

# **Kirklees Virtual Autism Show 2020 29 April 2020**

## Background

This year, 2020, would have been Kirklees Council's seventh annual autism show. Due to the Coronavirus Covid-19 it was not possible to hold a physical event; however, we are still committed to supporting autistic people and to showcase the support available in Kirklees - The show must go on!

Therefore, this year's event was virtual!

This was the Council's first virtual event which took place on 29 April between 10.30am and 3pm and was developed in approximately 3 weeks!

A [virtual autism show web page](#) was developed starting with a welcome message from Professor Marios Adamou, Consultant Psychiatrist in neurodevelopmental psychiatry (ADHD and ASD) at South West Yorkshire Partnership NHS Foundation Trust, followed by details of the three webinars taking place throughout the day:

10:30-11:30 – Autism and social opportunities

12:00-13:00 – How Kirklees libraries can help autistic people

13:30-14:30 – Involvement – getting your voice heard

The page then listed all the organisations who would have been exhibiting at the event with a link to either: a short film they had produced for the event; or the organisations website.

## The Brand



As this is the seventh year that we have held an autism show we used the same design that people recognise with the autism show to avoid confusion. We also started to incorporate some other images on social media.

## Information products

Information including posters, social media, web design, provider communication and myth busting film clips were produced to promote the virtual event.

## Campaign evaluation

The campaign covered five different elements and started on 20 April 2020.

- Posters and electronic information
- Social media
- Web design
- Press and PR
- Internal communication
- Public information

### Posters and electronic information

The poster was updated with the details of the virtual event and emailed to:

- The autism partnership board;
- Stallholders;
- C&K Careers;
- PCAN; and
- Mental health partnership board, asking them to promote the event far and wide.

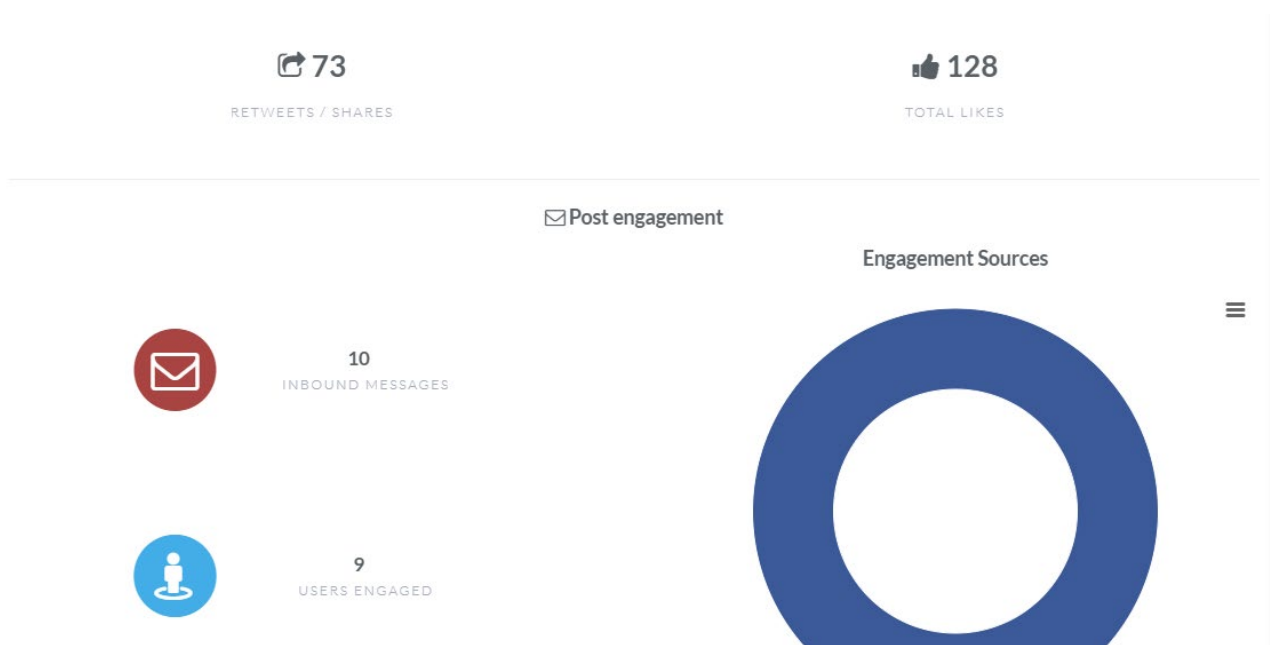
All promotional information signposted people to the [Autism Show web page](#).

### Social media evaluation

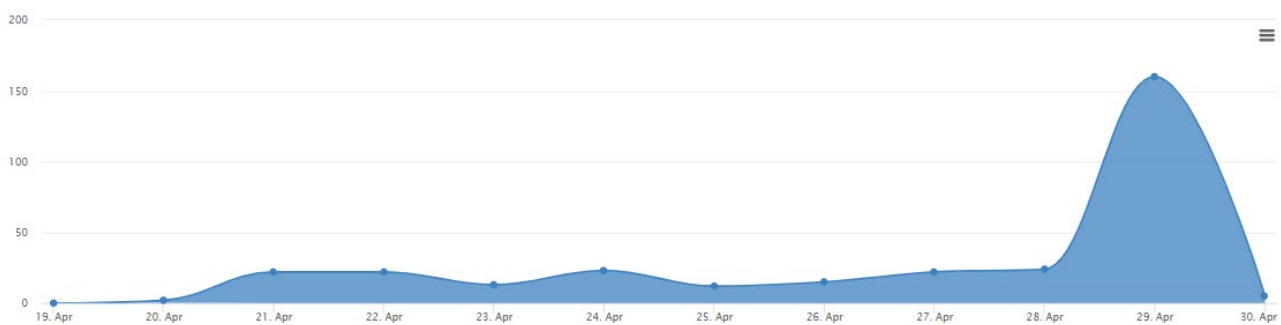
A social media campaign was planned and ran daily from 17 April to 29 April 2020. Below are the statistics which show the campaign's overall social media analysis.



