



**Communications Sub Group**  
**Annual Report**

**2016 - 2017**

**June 2017**  
**Lisa Walsh and Richard Edmondson**

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## **1. Introduction**

This will be the last formal report from NSCB Communications Sub Group after the decision was taken to disband the group in March 2017, as part of the overall restructure process and the excellent progress made.

The group will continue to operate on an ad-hoc basis with Richard Edmondson continuing to manage the media strategies in relation to the publication of Serious Case Reviews and responding to media inquiries around the NSCB.

In addition, the capacity will remain for multi-agency communications groups to be set up to run any NSCB campaigns which may arise.

## **2. Challenges/issues/developments**

Membership proved to be a constant challenge for this group over the past three years with particular issues around attendance and the commitment of some health agencies.

There were also significant gaps around the voluntary sector, despite attempts to widen the membership base and engage members from this particular group, but capacity issues thwarted any real progress.

Whilst a core membership did engage, poor attendance from some areas meant there were issues in NSCB messages getting through to some partner agencies.

## **3. Outcomes/performance/success and achievements**

- Highlights include the management of two very high profile Serious Case Reviews which received significant media interest;
- The delivery of a follow-up campaign on Safer Sleeping and some proactive communications around Private Fostering;
- A major communications campaign managed by NSCB media lead to highlight the CCG's Northamptonshire Safeguarding Week last May, which culminated in a conference event at Kettering Conference Centre, focusing on neglect. This event also coincided with the launch of the NSCB Neglect Toolkit;
- Following Ofsted inspection in February 2016 and the comments regarding the number of NSCB Sub Groups, there was a multi-agency review to streamline the priorities and work of the NSCB;
- The review coincided with the integration of the Business Office function for the Northamptonshire Safeguarding Adults Board (NSAB) and the NSCB; and
- The Communications Sub Group was disbanded in its current form in March 2017, but key members will form a working group as and when required, i.e. for SCR publication or specific campaigns that needs to be co-ordinated.

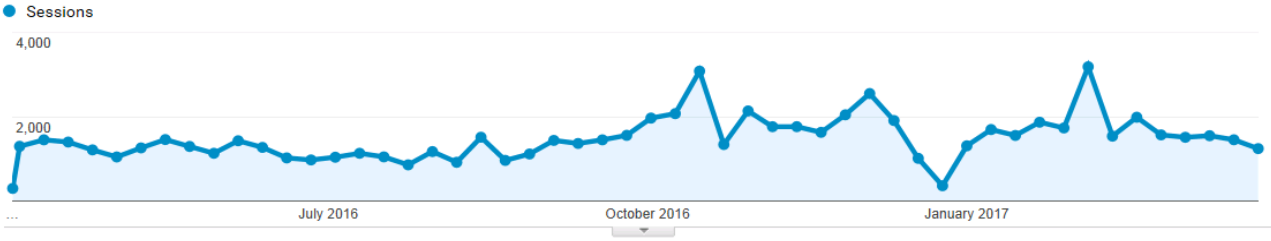
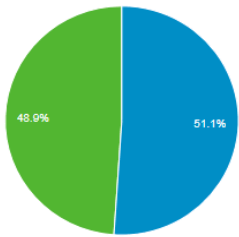
## **4. Summary**

NSCB will continue to have a communications/media lead and is able to call on media leads in other agencies when necessary. In relation to SCRs, Richard Edmondson now sits on the SCR Sub Group to ensure that communications are linked in to that process from the outset and not brought in towards the end. This has already proved a useful course of action.

