

## 04/01/2022 - NLRCC Social Media Goals & Report

### Facebook Goal: Grow the “brand” of NLRCC and increase audience for respite messaging

During February 1<sup>st</sup> - March 31<sup>st</sup>, 2022, reporting period, the number of people reached through Facebook was 4578, up 30.8% from previous report. Facebook page visits (64) were up 100%. New Facebook Likes (18) were up 50%. Post engagements were 299, down 27.3% from previous period.

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During February 2022, NLRCC had 9 posts (Caregiver Affirmations 3, Seasonal 4, Pass-Along 2):

Posts with Photo: 5 - Reaching 3194  
Posts with Video: 4 – Reaching 2177  
Posts with Link: 2 – Reaching 34

Engaged Users – 127 (averaging 15.88 per post) commented on, liked, shared, or clicked upon post  
Post Total Reach: 3765 was the number of people who had any NLRCC post enter their screen.  
Negative Feedback: 0

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During March 2022, NLRCC had 7 (Call to Action 1, Caregiver Affirmations 2, Seasonal 3, Pass-Along 1):

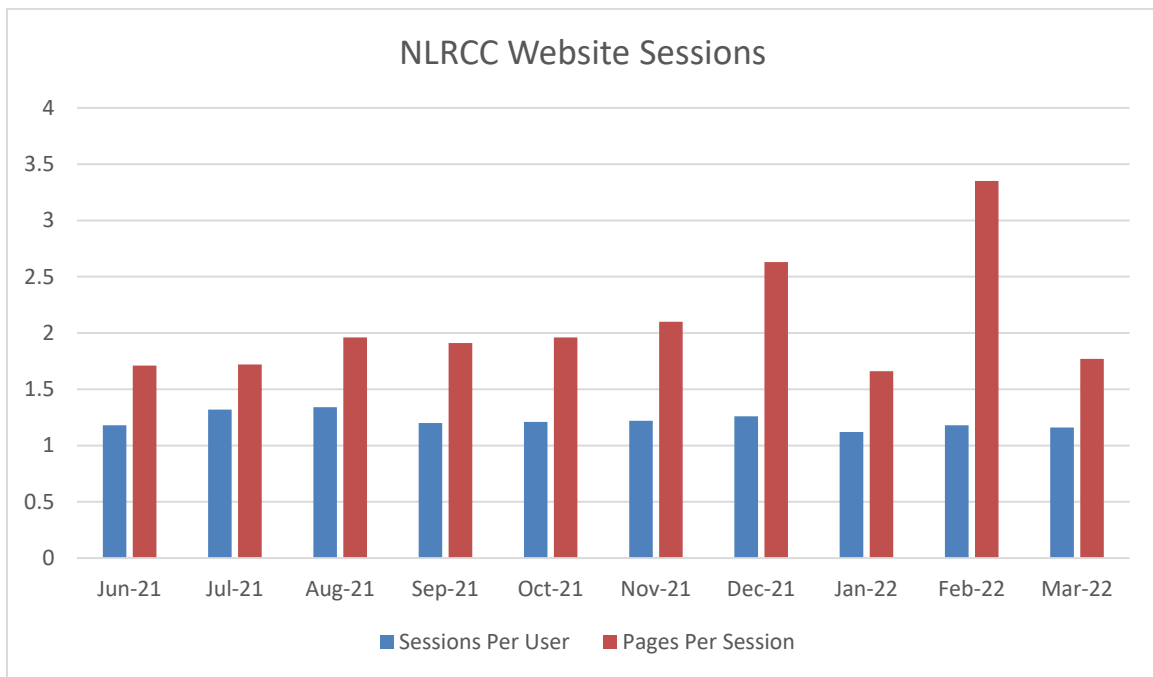
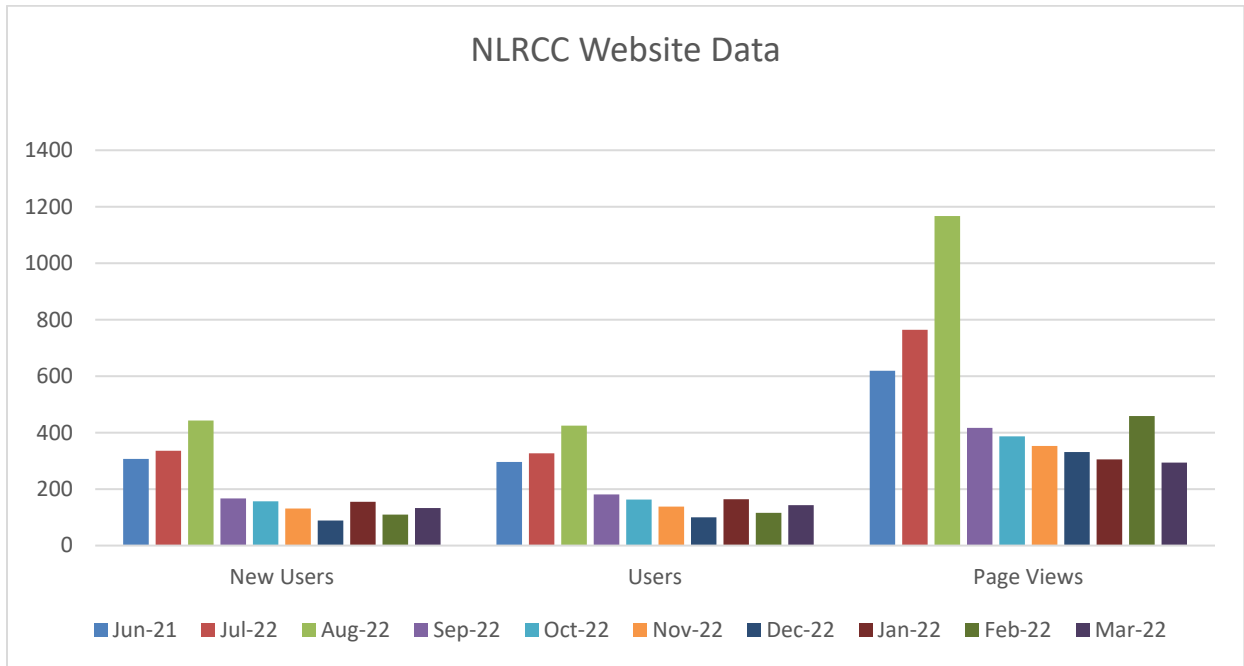
Posts with Photo: 2 - Reaching 1410  
Posts with Video: 4 – Reaching 1399  
Posts with Link: 1 – Reaching 10

