

NHS Ayrshire & Arran



Meeting:	Ayrshire and Arran NHS Board
Meeting date:	Monday 10 August 2026
Title:	Communications and Engagement Strategy – Annual Report: Year 1 Progress
Responsible Director:	Kirstin Dickson, Director for Transformation & Sustainability
Report Author:	Seonaid Lewis, Engagement and Digital Media Manager, and Miriam Porte, Communications Manager

1. Purpose

This is presented to the Board for:

- Discussion.

This paper relates to:

- NHS Board/Integration Joint Board Strategy or Direction.

This aligns to the following NHSScotland quality ambition(s):

- Safe;
- Effective; and
- Person Centred.

This supports the following Corporate Objectives:

- **Better Value** – Delivering innovative and sustainable services for everyone;
- **Better Health** – Supporting you to live a healthier life;
- **Better Workplace** – Creating a great place for us to work; and
- **Better Care** – Improving your experience of care.

2. Report summary

2.1 Situation

The NHS Ayrshire & Arran Communications and Engagement Strategy 2025 to 2028 was approved by the NHS Corporate Management Team (CMT) and Ayrshire & Arran NHS Board in October 2025.

A commitment from the strategy was to provide annual assurance reporting to the Board on progress against the eight core aims.

This report presents the first annual progress update, covering the period October 2025 to March 2026 and provides assurance on implementation progress, key achievements emerging risks and priorities for Year 2.

2.2 Background

Our [Communications and Engagement Strategy 2025-2028](#) focused on eight core aims, each designed to transform how we communicate, engage, and connect across our health and care system. By aligning activity to corporate priorities and embedding meaningful evaluation, it enables timely, innovative and impactful communication and engagement.

Effective communication and engagement are critical enablers of Delivering Caring for Ayrshire, the Best Value Programme and wider organisational transformation. The Strategy seeks to strengthen organisational capability, improve stakeholder involvement and support a modern, digitally enabled approach to communications and engagement.

2.3 Assessment

The first six months of implementation have focused on establishing the foundations required to deliver a modern, coordinated and evidence-based approach to communications, engagement and digital media. Significant progress has been achieved across all eight strategic objectives, with three objectives rated Green and five rated Amber.

Particular strengths include:

- strengthened governance and assurance arrangements;
- significant growth and engagement across digital channels;
- improved access to patient information and digital services; and
- enhanced support for organisational transformation and change programmes.

While progress remains positive, the majority of objectives remain amber as organisational adoption, implementation and demonstration of outcomes will be the primary focus during 2026/27.

2.3.1 Quality/patient care

Delivery of the strategy supports improved patient experience by strengthening access to clear, timely and accessible health information, promoting health literacy and increasing opportunities for meaningful engagement in service development and improvement.

2.3.2 Workforce

Our Communication and Engagement Strategy supports our workforce by ensuring they have the tools, resources and guidance needed to communicate effectively with patients, carers and stakeholders.

By embedding strong communication and engagement practices, we empower our workforce to enhance patient experience, improve health literacy and build trust with the communities we serve.

2.3.3 Financial

The strategy supports delivery of the Board's Best Value objectives through greater use of existing digital platforms, reduced reliance on printed materials and improved targeting of communications activity.

2.3.4 Risk assessment/management

Our communication and engagement operational risk no. 743 addresses the need to effectively inform, communicate and engage with stakeholders - including staff, patients, and communities - to safeguard our reputation and build trust. This risk highlights the importance of compliance with statutory legislation and guidance, as failure to engage effectively could result in reputational damage through complaints, concerns, or adverse media coverage.

The annual report identifies workforce capacity, organisational adoption, digital maturity and governance as the principal strategic risks affecting delivery. Appropriate mitigation actions are in place and are reflected within the Year 2 action plan.

2.3.5 Equality and diversity, including health inequalities

An equality impact assessment (EQIA) was carried out for the strategy. The EQIA will be monitored and overseen to ensure that the Board's Equalities Outcomes are reflected throughout future service planning.

2.3.6 Best value

The Communication and Engagement Strategy 2025–2028 is underpinned by the principles of best value, ensuring that all activity delivers maximum impact, efficiency, and alignment with organisational priorities.

- **Vision and leadership:** The strategy reflects clear leadership commitment to the Delivering Caring for Ayrshire vision, setting out a unified approach to communication and engagement that supports strategic transformation and cultural change.
- **Effective partnerships:** Delivery will be strengthened through collaboration with internal teams, external stakeholders, and communities, ensuring messages are co-produced, inclusive, and locally relevant.
- **Governance and accountability:** Clear roles, responsibilities, and reporting mechanisms are embedded to ensure transparency, oversight, and continuous improvement in communication and engagement practices.
- **Use of resources:** The strategy promotes efficient use of staff, digital platforms, and media channels, ensuring value for money while maximising reach and responsiveness.
- **Performance management:** Robust evaluation frameworks will track progress, measure impact, and inform ongoing refinement, ensuring the strategy remains agile and outcome-focused.

2.3.7 Other impacts

The Communications and Engagement Strategy supports wider organisational transformation, digital innovation and sustainability objectives. Delivery during Year 1 has strengthened the foundations required for effective staff, patient and stakeholder engagement, improved access to digital information and services, and enhanced

organisational capability to support major change programmes. These developments contribute to stronger public confidence, improved organisational resilience and delivery of the Board's strategic priorities, including Delivering Caring for Ayrshire and the Best Value Plan.

2.3.8 Communication, involvement, engagement and consultation

The strategy has been informed by engagement with staff, stakeholders and professional networks during its development and implementation. The annual report includes evidence of ongoing engagement activity across NHS Ayrshire & Arran and demonstrates progress in strengthening organisational approaches to communication, participation and engagement.

2.3.9 Route to the meeting

This paper has been previously approved by:

- Corporate Management Team on 27 July 2026

2.4 Recommendation

Board members are asked to:

- discuss the content of the annual report;
- take assurance from the progress made during the first year of implementation of the Communications and Engagement Strategy 2025-2028;
- note the principal risks and priorities identified for 2026/27; and
- support the continued implementation of the Year 2 action plan.

3. List of appendices

Appendix 1 - NHS Ayrshire & Arran Communications and Engagement Strategy
Annual Report – Year 1 Progress



NHS Ayrshire & Arran Communications and Engagement Strategy

Annual Report – Year 1 progress



NHS Ayrshire & Arran Communications and Engagement Strategy

Annual Report – Year 1 progress

Executive summary

This report provides an overview of progress against the NHS Ayrshire & Arran Communications and Engagement Strategy 2025 to 2028 during the period October 2025 to March 2026.

The first six months of implementation have focused on establishing the foundations required to deliver a modern, coordinated and evidence-based approach to communications, engagement and digital media. Significant progress has been achieved across all eight strategic objectives, with three objectives rated Green and five rated Amber.

Key achievements during the reporting period include:

- Development of organisational frameworks, guidance and governance arrangements to support communications, engagement and patient information.
- Significant growth in digital audiences, including LinkedIn growth from approximately 2,000 to over 21,000 followers.
- Introduction of new workforce communication channels and enhanced leadership communications.
- Expansion of digital patient information and development of innovative digital tools, including the outpatient waiting times checker.
- Strengthened website governance and improved access to online services and self-management resources.
- Development of an organisational engagement framework to support service redesign, transformation and stakeholder involvement.
- Increased use of digital, multimedia and accessible communication formats, including British Sign Language content.

While much of the work undertaken has focused on establishing governance, frameworks and organisational capability, these foundations are already supporting more consistent communications practices, improved digital access to information and greater organisational alignment.

The key challenge for 2026/27 will be accelerating implementation and embedding these approaches across NHS Ayrshire & Arran to ensure benefits are realised at scale and support delivery of organisational priorities, including Delivering Caring for Ayrshire and the Best Value Plan.

Strategic performance dashboard

Core aim	Status	Key achievements	Key priority 2026/27
Corporate priorities	● Green	Frameworks, policies and governance strengthened	Embed adoption across services
Workforce communications and engagement	● Green	New communication channels and leadership communications established	Launch communication toolkit and SharePoint developments when available
Public website	● Green	Improved governance, patient portals and digital tools	Complete website governance framework
Social media	● Amber	Significant audience growth and improved governance	Continue account rationalisation and performance improvement
Multimedia	● Amber	Expanded BSL content and identified capability opportunities	Develop organisational multimedia capability
Media relations	● Amber	Strengthened media management and proactive coverage	Improve performance monitoring and responsiveness
Stakeholder engagement	● Amber	Engagement framework and guidance developed	Implement framework across organisation
Patient information	● Amber	New governance arrangements established	Accelerate Digital First implementation

Overall assessment

The strategy is progressing positively and remains on track. Strong foundations have been established across governance, digital communications, engagement and patient information. The focus for Year 2 is moving from development and planning into implementation, adoption and demonstrable organisational impact.

