Communications and Strategic Relations Directorate

Digital Communications Strategy 2023 - 2028

NSW GOVERNMENT

Mid North Coast
Local Health District

Acknowledgement of Country

Mid North Coast Local Health District acknowledges the Traditional Custodians of the lands across our District, traditional lands of the Gumbaynggirr, Dunghutti, Birpai and Nganyaywana nations.
We recognise their continuing connection to lands, waters and communities and we pay respect to Elders past, present and emerging.

Nganyaywana

Gumbaynggirr

Birpai

Dunghutti

Content

COLLABORATE

COMMUNICATE

CONNECT

About us

The Mid North Coast Local Health District (MNCLHD) Communications and Strategic Relations Directorate is a dynamic team of media, corporate governance, corporate relations, digital media production and learning design experts.

We play a pivotal role in the coordination of the MNCLHD Governing Board and the functions of media, fundraising, complaints, Ministerials and official District Events.

In collaboration with key stakeholders, our objective is to deliver tailored strategic information across multiple platforms to support our people, our services and programs, health consumers and the wider community.

Social Media
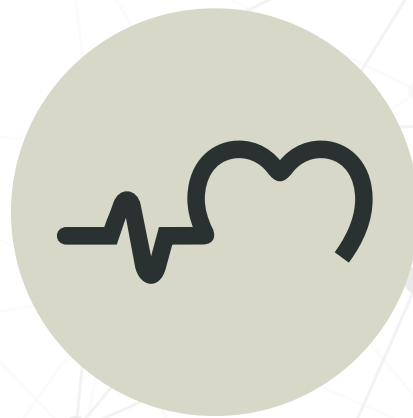
The Pulse

Digital Signage

Corporate Intranet and District Internet
including specialty web platforms

Patient Entertainment System (PES)

Music on Hold

Podcasts

MNCLHD Health Literacy Programs

The right information on the right platform at the right time

MNCLHD
Social Media Program

patient support

LinkedIn

health program marketing

social media

increase health literacy

consumer engagement

research

deliver accurate health information

raise awareness

recruitment

Twitter

YouTube

answer common questions

Instagram

crisis communication

acknowledge our people

public health monitoring

what's new in health

Social Media

Our social media channels:

- Facebook - MNCLHD and Your Health Link
- YouTube
- Instagram - MNCLHD and Your Health Link
- LinkedIn

Key strategies

Collaborate

- Engage with key stakeholders through the Digital Communications Advisory Committee (DCAC) to establish social marketing goals and standards
- Research target audiences
- Tailor marketing and program strategies

Communicate

- Create and curate accessible, evidence based content to increase health literacy
- Utilise a variety of multimedia to increase social media engagement

Connect

- Publish content within agreed time frames across appropriate channels
- Measure program impact through social media metrics
- Expand suite of platforms as new technologies arise to ensure effective information dissemination to our target audiences

The Pulse

Communicating the latest news and celebrating our achievements

Key strategies

Collaborate

- Engage with key stakeholders through the Digital Communications Advisory Committee (DCAC) to inform content standards and inclusions
- Enable and support Directorate, staff, volunteer and community engagement to ensure contemporary content acquisition and delivery

Communicate

- Curate accessible and culturally appropriate news for everyone to understand, regardless of their ability, location and experience
- Positively profile District services to support consumer confidence

Connect

- Publish content within agreed time frames
- Regularly change program content to ensure effective audience engagement and education

Digital Signage

Our digital signage platforms:

- District computer screens (screensaver program)
- Waiting room and speciality area screens
  (Your Health Link TV)
- Patient Entertainment System (PES) (Your Health Link TV
  and HealtheTube - clinical information and healthy lifestyle
  channels)

Key strategies

Collaborate

- Engage with key stakeholders through the
  Digital Communications Advisory Committee (DCAC)
  to establish content goals and standards
- Plan appropriate signage requirements and hardware
  placement
- Research target audiences
- Tailor marketing and program strategies

Communicate

- Create and curate accessible, engaging, evidence based
  content to increase health literacy
- Utilise video, graphics and sound where appropriate to
  deliver a visually enhanced program
- Include Arts in Health, mindfulness and visually relaxing
  content for consumer enjoyment