The statistics show that the campaign's overall reach was 510.9k across our social media channels; Facebook and Twitter. The main thing to highlight from this is that the engagement rate is 1.35% which is considered as a good national number especially for public sector social media posts. Anything between 1 to 2 percent is considered as a good engagement rate. Anything below 1 percent is considered poor.



The number of retweets and shares were 73 and total likes were 128 from both channels. Considering there were 24 posts in total, each post on average received 5 likes and 3 shares which shows that there was a good level of engagement.



This shows campaign fatigue. It is clear the number of views on our social media were fairly consistent from the outset (17<sup>th</sup> April). However, the views spiked considerably on the day of the event which was inevitable as there were a lot of reminder posts going out stating the times of the webinars. The spike on 29<sup>th</sup> April also demonstrates that there was considerable interest for the event and people wanted to tune in on the day to be kept updated with each webinar. Overall, this is down to a constant and coherent social media campaign which were informative, clear, and concise from the inception of the campaign.

## Top performing Facebook Posts

### Top Posts By Clicks

The screenshot displays three Facebook posts from Kirklees Council, ordered by the number of clicks. The top post, from @liveinkirklees, has 4.1K views, 4.4K shares, 5 likes, 0 comments, and 47 clicks. The second post, from @KirkleesCouncil, has 58.7K views, 2.4K shares, 9 likes, 13 comments, 0 messages, and 23 clicks. The third post, also from @KirkleesCouncil, has 57.5K views, 3.3K shares, 10 likes, 12 comments, 1 message, and 19 clicks.

The above screenshot indicates that the three top performing Facebook posts in terms of number of clicks were:

1. Autism Plus Webinar – posted half an hour before the event went live. This webinar had a delay due to technical issues and therefore people were clicking on this post perhaps to see what the issue may be and when it would start. There was a subsequent post explaining the delay and stating that we will be live soon. Despite this, there was no negativity or dislikes on this post or the subsequent one, people were understanding and looking forward to the live stream. There was still 5 likes on this post and 9 shares and 47 clicks.

This screenshot shows a Facebook post for the 'Virtual Kirklees Autism Show' on 29 April 2020. The post features a graphic with the 'autism plus' logo and the tagline 'ADDING VALUE TO LIVES'. The text of the post reads: 'Less than half an hour to go for the first-ever Kirklees Virtual Autism Show! Dawn Jones, Specialist Training Facilitator for Autism Plus will be hosting the first of three live webinars today. She will be covering Autism and Social Opportunities and providing an overview of the benefits and challenges of accessing social opportunities for adults with autism. Don't forget to join the live stream at 10.30 am on our website: [socsi.in/QORPe](http://socsi.in/QORPe)'. The post has 5 likes, 11 comments, and 9 shares.

- Did you miss the virtual Autism Show? – this was posted straight after the event to let people know they can still watch the recorded event on our website if they missed the live event. This post also received 8 likes and 3 shares showing good engagement with our audience.

## Kirklees Virtual Autism Show 2020



April 29 · 🌐

Did you miss our Virtual Autism Show? Don't worry if you did because you can still watch the recorded event on our website just visit: [socs1.in/Ver8a](https://socs1.in/Ver8a)

This year's event showcased webinars by Kirklees Libraries Autism Plus and Leeds Autism AIM in partnership with Touchstone which highlighted the support available for autistic people in Kirklees. 🧡

👍👍👍 8

3 Shares

👍 Like    💬 Comment    ➦ Share



Write a comment...

😊 📷 📺 🗨️

This was the second post we created for this campaign (21<sup>st</sup> April) in which we promoted the libraries webinar. The fact that libraries are part of the council means that our audience are already familiar with them and would naturally click on and like their promotion more than the other 2 external organisations. As this was a promotional post it worked well and generated interest for people wanting to join the live event. This post received 9 likes and 8 shares. If we compare it to the promotional posts of Leeds AIM/Touchstone (6 Likes and 6 Shares), and Autism Plus (6 Likes and 4 Shares), it is clear that the Libraries performed better overall.

## Virtual Kirklees Autism Show 2020



April 21 · Edited · 🌐

To show our support for the Kirklees Virtual Autism Show 2020, Kirstie Wilson, Development Librarian of Kirklees Libraries will be hosting a webinar on 29 April at 12pm.

They will showcase the library's current activities and online service, look at programmes that they run, propose new ideas and ask for your feedback to help develop their offer for autistic people. This will be one of three webinars at the virtual autism show. For more details or to watch online visit: <https://bit.ly/3aqB2IK>

👍 9

2 Comments 8 Shares

👍 Like    💬 Comment    ➦ Share

Most Relevant ▾

### Least performing Facebook post:

The least performing post was the Leeds Autism Aim and Touchstone countdown post which was posted 30 minutes before their live webinar. There wasn't any interaction or engagement with this post and there was one user who posted a tearful emoji. This can be attributed to the fact that Touchstone didn't have a Facebook live event and decided to hold a Zoom webinar instead, thereby creating



confusion for our audience. This ultimately led to low numbers in terms of people who joined the webinar, which we will illustrate later. There were no likes and comments on this post and one tearful emoji as already mentioned, thereby making it the least performing post in terms of engagement and clicks.



### Kirklees Twitter top 3 performing posts @kirkleescouncil

The twitter hashtag we used for this campaign was #virtualautismshow2020. Below we will look at examples of how many likes our top 3 tweets received and the number of retweets.

1. Our top performing tweet was the very first one on 17 April which promoted the live event. There was a total of 14 retweets and 14 likes making it the number one tweet in terms of engagement.



2. Our second top performing tweet was from the event day with a tweet reminding people they can still watch the recorded event if they missed the live webinars. This received 12 retweets and 14 likes.



- Our third top performing tweet was the Kirkles Libraries promotional tweet which received 11 likes and 10 retweets. Similarly to the explanation given on the Facebook post for Kirkles Libraries, the advantage compared to the other two organisations was that our audience are already aware of who they are. Autism Plus’s promotional tweet received 6 retweets and 8 likes which is still a good statistic. Touchstone and Leeds Autism Aim’s tweet received only 2 likes and zero retweets in comparison, making it the least performing promotional tweet from the 3 organisations’ promotional tweets.



### Animation Videos on our channels

We also asked Autism Plus to develop 5 short films to use on social media as a countdown to the event, busting some common myths about autism to gain interest and awareness.



