

# Home Care Preferred

## Activity Report

May 2016

## Overview

### May coverage statistics



Items of coverage

 **88,945,172**

Overall potential audience reach



Articles / Press releases / Letters to Editors issued

### May activity - Editorial planning

#### Calls

- Interviews with Nav Dhar regarding 'end-of-life care' and 'care as a career change'.
- Call with Laura Brassett to plan Twitter activity for May.
- Interview with Team Leader Zuzanna Batorowicz for 'care as a career change' feature.
- Discussion with Retail & Product Manager Solly Gul regarding products to promote on Twitter.

### May activity - Editorial & Events

#### Editorial

- Distributed letter to editor to *The Daily Telegraph* in response to its 'End-of-life care' story, after discussion with Nav Dhar. This was subsequently published in *The Daily Telegraph* and on *Telegraph.co.uk* and the *Caring Times* blog.
- Finalised 'live-in carer' and 'live-in care funding' case studies and submitted to *London Evening Standard* freelance journalist - awaiting feedback.
- Pitched, drafted and submitted a 650-word 'Care as a career change' article to *Tomorrow's Care*.
- Drafted press release regarding launch of Home Care Preferred dementia initiative for businesses. Finalised with Parliamentary assistant to David Burrowes MP who distributed to local media. Midnight subsequently distributed the story to care press.
- Distributed older person skydive press release to care and regional press.

#### Events

- Midnight's Tate Slyfield attended the Wayne Hernandez charity night on Saturday 7 May.

## What do the media say?

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*"This piece sounds great for our case studies section. Would you be able to send over a 650 word piece by 16th May?"*

*Editor, Tomorrow's Care*

### What do the media say?

*"Thanks for this. Happy to run it as next week's blog."*

*Editor, Caring Times*

### What do the media say?

*"[Regarding dementia initiative release]  
This is now live on the site."*

*Director, Care Industry News*

### What do the media say?

*"We would be very interested in the below [skydive press release] for the Care & Nursing Essentials website."*

*Editor, Care & Nursing Essentials*

### What do the media say?

*"Please email the case studies through and I will take a look."*

*Freelance journalist, London Evening Standard*

## May highlights



Members of the Home Care Preferred team discuss 'care as a career change' for a feature

# London Evening Standard

Live-in care case studies finalised and submitted to London Evening Standard



Home Care Preferred's search for an older person to skydive continues



Home Care Preferred organises a successful charity night in aid of Barnet & Chase Farm hospitals

# The Telegraph

Nav Dhar's comment on improving end-of-life care is published in The Daily Telegraph



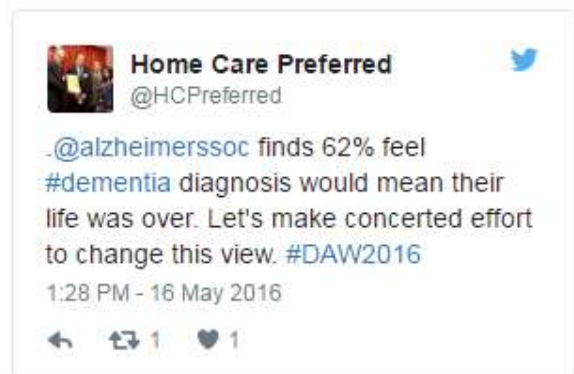
Home Care Preferred launches a new dementia initiative for businesses alongside David Burrowes MP

## Twitter overview

### Twitter activity

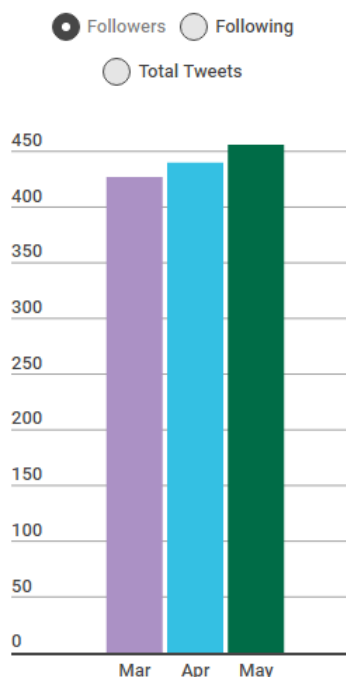
- Held Twitter planning call with Laura Brassett regarding May activity and updated awareness days spreadsheet accordingly.
- Interacted with relevant trends including #DAW2016, #WorldAsthmaDay and #TheBigConversation (part of Dying Matters campaign).
- Interacted with Home Care Preferred associates such as Hillman Legal, Age UK and Barnet/ Chase Farm hospital charity.
- Shared coverage featuring Home Care Preferred including Nav Dhar's letter to editor on *Telegraph.co.uk*.
- Continued providing weekly #WednesdayWisdom dementia tips.
- Tweeted encouraging applicants to be an older skydiver.
- Shared topical articles relating to dementia, care and older people. This included a new device which helps remind people with dementia to take their medication and an 100-year-old woman who set a new 100 metre-dash world record.
- There were 16 new followers in March taking the total to 456.

