

Appendix D - Advertising and Communications

- a. The Force's new recruitment and advertising campaign went live on 6th May and below is the latest data, which shows an progressive increase in number of social media posts, impressions and engagements. This continues to be monitored and scrutinised via weekly PUP Grip meetings.

Date	Number of posts	Total impressions	Total engagements
06/05-20/05	36	94,513	3,360
21/05-03/06	56	367,694	12,840
04/06-15/06	101	449,995	17,903
15/06-29/06	127	506,413	19,951
	+26	+56,418	+2,048

- b. The transferee social media campaigns continue, with 6 being live on the Force social media platforms. The Force Corporate Communications have also launched Instagram reels of operational units (both uniform and detective) and work is ongoing to create force recruitment and outreach videos and these are expected to be completed in August with Corporate Communications sign off.