Below we will analyse each animation video from both Twitter and Facebook channels to see how they performed.

**5 days to go** (Facebook 9 likes and 2 shares, 710 views) (Twitter 3 likes and 1 retweet, 299 views)

**4 days to go** (Facebook 5 likes and 1 share, 610 views) (Twitter 2 likes, 2 retweets, 382 views)

**3 days to go** (Facebook 4 likes and 2 shares, 496 views) (Twitter 4 likes, 2 retweets, 347 views)

**2 days to go** (Facebook 7 likes and 5 shares, 770 views) (Twitter 3 likes, 1 retweet, 248 views)

**1 day to go** (Facebook 1 like, 0 shares, 347 views) (Twitter 2 likes, 0 retweets, 237 views)

Based on these stats, it is clear that the first animation video (5 days to go) performed the best on Facebook and (3 days to go) performed the best on twitter in terms of engagement. Day 5 to 2 were pretty consistent in terms of engagement but didn't perform well on the last one (1 day to go). This could be due to the fact that most people were already aware and familiar with the virtual autism show going live. It could also be that they were getting less interested in the animation videos towards the end. These are opinions rather than facts and therefore we should take into account that the overall engagement on these animations were positive.

In terms of view count on Facebook, 2 days to go had the most views at 770 and for Twitter the 2 days to go received 382 views making it the most viewed on Twitter from the five animation videos. Below is an example of an animation video post:



## Web design

We developed a holding page at the event web address for any early visitors to the page. This informed people of what would be happening on the day of the event. In the background, we were working on the actual event page which went live on Tuesday 28 April replacing the holding page.

The screenshot shows a web page titled "Virtual Autism Show - 29th April 2020". The page has a dark header with the title and navigation links for "Webinars", "Stalls", and "Council services". The main content area is light pink and features a welcome message from Professor Marios Adamou, a portrait of him, and a section for "Live Webinars" with three featured talks. Below this is a "Stalls" section with a list of organizations and their logos.

Virtual Autism Show - 29th April 2020

Virtual Autism Show Webinars Stalls Council services

### Virtual Autism Show - 29 April 2020

Welcome message from Professor Marios Adamou, Consultant Psychiatrist in neurodevelopmental psychiatry (ADHD and ASD) at South West Yorkshire Partnership NHS Foundation Trust

"It gives Kirklees Council credit that we can have this meeting this year again even remotely. Their commitment to supporting the needs of people with Autism have been consistent, and with this event today, we can continue to network, learn from each other and help people the best way we can.

Kirklees is one of the very few locations in the UK, where people with Autism do not have to wait longer than necessary to receive an assessment. When they receive a diagnosis, there is a specialist team which will provide appropriate interventions. As part of this, a specialist Social Worker will assess their needs and ensure appropriate support is provided.

As part of this, what you all provide in the community is essential to support people with Autism, and I thank you for your participation."

### Live Webinars

-  **Autism and social opportunities**
-  **How Kirklees Libraries can help autistic people**
-  **Involvement - getting your voice heard**
  - Inclusion and Engagement in Kirklees Video Presentation [↗](#)
  - Live Q and A Following Presentation on Zoom (please open in a Chrome browser)

### Stalls

Click on the icons below to find out more information about each organisation.


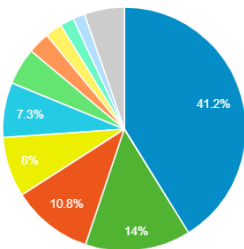








Information about Kirklees Council stalls can be found in the Council services section on the top tool bar.

-  **Active social care** [↗](#)
-  **Ambitions 4 Kirklees** [↗](#)
-  **Autism Plus** [↗](#)
- 
- 

Unlike any of the pages on the Kirklees Council website this page is lilac, to make it more accessible for people with autism, following advice from Leeds AIM Service.

The page will remain on the website until we start work on next year's event. We will continue to add to the page as well as monitor visitor analytics.

### Page views by hour:

			1,142 % of Total: 2.30% (49,568)	1,142 % of Total: 2.30% (49,568)	
1.	 /beta/virtual-autism-show/index.aspx	10	470	41.16%	
2.	 /beta/virtual-autism-show/index.aspx	13	160	14.01%	
3.	 /beta/virtual-autism-show/index.aspx	11	123	10.77%	
4.	 /beta/virtual-autism-show/index.aspx	12	91	7.97%	
5.	 /beta/virtual-autism-show/index.aspx	09	83	7.27%	
6.	 /beta/virtual-autism-show/index.aspx	14	56	4.90%	
7.	 /beta/virtual-autism-show/index.aspx	15	33	2.89%	
8.	 /beta/virtual-autism-show/index.aspx	08	26	2.28%	
9.	 /beta/virtual-autism-show/index.aspx	18	21	1.84%	
10.	 /beta/virtual-autism-show/index.aspx	16	18	1.58%	

The graph above illustrates the page per views on the event day. The most views were between 10am and 11am (470 views out of the total 1,142 from the total view count throughout the day). This was the first hour and the start of the show where Autism Plus hosted the first webinar. One of the reasons for a higher view count may be due to the fact that this webinar had a technical issue and resulted in a delay before going live. People may have refreshed this page many times to see if the webinar is live hence contributing to a higher view count.

The second webinar was at 12pm and this received 91 views - Kirklees Libraries who also have a lot of followers on their own Facebook page therefore will have had their own traffic as well. The third webinar was at 13:30 by Touchstone/Leeds Autism Aim and this received 160 views. This may have also been refreshed by the audience on our webpage because of the decision to use Zoom instead of Facebook at the last hour. This potentially created confusion amongst the audience and possibly resulted in a dropout rate as they expected a Facebook live stream on our webpage similarly to the previous 2 webinars.

At 3pm on 29 April the page had received 1,042 page views.

