



**Birmingham Women's  
and Children's  
NHS Foundation Trust**

SUCCESS STORY

# Servicing all key stakeholders from one social suite



Since its formation in 2017, Birmingham Women's and Children's NHS Foundation Trust has had one clear goal - to be the best place to work and be cared for, where research and innovation thrive, creating a global impact, and the Trust's social media strategy plays a huge part in achieving this goal and satisfying its key stakeholders.

Powered by the donations and awareness raised by its two charitable arms, the Trust relies heavily on its social channels to not only engage individuals and organisations to secure vital funding but also to raise awareness, build upon its reputation and share public-service information.

For the Trust's comms team, the ambition is to increase engagement rates across social media - and they're already seeing this fulfilled. Orlo's Unified Inbox allows the team to monitor all inbound messages and respond quickly and efficiently. In turn, Orlo's Performance Analytics enables them to see what's driving that engagement to help inform future campaigns.

With social accounts shared across the organisation, Orlo facilitates cross-team collaboration and a consistent tone of voice, while helping teams avoid content clashes.



**24.8m**  
people  
reached\*



**26k**  
inbound  
messages\*



**158k**  
followers

\*JAN 2021 - DEC 2021



*Using Orlo has really helped streamline and simplify things for myself and my team. We have eight social media channels in total which are looked after by two teams so it's vital that we have a tool that lets us work collaboratively and Orlo provides that with functions like approving posts, assigning inbox messages and being able to see a full scheduled content calendar of all our channels.*

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