

# 06/01/2022 - NLRCC Social Media Goals & Report

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

During April 1<sup>st</sup> - May 31<sup>st</sup>, 2022, reporting period, the number of people reached through Facebook was 8144, up 77.9% from previous report. Facebook page visits (77) were up 20%. New Facebook Likes (20) were up 11%. Post engagements were 182, down 39% from previous period.

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During April 2022, NLRCC had 6 posts (Caregiver Affirmations 3, Seasonal 1, Pass-Along 2):

Posts with Photo: 2 - Reaching 1206

Posts with Video: 2 – Reaching 854

Posts with Link: 2 – Reaching 58

Engaged Users – 81 (averaging 13.5 per post) commented on, liked, shared, or clicked upon post

Post Total Reach: 3525 was the number of people who had any NLRCC post enter their screen.

Negative Feedback: 0

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During May 2022, NLRCC had 7 (Call to Action 1, Seasonal 4, Pass-Along 1):

Posts with Photo: 4 - Reaching 1807

Posts with Video: 2 – Reaching 540

Posts with Link: 1 – Reaching 81

Engaged Users – 101 (averaging 14.4 per post) commented on, liked, shared, or clicked upon post

Post Total Reach: 4619 was the number of people who had any NLRCC post enter their screen.

Negative Feedback: 0

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Reach: Organic / Paid

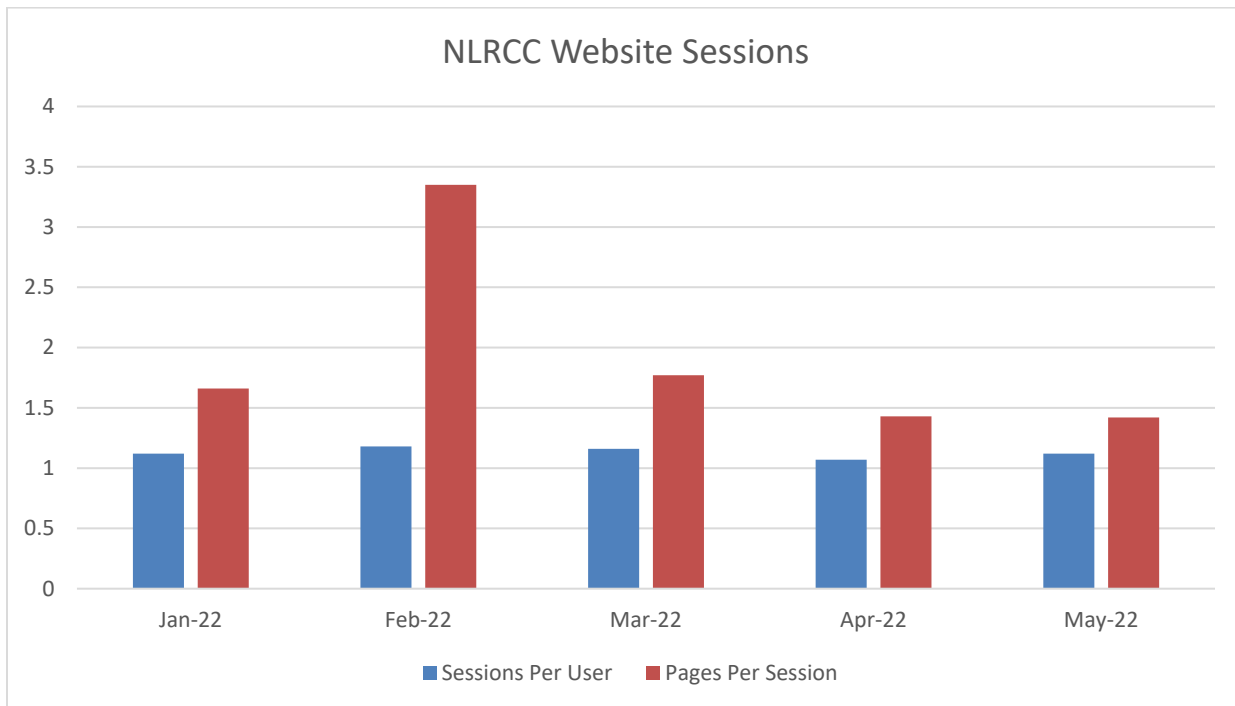
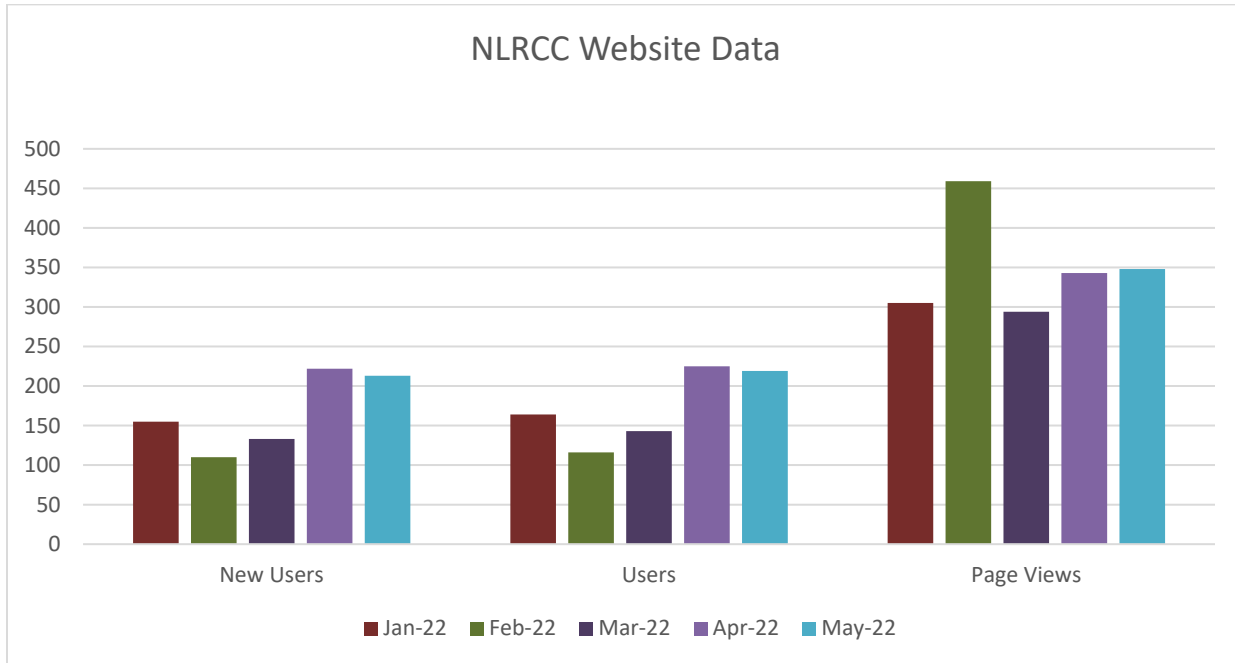
Post Clicks