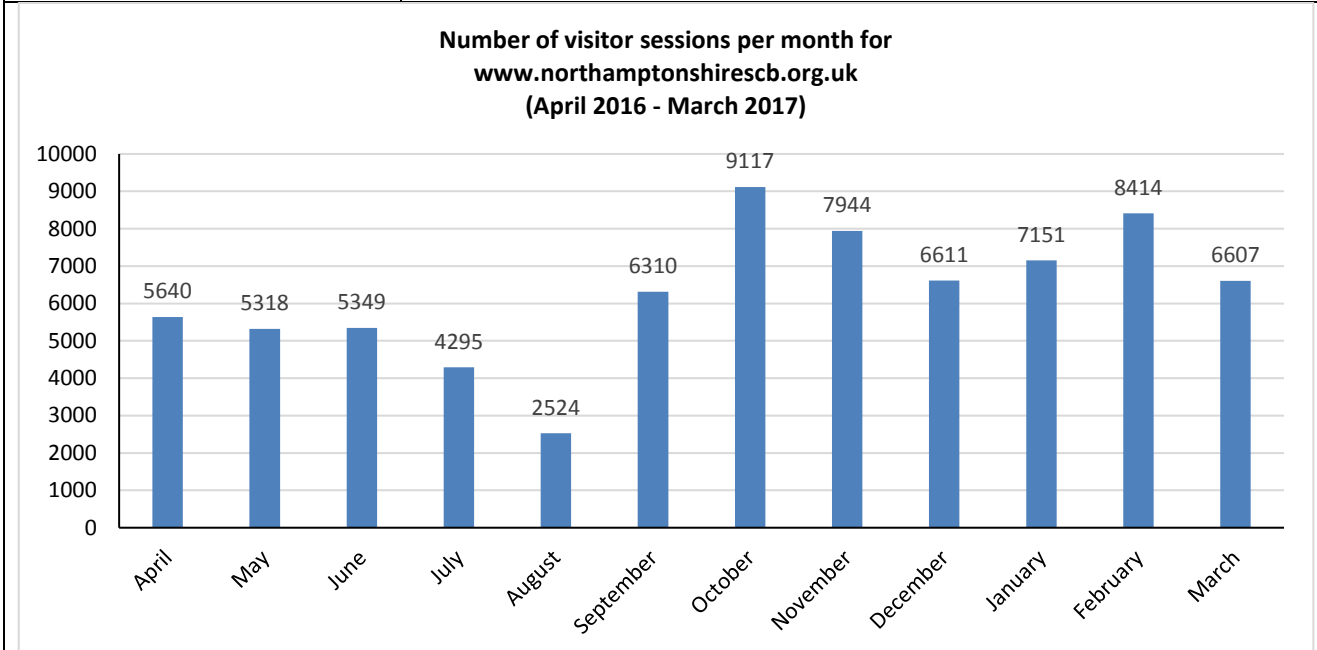
It is important to recognise that despite the disbandment of the overall group, the NSCB can still call upon the media lead for advice and support where necessary.

Appendix 1 to this report provides a detailed breakdown of the NSCB Website and Digital Communications activities undertaken by the Business Office during 2016/17.

## Appendix 1

<b>Title of Report</b>	NSCB Website and Digital Communications Annual Report 2016/17
<b>Author</b>	Kevin Johnson
<b>Summary of Report (including purpose)</b> <p>The NSCB launched its new website in March 2015 alongside a new digital communications strategy to promote better engagement and provide safeguarding information for professionals, families and young people across Northamptonshire.</p> <p>This annual report provides an update of activity taken place from 1<sup>st</sup> April 2016 – 31<sup>st</sup> March 2017.</p>	
<b>Background</b> <p>The NSCB Website launched on 16 March 2015 with a new URL <a href="http://www.northamptonshirescb.org.uk">www.northamptonshirescb.org.uk</a>. Alongside the launch of the new website the NSCB also launched its Twitter account @NorthantsSCB and moved to a digital newsletter &amp; e-bulletin model for disseminating news.</p> <p><b>NSCB website</b></p> <p><b>Statistics and evaluation:</b></p> <p>The NSCB website uses Google Analytics to provide statistics on the number of visitors, pages visited and more.</p> <p>During 2016/17 the NSCB website has seen continued increases in usage with the following statistics noted:</p> <ul style="list-style-type: none"> <li>• 9,117 sessions recorded in October 2016 is the highest to date for a single month (a 'session' is a visit that includes 1 page or more).</li> <li>• 14,447 hits on the e-learning page is by far the most on the NSCB website almost 10,000 more than the 2<sup>nd</sup> highest.</li> <li>• 56% increase in sessions during the 2<sup>nd</sup> half (Apr – Sept) of 2016/17 compared to 1<sup>st</sup> half (Oct-Mar)</li> <li>• 231,884 page views in total for the year 2016/17.</li> </ul> <p><b>Statistics for 1<sup>st</sup> April 2016 – 31<sup>st</sup> March 2017 (weekly)</b></p>  <div> <div> <p>Sessions</p> <p>77,801</p> </div> <div> <p>Users</p> <p>41,656</p> </div> <div> <p>Pageviews</p> <p>231,884</p> </div> <div> <p>Pages / Session</p> <p>2.98</p> </div> <div> <p>Avg. Session Duration</p> <p>00:02:48</p> </div> <div> <p>Bounce Rate</p> <p>43.03%</p> </div> <div> <p>■ New Visitor ■ Returning Visitor</p>  </div> </div>	

<b>Title of Report</b>	NSCB Website and Digital Communications Annual Report 2016/17
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#### Top 40 web content pages - April 2016 – March 2017

The table below lists the most visited content on the website and gives an indication of what our audiences are interested in.