## How people got to the web page:

Page ?	Source ?	Page Views ?	Unique Page Views ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
		<b>1,142</b> % of Total: 2.30% (49,568)	<b>630</b> % of Total: 2.18% (28,906)	<b>00:05:19</b> Avg for View: 00:01:05 (393.03%)	<b>588</b> % of Total: 4.57% (12,870)	<b>71.43%</b> Avg for View: 46.69% (52.99%)	<b>54.20%</b> Avg for View: 25.96% (108.76%)
1. /beta/virtual-autism-show/index.aspx	(direct)	<b>314</b> (27.50%)	<b>190</b> (30.16%)	<b>00:05:53</b>	<b>179</b> (30.44%)	<b>75.42%</b>	<b>60.19%</b>
2. /beta/virtual-autism-show/index.aspx	Facebook	<b>230</b> (20.14%)	<b>90</b> (14.29%)	<b>00:03:54</b>	<b>86</b> (14.63%)	<b>60.47%</b>	<b>39.13%</b>
3. /beta/virtual-autism-show/index.aspx	google	<b>184</b> (16.11%)	<b>117</b> (18.57%)	<b>00:06:07</b>	<b>104</b> (17.69%)	<b>74.04%</b>	<b>60.33%</b>
4. /beta/virtual-autism-show/index.aspx	m.facebook.com	<b>158</b> (13.84%)	<b>71</b> (11.27%)	<b>00:03:44</b>	<b>71</b> (12.07%)	<b>63.38%</b>	<b>44.30%</b>
5. /beta/virtual-autism-show/index.aspx	Twitter	<b>63</b> (5.52%)	<b>51</b> (8.10%)	<b>00:07:57</b>	<b>51</b> (8.67%)	<b>86.27%</b>	<b>79.37%</b>
6. /beta/virtual-autism-show/index.aspx	bing	<b>51</b> (4.47%)	<b>40</b> (6.35%)	<b>00:06:09</b>	<b>36</b> (6.12%)	<b>80.56%</b>	<b>76.47%</b>
7. /beta/virtual-autism-show/index.aspx	kirklees.gov.uk	<b>49</b> (4.29%)	<b>18</b> (2.86%)	<b>00:08:18</b>	<b>13</b> (2.21%)	<b>69.23%</b>	<b>36.73%</b>
8. /beta/virtual-autism-show/index.aspx	l.facebook.com	<b>29</b> (2.54%)	<b>13</b> (2.06%)	<b>00:05:25</b>	<b>12</b> (2.04%)	<b>66.67%</b>	<b>44.83%</b>
9. /beta/virtual-autism-show/index.aspx	lnks.gd	<b>29</b> (2.54%)	<b>15</b> (2.38%)	<b>00:05:59</b>	<b>14</b> (2.38%)	<b>28.57%</b>	<b>51.72%</b>
10. /beta/virtual-autism-show/index.aspx	facebook.com	<b>11</b> (0.96%)	<b>6</b> (0.95%)	<b>00:13:29</b>	<b>5</b> (0.85%)	<b>40.00%</b>	<b>45.45%</b>

## Where people visited from:

Page ?	City ?	Page Views ?	Unique Page Views ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
		<b>1,142</b> % of Total: 2.30% (49,568)	<b>630</b> % of Total: 2.18% (28,906)	<b>00:05:19</b> Avg for View: 00:01:05 (393.03%)	<b>588</b> % of Total: 4.57% (12,870)	<b>71.43%</b> Avg for View: 46.69% (52.99%)	<b>54.20%</b> Avg for View: 25.96% (108.76%)
1. /beta/virtual-autism-show/index.aspx	Huddersfield	<b>494</b> (43.26%)	<b>285</b> (45.24%)	<b>00:06:27</b>	<b>261</b> (44.39%)	<b>69.73%</b>	<b>55.67%</b>
2. /beta/virtual-autism-show/index.aspx	Leeds	<b>193</b> (16.90%)	<b>105</b> (16.67%)	<b>00:05:30</b>	<b>97</b> (16.50%)	<b>71.13%</b>	<b>54.40%</b>
3. /beta/virtual-autism-show/index.aspx	Metropolitan Borough of Kirklees	<b>91</b> (7.97%)	<b>40</b> (6.35%)	<b>00:03:48</b>	<b>39</b> (6.63%)	<b>71.79%</b>	<b>42.86%</b>
4. /beta/virtual-autism-show/index.aspx	Sheffield	<b>52</b> (4.55%)	<b>29</b> (4.60%)	<b>00:04:49</b>	<b>28</b> (4.76%)	<b>67.86%</b>	<b>55.77%</b>
5. /beta/virtual-autism-show/index.aspx	(not set)	<b>51</b> (4.47%)	<b>29</b> (4.60%)	<b>00:03:40</b>	<b>28</b> (4.76%)	<b>67.86%</b>	<b>56.86%</b>
6. /beta/virtual-autism-show/index.aspx	Batley	<b>48</b> (4.20%)	<b>6</b> (0.95%)	<b>00:02:36</b>	<b>6</b> (1.02%)	<b>33.33%</b>	<b>12.50%</b>
7. /beta/virtual-autism-show/index.aspx	London	<b>34</b> (2.98%)	<b>21</b> (3.33%)	<b>00:08:42</b>	<b>20</b> (3.40%)	<b>70.00%</b>	<b>61.76%</b>
8. /beta/virtual-autism-show/index.aspx	Rotherham	<b>23</b> (2.01%)	<b>10</b> (1.59%)	<b>00:04:28</b>	<b>10</b> (1.70%)	<b>70.00%</b>	<b>43.48%</b>
9. /beta/virtual-autism-show/index.aspx	Holmfirth	<b>21</b> (1.84%)	<b>16</b> (2.54%)	<b>00:03:54</b>	<b>15</b> (2.55%)	<b>80.00%</b>	<b>76.19%</b>
10. /beta/virtual-autism-show/index.aspx	Bradford	<b>16</b> (1.40%)	<b>7</b> (1.11%)	<b>00:05:11</b>	<b>6</b> (1.02%)	<b>66.67%</b>	<b>43.75%</b>

## New and returning visitors:

Page ?	User Type ?	Page Views ?	Unique Page Views ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
		1,142 % of Total: 2.30% (49,568)	630 % of Total: 2.18% (28,906)	00:05:19 Avg for View: 00:01:05 (393.03%)	588 % of Total: 4.57% (12,870)	71.43% Avg for View: 46.69% (52.99%)	54.20% Avg for View: 25.96% (108.76%)
1. /beta/virtual-autism-show/index.aspx	Returning Visitor	882 (77.23%)	463 (73.49%)	00:05:30	428 (72.79%)	68.46%	51.36%
2. /beta/virtual-autism-show/index.aspx	New Visitor	260 (22.77%)	167 (26.51%)	00:04:30	160 (27.21%)	79.38%	63.85%