What has changed?

The Communications and Engagement Strategy has begun to deliver measurable improvements across four key areas.

Stronger governance and consistency

New frameworks, guidance and governance arrangements have been introduced across communications, engagement, social media, patient information and website management. This is creating a more coordinated and consistent approach across NHS Ayrshire & Arran and reducing reliance on localised practices.

Improved digital communications

The public website, social media channels and workforce communications platforms have been strengthened and are increasingly being used as primary communication channels. New digital tools and patient portals are making information easier to access while supporting NHS Ayrshire & Arran's Digital First ambitions.

Increased organisational capability

Staff now have greater access to guidance, resources, training and support to undertake communications and engagement activities effectively. This is helping build organisational confidence and capability while supporting better planning and evaluation.

Stronger support for transformation

Foundations have been established to support large-scale programmes including Delivering Caring for Ayrshire and the Best Value Plan. Improved engagement approaches, workforce communications and stakeholder involvement processes will help ensure future transformation activity is informed, inclusive and evidence-based.

Strategic risks and dependencies

Whilst progress remains positive across all strategic objectives, several cross-cutting risks and dependencies require ongoing management to ensure delivery of the Communications and Engagement Strategy.

Workforce and capacity

Demand for communications, engagement, digital media and design support continues to increase as organisational transformation programmes accelerate. Without appropriate prioritisation and capacity management, delivery timescales and responsiveness may be affected.

Organisational adoption

Many of the frameworks, guidance documents and governance arrangements developed during 2025/26 have yet to be fully embedded across all services. Realisation of benefits will depend on sustained leadership support and organisational ownership.

Digital capability and maturity

Delivery of Digital First ambitions relies on continued development of digital platforms, staff confidence and adoption of new ways of working. Variability in digital capability across services may impact the pace of implementation.

Governance and assurance

Maintaining effective governance arrangements across communications, engagement, website management, social media and patient information will be essential to ensure compliance, consistency and quality.

Supporting organisational transformation

Communications and engagement activity is a critical enabler of Delivering Caring for Ayrshire, Best Value and future service redesign programmes. Demand is expected to increase significantly during 2026/27, requiring continued alignment between strategic priorities and available resources.

Overall risk assessment

The risks identified are currently being actively managed and do not prevent delivery of the strategy. However, successful transition from foundation-building activity to full organisational implementation will require continued leadership commitment, clear accountability and sustained investment in organisational capability.

About this report

This annual report provides an overview of progress against the NHS Ayrshire & Arran [Communications and Engagement Strategy 2025–2028](#), covering activity, outcomes and learning during October 2025 to March 2026.

Our Communications and Engagement Strategy focuses on eight core aims, each designed to transform how we communicate, engage, and connect across our health and care system. By aligning activity to corporate priorities and embedding meaningful evaluation, it enables timely, innovative and impactful communication and engagement.

1. We will align our communications and engagement efforts to support and advance our key corporate priorities.
2. We will ensure effective and innovative communication and engagement with our workforce that inspires, informs, involves and connects our staff.

3. We will strengthen our public website as the trusted digital hub for clear, accessible information, service updates, stories, and news.
4. We will enhance our social media presence across platforms to share key messages and connect with our communities.
5. We will use multimedia to enhance the accessibility, engagement, and effectiveness of our communications.
6. We will build and enhance NHS Ayrshire & Arran's reputation by delivering impactful media relations that highlight our successes and key messages across local, national, and digital platforms.
7. We will ensure a coordinated and consistent approach to stakeholder engagement, tailored to specific needs, to ensure meaningful connections.
8. We will create patient and health information that is clear, concise and meaningful to our patients, adopting a digital first approach, where appropriate.

Reporting approach

Appendix 1 provides a summary of objective-level progress, RAG status and key priorities for 2026/27. Together, these actions provide a roadmap for continued improvement and delivery of the Communications, Engagement and Digital Media Strategy.

- **Green:** Progress is on track and intended outcomes are being delivered.
- **Amber:** Progress is being made, however further work, organisational adoption or mitigation of risks and dependencies is required to achieve the intended outcomes.
- **Red:** Significant risks, delays or barriers are affecting delivery, and intervention is required to achieve the intended outcomes.

Progress updates

1. We will align our communications and engagement efforts to support and advance our key corporate priorities.



Overall status

Green

This rating reflects positive progress in strengthening the alignment between communications, engagement and organisational priorities. Important foundations have been established through new guidance, frameworks, resources and support. However, significant work is required to embed these approaches consistently across the organisation and maximise their impact. Objective-level RAG ratings, progress and planned actions are provided in Appendix 1.

Progress update

Communications and engagement activity has supported a range of organisational priorities during this reporting period, helping to improve consistency, governance and capability across NHS Ayrshire & Arran. This has included supporting the development of key organisational strategies and frameworks, strengthening engagement practice and improving access to guidance, tools and support for staff.

Strategies and policies guidance

Key developments

- Supported the development of key organisational strategies and frameworks including the [NHS Ayrshire & Arran People Strategy](#), [Culture Framework](#), [Health, Safety & Wellbeing Framework](#), [Anti Racism Plan](#), and [Realistic Medicine casebook](#) (AthenA link).
- Improved the consistency, accessibility and presentation of strategic documents through communications, engagement and design support.
- Developed guidance to support a more consistent, evidence-based and well-governed approach to strategy and policy development across NHS Ayrshire & Arran.

Strengthening engagement practice

Key developments

- Completed a review of current and planned engagement activity, establishing a baseline for future improvement. Identified opportunities to improve consistency, coordination and evaluation of engagement activity.
- Developed draft tools and guidance to support meaningful, evidence-based engagement and feedback gathering across the organisation.

Improving staff access to support and guidance

Key developments

- Launched a dedicated Communications and Engagement page on AthenA, providing a single point of access to guidance, resources, processes and support.
- Improved access to practical tools and information helping staff undertake communications and engagement activity in a more consistent and effective way.

Graphic design support

- Supported organisational strategies, campaigns and publications through high-quality graphic design and visual communications.
- Improved the accessibility, visibility and impact of organisational communications by presenting complex information in clear and engaging formats.



Impact

The work undertaken has strengthened the role of communications and engagement as a strategic enabler of organisational priorities. Improved governance, guidance and support arrangements are creating greater consistency in how strategies, programmes and policies are developed, communicated and implemented across NHS Ayrshire & Arran.

Services now have improved access to tools, frameworks and specialist support, helping embed more structured approaches to communication, engagement and change. These foundations are improving organisational capability and creating a stronger basis for effective stakeholder involvement, informed decision-making and successful delivery of strategic priorities.

2. We will ensure effective and innovative communication and engagement with our workforce that inspires, informs, involves and connects our staff.



Overall status

Green

Positive progress has been made in enhancing corporate internal communications and supporting key programmes. Further work is needed to equip leaders and teams with the tools, skills and Microsoft 365 capabilities required to strengthen local communication, engagement and readiness for change. Objective-level RAG ratings, progress and planned actions are provided in Appendix 1.

