



National Association of Voluntary Service Managers annual training seminar

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What does a comms team do?

- Press and public relations – reactive and proactive
- Events and meetings
- Publications and brand
- Digital – web and social media
- Internal communications
- Stakeholder engagement
- Marketing, fundraising and corporate affairs



Top tips for working with comms

- Work out what you want
- How does it align to the organisation's plan?
- How will it be paid for or resourced?
- What does success look like?
- Identify risks and mitigate them
- Get a lead contact and agree a plan (but you can still be spontaneous)
- Be easy to work with and meet regularly
 - hold them to account



Top tips for working with comms

- Think ahead and test ideas
- Think staff (and volunteers)
- Think stakeholders
- Think digital – get on Twitter, Facebook etc
- Think visual – photos, film and graphics
- Link to key diary dates i.e. volunteers' week, etc
- Show how you're delivering the organisation's priorities



Top tips for working with comms

- Real-life stories – patients, visitors and staff
- Demonstrate improvements in care, experience and efficiency
- Use facts, figures and stats
- Piggy back on other stuff – annual meeting, open day, etc
- Show your face – attend Trust Board, governors, annual public meeting, etc
- Get involved with NHS70!





Questions?



For more information about plans to celebrate the NHS's 70th birthday, visit www.england.nhs.uk/NHS70

Alternatively, you can email us england.nhs70@nhs.net

Or join the conversation [#NHS70](https://twitter.com/NHS70)

