



Norfolk and Suffolk  
NHS Foundation Trust

SUCCESS STORY

# Working together, across social for better mental health



Norfolk and Suffolk NHS Foundation Trust support a community of just over 1.6 million people. The trust employs more than 4,700 staff, based at more than 50 locations, who are dedicated to providing mental health and learning disability care.

As mental health awareness increases both on and offline, so too does the need for an organisation like Norfolk and Suffolk NHS Foundation Trust to be there for its audience and employees, on the channels they choose.

Since introducing Orlo, the team has experienced continuous growth across their socials - with engagement from employees and partners continuing to rise! Orlo's Analytics suite has provided the Trust with insight into what content drives engagement and reach, enabling it to tailor its content strategy, and grow its primary audience - the people to whom they provide mental health services.

But that's not all - perhaps most importantly for an organisation operating in the mental health space, Orlo allows the Trust to listen in on the chatter from its audience and respond to those in need in the moments that matter. Plus, with automated sentiment tracking in the Inbox, the team is able to monitor sentiment over time to ensure content is hitting the mark with the public, with consistently positive sentiment seen across all social channels - result!



**40%**  
increase in  
positive brand  
sentiment\*



**10%**  
increase in  
followers\*



**50%**  
increase in  
Twitter reach\*

\*OVER 12 MONTHS



*"Orlo has really helped us to focus on our social presence. In just over a year our positive brand sentiment has increased almost month on month. This has enabled us to improve the confidence of our followers in us an organisation which is so important."*

Adam Jackson - Digital Communications Manager



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