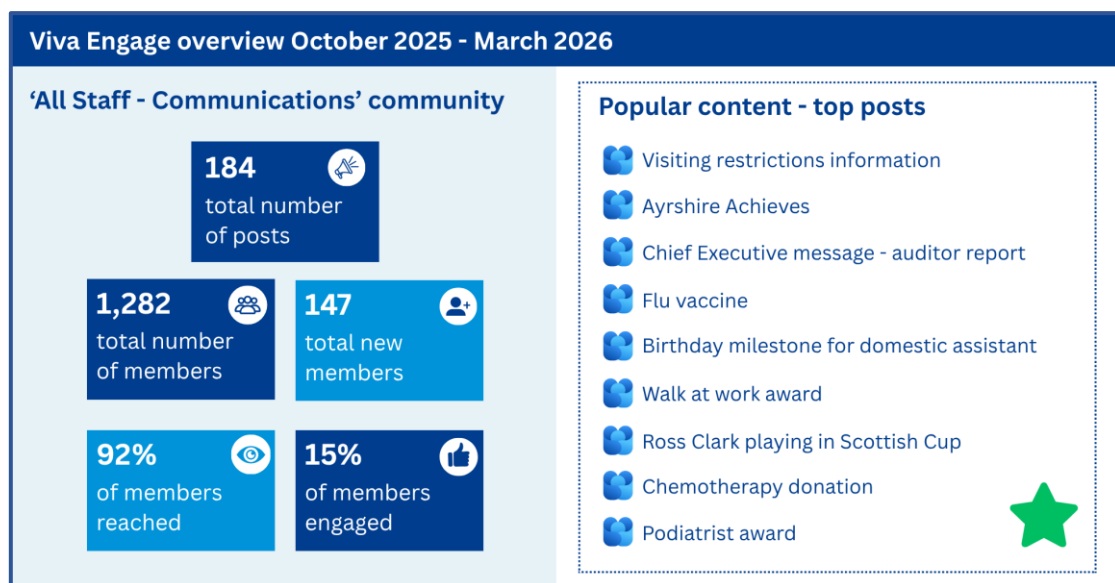
Progress update

Viva Engage activity

Across NHS Ayrshire & Arran Viva Engage platforms, our All Staff Communications community platform has the third highest membership. We encourage senior managers and staff to join and engage with the community.

- Analysis shows that posts with the highest views and engagement typically have a more personal tone, for example:
 - Staff celebrations (for example, milestone birthdays)
 - Staff recognition (for example, awards or achievements)
 - Human-interest moments (for example, a staff member playing in the Scottish Cup)

To join our community, visit [Viva Engage](#).



Daily digest and eNews

To read previous bulletins, visit:

- [Daily digest](#) (AthenA link)
- [eNews](#) (AthenA link)

We are exploring more accessible digital formats, including online newsletters. Future SharePoint implementation will support improved staff communications.

Chief Executive messages

We introduced the Chief Executive message in August 2025. Between October 2025 and March 2026, we issued an average of three messages each month, including one video message. These were shared through Daily Digest, eNews and Viva Engage. We aim to deliver three to four messages per month and increase the use of video.

To read previous blogs, [click here](#) (AthenA link).

Money matters newsletters

The Money matters staff newsletter launched in November 2025, in partnership with colleagues in Finance and Procurement. Shared through Daily Digest and eNews, the newsletter provides updates on our financial position, sustainability plans and opportunities for staff to contribute improvement ideas.

To read previous Money matters newsletters, [click here](#) (AthenA link).

Stop press bulletins

Stop press bulletins are single issue newsletters with important information that may affect our staff. We work with departments on the content, before designing the content as an engaging and informative newsletter. To read previous bulletins, [click here](#) (AthenA link).

Team talk

Team talk is shared with staff after each Board meeting. It contains an update on the work of Ayrshire and Arran NHS Board, with a summary of what was discussed at the Board meetings, as well as links to all the Board papers.

Line managers are encouraged to share the key messages with their team, and to share feedback with the Chief Executive office and the Communications Team.

To read previous bulletins, [click here](#) (AthenA link).

Internal communications overview October 2025 - March 2026					
125 Daily Digest staff emails	25 e-News staff emails	12 Stop Press staff bulletins	6 Team Talk staff bulletins	5 Money Matters staff bulletins	18 desktop banners created
19 Chief Exec messages, including coverage of:			JANUARY 2026		
OCTOBER 2025			- Delivering Caring for Ayrshire - King's New Year Honours		
- Pharmacy Department at UHA - Anti-racism plan - World Stroke Day			FEBRUARY 2026		
- Ballochmyle Suite at UHA 3 months in the job - Scottish Health Awards			- HIS report on Ayrshire Maternity Unit - Visit to BEAT to Treat pilot in Kilmarnock - Quit Your Way smoking cessation services		
NOVEMBER 2025			MARCH 2026		
- Pharmacy Department at UHA - Annual Review - Sub-national planning - Keeping communities safe			- NHS Ayrshire & Arran's 24/25 audit report - Scottish Government Public Audit Committee - Ayrshire Achieves voting		
- Section 22 update - Women's Health and Safety Policy - Staff Awards			- Corporate objectives - Minister visit to AMU to discuss progress in improving women's health - It's OK to Ask campaign		
DECEMBER 2025			- Visit from Caroline Lamb, Chief Executive of NHS Scotland to East Ayrshire Community Hospital - Ayrshire Urgent Care Service		
- Research, Development and Innovation team - Bitesize leadership programme - Troponin testing			- SLT services for the future - Festive thank you message for staff (video)		

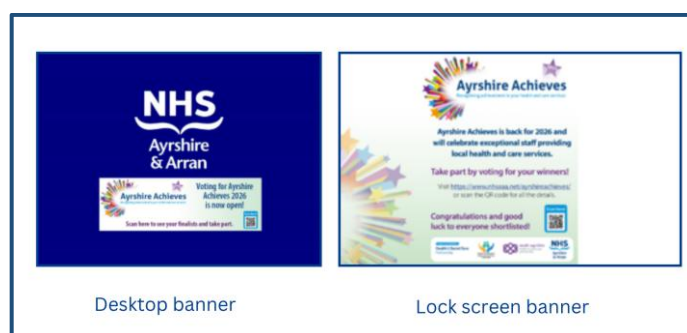
AthenA

- **Home page:** We have further developed the new look AthenA home page, to make it easier to navigate and for staff to find the required information.
- **Communications, Engagement and Digital Media pages:** We have further developed our Communications and Engagement pages on AthenA. We regularly review and update the content, as well as training and guidance, as required.
- **Department pages:** We have worked with various departments across the organisation to develop their own AthenA pages, providing support, advice and design support.

Desktop and lock screen banners

Desktop banners are static images that are added to every desktop PC.

Lock screen banners (Impravata) are static images and appear on every PC when a person logs on, and whenever they lock the screen.



Both banners promote events, initiatives and campaigns. The white section on the right of the lock screen banner is for messages from Digital Services colleagues.

We liaise with departments and teams on the content of the banners, with our Graphic Designers creating eye-catching and engaging format.

Our yearly banner schedule helps us to work with departments to secure the most suitable slot for their topic. Banners usually run for one week, although they can be extended to two weeks where additional promotion is needed.



Delivering Caring for Ayrshire

A significant focus has been developing and implementing the staff communications and engagement plan for Delivering Caring for Ayrshire and Best Value Plan.

- a dedicated [Viva Engage community](#) has been launched, with a structured rollout plan in place to promote the channel, share key messaging and support meaningful staff engagement activity over the coming months.

Social media

Our internal communications have been mirrored externally, through our corporate social media channels and public website. This includes staff and service spotlights, latest news and engaging community focused content, helping strengthen connection, pride and understanding of NHS Ayrshire & Arran's work.

Embedding engagement principles

We have begun to develop guidance and tools to help staff participate confidently and consistently in sharing and gathering feedback and undertaking service change engagement. This is outlined in section 7.

Impact

Workforce communications have become more coordinated, accessible and aligned to organisational priorities. Staff now have increased access to leadership messages, organisational updates and opportunities to engage through a wider range of communications channels.

The introduction of targeted communications, enhanced leadership visibility and dedicated engagement activity for major programmes has strengthened staff awareness of key priorities and supported a more open and informed organisational culture. These developments are helping build stronger connections between staff, services and organisational leadership while supporting workforce engagement during a period of significant change.

3. We will strengthen our public website as the trusted digital hub for clear, accessible information, service updates, stories, and news.



Overall status



Significant progress has been made across all objectives within this aim, strengthening the public website as a trusted, accessible and user-centred source of information. Progress to date has established a strong foundation for continued development throughout 2026/27, with benefits already being realised across content quality, governance and digital access to information. Objective-level RAG ratings, progress and planned actions are provided in Appendix 1.

Progress overview

The NHS Ayrshire & Arran website continues to play an increasingly important role in providing accessible, up-to-date information for patients, staff and the public. Improvements to content governance, user experience, accessibility and digital information have strengthened the website's role as a key organisational communication channel.

Key developments

- Improved content quality, accessibility and governance through refreshed content, clearer ownership and strengthened review processes.
- Enhanced navigation, page layouts and user journeys, making it easier to access key information and services.
- Established a more joined-up approach between the website, social media and campaign activity, helping drive traffic to trusted online information and increasing the visibility of organisational priorities and service updates.
- Increased the availability of digital patient information by converting leaflets and PDFs into accessible web content.
- Introduced user feedback mechanisms and performance reporting to support ongoing website improvement.
- Undertaken functionality reviews to inform future developments, including website search and service directories.