Rank	Page Title	Pageviews
1	E-learning	14,447
2	How to make an online referral	4,839
3	Designated Officer (formerly LADO)	4,413
4	Training For Early Years and Childcare Professionals	3,880
5	Policies and Procedures Manual	3,677
6	Parent's Guide to the MASH	3,463
7	Barnardo's Face to Face Training	3,451
8	Child Q - Serious Case Review	3,060
9	Serious Case Reviews	3,056
10	Training for Schools	2,944
11	Worried about a child?	2,758
12	Toolkits for professionals	2,746
13	About us	2,427
14	Child N - Serious Case Review	2,419
15	2016 Training Challenge	2,329
16	Training - Prevent	2,153
17	Referrals, EHA (CAF) & LADO information for Schools	1,899
18	Neglect Toolkit	1,834
19	Child M - Serious Case Review	1,822
20	Child R and Family R - Serious Case Review	1,779
21	E-Newsletters	1,776
22	Toolkits and Documents for Schools	1,681
23	CSE - Toolkit	1,601
24	Thresholds and Pathways	1,557
25	New Early Help Assessment replaces CAF	1,542
26	Training - FGM	1,431
27	Documents and Toolkits for EY and Childcare Professionals	1,398
28	Who's who?	1,262
31	Contact us	1,206

Title of Report		NSCB Website and Digital Communications Annual Report 2016/17
32	Publications	1,193
33	CSE - Information for Professionals	1,183
34	Leaflets	1,147
35	Training - CSE	1,132
36	Working with Resistant Families / Disguised Compliance	1,074
37	Government Statutory Guidance for Schools	1,053
38	Safe sleeping for your baby campaign launched	1,001
39	E-safety	985
40	Kieran Lloyd - Serious Case Review (2012)	948

## Website campaigns

A key feature of the website are the promotional banners which promote specific topics on the homepage. This analysis provides an update on the success of these banners.

### CSE campaign



CSE Webpages:	Page views Apr 16 – Mar 17:
CSE Campaign webpage	799
CSE Toolkit webpage	1,601
CSE Assessment Tool webpage	841
CSE Conference videos (YouTube)	744

The partnership's CSE campaign launched in March 2015 is a constant promotional banner on the website and has been used as the campaign's primary source for further information about CSE. Despite the campaign launching over 12 months ago the pages remain popular and the 1,601 hits on the CSE Toolkit webpage shows practitioners are accessing and using the toolkit. Developments for 2017/18 would include refreshing the CSE Campaign page with a new banner and material to keep the information fresh and in the public eye.

### Early Help Support Service Campaign



Early Help Webpages	Page views Apr 16 – Mar 17:
Early Help Assessment replaces CAF	1,542
Early Help: Latest News	329
Early Help Strategy	677
Early Help Co-ordinators	637



This campaign banner launched in October 2015 to increase visibility of the Early Help Support Service and has been a banner on the website ever since. This area of the website is improving all the time with more and more information being added, the latest additions during 2016/17 being the definition of 'good' early help and associated documents and guidance for professionals and parents / carers.

### Safe Sleeping for Babies Campaign



Safe Sleeping Webpage	Page views Apr 16 - Mar 17:
Safe Sleep webpage:	1,001

The NSCB launched its Safe Sleep campaign in January 2016, between the period 18<sup>th</sup> January 2016 – 31<sup>st</sup> March 2016 the page received 791 hits. Following a re-launch through the Communications Sub Group on 5<sup>th</sup> December 2016 the page has seen a further 396 hits. It can be concluded that due to a number of pieces