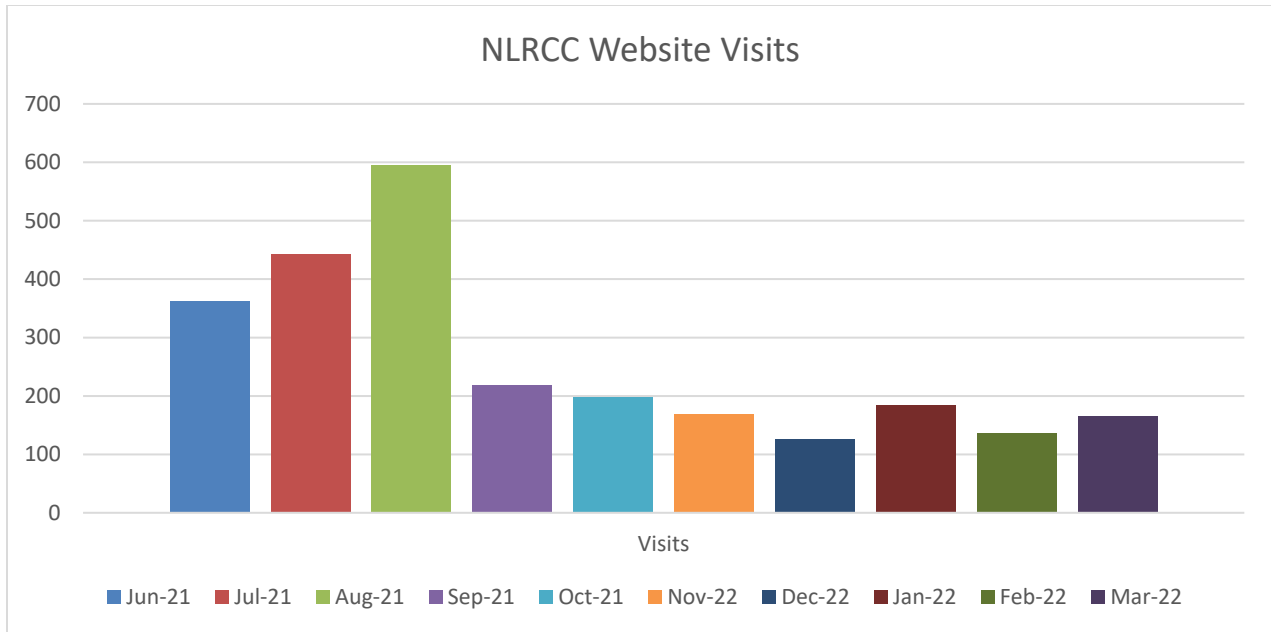
Engaged Users – 139 (averaging 19.88 per post) commented on, liked, shared, or clicked upon post  
Post Total Reach: 2836 was the number of people who had any NLRCC post enter their screen.  
Negative Feedback: 0

