

## 02/01/2022 - NLRCC Social Media Goals & Report

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

From January 1-31, 2022, the number of people reached through Facebook was 3499, up 30.7% from previous month. Facebook page visits (32) were up 39.1%. New Facebook Likes (12) were up 71.4%. Post engagements were 411, up 82% from previous period.

During January 2022, NLRCC had 11 posts (Call to Action 2, Caregiver Affirmations 3, Seasonal 4, Shout-out 1, Pass-Along 1):

Posts with Photo: 5 - Reaching 3194












Posts with Video: 4 – Reaching 2177

Posts with Link: 2 – Reaching 34

Engaged Users – 179 (averaging 16 per post) commented on, liked, shared, or clicked upon post

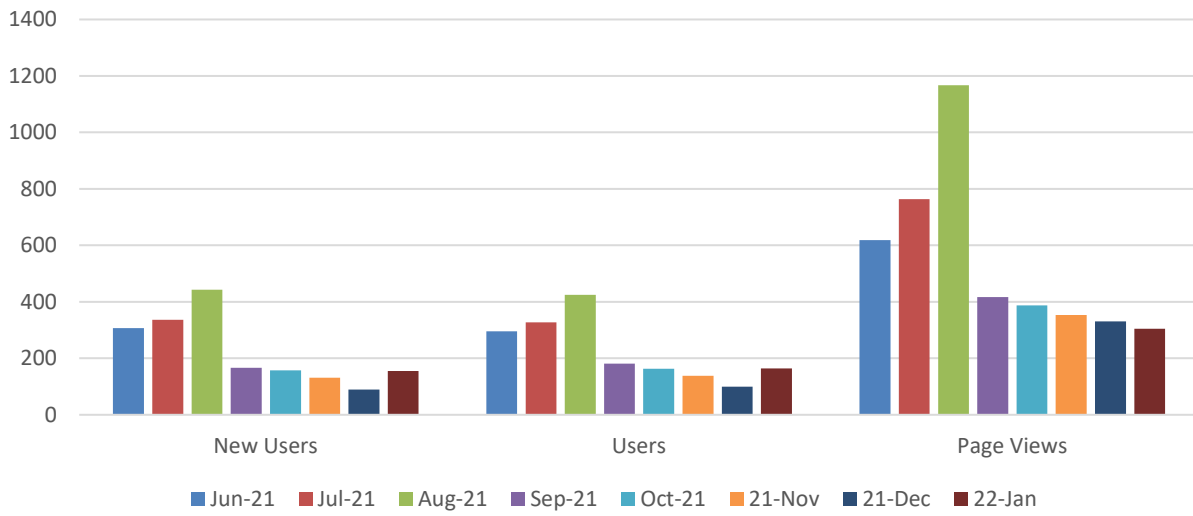
Post Total Reach: 5420 was the number of people who had any NLRCC post enter their screen.

Negative Feedback: 0

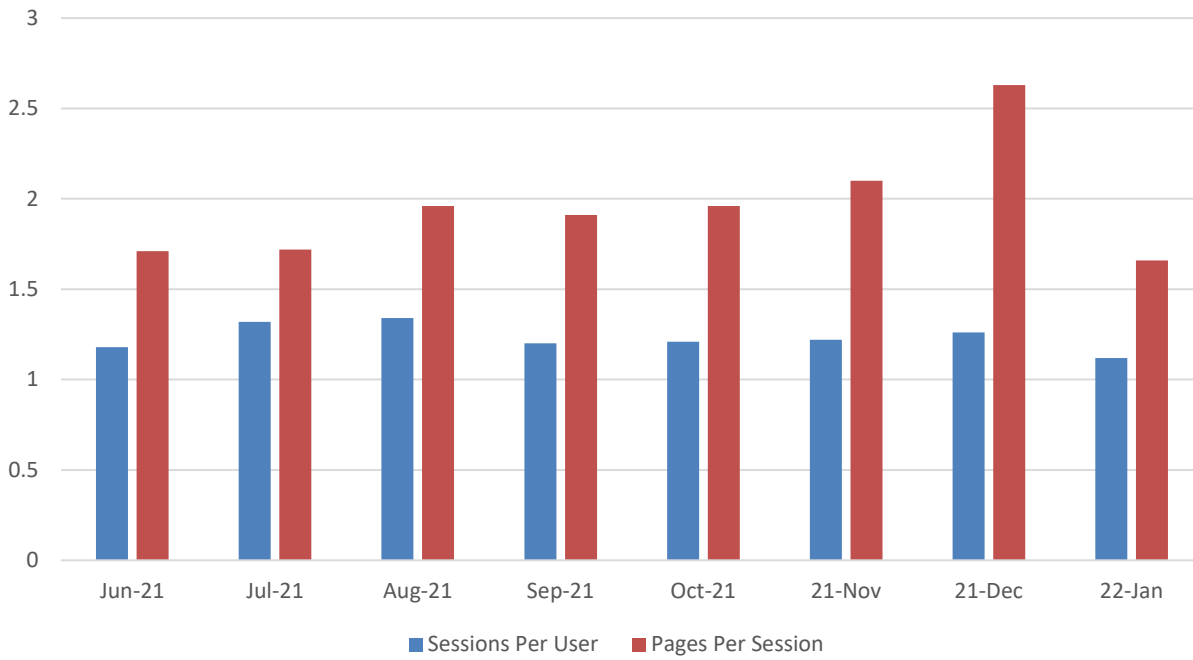
Published	Post	Type	Targeting	Reach	Engagement	Promote
01/28/2022 3:00 PM	 Here's a Shout-Out to P3 Health Partners! NLRCC wants to	Image	Public	624	5 17	Boost post
01/26/2022 3:00 PM	 "I Trust The Caring Instincts Ingrained Within Me" There are too	Video	Public	285	4 11	Boost post
01/19/2022 3:00 PM	 We invite you to attend our Community for Respite meeting on	Video	Public	972	36 27	Boost post
01/17/2022 3:16 PM	 Happy Martin Luther King Jr. Day! When it comes to family caregivers,	Image	Public	1K	8 25	Boost post
01/17/2022 3:00 PM	 Happy Martin Luther King Jr. Day! When it comes to family caregivers,	Image	Public	32	2 1	Boost post
01/14/2022 7:39 AM		Image	Public	16	0 1	Boost post
01/12/2022 3:00 PM	 Caregiving is a roller coaster ride, and you won't know if you will be on	Video	Public	526	18 28	Boost post
01/12/2022 11:49 AM	 Working while covering care is an ongoing challenge. How to get	Image	Public	18	0 0	Boost event
01/07/2022 3:00 PM	 I'm Not Going To Take It Anymore Day When you intentionally watch	Video	Public	395	17 19	Boost post
01/05/2022 3:00 PM	 My Confidence As A Caregiver Grows Every Day Remember the	Image	Public	838	6 26	Boost post
01/03/2022 2:18 PM	 January 4th, 2022 - World Braille Day - Louis Braille created a unique	Image	Public	720	7 20	Boost post