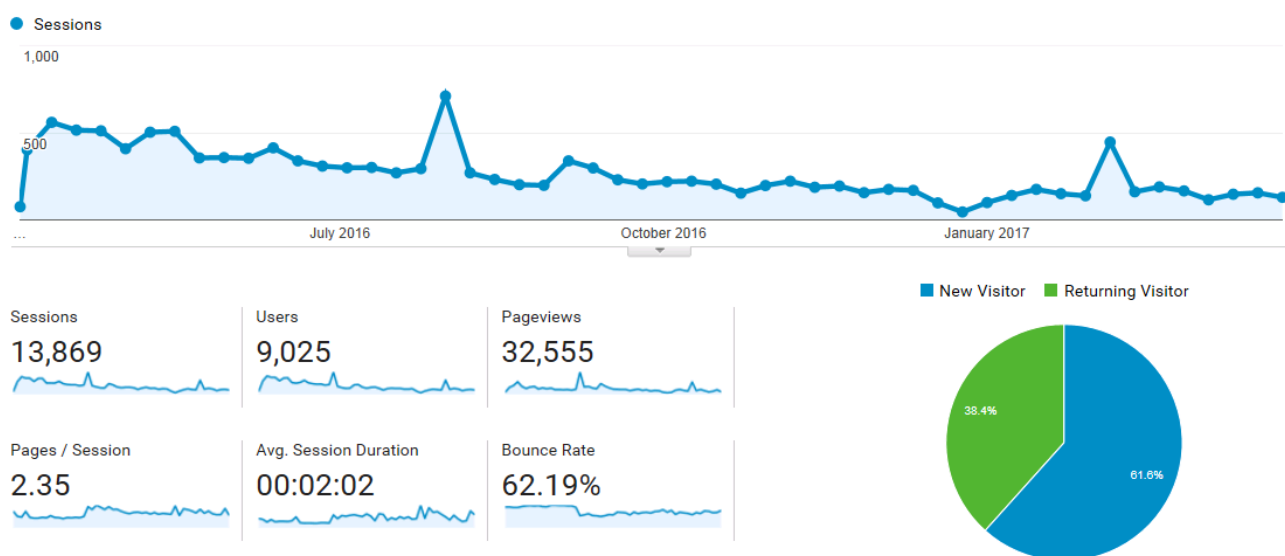
Title of Report	NSCB Website and Digital Communications Annual Report 2016/17																													
of NSCB activity including Twitter, newsletter articles and the website banner the campaign has maintained a consistent message throughout the year.																														
Twitter Campaign																														
<div><div><div>Follow us on Twitter!</div><div>Keep up to date with the latest news from us @NorthantsSCB</div><div>Read more</div></div><div> @NorthantsSCB</div></div>																														
The Twitter campaign banner has been a short term attempt to promote the NSCB Twitter account and attract more followers due to the low number using this banner and agreed approach to the NSCB Twitter account this banner has been removed.		<table><tr><th>Twitter Webpage</th><th>Page views Apr 16 – Mar 17:</th></tr><tr><td>Twitter Webpage:</td><td>219</td></tr></table>	Twitter Webpage	Page views Apr 16 – Mar 17:	Twitter Webpage:	219																								
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<div><div><div>Are you Neglecting Neglect?</div><div>View the Neglect Toolkit, Guidance and tools for professionals.</div><div>Read more</div></div></div>		<table><tr><th>Neglect Toolkit Campaign</th><th>Page views Apr 16 – Mar 17:</th></tr><tr><td>Neglect Toolkit:</td><td>1,834</td></tr><tr><td>Neglect Conference Videos:</td><td>256</td></tr></table>	Neglect Toolkit Campaign	Page views Apr 16 – Mar 17:	Neglect Toolkit:	1,834	Neglect Conference Videos:	256																						
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Following discussion at the December Board a banner was created to promote the Neglect Toolkit and increase. With 1,834 hits to the neglect toolkit webpage this banner can be seen as a success and going someway to ensuring that practitioners are accessing and using the toolkit. During 2017/18 further promotion will be needed to ensure neglect stays in the forefront of people’s minds.																														
The following 3 campaigns were all short term to highlight and promote a specific event.																														
<table><tr><th>Campaign Title</th><th>Page views</th></tr><tr><td>NSCB Annual Conference</td><td>537</td></tr><tr><td>Safeguarding Week</td><td>158</td></tr><tr><td>Neglect Conference</td><td>729</td></tr></table>			Campaign Title	Page views	NSCB Annual Conference	537	Safeguarding Week	158	Neglect Conference	729																				
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Promoting key topics: Neglect, Female Genital Mutilation (FGM) and Domestic Abuse																														
In addition to campaigns, key topics including Neglect, FGM and Domestic Abuse have been heavily promoted throughout the site and in newsletters which has led to engagement shown below:																														
<table><tr><th>Content page</th><th>Page views Jan 16 – Aug 16</th></tr><tr><td>Safeguarding Theme - Neglect</td><td>363</td></tr><tr><td>Neglect Conference – Conference advertising page</td><td>729</td></tr><tr><td>Neglect Conference Video</td><td>256</td></tr><tr><td>Neglect Toolkit</td><td>1,834</td></tr><tr><td>Neglect Strategy</td><td>60</td></tr><tr><td>Total views of Neglect Information:</td><td>3,242</td></tr><tr><td>FGM in Northamptonshire</td><td>456</td></tr><tr><td>FGM Mandatory Reporting Information for Health Staff</td><td>114</td></tr><tr><td>FGM Mandatory Reporting</td><td>251</td></tr><tr><td>FGM campaign launched</td><td>117</td></tr><tr><td>FGM Training Information</td><td>1,431</td></tr><tr><td>Total views of FGM information:</td><td>2,369</td></tr><tr><td>Domestic Abuse Info</td><td>148</td></tr></table>			Content page	Page views Jan 16 – Aug 16	Safeguarding Theme - Neglect	363	Neglect Conference – Conference advertising page	729	Neglect Conference Video	256	Neglect Toolkit	1,834	Neglect Strategy	60	Total views of Neglect Information:	3,242	FGM in Northamptonshire	456	FGM Mandatory Reporting Information for Health Staff	114	FGM Mandatory Reporting	251	FGM campaign launched	117	FGM Training Information	1,431	Total views of FGM information:	2,369	Domestic Abuse Info	148
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Title of Report	
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Domestic Abuse Notification Scheme to Schools	254
Domestic Abuse Procedure	53
Domestic Abuse Conference	169
<b>Total views of Domestic Abuse information</b>	<b>624</b>