Monitoring and insights

Regular performance reporting has been established to better understand how users interact with the website and to inform future improvements. The infographic below provides a snapshot of website performance and establishes a baseline for future reporting.

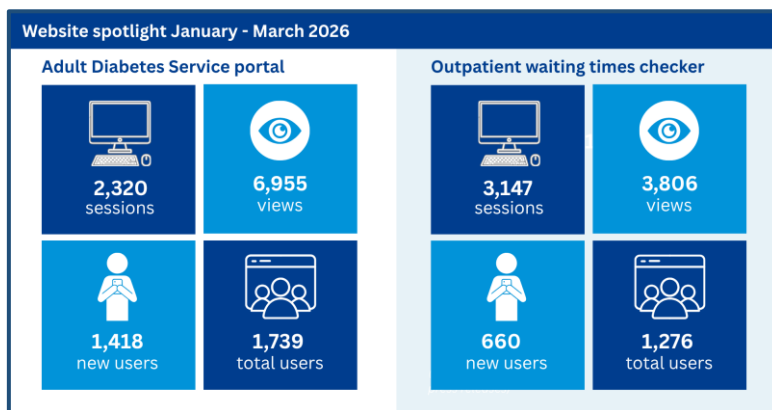


Digital patient portals and online services

Working closely with services, the Digital Media Team has developed a range of patient-focused digital resources that support NHS Ayrshire & Arran's Digital First approach and improve access to information and support.

Key developments

- Developed a Weight Management Programme Portal, providing participants with a central source of information and supporting self-management.
- Developed a new [Adult Diabetes Service](#) portal provides clear, accessible information on diabetes, symptoms and treatment pathways. Adult Diabetes Service portal, improving access to information, treatment pathways and available support.
- Continued development of the MSK Patient Portal as a key self-management resource, supporting clinicians to direct patients to information, advice and exercises. The portal received more than 206,000 views during 2025/26, accounting for 26% of all website traffic and demonstrating significant demand for digital health information.
- Developed a new interactive [outpatient waiting times checker](#) that transforms complex waiting-time data into an intuitive, user-friendly tool, making waiting time information easier to access and understand while supporting greater transparency for patients and staff.



Strengthening website governance

Good progress has been made in strengthening website governance, helping improve content quality, accountability and compliance across NHS Ayrshire & Arran.

Key developments

- Commenced a comprehensive audit of website content and ownership arrangements, working with services to strengthen accountability, content review processes and ongoing content management.
- Progressed the development of a website governance framework to define responsibilities for content creation, review and approval, strengthening accountability and consistency across the website.
- Established retention requirements for statutory and corporate content.

Recruitment and careers portal

While progress has been slower than originally anticipated, important groundwork has been completed to support redevelopment of the recruitment and careers portal.

Key developments

- Completed a review of existing recruitment content and developed a draft structure for a redesigned careers portal, creating the foundations for a more engaging and user-centred recruitment experience.
- Established the framework for enhanced careers content, including staff stories, career pathways and workforce information, helping showcase NHS Ayrshire & Arran as an employer of choice.
- Improved recruitment signposting, making career opportunities easier to find and supporting recruitment and attraction objectives.

Impact

The public website is increasingly operating as a strategic digital platform for information, engagement and service delivery. Greater availability of accessible online information, self-

management resources and digital tools is improving how patients, carers and the public access support and navigate services.

Enhanced governance arrangements and improved content management processes are strengthening quality, consistency and accountability across the website. Together, these developments are supporting NHS Ayrshire & Arran's Digital First ambitions while reducing reliance on printed materials and improving access to trusted information.

4. We will enhance our social media presence across platforms to share key messages and connect with our communities.



Overall status

Amber

Significant progress has been made in strengthening NHS Ayrshire & Arran's social media presence, increasing audience reach, engagement, and visibility across key digital channels. Enhanced governance, performance monitoring and content planning have created a strong platform for delivering organisational priorities, supporting recruitment, and strengthening the organisation's digital presence and reputation. Objective-level RAG ratings, progress and planned actions are provided in Appendix 1.

Progress summary

Strong progress has continued in using social media to support organisational priorities, increase audience engagement and extend the reach of key messages. Social media plays an increasingly important role in connecting patients, staff, stakeholders and communities with trusted information, while a more insight-led approach to content planning and performance monitoring is helping maximise impact across NHS Ayrshire & Arran's digital channels.

Monitoring social media performance

A new performance dashboard has been introduced to provide greater insight into audience behaviour, content performance and channel growth. This supports a more evidence-based approach to content planning and campaign delivery, helping ensure activity is focused on the channels, themes and formats that deliver the greatest impact.

The infographic below provides a six-month overview of social media performance and establishes a baseline for future reporting.

Social media performance overview October 2025 - March 2026

Facebook NHS Ayrshire & Arran	Instagram @nhsayrshirearran	LinkedIn NHS Ayrshire & Arran	X @nhsaaa	Youtube @nhsayrshirearran3254
403 posts	325 posts	91 posts	52 posts	4 new videos
4.3 million content views	157,700 content views	112,415 content views	39,695 content views	34,000 views
970 new followers	198 new followers	2,950 new followers	Data not available new followers	50 new subscribers
34,400 total followers	1301 total followers	21,700 total followers	19,100 total followers	3.5 million total views
23,800 interactions	1388 interactions	1388 interactions	146 interactions	6.4K total subscribers
Top 3 posts - Traffic update - Crosshouse hospital roadworks - Health advice - signs & symptoms of meningitis - Feedback Friday - patient's positive experience at A&E	Top 3 posts - Year in review - pictures from 2025 - Recruitment campaign - Scottish Apprenticeship Week - Latest news - Patients praise new Beat to Treat pathway	Top 3 posts - Job spotlight - Assistant Director (Estates and Support Services vacancy) - Job spotlight - Nurse focus roles - Job spotlight - Typist / Receptionist vacancy	Top 3 posts - Hospital update - visiting restrictions - Latest news - Jenni Minto visit to Dalmellington Community Hub - Scottish Health Awards message of good luck to our finalists	Top 3 posts - Ayrshire Achieves awards ceremony live stream / video - Serial prescribing in NHS Ayrshire & Arran animation - Neuro Physiotherapy service overview animation

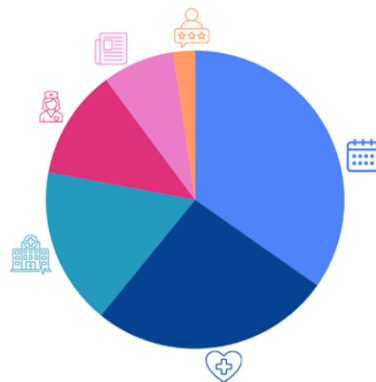
Social media content overview October 2025 - March 2026

Top categories of social media content (across all social media channels)



Number of posts per category

205	Awareness days and campaigns
154	Health advice
101	Local service updates and information
70	Recruitment
46	News and staff / service spotlights
14	Postive patient feedback (Feedback Fridays)



Key developments

- LinkedIn experienced significant growth, increasing from approximately 2,000 followers in October 2024 to 21.7k followers, becoming an increasingly important channel for recruitment, professional engagement and employer brand visibility.
- Growth across Facebook, Instagram and LinkedIn increased the reach of NHS Ayrshire & Arran's messages and strengthened engagement with key audiences.
- Established a more structured and insight-led approach to content planning, campaign delivery and performance monitoring.
- Enhanced the use of social media to support recruitment, public health messaging, service updates, staff recognition and organisational storytelling.
- Refocused activity away from X in line with changing audience behaviours and wider sector trends, enabling resources to be directed towards higher-performing platforms and content.

Supporting associated social media accounts

Good progress has been made in strengthening governance, oversight and support for NHS Ayrshire & Arran's business-use social media accounts. Through targeted guidance, clearer standards and enhanced performance monitoring, work is helping ensure channels have a clear purpose, reach the right audiences and align with organisational priorities. This includes identifying opportunities to streamline the number of associated accounts where messages could be communicated more effectively through established corporate channels.

Key developments

- Developed updated social media guidance, branding standards, training resources and a comprehensive toolkit to support staff managing business-use accounts.
- Established a coordinated programme of engagement and review with account holders to improve content quality, compliance and consistency.
- Introduced monthly performance reporting and tailored feedback to support content improvement and audience engagement.
- Begun a programme of account rationalisation to reduce duplication, improve oversight and ensure channels have a clear purpose and defined audience.