## Press and PR

A [press release](#) was published on 22 April 2020 on Kirklees Together

The screenshot shows the Kirklees Together website with a blue header containing the text 'Kirklees Together' and three speech bubbles labeled 'news', 'features', and 'events'. On the right side, there are social media icons for Facebook, Twitter, WhatsApp, LinkedIn, and a share icon. The main content area features a search bar and a 'WATCH' section with a video titled 'Are you Flytipping by mistake?'. Below this is a 'Have you got your My Kirklees' section. The central focus is a news article titled 'Supporting Vulnerable Autistic Residents In A Time Of Crisis', posted on April 22, 2020, by EliseKirklees, with 4 comments. The article includes a large image of hands holding colorful puzzle pieces and a text box that reads 'Virtual Autism Show 29 April 2020'. Below the image are social media sharing icons. The article text includes a quote from Cllr Musarrat Khan, Cabinet Member for Health and Social Care, and a quote from Cllr Viv Kendrick, Cabinet Member for Children. At the bottom, there is a section titled 'When is the event taking place?' with the text: 'The Autism Show will be shown on Facebook Live on Wednesday 29 April 10.30 -15:00. Please visit the Kirklees Autism Show 2020 website on the day.' On the left side of the screenshot, there is a 'FOLLOW' section showing tweets from @KirkleesCouncil and @NHSuk. The @KirkleesCouncil tweet promotes 'Food Hacks!' and the @NHSuk tweet thanks people for their sacrifices during the coronavirus pandemic.

The press release included quotes from relevant cabinet members showing their support for the show.

## Internal communication

### Intranet

We also promoted the virtual event to staff across Kirklees Council via the **intranet** which generated a total of 664 page views. This isn't a huge number considering we have a workforce of around 7,000 but it's also important to note that not all our workforce has access to the intranet which includes mainly the frontline staff (approx 4,000).



The screenshot shows a news article on an intranet. The article title is "You are invited to the Kirklees Virtual Autism Show 2020". It is dated "22 April 2020". The main text states: "Our first Kirklees Virtual Autism Show is set to take place on Wednesday 29 April. Live webinars will take place from 10:30am to 14:30pm and there will be information available from over 40 organisations in Kirklees who work with and support people with autism and their families." A sidebar on the right contains a purple "news" icon and a "News feeds" section with links for "News and Views", "Management Matters", and "HeadsUP!".

**Kirklees Together:** This received a total of 428 views which is an average to good number.



This year's Autism Show was due to be held in Huddersfield but due to the coronavirus lockdown and social distancing, it was decided to turn the event virtual and offer support to people online whilst they were safe and well at home.

[Find out more](#)



**Our week:** Unique clicks 59 Total clicks 75 (not particularly high figures)



### Kirklees Virtual Autism Show 2020

The first ever 'Kirklees Virtual Autism Show' is set to take place on Wednesday 29 April. [Find out what the show entails and how to get involved by reading the full article online.](#)

**Staying healthy:** Unique clicks 60 Total clicks 68 (an average to good number)

### Join us at the virtual Autism Show!



## Public information

We amended the poster with details of the virtual event

### Kirklees Virtual Autism Show 2020

Wednesday 29 April 2020, 10.00am-3.00pm

Online at [www.kirklees.gov.uk/autismshow](http://www.kirklees.gov.uk/autismshow)

#virtualautismshow2020



Due to the Coronavirus Covid-19 it is not possible to hold a physical event this year; however, we are still committed to supporting autistic people and carers and to showcase the support available in Kirklees so this year we are holding a virtual event - **The show must go on!**

Find out information on autism services in Kirklees for adults, young people and children such as **employment, education, housing, leisure activities, activities, diagnosis...and much more.**

#### Discussion Groups – Talk Time

10:30-11:30 – Autism and social opportunities

12:00-13:00 – How Kirklees Libraries can help autistic people

13:30-14:30 – Involvement – Getting your voice heard

Visit the link below on 29 April to attend the virtual event and find out more information.



[www.kirklees.gov.uk/autismshow](http://www.kirklees.gov.uk/autismshow)

The poster for the virtual event was promoted via email, social media, web and press and PR.

### **Webinars**

The first two webinars were of particular interest to people and extremely well attended. The numbers by far exceeded the number of people that we can comfortably fit in the rooms of the venue, approximately 30 people.

Autism plus webinar – over 80 participants

Kirklees libraries webinar – over 60 participants

Both these webinars took place on Facebook Live by the relevant organisation and even though the first webinar started late due to technical issues it still had the largest number of viewers. The libraries webinar went perfectly without any hitches.

In comparison Touchstone / Leeds AIM Service decided to move their question and answer session, at the last minute, from Facebook Live to Zoom. Only 15 participants attended the session including:

- 3 presenters
- 4 Kirklees Council representatives
- 3 Autism plus representatives
- 5 other participants (2 of which joined late after waiting on the web page for the webinar to start as with the earlier sessions, which had led to confusion and frustration).

With this being held on Zoom it could only be opened in Chrome, which not everyone has access to, and it is not possible access the information or submit comments or suggestions after the event.

#### **Number of views of the webinar films on 29 April 2020**

<b>Webinar</b>	<b>Number of views</b>
Autism Plus – Facebook Live	564
Kirklees Libraries – Facebook Live	465
Touchstone/Leeds AIM Service – Zoom Live	5 participants not including staff

## Number of views of the webinar films as of 15 May 2020 (2 weeks after the event)

Webinar	Number of views
Autism Plus – Facebook Live	159 since 29 <sup>th</sup> April stats = Total 723
Kirklees Libraries – Facebook Live	294 since 29 <sup>th</sup> April stats = Total 759
Touchstone/Leeds AIM – Zoom Live	Not available after 29 April

### Recommendations

**1. Hold another event in spring 2021** – considering whether to include a virtual element to future events. One thing that is missing from this year's event is feedback from people who attended. From a physical event we collect evaluation forms and speak to people to find out what they think. Next year if we have a virtual show or a virtual element we need to include a way (or number of ways) to collect feedback.

