

08/01/2022 - NLRCC Social Media Goals & Report

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

During June 1st – July 31st, 2022, reporting period, the number of people reached through Facebook was 8852, up 8.7% from previous report. New Facebook Likes (32) were up 60%. Post engagements were 182, down 39% from previous period.

During June 2022, NLRCC had 10 posts (Caregiver Affirmations 6, Call to Action 4):

Posts with Photo: 9 - Reaching 5287

Posts with Link: 1 – Reaching 33

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

Post Total Reach: 5320 was the number of people who had any NLRCC post enter their screen.

Negative Feedback: 0

During July 2022, NLRCC had 8 (Caregiver Affirmations 6, Call to Action 1, Seasonal 1):

Posts with Photo: 3 - Reaching 2667

Posts with Video: 2 – Reaching 3532









Posts with Link: 3 – Reaching 83















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

Post Total Reach: 3532 was the number of people who had any NLRCC post enter their screen.

Survey attached to post on 7/22/22 was completed by 7 family caregivers.

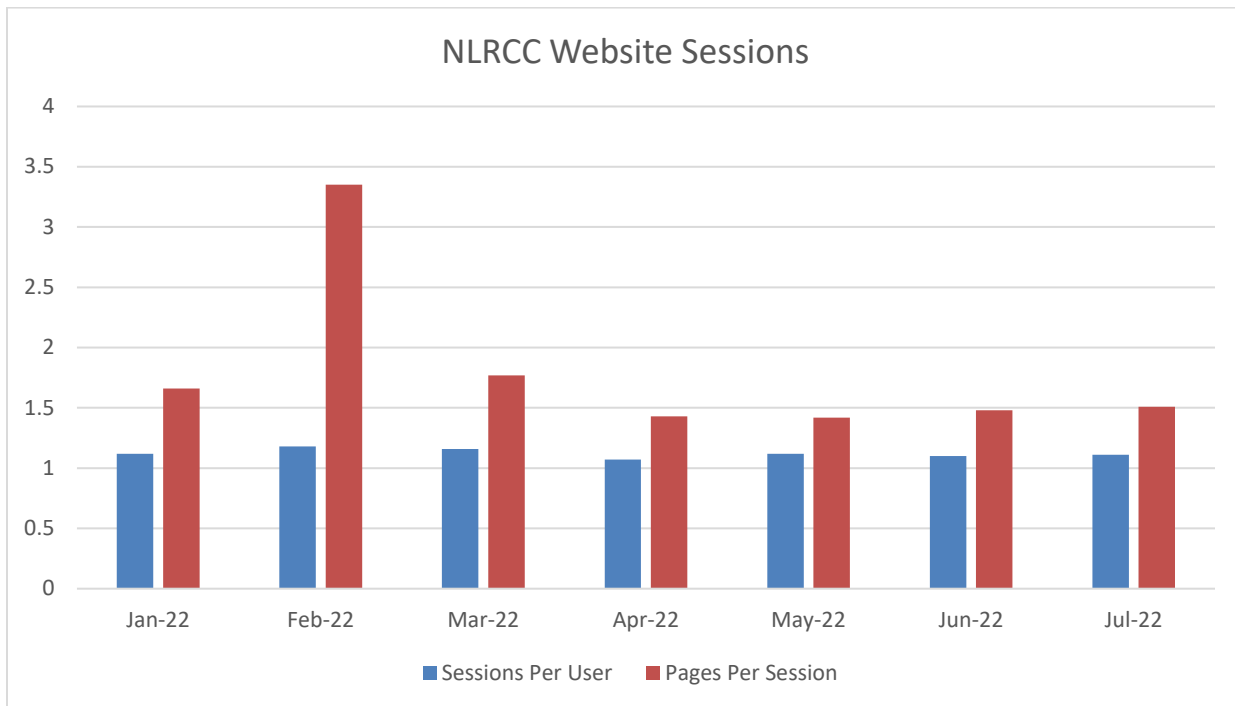
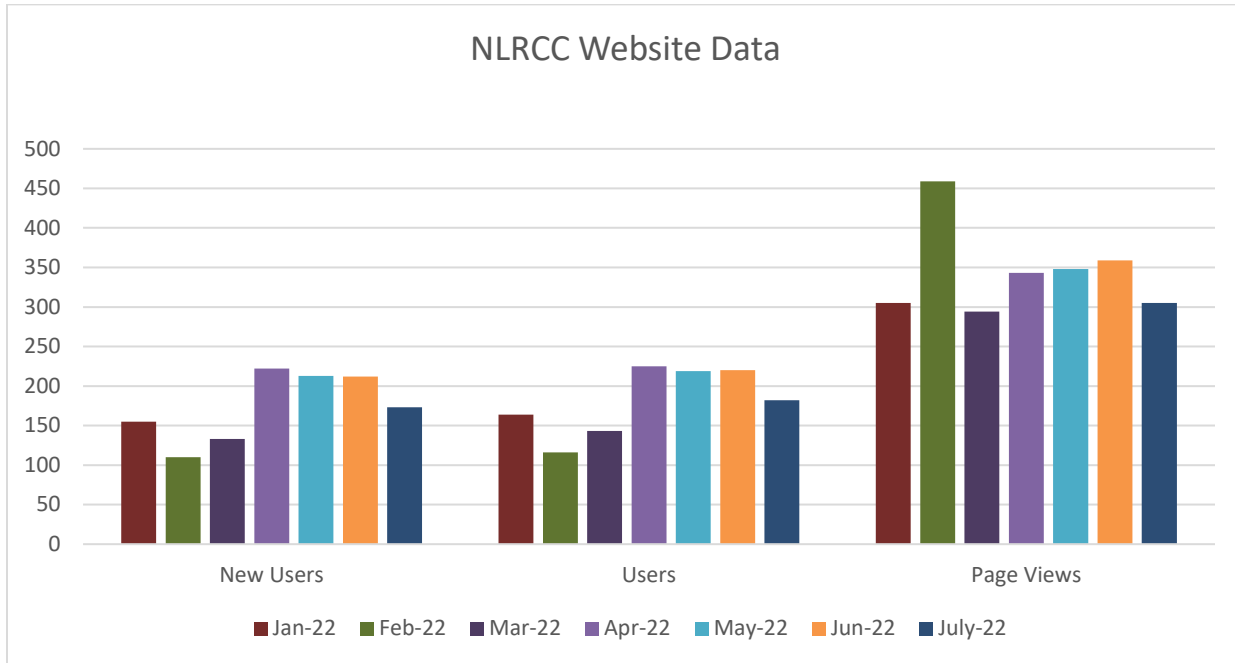
Negative Feedback: 0