Guidelines and policies

Progress has been made in strengthening governance for social media across NHS Ayrshire & Arran. Updated policies and guidance have been developed and are progressing through governance processes, helping establish clearer expectations, promote consistent standards and support the safe, effective use of social media across the organisation.

Recruitment and careers

Good progress has been made in strengthening recruitment and careers communications through increased recruitment-focused content and a more consistent approach to branding across digital channels. This is helping improve the visibility of career opportunities, promote NHS Ayrshire & Arran as an employer and support wider recruitment objectives.

This work complements the redevelopment of the Work with Us website, creating a more joined-up approach to recruitment and careers communications.

Impact

Social media has become an increasingly effective channel for raising awareness of organisational priorities, promoting services and strengthening connections with staff, patients and communities. Audience growth and improved engagement across key platforms have significantly increased the reach and visibility of NHS Ayrshire & Arran communications.

A more strategic approach to content planning, performance monitoring and governance is improving the effectiveness of social media activity and enabling resources to be focused on channels and content that deliver the greatest value. This is supporting reputation, recruitment, public information campaigns and community engagement across Ayrshire and Arran.

5. We will use multimedia to enhance the accessibility, engagement, and effectiveness of our communications.



Overall status

Amber

Important foundations have been established to support a more accessible, engaging and sustainable approach to multimedia communications across NHS Ayrshire & Arran. While progress has been slower than anticipated, key opportunities have been identified and the focus now shifts to strengthening organisational capability, coordination and capacity to meet growing demand for multimedia content and support delivery of organisational priorities during 2026/27. Objective-level RAG ratings, progress and planned actions are provided in Appendix 1.

Progress update

Activity focused on understanding how multimedia content is currently developed and used, identifying opportunities to improve accessibility, quality and coordination. This work established clearer priorities for development and highlighted opportunities to make better use of existing skills, expertise and digital tools across the organisation.

Key developments

- Significant progress has been made in expanding [British Sign Language \(BSL\) video content](#) on the public website, improving accessibility and supporting more inclusive access to information for BSL users. Between October 2025 and March 2026, BSL content received 950 views from 211 unique users, demonstrating demand for accessible video information.
- Animation continues to perform strongly as an engaging and accessible format for communicating complex information. Scoping has identified opportunities to increase organisational capability and make wider use of multimedia tools and expertise across NHS Ayrshire & Arran.

Impact

The increased use of multimedia and accessible content is improving how NHS Ayrshire & Arran communicates with diverse audiences. Expanded use of British Sign Language resources and greater consideration of visual and digital formats are helping make information more inclusive and accessible.

The work undertaken has also identified opportunities to strengthen organisational capability and create a more coordinated approach to multimedia communications. This provides a strong foundation for improving audience engagement and ensuring information is communicated in ways that meet changing expectations and preferences.

6. We will build and enhance NHS Ayrshire & Arran's reputation by delivering impactful media relations that highlight our successes and key messages across local, national, and digital platforms.



Overall status

Amber

This rating reflects the important foundations established to support a more coordinated and evidence-based approach to engagement across NHS Ayrshire & Arran. However, significant work remains to embed new approaches across the organisation, build capability and ensure readiness for the scale of engagement activity required to support organisational priorities during 2026/27. Objective-level RAG ratings, progress and planned actions are provided in Appendix 1.

Progress update

This section measures progress through key performance indicators, including media coverage, press release pick-up, social media engagement, media training, news features and proactive media relations. These insights help us assess performance and identify opportunities for improvement.

Media activity summary



*Google alerts is a free service provided by Google that monitors web for new coverage relating to NHS Ayrshire & Arran. As Google alerts is a basic media monitoring service, it does not pick up every news article about our organisation. For more detailed and accurate media monitoring, we would need to invest in a paid for media monitoring service.

Press releases

You can find links to each of our press releases [here](#).

NHS Ayrshire & Arran's news content is amplified across corporate social media channels, extending the reach of key messages and directing audiences to trusted information on the public website. This integrated approach helps increase awareness of services, organisational priorities and service developments, while strengthening engagement with patients, staff and local communities.

During this reporting period, the strongest engagement was achieved through operational updates, community-focused stories and service improvement initiatives, demonstrating high levels of interest in information that directly impacts patient care and service delivery.

A summary of press release social media activity is provided in Appendix 2.

Media enquiries

For the reporting period, we received 120 media enquiries, including 14 interview / filming bids.

We supported four filming / interview bids. When a bid is approved, we ensure the relevant person has the knowledge and expertise required to speak to the media, by offering media training support. A member of the Communications Team is present for all filming / interviews where possible. Filming bids may be declined due to staff availability or pressures on the system meaning filming would be difficult.

Late deadlines

For the period 1 October 2025 to 31 March 2026, we missed the deadline for 15 media enquiries. Reasons for missing deadline include information or approval received after deadline; and very short deadline given.

Holding statements

Media holding statements are pre-prepared responses used during incidents, crises or following publication of reports. They help us respond quickly, accurately and consistently, while protecting public trust.

Between 1 October 2025 and 31 March 2026, we prepared 20 holding statements. Four were subsequently issued in response to media enquiries.

News features

We completed a drug awareness feature for a local media group, written by a subject expert to highlight the issue in a local context. As part of the feature, which included four separate news releases, we worked with partner agencies to demonstrate a cohesive and joint approach to tackling local concerns.

- 28/03/25: [Tackling community drug concerns together – NHS Ayrshire & Arran](#)
- 25/03/26: [Working together to reduce drug deaths and address community concerns about drugs – NHS Ayrshire & Arran](#)
- 14/03/26: [Synthetic opioids – NHS Ayrshire & Arran](#)

- 11/03/25: [Working together to reduce drug deaths and address community concerns about drugs – NHS Ayrshire & Arran](#)

We also provided a first-person article from our Chief Executive reflecting on 2025 and looking ahead to 2026, supported by a video message.

Media training

Key members of the Corporate Management Team, including the Medical Director, Nurse Director, Director of Acute Services and Director of Public Health, have completed external media training.

We have also developed an internal media training toolkit, which was shared with eight staff members during this reporting period. Bespoke media training is available when required, and a Communications Team member attends interview whenever possible to support staff.

Impact

Media relations activity has strengthened the visibility of NHS Ayrshire & Arran across local, national and digital media while supporting more proactive management of organisational reputation. Increased promotion of positive stories, service developments and staff achievements has helped demonstrate the impact of services and build public confidence.

Enhanced support for media engagement, including media training and proactive planning, has improved organisational preparedness and strengthened the ability of leaders and subject experts to represent NHS Ayrshire & Arran effectively in the media. These developments are supporting more consistent, timely and informed engagement with the media.

7. We will ensure a coordinated and consistent approach to stakeholder engagement, tailored to specific needs, to ensure meaningful connections.



Overall status

Amber

This rating reflects the important foundations established to support a more coordinated and evidence-based approach to engagement across NHS Ayrshire & Arran. However, significant work remains to embed new approaches across the organisation, build capability and ensure readiness for the scale of engagement activity required to support organisational priorities during 2026/27. Objective-level RAG ratings, progress and planned actions are provided in Appendix 1.

Progress update

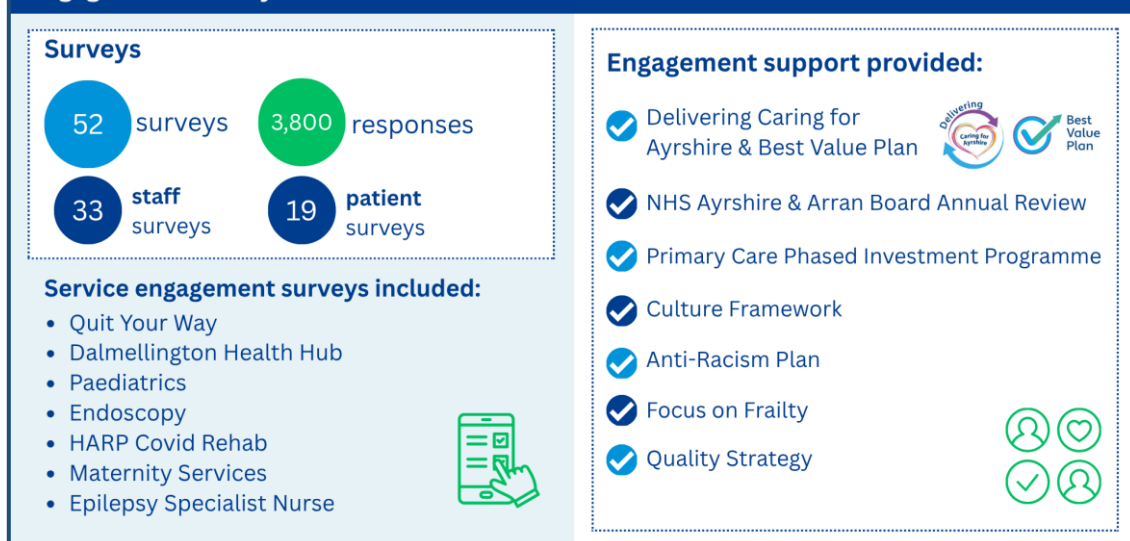
A review of current and planned engagement activity has established a baseline for improvement and informed the development of tools and guidance to support more consistent, coordinated and effective engagement across NHS Ayrshire & Arran.