**2. Agree funding for future events** – the only resource needed for this year's virtual autism show was staff time. An estimated total of 150 hours was spent on developing and promoting the virtual autism show by Commissioning, Communication, Web teams. However, it is expected that now the page is set up, next year would take less time. The cost of holding a physical event is usually funded by Kirklees Council Commissioning Team and South West Yorkshire NHS Foundation Trust. Printing costs are covered by the council's service level agreement. Event organisation is undertaken by a planning group of volunteers from the Autism Partnership Board and administration of the event is done by the commissioning team.

**3. Work with communications and stallholders to improve promotion and attendance** – this year we were lucky to have a member of the communications campaign team assigned to the virtual event and worked with the project team to plan and deliver a full communication campaign as described above. There is possibly still work to be done with stallholders to spread the word.

**4. The time of the event** – holding the event from 10am-3pm works well and we kept the timings for the webinars. The web page and information will remain live on the website until plans start for next year's event. This is a useful resource for people who missed the event on the day including recordings of the webinars.

**5. Encourage a wider range of providers to have stalls** – holding a virtual event means that there are no restrictions on the number of stalls so we can include and contact any new suggested services, which are appropriate for the autism target group, regarding having a stall at a future event. Also prior warning of all the

information that we will need may be helpful for providers, for example, so that they can put things in place to monitor web traffic etc. A potential development for a future virtual event would be to have virtual interaction with stallholders via facebook live.

**6. Offer discussion groups again** – from the information above the discussion groups were a success again this year and we are really pleased that we could keep them as part of the virtual event. The webinars that took place via Facebook Live offer an added bonus of continuing to be available after the show as well as allowing people to comment and get in touch. Consideration should be given to how to keep these elements if we move back to a physical event as we often have a few disappointed people who can't attend due to the discussion groups being fully booked.

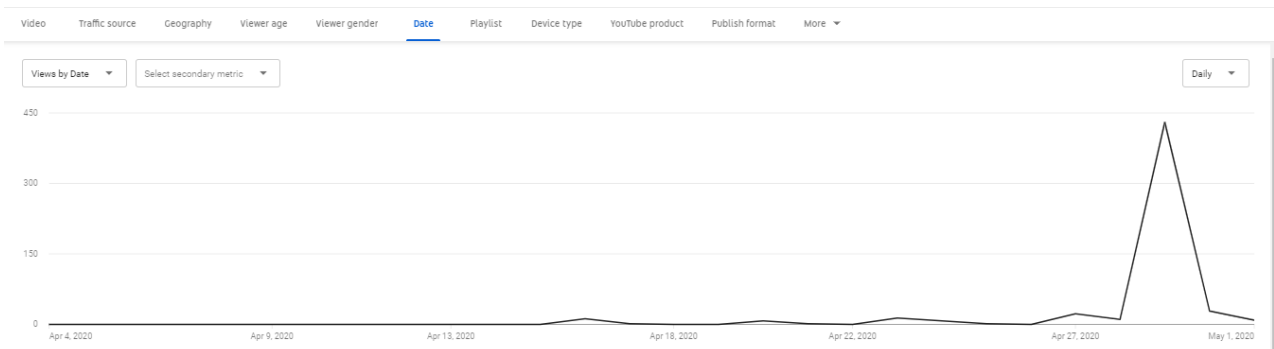
**7. Communications and social media** – Following the decision to move to a virtual event due to the coronavirus, this only allowed a couple of weeks to promote the changes to the event and develop a web page. Under normal circumstances we would start the promotion earlier to enhance the number of people joining the virtual event. Ideally, the social media campaign should start a month before the event. The YouTube videos for the stalls should also be promoted in line with the social media campaign. For a future event, the website would be the first medium to begin with and this should include the same information as we had this year with perhaps an additional box at the bottom of the webpage for people to comment on. This creates further engagement between our Autism team and the audience. It also ensures that the support and services offered by the stalls and YouTube videos are reaching our audience.

### YouTube video analytic of the films produced by stallholders

Video	Views ↓	Watch time (hours)	Average view duration	Impressions	Impressions click-through rate
<input type="checkbox"/> Total	546	10.1	1:06	856	8.1%
<input type="checkbox"/> Carers Count	68 12.5%	1.6 15.8%	1:24	88	10.2%
<input type="checkbox"/> Hsga Film	63 11.5%	1.2 12.0%	1:09	54	11.1%
<input type="checkbox"/> Active Autism Awareness Video	55 10.1%	0.9 9.0%	0:59	68	2.9%
<input type="checkbox"/> sensory world video	48 8.8%	0.2 1.6%	0:12	57	10.5%
<input type="checkbox"/> Birch Tree	45 8.2%	0.4 4.3%	0:34	55	7.3%
<input type="checkbox"/> pcankirklees	43 7.9%	1.1 10.7%	1:30	70	7.1%
<input type="checkbox"/> JIGSAW	38 7.0%	0.9 9.2%	1:27	23	8.7%
<input type="checkbox"/> safe place video	34 6.2%	0.6 6.3%	1:07	96	6.3%
<input type="checkbox"/> C&K Careers	34 6.2%	0.4 4.1%	0:44	84	6.0%
<input type="checkbox"/> Janine Wigmore WYHHCP	34 6.2%	0.8 7.6%	1:21	82	11.0%
<input type="checkbox"/> Healthwatch Kirklees Explainer Video	32 5.9%	0.9 8.9%	1:40	95	10.5%
<input type="checkbox"/> Kirklees libraries We Are new music	29 5.3%	0.7 6.5%	1:20	76	6.6%
<input type="checkbox"/> S2R TGO with Music and Subtitles	23 4.2%	0.4 3.9%	1:02	8	0%

The above view count indicates that the top 3 in order of most viewed YouTube videos were Carers Count (68 views), HSGA (63 views), and Active Social Care (55 views). Carers Count also had the highest average watch time at 1.6 hours. The least

video was S2R TGO video (23 views) with an average watch time of 0.4 hours (joint lowest).