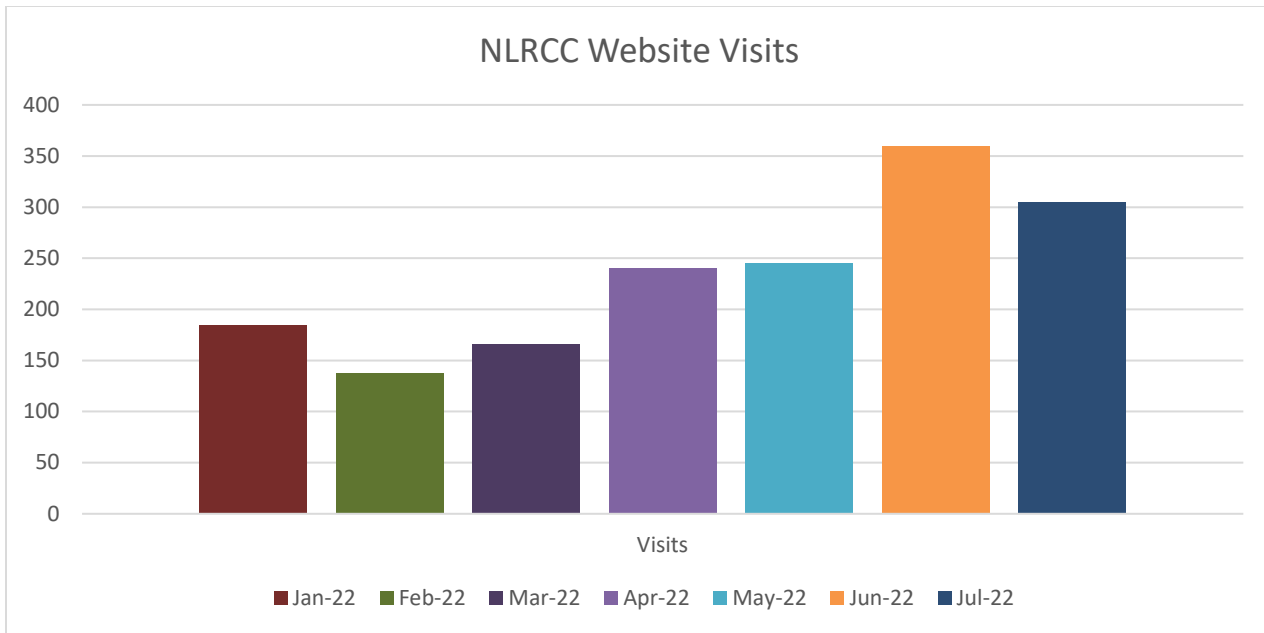
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|---|---|------------|------|--------------------|-----------------------|-----------------|
|  |  https://getyarn.io/yarn-clip/92e77b7d-01f8-4f2a... | Boost post | Post | Wed Jul 27, 3:00pm | 15 People reached | 0 Reactions |
|  |  #NVCaregivingRelief #respiterefuelscaregivers #ca... Nevada Lifespan Respite Care Coalition | Create ad | Post | Tue Jul 26, 5:46am | 38 People reached | 2 Reactions |
|  |  HOW ARE YOU REALLY DOING? Caregivers are of... Nevada Lifespan Respite Care Coalition | Boost post | Post | Fri Jul 22, 3:00pm | 724 People reached | 17 Reactions |
|  |  In honor of Nelson Mandela day. Lift to become ... Nevada Lifespan Respite Care Coalition | Boost post | Post | Mon Jul 18, 3:00pm | 643 People reached | 3 Reactions |