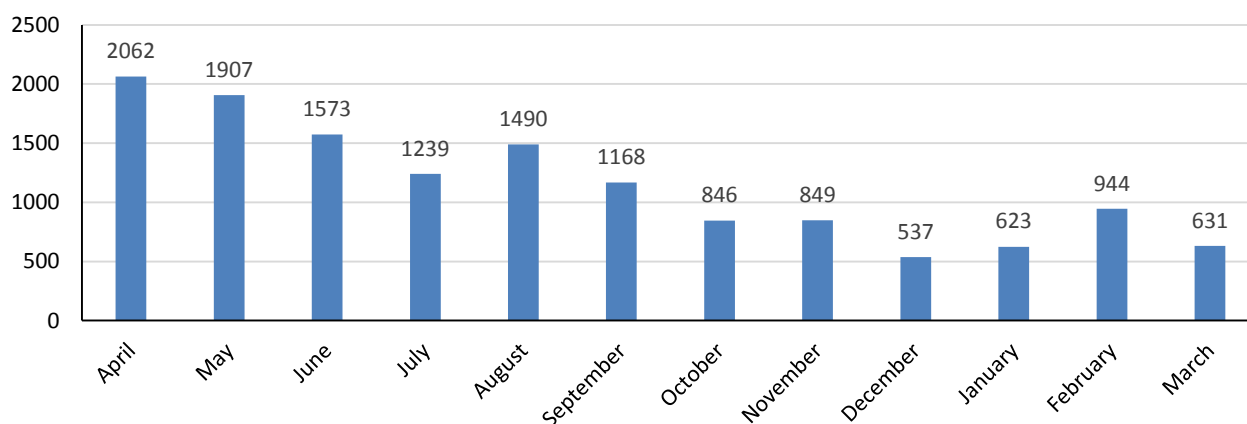
## NSCB Procedures Manual

The NSCB Procedures Manual website is separate to the NSCB site and was re-launched on the 1<sup>st</sup> August 2016 to provide clearer information and a more user friendly appearance.

During April 2016 – March 2017, the NSCB Procedures Manual website received 32,555 page views from 13,869 visitors and increase on the previous financial year.






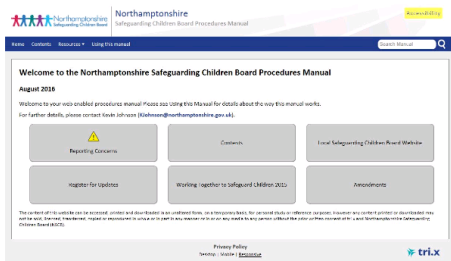
**Number of visitor sessions per month for  
<http://northamptonshirescb.proceduresonline.com/>  
(April 2016 - March 2017)**