This graph shows that the event day (29<sup>th</sup> April) was the day in which the videos were viewed the most (436 views on this day which is 78% of the total number of views which were 546). This can also be attributed to the fact that most of these videos were only visible to our audience when our webpage went live which was only a couple of days before the event. If the webpage went live a couple of weeks before with the YouTube videos we would have most likely seen a much higher overall view count on the videos.

Viewer age ↓	Views	Average view duration	Average percentage viewed	Watch time (hours)
13-17 years	-	-	-	-
18-24 years	-	-	-	-
25-34 years	-	-	-	-
35-44 years	100%	0:26	20.3%	100%
45-54 years	-	-	-	-
55-64 years	-	-	-	-
65+ years	-	-	-	-

There is only one average age group that watched the shows and this was the 35-44 years, reminiscent of our Facebook audience which also consists largely of this segment.

Viewer gender ↓	Views	Average view duration	Average percentage viewed	Watch time (hours)
Female	56.8%	0:43	37.2%	44.9%
Male	43.2%	1:09	56.3%	55.1%

It's good to see a fairly balanced views by gender with Male at 43.2% views and Female at 56.8%.

Subtitles and CC	Views ↓	Watch time (hours)	Average view duration
<input type="checkbox"/> Total	546	10.1	1:06
No subtitles/CC	446 81.7%	8.6 85.0%	1:09
<input type="checkbox"/> English	92 16.9%	1.5 14.8%	0:58
<input type="checkbox"/> English (United Kingdom)	8 1.5%	0.0 0.2%	0:10

Subtitles are essential for our audience. It is always important that we incorporate the use of captions where possible on all of our videos to ensure we are inclusive. A total of 100 out of 546 viewers required the use of subtitles which shows how important subtitles are.

### Youtube Views as of 15<sup>th</sup> May 2020 (2 weeks after the event)

Video	Views ↓	Watch time (hours)	Subscribers	Your estimated revenue	Impressions	Impressions click-through rate
<input type="checkbox"/> Total	644	12.3	2	—	907	8.3%
<input type="checkbox"/> pcankirklees	112 17.4%	2.8 22.9%	1 50%	— —	72	8.3%
<input type="checkbox"/> Carers Count	81 12.6%	1.8 15.0%	0 0%	— —	102	12.8%
<input type="checkbox"/> Hega Film	65 10.1%	1.2 10.0%	0 0%	— —	59	10.2%
<input type="checkbox"/> Active Autism Awareness Video	64 9.9%	1.0 8.2%	0 0%	— —	72	4.2%
<input type="checkbox"/> sensory world video	48 7.4%	0.2 1.4%	0 0%	— —	59	10.2%
<input type="checkbox"/> Birch Tree	40 6.2%	0.4 3.1%	0 0%	— —	57	7.0%
<input type="checkbox"/> JIGSAW	39 6.1%	0.9 7.6%	1 50%	— —	31	6.5%
<input type="checkbox"/> Janine Wigmore WYHCP	35 5.4%	0.8 6.3%	0 0%	— —	86	10.5%
<input type="checkbox"/> Healthwatch Kirklees Explainer Video	34 5.3%	0.9 7.7%	0 0%	— —	101	9.9%
<input type="checkbox"/> safe place video	34 5.3%	0.6 5.2%	0 0%	— —	99	6.1%
<input type="checkbox"/> C&K Careers	34 5.3%	0.5 3.7%	0 0%	— —	79	6.3%
<input type="checkbox"/> Kirklees libraries We Are new music	34 5.3%	0.7 5.6%	0 0%	— —	81	6.2%
<input type="checkbox"/> SZR TGO with Music and Subtitles	24 3.7%	0.4 3.3%	0 0%	— —	9	0%

Since the last update of stats on 29<sup>th</sup> April, there are now total youtube views of 644 compared to the previous 546 (an increase of 98 views in 2 weeks). This shows that people are still viewing the stall videos even 2 weeks on after the event, albeit in lesser but steady views. Watch time has also increased from 10.1 hours to 12.3 hours. In 2 weeks that is an increase of an average watch time of 15 minutes watch time per day.

### Conclusion

#### Did we meet our objective?

Our objective was to exceed the number of people that attended the discussion groups at previous years' physical events. For example, the total number of people that attended last year's physical event was around 200. Our objective was to exceed this number. The information included in this report show that we did!



## Kirklees Virtual Autism Show 2020

<b>Organisation / web link</b>	<b>Description</b>
<a href="#"><u>Active Social Care</u></a>	<i>Offer day and evening services for children, young people and adults, including home care, cleaning, and housekeeping, respite holidays, outings, agency workers, day care at their own activity bases and out of school clubs.</i>
<a href="#"><u>Ambitions 4 Kirklees</u></a>	<i>Provide a day service that builds the skills for work and independent living of young people and adults with learning difficulties and disabilities.</i>
<a href="#"><u>Autism Plus</u></a>	<i>Hold monthly social meetings to enable individuals to meet others in safe supportive environment. This will be on the second Wednesday of every month.</i>
<a href="#"><u>Birch Tree Centre</u></a>	<i>Birch Tree is a modern and dynamic learning centre with a warm, welcoming and relaxing atmosphere. Their aim is to provide a happy and safe environment where everyone who attends can develop to their full potential.</i>
<a href="#"><u>Brain in Hand</u></a>	<i>Brain in Hand is a smartphone app that puts people in control of their support. It provides easy access to reminders, notes, coping strategies and a team of trained professionals when and where it's needed.</i>
<a href="#"><u>Bricks4Kidz</u></a>	<i>Bricks4Kidz classes provide an extraordinary atmosphere for children, where we learn, we build, we play... with LEGO® Bricks.</i>
<a href="#"><u>C&amp;K Careers</u></a>	<i>Offer careers information, advice and guidance.</i>
<a href="#"><u>HFT – No Limits</u></a>	<i>Support people with autism and their families. Everything they do focuses on helping the people they support live the life they choose.</i>
<a href="#"><u>Healthwatch Kirklees</u></a>	<i>Healthwatch are a watchdog for NHS and social care services. They take feedback (positive and negative) from the general public about their experience of NHS and social care services in Kirklees.</i>
<a href="#"><u>Huddersfield Support Group for Autism</u></a>	<i>Aims to offer help and advice to families living with autism, including Aspergers syndrome and Pathological Demand Avoidance syndrome (PDA). A confirmed diagnosis of ASD is not needed to join the group.</i>
<a href="#"><u>Jigsaw</u></a>	<i>Provides training and support on a number of subjects such as confidence building, assertiveness, CV writing and support for people with direct payments, and have also started a social group and offers relations sessions.</i>
<a href="#"><u>Job Centre Plus</u></a>	<i>Information on getting assistance and advice from a work coach at your local Job Centre Plus on returning to the workplace if you have a health condition or disability that affects your ability to work.</i>