Key developments

- Significant progress made in developing an engagement framework to support a more coordinated, consistent and evidence-based approach to engagement across NHS Ayrshire & Arran, with key elements now ready for phased implementation.
- Developed guidance for using the corporate SmartSurvey platform and Microsoft Forms to support a more consistent approach to gathering, analysing and using feedback and lived experience. The guidance will be shared with key colleagues for feedback before progressing through governance and implementation.
- Developed draft criteria and guidance to support the selection and application of appropriate engagement methods, helping ensure approaches are proportionate, inclusive and tailored to different audiences and communities.
- Reviewed current and planned engagement activity to establish a baseline understanding of practice across the organisation and identify priorities.

Below is a snapshot of organisational engagement activity undertaken:

Engagement activity overview October 2025 - March 2026



Alignment with service change and transformation activity

Stakeholder engagement is playing an important role in supporting the Best Value Plan and Delivering Caring for Ayrshire programmes. During this reporting period, early staff engagement activity has established a foundation for broader involvement as transformation work progresses. The engagement framework and supporting guidance currently under development will help ensure future service redesign and change programmes are informed by stakeholder feedback, lived experience and community needs, while providing greater consistency, transparency and organisational assurance.

Impact

Significant progress has been made in establishing the foundations for a more coordinated and evidence-based approach to stakeholder engagement. The development of new frameworks, guidance and tools is creating greater consistency and transparency in how engagement activity is planned, delivered and evaluated across the organisation.

As these approaches are embedded, they will strengthen the role of lived experience, feedback and stakeholder insight in decision-making and service improvement. This will be particularly important in supporting major transformation programmes and ensuring stakeholders are meaningfully involved in shaping future services.

8. We will create patient and health information that is clear, concise and meaningful to our patients, adopting a digital first approach, where appropriate.



Overall status

Amber

Positive progress has been made in improving the quality, accessibility and governance of patient and health information, supporting a Digital First approach and reducing reliance on printed materials. While important foundations are now in place, further work is required to embed new processes and governance arrangements consistently across NHS Ayrshire & Arran and ensure their effective and sustainable application across services. Objective-level RAG ratings, progress and planned actions are provided in Appendix 1.

Patient information governance

While important progress has been made in establishing improved governance and oversight arrangements, the new process remains in the early stages of implementation and requires further refinement and embedding across the organisation.

Progress update

- Established a Patient Information Review Group to provide greater oversight and consistency in the development, review and approval of patient information.
- Increased focus on the quality, governance and accessibility of patient information, supporting adoption of new approaches and educing outdated practices.
- Introduced clearer processes and review arrangements to reduce duplication, strengthen quality assurance and support more consistent standards.

Increasing access to digital patient and health information

Significant progress has been made in supporting a digital first approach to patient and health information by increasing the range and volume of information available across the NHS Ayrshire & Arran public website and improving signposting to key information.

Progress update

- Increased the volume of patient and health information available online, improving access to information about services, conditions and care pathways.
- Accelerated the digitisation of patient information, replacing leaflets and PDFs with accessible web content that is easier to find, navigate and maintain.
- Improved content governance and management arrangements, supporting more accurate, consistent and timely information across services.

- Enhanced digital signposting, making it easier for patients, staff and the public to access reliable information from a single trusted source.

Guidance for staff

The [patient and health and information AthenA page](#) has been refreshed and supported by the development of new [staff guidance](#) providing a central source of information, tools and support. Together, these resources help staff understand the new process, apply consistent standards and adopt a Digital First approach where appropriate, supporting a more coordinated and high-quality approach to patient information development across NHS Ayrshire & Arran.

Impact

Progress in strengthening governance and increasing the availability of digital information is improving both the quality and accessibility of patient information across NHS Ayrshire & Arran. Patients and the public now have greater access to consistent, up-to-date and reliable information through digital channels.

Improved oversight, clearer processes and a stronger focus on Digital First approaches are helping reduce duplication, support consistent standards and create a more sustainable model for managing patient information. These improvements are supporting better access to information while enhancing organisational assurance and compliance.

Year 2 action plan

The Communications and Engagement Action Plan for 2026/27 builds on progress achieved during the first year of the strategy and sets out the key priorities for Year 2 delivery. Building on progress made during the first six months of implementation, the following priorities will be the focus for 2026/27:

1. Implement the Communications and Engagement Framework across NHS Ayrshire & Arran.
2. Strengthen workforce communications through SharePoint development and enhanced Microsoft 365 capability as these products become available.
3. Complete implementation of website governance arrangements and content ownership.
4. Redevelop the recruitment and careers portal to support workforce attraction.
5. Expand multimedia content capability and accessibility initiatives.
6. Embed the Patient Information Review Group and Digital First patient information approach.
7. Strengthen organisational performance reporting and evaluation arrangements.
8. Support Delivering Caring for Ayrshire and Best Value programmes through coordinated communications and engagement activity.

By achieving these priorities, NHS Ayrshire & Arran will continue to strengthen its ability to communicate effectively, engage meaningfully and support organisational transformation through a modern, evidence-based and digitally enabled approach. Appendix 1 outlines in more detail the actions planned for 2026/27 against each strategic objective.

Appendix one – RAG status

This appendix template provides a high-level snapshot of progress against the NHS Ayrshire & Arran [Communications and Engagement Strategy 2025–2028](#), for the period 1 October 2025 to 31 March 2026. The Strategy is built around eight strategic aims designed to strengthen how we communicate, engage and connect with staff, patients, communities and partners across Ayrshire and Arran.

The template summarises progress against each aim and its associated objectives and highlights the key developments and the actions being progressed through the 2026/27 action plan.

Aim 1	We will align our communications and engagement efforts to support and advance our key corporate priorities.	Status	Key developments and actions
	Produce an annual report for consideration by Ayrshire and Arran NHS Board.		Achieved
	Review organisational communications and engagement activity and put systems in place to ensure it supports corporate priorities and delivers best value.		A review of activity has established a baseline understanding of current practice and identified opportunities to improve coordination and strengthen alignment with organisational priorities. In 2026/27, we will develop a more consistent approach to capturing and evaluating activity, supporting better organisational oversight and shared learning.
	Refresh processes to improve the measurement, evaluation and reporting of organisational communications and engagement activity.		A review of current measurement and evaluation activity has highlighted inconsistency in approaches and limited organisational oversight of communications and engagement outcomes. In 2026/27, we will Promote and embed the use of available tools, guidance and support to improve the consistency of measurement, evaluation and reporting across NHS Ayrshire & Arran.
	Develop guidance for the completion of the 'communication, involvement, engagement and consultation' section of the Board paper template.		Review of current practice has highlighted variation in how communication, involvement, engagement and consultation activity is described and evidenced. In 2026/27, we will develop practical guidance

			and examples to help staff identify and undertake the appropriate level of activity, improving consistency, compliance and assurance to the Board.
	Develop guidance and templates to support the development, engagement and implementation of NHS Ayrshire & Arran strategies.		Guidance has been developed to support a more structured and consistent approach to strategy development, engagement and implementation, and is currently being reviewed by key staff. In 2026/27, we will progress the guidance through governance processes and support its adoption, monitoring uptake and effectiveness across the organisation.
Aim 2	We will ensure effective and innovative communication and engagement with our workforce that inspires, informs, involves and connects our staff.	Status	Key actions and priorities
	Continuously review internal communications to assess impact and improve.		2026/27 actions: • Use a variety of methods to share messages with staff; • Work with teams to develop the most appropriate method for those with limited access to PC; • Support leaders to cascade messages effectively; and • Listen and respond to feedback.
	Strengthen existing channels, while managing use to prevent digital fatigue.		2026/27 actions: • Use a variety of methods to share messages with staff; • Work with teams to develop the most appropriate method for those with limited access to PC; • Support leaders to cascade messages effectively; and • Listen and respond to feedback.
	Create a staff communications toolkit for consistent messaging		2026/27 actions: • develop clear communication standards; • provide practical templates for common communications; • create a communication planning guide; • include guidance on channel selection; and

