



Who?

Daniel Green, Kingston & Sutton

What?

Strategic use of ads on platforms like Facebook, Instagram, SnapChat and Google Search to help local residents find information they need on the council website, e.g. around food deliveries, Covid testing, etc.

Why?

Many initiatives don't really focus on the *real* start of the resident journey. People interact on Google, Facebook and other platforms, not normally their council website!

Reusable Tools

Code of their social prescribing site (Connected Kingston) is open source.

Tips

- Ads only required modest budget, ~£500-600 for each campaign.
- Requires corporate access to Facebook, SnapChat, Google etc.
- Get access to easy-to-used design tools like Canva
 - Requires willingness to experiment with new platforms.

Content Curation & Strategic Digital Marketing

Daniel Green (Kingston)



loti



Content Curation & Digital Marketing

Daniel Green

Head of Health Behaviours & Public Health Services
Kingston Council

Do we consider the resident journey from the 'true' beginning?



Curate relevant
resources that
people can take
action upon



Take them to where
people are (Facebook,
Google etc) not to
where we want people
to go (e.g. our council
website)

Process 1 - Access to food during the pandemic



Process 1 - Access to food during the pandemic



Results for

Getting Food

Below are some services that can support you and your family to access food whilst self-isolating

Cost

☐ Free

View As

Grid

Map



Accessing medicine

If you or someone you live with has COVID-19 symptoms you should not enter a pharmacy. Many pharmacies in Kingston are now delivering. [please contact your pharmacy directly](#) to find out more. If you are unable to secure a delivery slot, and a friend, neighbour or family member is not able to pick up your medication call 020 8547 5000 or complete an [online form](#).

You can also use [The NHS App](#) to order repeat prescriptions and book GP appointments

Donate to those in need

Support the most vulnerable in our community by:

[Donating Food](#) - Small amounts

[Donating Food](#) - Larger amounts

[Donating Money](#)

[Donating Time](#)

Priority food delivery slots for shielding and those in need

If you are currently, or have been shielding and are extremely vulnerable, you can contact the [Kingston Stronger Together Hub](#) via [online form](#) or by calling 020 8547 5000 to get priority food delivery slots at either Iceland or Tesco.

National Food Delivery

Royal Borough of Kingston Council



Service £ Cost

A list of national suppliers that are offering home deliveries for anyone struggling to access grocery delivery services.

[View More >](#)

Local support: Kingston Stronger Together

Royal Borough of Kingston Council



Service • Free

Online and phone service provided by Kingston Council. For residents who need help with accessing food, prescriptions, feel lonely; or have health or social care needs they require support with.

[View More >](#)

Kingston Food Banks

The Trussell Trust

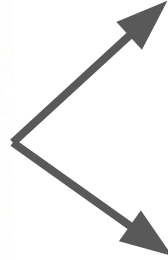


Service • Free

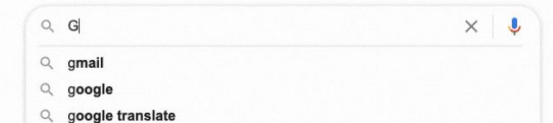
WE HAVE MADE TEMPORARY CHANGES TO OUR REGULAR SERVICES DUE TO THE CORONAVIRUS (COVID-19). WE ARE OPEN AS USUAL AT ALL OUR KINGSTON CENTRES, BUT HAVE NEW PROCESSES IN PLACE IN LINE WITH GOVERNMENT'S LATEST ADVICE.

[View More >](#)

Process 1 - Access to food during the pandemic



Google



Process 1 - Access to food during the pandemic



Impressions	Click throughs to web resource
93,856	1,514
4,588	301*

Cost
£532.4

Process 2 - Covid testing



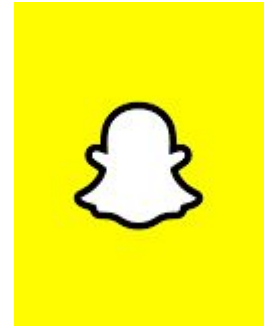
Aim:

- 1) Increase number of covid tests
- 2) Increase awareness and info around covid

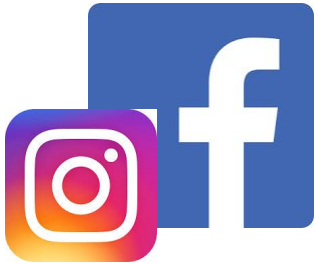
Process 2 - Covid testing



National content
localised into 'stories'
for Instagram &
Snapchat - to target
younger audiences



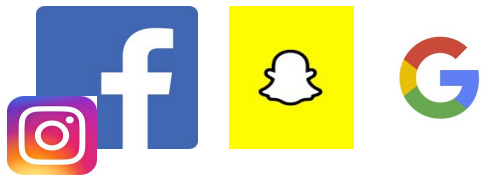
Process 2 - Covid testing



Impressions	Click throughs to testing site
73,727	1,520
137,940	1,008

Cost
£571.4

Challenges & replication



Corporate access



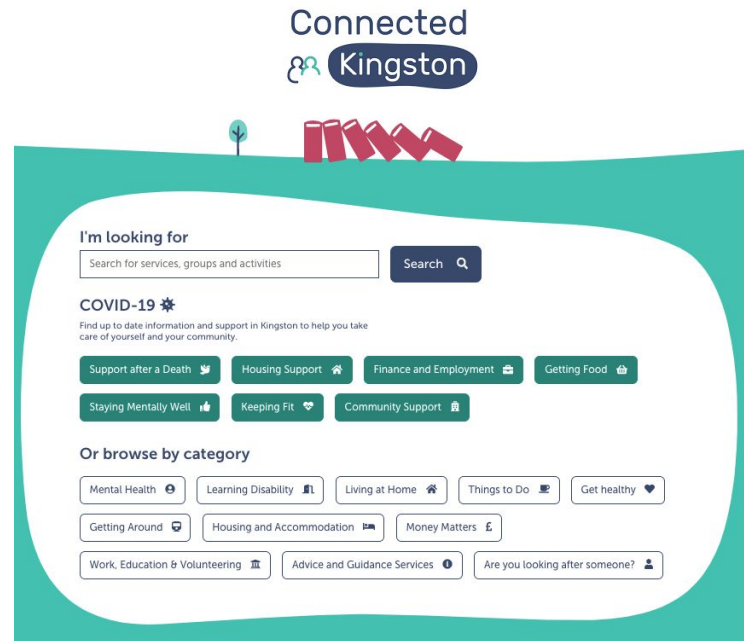
Staff willing to learn, that are allowed to experiment



Basic design



Invest in marketing as much as the product



A website you can curate

Daniel Green
**Kingston &
Sutton**



Q&A

Content Curation &
Strategic Digital
Marketing