<b>Organisation / web link</b>	<b>Description</b>
<a href="#"><u>DWP – Access to work</u></a>	Get help at work if you are disabled or have a health condition (Access to Work)
<a href="#"><u>DWP - PIP</u></a>	You may be able to get help with some of the extra costs caused by long term ill-health or disability
<b>Kirklees Council</b>	Provides a range of services to support people with autism.
<a href="#"><u>Kirklees Council Additional Needs Register</u></a>	The Kirklees Additional Needs Register is a list of children and young people (0-25 years) with special educational needs and/or disabilities in Kirklees.
<a href="#"><u>Kirklees Council – Assistive Technology</u></a>	Information, help and advice about assistive technology such as bathing, cleaning, shopping, door entry, getting dressed, getting in and out of bed, getting up and down stairs, preparing meals and using the toilet.
<a href="#"><u>Kirklees Council – Community Enablement Team</u></a>	Kirklees Council's community enablement team is a service for young people and adults with learning disabilities (including autistic spectrum conditions.) They are a team of skilled, experienced and qualified staff who support individuals to achieve their goals.
<a href="#"><u>Kirklees Council – Care Navigation</u></a>	Care navigators offer an advice and signposting service for adults aged over 18 and carers whether or not you are eligible for support from the council.
<a href="#"><u>Kirklees Council – Hate Crime</u></a>	Nobody should have to live with the fear, anxiety and consequences of hate crime. Here in Kirklees, in partnership with West Yorkshire Police we provide support and guidance to victims and take positive action against perpetrators.
<a href="#"><u>Kirklees Council – Libraries</u></a>	Kirklees libraries provide a range of support and services for local residents.
<a href="#"><u>Kirklees Council – Museums &amp; Galleries</u></a>	Kirklees museums and galleries provide a range of facilities and events to visit across Kirklees.
<a href="#"><u>Kirklees Council – Shared lives scheme</u></a>	Shared Lives carers provide day support, or short breaks or a long term arrangement to adults who have been assessed as needing care and support. This unique and flexible type of support is provided in the Shared Lives carer home.
<a href="#"><u>Kirklees Council – Social workers</u></a>	Good person centered planning will ensure people with autism receive the right support.
<a href="#"><u>Kirklees Council – Specialist Accommodation Team</u></a>	Provide support and advice on accommodation options in Kirklees.

<b>Organisation / web link</b>	<b>Description</b>
<a href="#"><u>Kirklees Council – Specialist Outreach Service</u></a>	<i>Work with schools to support staff in promoting educational inclusion and achievement of pupils with sensory needs, physical impairment, and students with complex communication and interaction needs, which includes those with autism.</i>
<a href="#"><u>Kirklees Council – Travel trainers</u></a>	<i>Independent travel training is delivered by trained staff within Kirklees Council's Transport Team. It is an exciting and potentially life changing service for vulnerable young people and adults.</i>
<a href="#"><u>PCAN</u></a>	<i>PCAN (Parents of Children with Additional Needs) are the independent, parent-led forum in Kirklees for all parents and carers of children and young people with additional needs.</i>
<a href="#"><u>Safe places</u></a>	<i>The Safe Places scheme is to help vulnerable people when they go out. Sometimes when we go out things can happen and you need help but there is no one around to ask. You might have lost your bus pass or someone has been unkind and you feel upset and afraid. A Safe Place is somewhere you can go to for help if this ever happens to you.</i>
<a href="#"><u>SEN Books</u></a>	<i>SEN books is a specialist bookshop with books and materials for students, teachers and parents. With titles on dyslexia, dyspraxia, ADHD, dyscalculia, DCD and autism.</i>
<a href="#"><u>Sensory World</u></a>	<i>A play centre for babies, children and adults, including special facilities for those with a sensory impairment.</i>
<a href="#"><u>Star Seed Learning</u></a>	<i>A charitable community organisation based in Huddersfield, who provide a creative and educational learning environment for children, including those with special educational needs.</i>
<a href="#"><u>SWYT - Autism services for adults</u></a>	<i>If you are over 18 years of age and think you may be autistic contact your GP to discuss your concerns, they will refer you for a formal assessment if necessary.</i>
<a href="#"><u>The whole autism family</u></a>	<i>A community of family members and friends dedicated to supporting the whole family on their autism journey.</i>
<a href="#"><u>TomTag</u></a>	<i>TomTag is a visual resource using picture schedules, timetables and checklists suitable for children, teenagers and adults with autism and giving advice to people on the benefits of using visual supports.</i>
<a href="#"><u>Woodley School and College</u></a>	<i>Woodley School and College is a Kirklees Local Authority special school for children and young people aged 5 - 19. Woodley School and College is designated as a school for autism 5 - 19.</i>
<a href="#"><u>Working together better partnership</u></a>	<i>Are a commissioned, community adult mental health service provider from the voluntary sector, who are working together to provide a better mental health service in Kirklees. Partner services include:</i>

<b>Organisation / web link</b>	<b>Description</b>
	<ul style="list-style-type: none"> <li>• <i>Community links</i></li> <li>• <i>Richmond Fellowship</i></li> <li>• <i>Hoot</i></li> <li>• <i>Carers Count</i></li> <li>• <i>Women Centre</i></li> <li>• <i>Support to Recovery</i></li> <li>• <i>Touchstone – Kirklees Advocacy and Peer Brokerage Services</i></li> </ul>
<a href="#"><u>WYH TCP</u></a>	<i>Project looking at barriers to urgent and crisis care (physical and mental health) for neuro-diverse people in West Yorkshire.</i>