		• provide accessibility guidance.
Explore how we use Microsoft 365 to enhance internal communications.		2026/27 actions: • Continue to develop our Viva Engage platforms. • Development of organisational Sharepoint site.
Refresh intranet content and support teams to build their own pages.		Achieved and ongoing: • AthenA home page • Communications and Engagement pages • Worked with various departments across the organisation to develop their own AthenA pages, providing support, advice and design support.
Create a yearly planner for Chief Executive blogs and video messages.		We are working with CE office and senior management team to develop a more planned approach. In 2026/27, we are: • developing a quarterly content calendar; • aligning content with national and local events; • including staff stories and service visits; and • building flexibility into the plan.
Develop a team SharePoint site and support teams to create their own.		Digital Services colleagues are working through phase one (governance and systems requirements from national colleagues). In anticipation of completing phase one: • we have designed draft branding for home page, as well as community pages; and • we have started planning the content and layout.
Share staff stories across platforms to inspire participation.		Strong progress has been made in sharing staff stories across internal and external channels, examples outlined under aims 4 and 6 26/27 actions: • Further develop approaches to collaborating with staff to identify content in a timely way stories across communication platforms.

			• Increase opportunities to showcase diverse staff experiences and contributions in support of organisational priorities.
	Embed staff involvement in planning and delivering stakeholder engagement for service change.		26/27 actions: • Provide guidance, tools and support to build staff confidence and capability to plan, undertake and support engagement activity across service change and improvement programmes.
	Equip leaders to engage teams through purposeful conversations.		26/27 actions: • Increase awareness of available communications and engagement support and encourage leaders to seek advice and guidance when planning staff engagement activity. • Work with leaders to develop the most appropriate methods for engaging those with limited access to PC • Support leaders to cascade messages effectively • Listen and respond to feedback
Aim 3	We will strengthen our public website as the trusted digital hub for clear, accessible information, service updates, stories, and news.	Status	Key developments and actions
	Improve website content and further develop functionality to meet user needs		Achieved and ongoing. Website content, accessibility and user experience have been enhanced, making it easier for users to find and access information and services. In 2026/27, we will expand digital content and use feedback and insight to inform continuous improvement.
	Adopt a digital first approach to providing patient and health information, where possible, by improving access to information via the public website		The availability of digital patient information has increased significantly, improving access to information about services, conditions and care pathways. In 2026/27, we will continue to expand digital content and strengthen signposting across the public website

	Provide training, guidance, and support to strengthen skills in content management and maximise the impact of digital communication		Developed training and guidance to help staff create, update and maintain their own website content, strengthening content ownership and capability across services. <i>In 2026/27, we will refine and roll out website content management training and guidance to strengthen content ownership and capability across services.</i>
	Review and strengthen governance arrangements for the NHS Ayrshire & Arran public website and associated corporate websites.		A review of website governance arrangements has identified opportunities to improve organisational understanding of how the website should be used and governed. <i>In 2026/27, we will develop and embed the website governance framework, strengthening compliance, content ownership and review arrangements.</i>
	Ensure content is regularly reviewed and aligned with social media campaigns, creating a clear and consistent portal for digital signposting.		Closer alignment between website content, social media and campaigns has improved digital signposting and increased the visibility of organisational priorities and service information. <i>In 2026/27, we will further align website content, social media activity and campaigns to improve consistency and digital signposting.</i>
	Undertake user and service engagement to identify missing information, evaluate user experience and scope opportunities.		A new website feedback tool has been introduced on key webpages to capture feedback and identify opportunities for improvement. <i>In 2026/27, we will expand the use of website feedback and service insight to inform development priorities and improve user experience.</i>
	Create a comprehensive and user-friendly portal showcasing recruitment, workforce, and career opportunities.		Important foundations have been established for a redesigned recruitment and careers portal. <i>In 2026/27, we will create and launch a new recruitment and careers section on the NHSAA public website.</i>
Aim 4	We will enhance our social media presence across platforms to share key messages and connect with our communities.	Status	Key actions and priorities

Grow our follower base by encouraging positive conversations, responding to comments, and building community through engaging messaging.		Achieved and ongoing. Audience growth and engagement have increased across key social media channels, strengthening NHSAA's digital reach and presence. In 2026/27, we will continue to grow and engage audiences through targeted, audience-focused content and community management.
Align positive news stories with campaigns, priorities and organisational values		A more strategic approach to content planning has improved alignment between social media activity, organisational priorities and national campaigns, using local service, staff and community stories to make content more relevant and engaging. In 2026/27, we will further strengthen content planning and storytelling using local service, staff and community content to support organisational priorities and campaigns.
Utilise social media effectively to drive traffic to the NHS Ayrshire & Arran website		Closer integration between social media and website content has strengthened digital signposting, helping direct audiences from social media to the NHS Ayrshire & Arran website for detailed information about services, campaigns and organisational priorities. In 2026/27, we will further align website and social media content to improve access to information and support organisational priorities.
Support staff managing NHSAA's associated social media accounts with clear guidelines, training, toolkit and support with brand and asset creation		Guidance, training and support have strengthened governance, consistency and quality across NHSAA's business-use social media accounts. 2026/27 actions: • embed consistent standards and practices and increase engagement with governance processes • expand shared design tools and strengthen coordination across channels to maximise impact • continue account rationalisation and performance improvement
Continue to explore emerging trends in digital communications channels		Performance monitoring, audience insight and increased collaboration with digital communications colleagues across NHS Scotland have

			strengthened understanding of channel effectiveness, emerging trends and best practice. In 2026/27, we will continue to share learning and evaluate new opportunities.
	Manage the content schedule and annual planner, identifying news stories and campaigns and collaborating across services to create engaging content		A more structured and insight-led approach to content planning has strengthened collaboration with services and improved the consistency and impact of social media content. In 2026/27, we will further strengthen proactive content planning, storytelling and campaign coordination.
	Actively use social media to promote recruitment and careers information		The use of social media to support recruitment has increased significantly, supported by a more consistent approach to promoting vacancies, careers events, service spotlights and workforce stories. In 2026/27, we will strengthen integration with the new careers section of the public website and increase recruitment-focused content across digital channels.
Aim 5	We will use multimedia to enhance the accessibility, engagement, and effectiveness of our communications.	Status	Key actions and priorities
	Collaborate with services to create and promote multimedia content across our communication channels, including social media, website and intranet		Activity during this reporting period has highlighted opportunities to make better use of multimedia content in support of organisational priorities. In 2026/27, we will work with services to identify priority opportunities and establish a more coordinated approach to multimedia content creation.
	Strengthen support and governance for video production and YouTube use		Current approaches to video and multimedia production highlight opportunities to strengthen organisational oversight and make better use of existing content, skills and expertise. In 2026/27, we will develop and embed guidance and governance arrangements for video production and review and refresh the NHS Ayrshire & Arran YouTube channel.
	Develop training and guidance for staff to help them create and use videos, animations, audio and infographics proactively		Opportunities have been identified to make better use of multimedia skills, tools and expertise across NHSAA. In 2026/27, we will develop guidance,

			resources and support to build organisational capability, confidence and resilience in multimedia content creation.
	Actively use multimedia to support recruitment and to promote Ayrshire as an excellent place to work, train and live		Initial work has identified opportunities to make greater use of multimedia content to support recruitment and workforce promotion across digital channels. In 2026/27, we will work with services to identify priority content opportunities and develop a more coordinated approach to showcasing careers, workforce stories and opportunities.
	Create a library of local multimedia assets to support communications and strengthen engagement across our channels		Multimedia content is currently held across multiple teams and platforms, limiting visibility and opportunities to make effective use of existing resources. In 2026/27, we will begin developing a shared multimedia resource to improve visibility, access and reuse of multimedia content.
	Use multimedia to support equality, diversity and inclusion, for example captions, British Sign Language (BSL), audio, and easy read formats		A dedicated British Sign Language (BSL) section has been introduced on the public website, improving access to information for BSL users. In 2026/27, we will develop a more planned and coordinated approach to multimedia content that supports accessibility and inclusion.
Aim 6	We will build and enhance NHS Ayrshire & Arran's reputation by delivering impactful media relations that highlight our successes and key messages across local, national, and digital platforms.	Status	Key actions and priorities
	Refresh and deliver media training for key spokespeople		Achieved. Key members of the Corporate Management Team have completed external media training.
	Develop a media training resource for staff ahead of ad-hoc interviews or filming		Achieved. Internal media training toolkit is available on request. Bespoke media training is also available on request.
	Engage with key influencers to understand preferred content and style		Ongoing action. We have delivered one media feature campaign (drug awareness), working with media and partner agencies, promoting a coordinated approach.