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<p>Despite the re launch of the manual in August 2016 to a more user friendly and accessible manual the number of users accessing its content has dropped off dramatically towards the end of the financial year. During 2017/18 the NSCB and its partners need to ensure that practitioners and a managers are using the manual on a more regular basis and access its content as a one stop shop for all of the policies and procedures they need for working with children and young people.</p> <p><b>Feedback about the website</b></p> <table border="1"> <tr> <th colspan="2">Feedback forms received April 2016 to March 2017:</th></tr> <tr> <td>Rating webpage as "good"</td><td>40</td></tr> <tr> <td>Rating webpage as "average"</td><td>10</td></tr> <tr> <td>Rating webpage as a "problem"</td><td>16</td></tr> </table> <p>Every content-based webpage has a feedback form. Positive comments recorded during 2016 include:</p> <p><i>"Clear and concise"</i></p> <p><i>"I was very pleased to discover this website. I wanted to thank you for your time for this fantastic read!!"</i></p> <p><i>"My brother recommended I might like this website. He was entirely right. This post actually made my day. You cannot imagine just how much time I had spent for this information! Thanks!"</i></p> <p>Negative comments recorded during 2016/17 include:</p> <p><i>"I cannot open the catalogue as I am running office 2003. Could it be provided in another format please?" – As a result of this comment the document has been placed in a pdf and word version.</i></p> <p><i>"3 of your training was recommend to me, however, I am not able to access these I wondered if you are able to help" – This user was contacted and advised how to sign up to an e-learning course.</i></p> <p><i>"Cannot play the video on this page via NCC network. Does it work outside of NCC?" – The videos work outside of NCC systems. NCC IT Service desk were contacted to allow YouTube / Embedded videos to work, as a result you can view these via NCC remote devices although desktop machines still struggle to play videos.</i></p> <p><i>"Is there to be an updated Safeguarding Audit, including 2016 requirements? It seems a little pointless asking schools to complete an out of date audit." – Following this comment the previous audit for was removed from the website and will be replaced once the 2017 audit is live.</i></p> <p><i>"Unable to open any newsletters or bulletins as the links used are categorised as security shorteners by Schools Broadband (an ISP used by many schools). Could the link addresses be in a universally acceptable format?" – The NSCB links to the newsletters are now provided in multiple formats to enable easier access.</i></p> <p>Problem reporting is largely related to:</p> <ul style="list-style-type: none"> <li>• Inability to download specific document types</li> <li>• Broken links to external sites</li> <li>• Non-website issues e.g. problems with phone lines etc.</li> </ul>		Feedback forms received April 2016 to March 2017:		Rating webpage as "good"	40	Rating webpage as "average"	10	Rating webpage as a "problem"	16
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NSCB E-Newsletter

August 2016 E-Newsletter	Procedures Manual E-Bulletin
<div><div><div>Safeguarding News</div><div>August 2016</div></div><div><div>News – Training – Learning – Policy Updates – Good Practice – Who's Who – Contact Us</div></div><div><div>A message from Keith Makin, Chair of NSCB</div><div><div><p>The summer months have so far been a busy time for the NSCB. We have already held our Annual Conference on 7th July, published the Serious Case Review into Child M and re-launched our Procedures Manual as well as the other business undertaken by the Board.</p><p>The Annual Conference produced many highlights and was a fantastic event, attended by over 150 professionals from all over the county. For me the highlight was hearing from our young people and in particular their opinion of the professionals they work with. Two quotes have stuck with me that we should all remember when working with children and young people "I felt unsafe when I wasn't getting on with my workers" and "Good interaction with professionals makes us feel safe"</p></div></div></div></div>	<div><div><div>NEW NSCB Procedures Manual Launched</div><div>1st August 2016</div></div><div></div><div><p>The NEW NSCB Procedures Manual has been launched this morning and is now live for all agencies and practitioners to use.</p></div></div>

During 2016/17 the NSCB currently distributes regular e-newsletters and e-bulletins to over 2500 individuals, as shown from the distribution lists below from the December 2016 newsletter. We know from tracking e-newsletters that these are read and forwarded on to other colleagues. The below analysis contains the data and commentary for each newsletter or e-bulletin that has been distributed this year.

Email distribution - 2016/17 audience	Individuals on distribution list
All NSCB Board and Sub Group Members	152
Self-Sub Subscribers and other key partners	180
All School Heads	304
School Designated Safeguarding Leads (other than School Heads)	126
School staff (via self-subscription)	100
NCC Children’s Services Staff	1646
Childcare & Early Years Professionals	524
Children’s centres	30
School Nurses	73
Foster care agencies, residential children’s homes & ISAs	198
Voluntary and Community Sector	24
County Councillors	56
Health professionals (new self-subscribing distribution list)	18
Total	3431

The below table details the newsletters and e-bulletins that have been circulated this year and the readership.