Connect

- Deliver content within agreed time frames
- Regularly change program content where appropriate to
  ensure effective audience engagement
- Measure consumer satisfaction
- Adapt program to meet consumer needs
- Implement expanded system capability as new technologies
  arise to enhance program capability and information
  accessibility

Visually creative and engaging content to increase health literacy

User experience design that
enhances access to the
right information at the right time

Intranet and Internet including specialty platforms

Key Strategies

Collaborate

- Engage with key stakeholders through the Digital Communications Advisory Committee (DCAC) to inform ongoing information architecture development and interface design to enhance the user experience
- Ensure District websites are designed utilising the NSW Government Design Standards and WCAG standards
- Develop and maintain governance processes and databases to ensure effective platform mapping, content management and user experience
- Maintain and upgrade District websites in response to new platform capability
- Liaise with key personnel for information updates and website author training
- Provide support to District services and programs to develop tailored information delivery capability as required

Communicate

- Provide enhanced accessibility capability through ReadSpeaker integration
- Create and curate accessible, engaging, evidence based content to support clinical services, corporate communications and increase health literacy
- Keep our people, health consumers and the wider community updated on the latest health news through The Pulse
- Deliver online programs that increase access to vital health information

Connect

- Review the efficacy of website information architecture, interface design and information delivery through District user survey
- Adapt website information architecture and health information to meet user needs

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Patient Entertainment System (PES)

Key strategies

Collaborate

- Engage with key stakeholders through the Digital Communications Advisory Committee (DCAC) to inform content development requirements
- Develop production standards that facilitate an integrated approach to information delivery
- Research target audiences
- Tailor marketing and program strategies
- Design novel ways to communicate information that engages our audience

Communicate

- Create and curate accessible, evidence based content to increase health literacy
- Deliver a broad suite of health related multimedia content via the Your Health Link TV program
- Support health outcomes through the development of HealtheTube 'video on demand' clinical information and healthy lifestyle channel
- Establish a mindfulness and relaxation channel integrating Arts in Health content to reduce patient anxiety and increase wellbeing

Connect

- Review the efficacy of PES multimedia programs through pop-up PES based user satisfaction surveys
- Adapt interface design and information content development to meet consumer needs

Delivering a broad suite of multimedia based information to support health outcomes

Music on Hold

Key strategies

Collaborate

- Engage with key stakeholders through the Digital Communications Advisory Committee (DCAC) to inform content development
- Research target audiences
- Tailor marketing and program strategies

Communicate

- Create and curate accessible, engaging, evidence based content to support health outcomes and increase health literacy
- Focus on delivering vital health service/program information and healthy lifestyle messages

Connect

- Regularly change program content where appropriate to ensure effective audience engagement
- Enhance program capability in line with platform upgrades and consumer feedback

Providing health service information and wellness messages to our community

District Podcast Service

Key strategies

Collaborate

- Engage with key stakeholders through the Digital Communications Advisory Committee (DCAC) to inform content development requirements
- Work with clinical and corporate services to create targetted and contemporary content

Communicate

- Create and curate inclusive, accessible, evidence based content to increase clinical, corporate and community knowledge
- Ensure professional sound quality to maximise audience experience
- Deliver content to selected audiences across multiple platforms

Connect

- Measure user engagement based on key metrics
- Utilise analytics to inform content design and planning
- Enhance program capability in line with consumer feedback

Your Health Link

YHL Website

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YHL Photo Competition

YHLTV — YHL Television

YHL Social Media

Screensaver — YHL Screensaver Program

Navigate to the right health information

MNCLHD Health Literacy Programs

Your Health Link (YHL)

Key Strategies

Collaborate

- Engage with key stakeholders through the Digital Communications Advisory Committee (DCAC) to inform content development
- Research target audience requirements
- Develop industry partnerships to inform and support program delivery

Communicate

- Curate and deliver evidence based preventive health information
- Keep our people, health consumers and the wider community updated on the latest health information, services and programs
- Invest in creative ways to engage and connect our community to the right information at the right time to improve health outcomes
- Maintain a multi-platform approach for program delivery

Connect

- Measure user engagement based on key metrics
- Utilise analytics to inform content design and planning
- Enhance program capability in line with consumer feedback
- Remain abreast of contemporary healthcare trends to inform program development