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Published	Post	Type	Targeting	Reach	Engagement
03/30/2022 3:00 PM	 On March 30th each year, National Doctors Day honors the			649 	8 15 
03/23/2022 3:07 PM	 "Life's challenges are not supposed to paralyze you; they're supposed to			767 	14 20 
03/16/2022 3:00 PM	 "A good laugh and a long sleep are the two best cures for anything." —			383 	18 35 
03/14/2022 2:44 PM	 We invite you to attend our Community for Respite meeting on			350 	33 25 
03/09/2022 3:01 PM	 "Too often we underestimate the power of a touch, a smile, a kind			323 	6 15 
03/09/2022 9:56 AM				10 	0 0 
03/02/2022 3:00 PM	 Caregiving is a job, so it's okay to take breaks. A caregiver is a person			352 	18 18 
02/23/2022 3:00 PM	 Referring to African American family caregivers, AARP CEO Jo Ann			643 	15 31 
02/21/2022 3:00 PM	 "Whatever you are, be a good one." — Abraham Lincoln Family			293 	5 14 
02/16/2022 3:00 PM	 It's not the load that breaks you down, it's the way you carry it. —			822 	11 21 
02/14/2022 3:00 PM	 "Music is the language of the heart without words." — Shinichi Suzuki			431 	5 16 
02/14/2022 5:27 AM	 Are you wanting to present at the National ARCH Conference? Here is			56 	2 3 
02/11/2022 11:48 AM				23 	1 2 
02/09/2022 3:00 PM	 "God found the strongest women and made them caregivers." Based			828 	15 28 
02/04/2022 3:00 PM	 One of the first steps after being told someone you love has cancer is			340 	4 15 
02/01/2022 3:00 PM	 NATIONAL FREEDOM DAY "Freedom is the oxygen of the soul."			356 	12 23 

**Website Goal: Drive audience to NLRCC page for content and resources and grow the “brand” of NLRCC and increase audience for respite messaging**





**YouTube-Specific Goals: Provide content for training, education, and awareness to improve quality of care and reduce caregiver burnout**

“Welcome to NLRCC” video (published 7 months ago) has had 85 views, with a total watch time of 2.4 hours since published. Total Impressions were 237 with a click-through rate of 4.6%.

- So far in 2022, this video has 20 views, with 11 unique viewers. Average view duration is 1:40 minutes (or 58.8% of 2:38 minute video).

Content on the YouTube channel:

- 2 Call to Action videos (One invite to 2020 Respite Summit, one invite to Join NLRCC)
- 11 videos from 2020 Respite Summit, including speakers, opening/closing remarks, and breakout sessions.
- 1 video for respite awareness training
- 12 video clips for Caregiver Self-Care Tips

**A short 1-min video is in development. This video is part 1 of a 3-part series and will address common barriers that stop caregivers from seeking respite. The focus of part 1 is on employed African American caregivers and the respite outcome highlighted is CONNECTION.**

**Subsequent videos in the series will highlight respite outcomes of FREEDOM and SUPPORT.**

**The series is expected to be completed by June 30, 2022.**