	Date	Sent to	Opened	Clicked through
Serious Case Review E-Bulletin	Wed 27 <sup>th</sup> Jan	2656	868	33%
March Newsletter	Wed 30 <sup>th</sup> March	2712	754	28%
Training E-Bulletin	Mon 4 <sup>th</sup> April	2676	795	30%
Neglect Conference E-Bulletin	Mon 18 <sup>th</sup> April	2741	729	27%
May Newsletter	Tue 7 <sup>th</sup> June	2807	699	25%
Private Fostering E-Bulletin	Fri 8 <sup>th</sup> July	2686	570	21%
New Procedures Manual E-Bulletin	Mon 1 <sup>st</sup> Aug	2735	692	25%

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August Newsletter	Tue 16 <sup>th</sup> Aug	2636	519	20%	219	8%
Training E-Bulletin	Mon 5 <sup>th</sup> Sept	2809	705	25%	287	10%
October Newsletter	Wed 5 <sup>th</sup> Oct	3326	753	23%	295	9%
December Newsletter	Mon 5 <sup>th</sup> Dec	3431	815	24%	391	11%
February Newsletter	Mon 6 <sup>th</sup> Feb	1852	705	38%	267	14%
<b>Totals</b>		<b>33,065</b>	<b>8,604</b>	<b>26%</b>	<b>3,203</b>	<b>10%</b>

*\*A more detailed breakdown of the opened and clicked through rate for each distribution list is available from the Business Office and reported regularly via the Communications Sub Group.*

Following discussions at the September NSCB Board meeting it was agreed that agencies in particularly board and Sub Group members needed to take more responsibility to ensure the newsletter was being disseminated to all staff the following table provides evidence of the number of times each newsletter has been opened following on dissemination from original recipients of the newsletter. It should be noted that these figures show number of opens which may have been multiple opens by a single person and the system does not show additional readers who may have read the newsletter in a preview pane as is available in some e-mail browsers such as outlook.

Email distribution - 2016/17 audience	Individuals on list	Total number of opens - Oct Newsletter	Total number of opens - Dec Newsletter	Total number of opens – Feb Newsletter
All NSCB Board and Sub Group Members	156	3070	1032	3094
Self-Subscribers and other key partners	180	309	464	3140
All School Heads	304	455	326	705
School Designated Safeguarding Leads (other than School Heads)	125	177	500	134
School staff (via self-subscription)	115	241	192	226
NCC Children's Services Staff	1646	419	599	N/A
Childcare & Early Years Professionals	554	838	926	966
Children's centres	30	3	5	0
School Nurses	73	10	43	30
Foster care agencies, residential children's homes & ISAs	198	264	232	434
Voluntary and Community Sector	24	117	98	155
County Councillors	56	24	18	31
Health professionals (new self-subscribing distribution list)	21	14	10	14
<b>Totals</b>	<b>3482</b>	<b>5941</b>	<b>4445</b>	<b>8929</b>

The above shows that since being raised at Board the readership of the newsletter is far greater than the initial number of people being sent to. During 2017/18 the Business Office will continue to monitor the readership and ensure and challenge all partners to ensure the newsletter is disseminated to all staff. Based on the above it is clear the newsletter is still not reaching all areas of the county with 2017/18 focussing on ensuring the newsletter is reaching the Voluntary & Community sector more.


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## Twitter



The NSCB started using Twitter to launch the Tackling CSE Toolkit. Since May 2015, it has developed into an active Twitter account, tweeting relevant child safeguarding updates from the NSCB and partners on an almost daily basis. As confidence has grown with managing social media, the NSCB website is used to promote the Twitter account and it continues to reach far beyond the current 950 followers.

The Business Office has used a database of 30 regular tweets promoting a variety of main messages from the Board as well as a series of specific tweets relating to specific campaigns such as CSE, FGM and Safe Sleep. The Business Office have also developed tweets directly aimed at young people and their parents to try and ensure we are reaching the widest possible audience, as well as re-tweeting relevant articles from a number of partners locally, nationally as well as other LSCB's. The below table details the 10 most successful tweets sent by the Board during 2016/17.