			In 2026/27 we plan to expand on this with further features throughout the strategy time period.
	Undertake audience insight research on accessing information		In 2026/27 we will use surveys, analytics and stakeholder feedback.
	Review how media coverage is evaluated		Achieved. We monitor performance for each of our media releases to consider how best to maximise coverage for future releases.
	Proactively collaborate with local media to explore opportunities		Ongoing action. We have delivered one media feature campaign (drug awareness), working with media and partner agencies, promoting a coordinated approach. In 2026/27, we plan to expand on this with further features throughout the strategy time period.
	Source and share positive stories with local and national media to build reputation		Achieved. We work with teams to share good news stories and developments from across the organisation. However, this will be an ongoing action.
	Proactively promote NHS Ayrshire & Arran as an excellent place to work and receive care		Achieved. We work with teams to share good news stories and developments from across the organisation. However, this will be an ongoing action.
	Increase public understanding of the challenges – for example, increased demand, financial pressures and recruitment		Ongoing action. In 2026/27 we will develop and deliver a robust communications plan for Delivering Caring for Ayrshire and the Best Value Plan, supporting greater transparency and public understanding of organisational challenges, priorities and planned improvements.
Aim 7	We will ensure a coordinated and consistent approach to stakeholder engagement, tailored to specific needs, to ensure meaningful connections.	Status	Key actions and priorities
	Develop a framework and supporting toolkit to support staff to effectively plan, undertake and evaluate stakeholder engagement.		Significant progress has been made in developing the stakeholder engagement framework and supporting tools, providing a clearer foundation for more consistent and evidence-based engagement practice.

			In 2026/27 we will finalise, approve and embed the stakeholder engagement framework and supporting toolkit.
Use varied methods to involve people and make engagement more accessible.			Draft guidance has been developed and is being tested with colleagues to support a more consistent approach to patient and public participation, involvement and engagement. In 2026/27 we will refine and embed agreed engagement methods and approaches to support consistent and inclusive engagement practice.
Complete an impact assessment before starting any service change engagement or consultation, to ensure equity, consistency, and reduce potential risks.			Impact assessment processes have been strengthened, supporting a more consistent and proportionate approach to engagement and consultation activity. In 2026/27, we will deliver a communications and implementation plan to increase awareness and support consistent use.
Develop guidance and resources to support a consistent and effective approach to gathering feedback and lived experience through surveys.			Survey guidance and resources have been developed and are being tested with key staff groups to support more effective survey design, delivery and use of feedback. In 2026/27, we will embed and promote survey guidance and resources to improve consistency, governance and use of feedback and lived experience.
Proactively engage and consult with patients, service users and communities to gather feedback that drives improvements aligned with their priorities.			Work undertaken during this reporting period has identified opportunities to improve the consistency, coordination and value of engagement activity across NHS Ayrshire & Arran. In 2026/27, we will establish clearer expectations, guidance and support to help staff plan and deliver engagement activity that is purposeful, proportionate and aligned with organisational priorities.
Undertake and embed engagement and consultation on service proposals, in line with Planning with People guidance.			A review of current engagement activity has established a baseline understanding of existing practice and highlighted the need for a more consistent organisational approach. In 2026/27, we will accelerate rollout of practical guidance, tools and support to help staff plan, deliver and

			evaluate engagement activity for service change and improvement programmes, including Delivering Caring for Ayrshire.
	Collaborate Healthcare Improvement Scotland (Community Engagement and Transformational Change) to evaluate and strengthen approaches to engagement and consultation.		Regular collaboration with Healthcare Improvement Scotland has strengthened access to national expertise, advice and good practice. In 2026/27, we will continue to strengthen collaboration to support service change programmes and organisational learning.
Aim 8	We will create patient and health information that is clear, concise and meaningful to our patients, adopting a digital first approach, where appropriate.	Status	Key actions and priorities
	Develop a robust process for the management of all patient and health information.		A new process for managing patient and health information has been established, improving overall consistency, governance and oversight across NHS Ayrshire & Arran. In 2026/27, we will refine and embed the process, supporting a more consistent and sustainable approach to patient information management while strengthening adoption of digital first principles where appropriate.
	Encourage staff to use reliable and evidence-based sources of patient information – for example, NHS Inform, EIDO Healthcare or Knowledge Network.		Initial work has started to raise awareness of the importance of reviewing existing patient information resources before developing new content. In 2026/27, we will work with services to embed a review-first approach, reducing duplication and ensuring local information is developed only where NHSAA-specific information is required.
	Promote the Communications and Engagement and Digital Media Teams as the first point of contact when developing patient or health information.		Targeted communications have been regularly shared to raise awareness of the new patient information process and the support available, helping improve coordination and consistency. In 2026/27, we will continue to promote early engagement with our teams to support informed decisions about content, format and delivery.

Appendix two – Press release social media activity

Date	Topic	Platforms	Views
8 October 2025	NHS Ayrshire & Arran Annual Review	Facebook & Instagram	5K views
10 October 2025	Winter vaccines	Facebook & Instagram	5K views
24 October 2025	Hospital wedding	Facebook & Instagram	147K views
29 October 2025	Stroke ward cycle challenge	Facebook & Instagram	31K views
12 November 2025	Chemotherapy ward donation	Facebook & Instagram	140K views
14 November 2025	NHS Ayrshire & Arran Annual Review - post-event	Facebook & Instagram	15K views
14 November 2025	AMU receives patient donation	Facebook & Instagram	116K views
21 November 2025	Isabella Kimmettt Care Award	Facebook & Instagram	21K views
26 November 2025	Ministerial visit to Dalmellington Hub	Facebook, Instagram & LinkedIn	23K views
4 December 2025	Visiting restrictions in place	Facebook, Instagram & X	335K views
5 December 2025	Global 16 days of action	Facebook, Instagram & LinkedIn	32K views
5 December 2025	Winter vaccines	Facebook & Instagram	26K views
11 December 2025	Winter vaccines	Facebook & Instagram	26K views
16 December 2025	World Antimicrobial resistance week	Facebook & Instagram	8K views
17 December 2025	Community pharmacies	Facebook & Instagram	8K views
18 December 2025	Santa Christmas visits to wards	Facebook & Instagram	490K views

18 December 2025	Troponin point of care testing	Facebook, X, Instagram, LinkedIn	132K views
19 December 2025	Chief Exec festive message	Facebook, Instagram & LinkedIn	15K views
22 December 2025	Festive donation to children's ward	Facebook & Instagram	18K views
23 December 2025	Update to visiting restrictions	Facebook & Instagram	23K views
25 December 2025	Christmas babies born	Facebook & Instagram	65K views
4 January 2026	Visiting restrictions in place	Facebook, Instagram & X	335K views
15 January 2026	New diabetes webpage launched	Facebook & Instagram	32K views
20 January 2026	Roadworks at Crosshouse	Facebook & Instagram	26K views
22 January 2026	Meningitis - Chat, Sign, Protect advice	Facebook & Instagram	26K views
30 January 2026	NHSAA Board meeting	Facebook, X, Instagram, LinkedIn	20K views
2 February 2026	BEAT to TREAT pathway	Facebook, X, Instagram, LinkedIn	28K views
4 February 2026	RCN Award - Mental Health Care Hub	Facebook & Instagram	56K views
6 February 2026	Car parking at UHC	Facebook, X, Instagram, LinkedIn	47K views
13 February 2026	20 years of Quit Your Way service	Facebook & Instagram	10K views
19 February 2026	Jenni Minto MSP visit	Facebook, X, Instagram, LinkedIn	39K views
5 March 2026	Digital Health & Care awards	Facebook, Instagram & LinkedIn	23K views
5 March 2026	It's OK to Ask campaign	Facebook & Instagram	3K views

12 March 2026	Men's Wellbeing event	Facebook, Instagram & LinkedIn	13K views
16 March 2026	Compassion to Action volunteer awards	Facebook, Instagram & LinkedIn	14K views
31 March 2026	MSK Community Appointment Day	Facebook, Instagram & LinkedIn	20K views