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|-----------------------|---|---|-------------------|------|--------------------|------------------------|-----------|
| <input type="radio"/> |  | I was beyond frustrated as a caregiver. Truly. My ... Nevada Lifespan Respite Care Coalition | Boost post | Post | Wed Jul 13, 3:00pm | 1.3K People reached | 12 Rea |
| <input type="radio"/> |  | Invitation to join NLRCC Community for Respite Nevada Lifespan Respite Care Coalition | Boost post | Post | Fri Jul 8, 3:00pm | 299 People reached | 6 Rea |
| <input type="radio"/> |  | This post has no text Nevada Lifespan Respite Care Coalition | Boost unavailable | Post | Fri Jul 8, 2:22pm | 30 People reached | 2 Rea |
| <input type="radio"/> |  | Happy Independence Day! Nevada Lifespan Respite Care Coalition | Boost post | Post | Fri Jul 1, 3:00pm | 483 People reached | 7 Rea |
| <input type="radio"/> |  | Among studies of caregivers, having respite time... Nevada Lifespan Respite Care Coalition | Boost post | Post | Wed Jun 29, 3:00pm | 1.8K People reached | 34 Rea |
| <input type="radio"/> |  | "My caregiver mantra is to remember: the only c... Nevada Lifespan Respite Care Coalition | Boost post | Post | Fri Jun 17, 5:44pm | 1K People reached | 17 Rea |
| <input type="radio"/> |  | Want to live a bit more essentially and eff... Nevada Lifespan Respite Care Coalition | Boost unavailable | Post | Wed Jun 15, 1:04pm | 33 People reached | 3 Rea |
| <input type="radio"/> |  | The Magnitude of Loss for the Elderly Family care... Nevada Lifespan Respite Care Coalition | Boost post | Post | Fri Jun 10, 3:00pm | 516 People reached | 4 Rea |
| <input type="radio"/> |  | Calling All Respite Providers! ARCH wants your h... Nevada Lifespan Respite Care Coalition | Boost post | Post | Wed Jun 8, 3:45pm | 38 People reached | 1 Rea |
| <input type="radio"/> |  | Calling All Family Caregivers! ARCH wants your h... Nevada Lifespan Respite Care Coalition | Boost post | Post | Wed Jun 8, 3:30pm | 210 People reached | 3 Rea |
| <input type="radio"/> |  | Calling All Family Caregivers! ARCH wants your h... Nevada Lifespan Respite Care Coalition | Boost post | Post | Wed Jun 8, 3:15pm | 129 People reached | 2 Rea |
| <input type="radio"/> |  | Calling All Family Caregivers! ARCH wants your h... Nevada Lifespan Respite Care Coalition | Boost post | Post | Wed Jun 8, 3:00pm | 252 People reached | 3 Rea |
| <input type="radio"/> |  | Communicating with Seniors How many times ha... Nevada Lifespan Respite Care Coalition | Boost post | Post | Fri Jun 3, 3:00pm | 696 People reached | 3 Rea |
| <input type="radio"/> |  | Caregiving "Essentials" You are the primary perso... Nevada Lifespan Respite Care Coalition | Boost post | Post | Wed Jun 1, 4:02pm | 646 People reached | 7 Rea |

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

During June 1st- July 31st, 2022, reporting period, the number of new users who visited website was 385, down 13% from previous report. Page views (June 359/July 305) were up .45%. Page Visits (June 359/July 305) were up 36.9% 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 1 year ago) has had 100 views, with a total watch time of 2.7 hours since published. Total Impressions were 295 with a click-through rate of 5.4%.

- So far in 2022, this video has 23 views, with 19 unique viewers. Average view duration is 1:38 minutes (or 62.4% 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. Voiceover recordings are being added to complete Part 1 of the series.

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

Production delays have pushed completion estimates to December 2022.