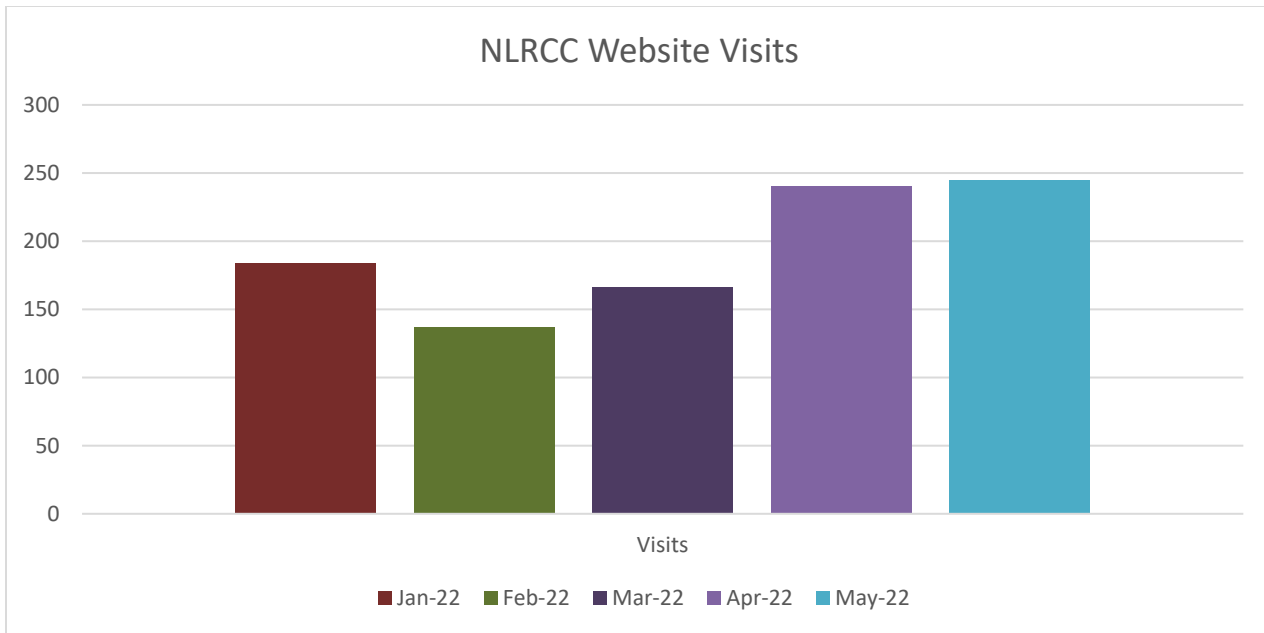
Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
05/19/2022 12:22 PM	 Listen up, rural Nevada families! Are you caring for someone with			81	3 2	
05/18/2022 3:00 PM	 Mental health is an essential part of overall health. Recognizing the signs			948	10 35	
05/13/2022 3:01 PM	 We invite you to attend our Community for Respite meeting on			244	12 16	
05/11/2022 3:00 PM	 Each year in May, we commemorate Older Americans Month (OAM) to			760	4 23	
05/05/2022 3:00 PM	 It takes a strong person to do what I do, and I am proud of myself. There			1K	15 24	
05/05/2022 10:13 AM	 Looking for caregiving support and resources? Something to learn at			47	0 4	
05/02/2022 3:00 PM	 The care of elders among Asian Americans and Pacific Islanders			296	10 15	
04/27/2022 3:00 PM	 "Even the worst days have an ending, and the best days have a			403	17 30	
04/11/2022 3:00 PM	 I love this person. This may seem like an affirmation that you should			451	8 21	
04/07/2022 2:27 PM	 Conversations with Caregivers: Drowning in Caregiving? Grab your			18	0 0	
04/06/2022 5:13 PM	 "You gain strength, courage, and confidence by every experience in			210	9 18	
04/04/2022 3:47 PM	 Conversations with Caregivers: Drowning in Caregiving? Grab your			40	3 1	
04/01/2022 3:00 PM	 Courage doesn't always ROAR. Sometimes it is the quiet voice at the			996	13 16	

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

During April 1<sup>st</sup>- May 31<sup>st</sup>, 2022, reporting period, the number of new users who visited website was 222 and 213, respectively, up between 60-67% from previous report. Page views (April 343/May 348) were up 16-18%. Page Visits (April 240/May 245) were up 44.5-47.6% from previous period.





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

“Welcome to NLRCC” video (published 10 months ago) has had 92 views, with a total watch time of 2.5 hours since published. Total Impressions were 268 with a click-through rate of 5.2%.

- So far in 2022, this video has 20 views, with 13 unique viewers. Average view duration is 1:39 minutes (or 62.7% 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.**