

Appendix E

SEND Communications Report

Examples of reach and engagement on social media

According to [Hootsuite](#) the average engagement rate for a government page on Facebook is 3.2% and for LinkedIn is 2%. These are the channels which SEND posts perform best on and which generate the most reach and engagement.


Parent and Carer Survey

The image shows a screenshot of a Facebook post from Kent County Council. The post is dated December 13 at 4:40 PM. The text of the post reads: "Parents and carers, we want to hear about your experiences with the #SEND system to understand the impact of the improvements we have been making and where we need to improve further. The survey closes on the 10th January at 4pm. The survey results and next steps will be shared on the SEND Information Hub. Have your say <https://loom.ly/PNGqe9M>". Below the text is a photograph of a group of children sitting around a table in a classroom, with their hands raised. A lightbulb icon is overlaid on the photo. A dark blue speech bubble with white text says "PARENT AND CARER SURVEY". At the bottom of the image are logos for "Kent Local Offer", "NHS Kent and Medway", and "Kent County Council".

Channel	Date	Reach	Reactions	Comments	Shares	Clicks	Engagement Rate
Facebook	13/12	6,999	52	1	59	654	10.9%

(KCC)


School Transport

 **Kent County Council**
May 14 at 11:00 AM



If you have a child with special educational needs or disabilities who is changing school in September, or has had a new Education, Health and Care Plan issued since March, then you'll need to apply for school transport.

You'll have already received letters from us detailing how to apply – the quickest way is to do this online: www.kent.gov.uk/freeschooltransport.

#SEND #LocalOfferKent



**For your child's SEND school transport
Apply now if your child is starting a new school in
September or has a new education, health and care
plan (EHCP).**

Channel	Date	Reach	Reactions	Comments	Shares	Clicks	Engagement Rate
Facebook (KCC)	14/05	7,546	15	9	31	391	5.9%

Halloween Advice

 **Kent Family Hub**
October 18 at 2:19 PM

Let's make sure all children can enjoy trick-or-treating this Halloween! A little extra patience and understanding will help children with special educational needs and disabilities join in the fun this spooky season. 🧡 🍁

#SEND #LocalOfferKent
#Halloween #TrickOrTreat

**Be patient with me
this Halloween**

If I am not saying trick or treat or thank you, I may be non-verbal 

If I am taking a while to choose my treats, I may have poor motor planning skills 

If I am grabbing more than one sweet, I may have poor fine motor skills 


If I am not wearing a costume or I'm overwhelmed by the experience, I may have sensory issues or autism 

If I am unable to come straight to your door, I may have accessibility needs 

 www.kent.gov.uk/send

Channel	Date	Reach	Reactions	Comments	Shares	Clicks	Engagement Rate
Facebook (Family Hub)	18/10	6,501	90	0	34	431	8.5%

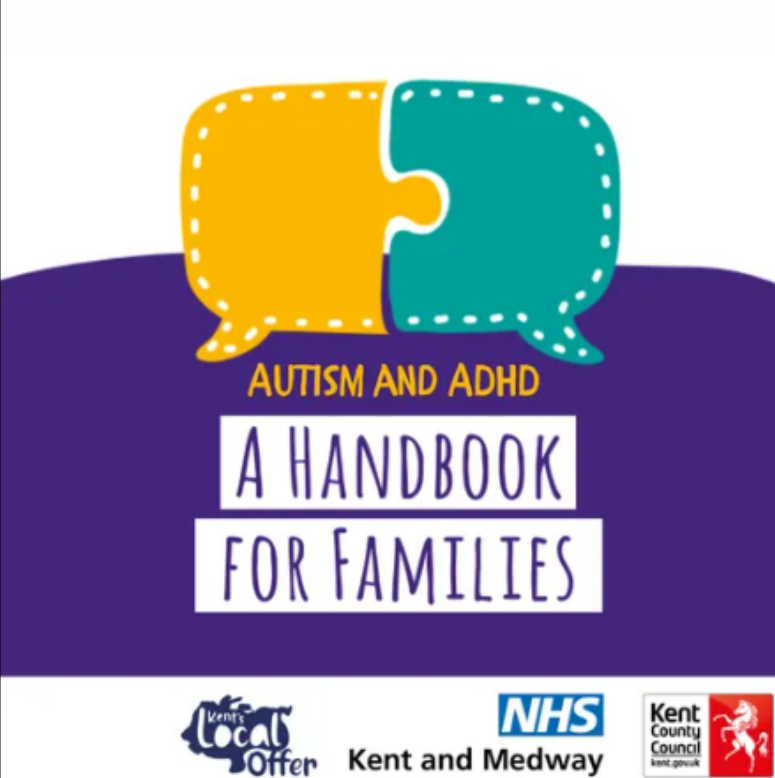
ADHD and Autism Handbook


Kent Family Hub
 October 15 at 10:58 AM

Does your child have autism or ADHD? The SEND Information Hub has released an autism and ADHD Handbook for families of children with SEND. It's packed with practical advice and support strategies. 🌟


Read the handbook: <https://loom.ly/8a2RxOM>

#ADHDAwarenessWeek
 #ADHD #SEND #LocalOfferKent



Channel	Date	Reach	Reactions	Comments	Shares	Clicks	Engagement Rate
Facebook (Family Hub)	15/10	4,267	37	1	23	303	8.5%

Partnerships for Inclusion of Neurodiversity in Schools (PINS) project announcement



Kent County Council

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A total of 40 schools across Kent and Medway are taking part in an innovative project to improve experiences for neurodivergent pupils in school.

Partnerships for Inclusion of Neurodiversity in Schools (PINS) will bring together education and health specialists and the local parent carer forums to further develop inclusive school cultures and environments.

Read the full story here: <https://loom.ly/Lp0u3XE>

#SEND #SENDEducation #Neurodiversity #Inclusion



Pilot project aims to create more inclusive school experiences for neurodivergent children

news.kent.gov.uk

Like
 Comment
 Repost
 Send

Channel	Date	Reach	Reactions	Comments	Shares	Clicks	Engagement Rate
LinkedIn	07/10	4,331	84	7	13	302	6.58%