Tweet	Date	Impressions	Engagements	Re-Tweets / Likes
 <b>Northants SCB @NorthantsSCB</b> One simple message today... #endFGM <a href="http://pic.twitter.com/ASoksgKAVQ">pic.twitter.com/ASoksgKAVQ</a>	6 <sup>th</sup> Feb	10,715	101	30 / 22
<b>Northants SCB @NorthantsSCB</b> Did you know CSE definition has changed. <a href="https://www.gov.uk/government/consultations/statutory-definition-of-child-sexual-exploitation#history">https://www.gov.uk/government/consultations/statutory-definition-of-child-sexual-exploitation#history</a> ... <a href="http://pic.twitter.com/9XojLpwgRA">pic.twitter.com/9XojLpwgRA</a>	16 <sup>th</sup> Feb	8,590	414	33 / 15

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	<b>Northants SCB @NorthantsSCB</b> Support our safe sleeping for baby campaign to help reduce the risks of baby deaths in our county <b>#safesleeping</b> <a href="http://bit.ly/1ROXNVb">http://bit.ly/1ROXNVb</a> <a href="http://pic.twitter.com/8duCTD3t4E">pic.twitter.com/8duCTD3t4E</a>	3 <sup>rd</sup> Oct	6,331	80	15 / 7
	<b>Northants SCB @NorthantsSCB · May 3</b> How safe are you and your children online? <b>@NCCcybersafe</b> <a href="http://bit.ly/1R41NOr">bit.ly/1R41NOr</a>	Tues 3 <sup>rd</sup> May	5,533	39	11 / 3
	<b>Northants SCB @NorthantsSCB</b> Today we're launching a campaign to raise awareness of the dangers of co-sleeping with your baby <b>#safesleeping</b> <a href="http://bit.ly/1ROXNVb">http://bit.ly/1ROXNVb</a> <a href="http://pic.twitter.com/B3CeQ9A8Gr">pic.twitter.com/B3CeQ9A8Gr</a>	5 <sup>th</sup> Dec	5,250	66	17 / 7
	<b>Northants SCB @NorthantsSCB · Apr 7</b> Why seeing every situation through the eyes of the child is a crucial part of child protection. <a href="http://twitter.com/GdnHealthcare/">twitter.com/GdnHealthcare/...</a>	Thurs 7 <sup>th</sup> Apr	5,237	32	14 / 8
	<b>Northants SCB @NorthantsSCB</b> How confident are you that you could spot signs of potential abuse? Find out more at <a href="http://gov.uk/reportchildabuse">http://gov.uk/reportchildabuse</a> ... <a href="http://pic.twitter.com/TSTfhwqmiJ">pic.twitter.com/TSTfhwqmiJ</a>	Tues 8 <sup>th</sup> Mar	4,793	43	7 / 1
	<b>Northants SCB @NorthantsSCB</b> NSCB Safe Sleeping campaign launched today. Check the information and leaflet <a href="http://bit.ly/1ROXNVb">http://bit.ly/1ROXNVb</a> <b>#SafeSleep</b> <a href="http://pic.twitter.com/OJPYFatqv8">pic.twitter.com/OJPYFatqv8</a>	Mon 18 <sup>th</sup> Jan	4,674	86	6 / 3
	<b>Northants SCB @NorthantsSCB</b> Were joining <b>@PCStevens1368</b> in changing our pic to raise awareness of <b>#CSE</b> <b>#Superhero16</b> Great if other SCB's joined. <a href="http://pic.twitter.com/Nvp3KO98Xr">pic.twitter.com/Nvp3KO98Xr</a>	Mon 11 <sup>th</sup> Jul	4,504	162	10 / 8
	<b>Northants SCB @NorthantsSCB · May 26</b> Now time to launch the NSCB Neglect Toolkit get your copy here <a href="http://bit.ly/1Uf5a6A">bit.ly/1Uf5a6A</a> <b>#SafeNorthants16</b>	Thurs 26 <sup>th</sup> May	4,377	39	12 / 2

*Impressions = Number of times users saw the tweet on Twitter.*

*Engagements = Number of times a user has interacted with the tweet. This includes clicks anywhere on the tweet (this includes hash-tags, links, avatars, username and tweet expansion) re-tweets, replies, follows and likes.*

Following the recent restructure of the NSCB Business Office an agreed downscale on twitter activity has been agreed to focus on more targeted messages rather than a large quantity of messages. This has been in place since January 2017 and can be seen as having the desired effect as the table shows the 2 most successful tweets in terms of impressions / engagements have been since this approach has been taken.