

APPENDIX A

SEND APP Communication Analysis

October 2023

News of the SEND improvement plan or Accelerated Progress Plan (APP) as it is called was published on 7 September on the website, followed by a media release and social media posts issued on Facebook, Twitter and LinkedIn.

Below is a summary of the performance of the public-facing communication activity.

Website Activity

The [kent.gov.uk page](https://www.kent.gov.uk) has been viewed 1,084 times since going live on 7 September. It was the 187th most viewed page in the time range 7 September to 5 October.

Each user spent an average of 1m 41 seconds reading the page – considerably higher than the site average of 0m 56s. The people who clicked on the link from the SEND parent newsletter spent, on average, 3m 06 seconds reading the page.

The PDF of the full APP has been downloaded 213 times during this time, which demonstrates high interest from readers. Essentially 1 in 5 users chose to access the full report.

Most users come to the page from sources we cannot track (33%) which typically suggests the link is being shared via emails or messages but cannot be directly attributed.

Facebook and organic (Google) search are responsible for another 33% of referrals collectively. KNet accounts for 8% of hits, and our own email activity via the SEND parent newsletter has driven 5% of traffic.

The videos have been viewed collectively 109 times;

- Rory's got 85 views, with 20 watching to the end.
- Jane's got 24 views, with 5 watching to the end.

Media

The [media release](#) received 326 views which made it the 9th most accessed media release during the time period.

This generated the following media coverage:

- BBC Radio Kent (including interview with the Cabinet Member for Education and Skills)
- KMTV interview with Cabinet Members for Education and Skills, and Finance
- Kent Messenger / Kentonline
- [Times of Tunbridge Wells front page and page 2 \(very positive\)](#)
- Isle of Thanet News
- Schools' Week

Social Media

Two posts were issued (11 and 14 September) on Facebook, X (formerly Twitter) and LinkedIn – the first one announced the publication, the second one promoted the video interviews with SEND leaders in KCC and NHS. X engagement was low (not shown), which is typical of parent-focused posts, illustrating it isn't an effective channel to reach key audiences for SEND.

However, Facebook and LinkedIn engagement was significantly better, with good levels of engagement rates from the people that saw the posts. There were no negative reactions or comments on either channel. As you will see below, the first post announcing the publication of the APP received better engagement than the message about the videos.

First post message: *We have now published our improvement plan for SEND in Kent, (called an Accelerated Progress Plan), which has been agreed by the Department for Education and NHS England.*

	Reach / impressions	Engagement rate	Reactions	Shares	Comments
Facebook	1225	5.06%*	11	16	0
LinkedIn	2168	6.04%*	14	2	1

Second post message: *We put some questions from parents to SEND leaders in KCC and NHS Kent and Medway, Rory Love and Jane O'Rourke, about their plans to improve SEND, including their work with #Kent schools to support.*

	Reach / impressions	Engagement rate	Reactions	Shares	Comments
Facebook	563	1.95%	3	1	0
LinkedIn	1615	2.6%*	9	7	0

The videos were viewed 171 times on Facebook.

* a good engagement rate is considered between 1% and 5% by social media marketers. Typically, SEND posts we issue attract a 2.3% engagement rate on average.

SEND Parent Newsletter

Email sent to 1,684 subscribers. 1,170 have so far opened the email, with the total number of times the email has been opened being 2,991 (therefore some people are opening and engaging with it more than once).

The APP web page link was clicked 468 times, and the video links clicked 198 times.

Comparing this email performance with both usual SEND parent newsletter and local government newsletter performance, we can see that this particular edition performed well in terms of open rate.

The click rate is higher than the local government average but lower than usual editions (this is because usual editions have more articles with web links, so number of clicks will be higher).

Comparison	Open rate	Click rate
APP newsletter edition	71.5%	15.2%
Average SEND parent newsletter performance	67.4%	23.2%
Average local government newsletter performance	40.4%	5.9%