### Tweet of the Month

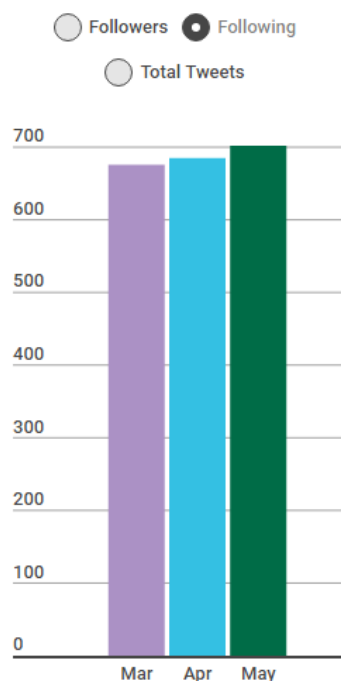


A call to action to work together and foster a more optimistic outlook regarding dementia - as part of Dementia Awareness Week 2016.

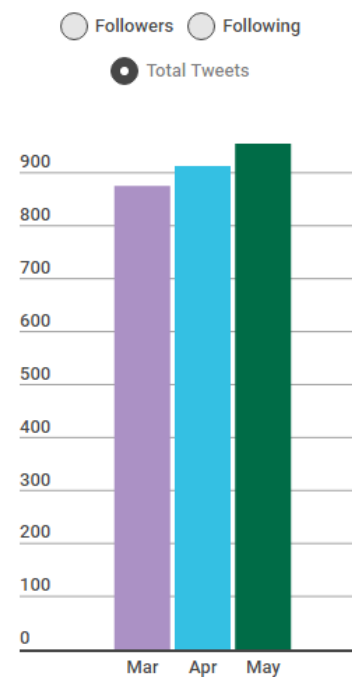
### Twitter statistics



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## Coverage achieved

PUBLICATION / WEBSITE	DATE	REACH	PRINT / ONLINE	DESCRIPTION
May				
Careindustrynews.co.uk	06.05.16	30,500	Online	Older person wanted for charity skydive
Careandnursing-magazine.co.uk	09.05.16	52,000	Online	Older person wanted for charity skydive
Gransnet.com	11.05.16	125,000	Online	Charity skydive: Older person needed to participate
Telegraph.co.uk	12.05.16	88,209,164	Online	Letter to editor: End-of-life care
The Daily Telegraph	13.05.16	481,525	Print	Letter to editor: End-of-life care
Caring Times Blog	16.05.16	N/A	Online	Delivering a caring, bespoke and person centred approach to end-of-life-care
Caring Times	01.06.16	16,483	Print	Live-in care as a significant alternative to care homes
Careindustrynews.co.uk	31.05.16	30,500	Online	Care provider launches dementia awareness initiative.
		<b>88,945,172</b>		

# The Daily Telegraph



# Caring Times



# Telegraph.co.uk



# Caring Times BLOG

## Looking forward to June

### Focus for June

- Chase *London Evening Standard* journalist regarding case studies.
- Continued support around franchise launch.
- Liaise with franchise publications as soon as Home Care Preferred franchise details have been confirmed.
- Draft 'top five gadgets to help with dementia' article.
- Draft press release regarding Health Investor awards ceremony on 15 June.
- Pitch out 'live-in care' and 'care as a career change' features to further media outlets.
- Assess best use of managing a care team / CSR tips provided by Nav Dhar in April.
- June Twitter planning call to be held with Laura Brassett.
- Continued Twitter campaign.
- Pitching Home Care Preferred into appropriate forthcoming features.
- Monitor news for relevant stories and respond with comment.

### Midnight Communications

**Midnight**  
*on paper · on air · online*

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