

1. Purpose

This paper provides an update of press and social media coverage concerning the work of the Durham Police and Crime Commissioner since the previous meeting.

2. Top press releases published

Press releases published since the last meeting include:

- Public Accountability meeting for public to pose questions to the Chief Constable regarding VAWG

Key publications include Northern Echo, Chronicle Live, Aycliffe Today, Newton News, Darlington & Stockton Times, Sunderland Echo and Teesside Live.

3. Social media activity

- 7754 followers on Twitter
- 6620 followers on Facebook
- 760 followers on the PCC Instagram Account

**As of 18.02.22*

Top social media posts between for 28 days up until 18th Feb 2022

Top tweets:

- 5.2K reach – Safer Streets Coordinator Advert
- 1.3K reach – Public Accountability Questions open to the public on the topic of VAWG

Top Facebook posts:

- 12.9K – Safer Streets Coordinator advert
- 5,2K – Joy met Newton Aycliffe NPT
- 2.9K – Public Accountability Questions open to public on the topic of VWAG
- 1.5K – Operation Tramline in Action
- 1.1K – End of Year Report

Top Instagram posts:

- 178 reach – Budget will boost local policing
- 140 reach – End of Year Report
- 128 reach – End of year report now published

- 84 reach – We want to hear from you if you have experienced DA

You Tube

- The office now have 50 subscribers
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4. Columns

- One Darlington Magazine March 2022 – Appointment of Champions
- Ferryhill & Chilton Chapter – Jan 2021 - Your Monthly PCC Update
- Bishop Auckland Press – Dec 2021 – Your Monthly PCC Update
- Shildon Town Crier – Nov 2021 – Your Monthly PCC Update
- Newton News – Feb 2022 – Go-ahead for precept from the panel

5. Recommendations

Panel Members are recommended to note the information contained in this report.

Vicki Booth – Community Engagement Officer

Appendix 1: Risks and Implications

Finance

None

Staffing

None

Equality and Diversity

None

Accommodation

None

Crime and Disorder

None

Children's Act 2004

None

Stakeholder/Community Engagement

None

Environment

None

Collaboration and Partnerships

None

Value for Money and Productivity

None

Potential Impact on Police and Crime Plan Priorities

Positive coverage of activity will help to boost confidence in policing.

Commissioning

None

Other risks

None

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