05 Ensure all strategies and changes are communicated to all relevant parties with promotion of all consultations shared widely to communities.	Kirsty Pyper	31-Dec-2029		<div style="width: 60%;"><div style="background-color: #4f81bd; height: 10px; width: 100%;"></div></div> 60%	24-Oct-2025 All strategies are hosted on our public website alongside any additional documentation such as Integrated Impact Assessments and

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					<p>alternative versions. At time of publication these are shared through our social media accounts, newsletters and shared directly with linked partners for further distribution.</p> <p>New strategies and Policies are shared as part of the Pan Ayrshire Communications network.</p> <p>Consultation work is also shared through all channels and included in the Connect South Ayrshire “Have Your Say” section for the public.</p>
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CS06 Support the creation of a new public facing website to host joint content, including promotion and maintenance of this site to ensure this is fit for purpose and is regularly maintained	Kirsty Pyper	31-Dec-2029	✓		24-Oct-2025 Connect South Ayrshire website has now been launched with support from Communications Team. This site will be managed by Voluntary Action South Ayrshire going forward. With continued support provided as part of business as usual for the implementation group.

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CS07 Support the promotion of the telephony and hub services introduced.	Kirsty Pyper	31-Dec-2029	▶		24-Oct-2025 Promotion of Connect, including website, telephone line and community hubs has been supported by SA HSCP communications who now sit within the sub-group for communications and engagement. Final agreement of the draft action plan has been agreed to allow for regular approved content to be shared by all relevant parties. This

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					action should be complete by the next reporting period.
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Code & Title	Managed By	Due Date	Status	Progress Bar	Latest Note
CS08 Support the promotion of partner messaging through all communications channels.	Kirsty Pyper	31-Dec-2029		<div style="width: 40%;"><div style="background-color: #4F81BD; height: 10px; width: 100%;"></div></div> 40%	24-Oct-2025 SA HSCP continues to be represented within the Pan Ayrshire Communications network. This is made up of communications reps from NHS Ayrshire & Arran, Police Scotland, Fire and Rescue, Ambulance, all three HSCP areas as well as newly recruited engagement leads and third sector representatives. This network allows key partners to work together to support campaigns and projects.

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CS09 Host the annual Wellbeing Pledge Showcase as an opportunity for staff, partners, community groups and the public to come together to network and share good practice.	Kirsty Pyper	31-Dec-2029		<div style="width: 100%;"><div style="background-color: #4F81BD; height: 10px; width: 100%;"></div></div> 100%	24-Oct-2025 The third Wellbeing Pledge Showcase event took place on 3rd June 2025. This event took place in Maybole as part of the agreed rotating location of this event. The event was led by Stewart Marshall as Senior Manager for this locality. The event received great feedback and has been agreed to continue into 2026 with the next event due to take place in Ayr. This event will continue to be led by the senior manager of the locality with support from the communications team as business as usual.

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CS10 identify and promote opportunities for HSCP teams to present work at conferences and events.	Kirsty Pyper	31-Dec-2029	▶	<input type="text" value="30%"/>	<p>24-Oct-2025 SA HSCP has been recognised for a number of awards and recognition for work including our Ageing Well Movement, our work with Young Carers and our Frailty initiatives. Both local and national recognition has been received which includes a spotlight feature by the Scottish Government, APSE Awards, and Ayrshire Achieves awards.</p> <p>A new Sharepoint platform has been created for the SA HSCP which includes key documentation and signposting as well as a repository for case study videos which were created to showcase items such as the work of Social Work, Justice, Power of Attorney and Nursing to help raise awareness and recognition for our teams.</p>