

## North Somerset IASS: Increase in web based service user reach and referral rates

### The context that your service is working in

Since the beginning of the first national lockdown in March 2020 Supportive Parents has operated a remote service, continuing to deliver IAS all year round. The helpline service was quickly adapted and staff have been managing phone calls and virtual meetings to service users from their own homes throughout lockdown. However, most staff have also needed to juggle their own as well as their family members health, care and education needs, which put pressure on the service in terms of managing to adhere to response times. Furthermore, the everchanging picture in schools and the frequent updates in Government Guidance required the service to respond quickly to service users. Staff needed time to read and process the changes to ensure accurate information was being passed onto service users.

### The issue that was identified to be tackled using IASP funding

The Supportive Parents Communications Officer suggested widening the online information offer via a series of Infographics. The idea behind this was to create a series of short, visually appealing, topic related information snippets taken from statutory guidance and promote them as a series on social media and via the service website. A link back to the service's resources page on the website was added to each slide so service users could access the whole series and also be signposted to other topical related resources. The aim, in line with the service commitment to develop the website in line with its IASP targets, was to increase audience reach, in particular to YP and ensure the continuation of delivering accurate and impartial information in the face of a pandemic. In addition, by linking back to the website resources it was also hoped to increase the amount of people accessing a wider range of resources.

### How the funding was used

In early September 2020 the first series entitled "Back to school" was launched. This ran throughout the first week in which schools were beginning to re-open. Rather than link to the whole guidance, the important and relevant parts of the guidance for young people and for families were separated out, to support them in understanding their or their child's rights to education at that time. This was immediately popular, proving an effective way of reaching a wider audience to provide Information in an accessible way. Importantly by linking each of the series to the service website meant they can be revisited and viewed as a series. It was noticed that this was impacting on the unique hits on the website. Building on this success it was decided to develop a series related to a different topic each month. Since October Annual reviews, Exclusions, Elective Home Education and a summary of the revised guidance at the beginning of the 3<sup>rd</sup> national lockdown have all been covered You can view all of the information series here: [Information series – Supportive Parents](#)

## **The difference made (i.e. the impact of your work and how your service/service users have benefitted)**

As an example of the impact of this work, in first week of December, an Elective Home Education Series on Facebook was launched. Insight data from the platform showed a 33% increase in page followers and 43% increase in post engagements; 33% increase in likes with 2,001-page followers, with a single biggest engagement of 619.

This supported an increase in the service website use, with 1892 unique visits and 4770 page views in the 30-day period. This was a 27% increase in unique visits and 30% increase in page views. Importantly it was identified that 61% of those views were from new visitors with 39% returning.

Additionally, a comparison of referral rates for the period immediately prior to starting the Infographics series shows percentage of new service users who made direct contact for IAS as a result of seeing one of the social media posts or the website increased from 16.2% to 35.8%.

### **Contact details**

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