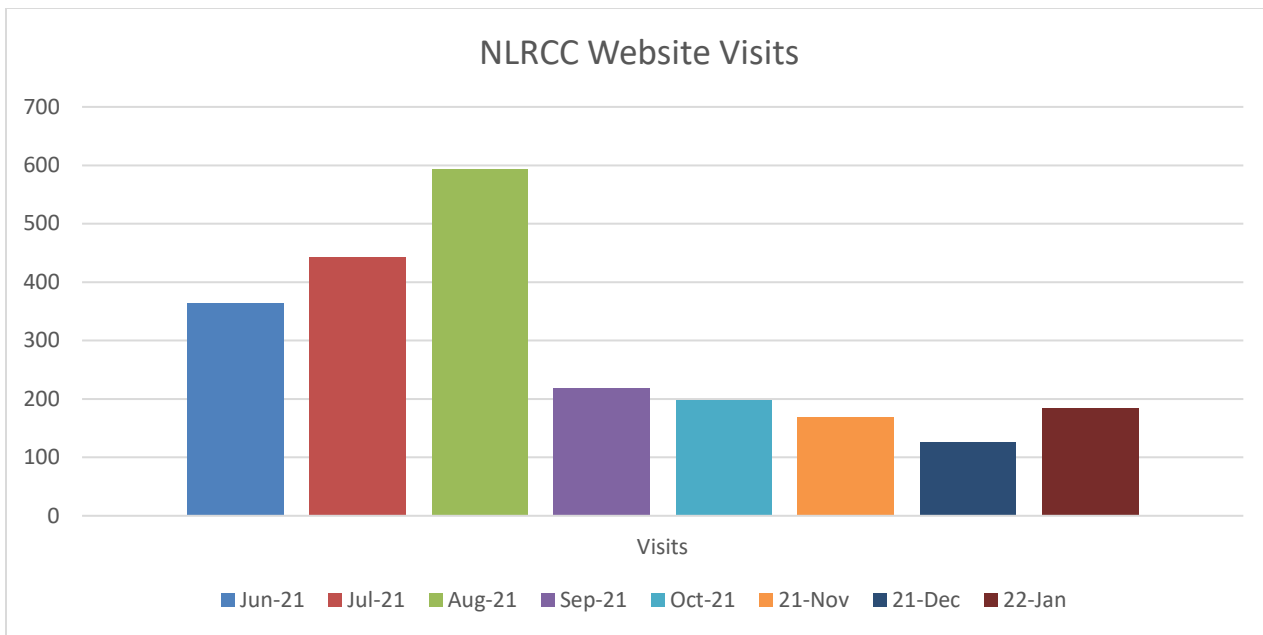
### 2) Website Goal: Drive audience to NLRCC page for content and resources and grow the “brand” of NLRCC and increase audience for respite messaging

### NLRCC Website Data



### NLRCC Website Data





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

“Welcome to NLRCC” video (published 5 months ago) has had 77 views, with a total watch time of 2.1 hours since published. Total Impressions were 186 with a click-through rate of 5.4%.

- So far in 2022, this video has 9 views, with 3 views in the last 48 hours of the month, with 6 unique viewers. Average view duration is 1:37 minutes (or 57.6% of 2:38 minute video). Impressions in 2022 were 17 (down 90%) with 88.9% of the traffic from external sources. Click through rate of 5.9% (up 10%).
- Note: For comparison, in 2021, this video got 65 views, with an average view duration of 1:41 mins (64.3%) for a total of 1.8 hours watch time. Impressions in 2021 were 169, with an impression click-through rate of 5.3%. Traffic was 69.2% external.

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 new short (2.5 minute) video is in development. This video will address common barriers that stop caregivers from seeking respite.**