

Communications Report

October 2018

1. EMAIL BLASTS AND WEBSITE COMMUNICATIONS
2. APNA NEWS
3. SOCIAL MEDIA
4. PRINT COMMUNICATIONS
5. PUBLIC RELATIONS

Unless otherwise specified, all data refers to time period of May 31 to October 4, 2018.

1. ONLINE COMMUNICATIONS

Emails

- **Overall Emails (i4a and Constant Contact)**
 - Sent: 690,406
 - Opened: 236,412 (34.24%)
 - Industry Standard: 24.98%
 - Link Clicked: 21,942 (9.28%)
 - Industry Standard: 2.76%
 - Unsubscribe rate: 0.07%
 - Industry Standard: 0.19%

2. APNA NEWS – ONLINE NEWSLETTER

Emailed out Once a Month (4 sent June 2018 – September 2018)

APNA News June 2018 - September 2018							
name	sent	Bounces %	clicks	%	html opens	%	unsubscribes
June 2018	25166	0.6%	4001	15.9%	8022	31.9%	25
July 2018	25348	0.6%	4235	16.7%	8250	32.5%	23
August 2018	25292	1.2%	3273	12.9%	7762	30.7%	33
September 2018	25914	0.8%	4021	15.5%	7284	28.1%	31

- Members' Corner Issue – bi-monthly (September, November, January)
 - 3 President's Messages
 - Members featured in Member News, Member Profiles, and Articles: 60

3. SOCIAL MEDIA

APNA has an established presence on the following social media sites:

- Facebook
- Instagram
- Twitter
- Pinterest

- Google+
- Youtube
- LinkedIn
- Reddit

Our primary social media sites are Facebook, Twitter, and Instagram.

FACEBOOK

- 12,580 Likes (As of 10/4/2018)
- Highest number of new likes (56) generated on June 19 when APNA's statement on the immigration policy was posted.
- 151,747 people reached via Facebook between May 31 and October 4, 2018
- On average, posts reach 3,449 people
- 137,968 people reached via post featuring an APNA resource (90.92% of total people reached)
- 72.73% of posts reach 1,000 or more people
 - 75.61% of those posts feature APNA resources

TWITTER

Top 5 Tweets:

Engagement includes likes, retweets, and link clicks.

Tweet text	impressions	engagement	engagement rate
APNA is calling for an immediate end to the #immigrationpolicy separating families at the border. As #mentalhealth #nurses , we feel it imperative to emphasize the seriousness of this issue. Read the full statement here: https://goo.gl/qxCq7z . #KeepFamiliesTogether pic.twitter.com/LDlrYBXeYf	4,950	177	3.6%
Celebrate the future of #mentalhealth #nursing this #feelgoodFriday ! Meet the 30 #students in the 2018 Class of APNA Board of Directors #StudentScholars : http://bit.ly/2vtHNRa pic.twitter.com/eAe4L4lcuj	2,263	53	2.3%
Do you want to #publish your #mentalhealth #nursing work, but aren't sure to start? Get #writingtips at #PMHNCon for #scientific #publication : https://buff.ly/2v6h6mc pic.twitter.com/z98mLq55zq	1,596	27	1.7%
Passionate about #mentalhealth ? Join @PCORI and @ResearchAmerica 's chat on the need for mental health research. Tomorrow at 2PM ET. Use #MHRResearch to join. https://buff.ly/2Mlhxzq pic.twitter.com/QfX5NyOO0l	1,536	21	1.4%
30 students awarded the APNA Board of Directors Student Scholarship http://omkt.co/AA7dpW	1,423	10	0.7%

INSTAGRAM

- 1,272 followers (up 14.80%)
- Top 6 Posts average 1,040 impressions each

Top 6 Instagram Posts

Instagram text	Impressions (total # of times post was seen)	Reach (# of unique accounts that saw post)	Engagement (comments, likes, and saves)
For #WorldSuicidePreventionDay , support your #psychnurse practice with essential competencies for assessment and management of suicide risk: www.apna.org/SuicideCompetencies	1,131	791	90
Celebrate the future of #mentalhealth #nursing this #feelgoodFriday ! Meet the 30 #students in the 2018 Class of APNA Board of Directors #StudentScholars : www.apna.org/2018StudentScholars	1,095	676	39
APNA is calling for an immediate end to the #immigrationpolicy separating families at the border. As #mentalhealth #nurses , we feel it imperative to emphasize the seriousness of this issue. Read the full statement at www.apna.org/ImmigrationPolicy #KeepFamiliesTogether	1,062	721	101
Of the 2.2 million individuals incarcerated in the US, more than 26% have been diagnosed with a #mentalhealth disorder. Get strategies for providing care to these individuals at #PMHNCon : www.apna.org/AnnualConference	998	699	58
When providing care to an individual at risk of suicide, the #nurse-#patient relationship can provide an important sense of connection. Learn about how the interpersonal theory of suicide can support #SuicidePrevention at #PMHNCon (www.apna.org/AnnualConference)	976	724	66
Rural communities can have limited resources for #mentalhealth care. Find out how teleprecepting can better equip the next generation of #psychnurses to increase access to care at #PMHNCon : www.apna.org/AnnualConference	975	753	61

4. PRINT COMMUNICATIONS

- New Member Packet – Includes welcome letter, Resource Center Brochure, eLearning Center Brochure, ANA eMembership Postcard, Scope & Standards Postcard
- Elections postcard mailed June 2018
- Print Newsletter mailed to members and recent lapsed members June 2018, August 2018
- 2 Rounds of Annual Conference Registration Brochures: Mailed June 2018, August 2018
- Annual Conference Trifold mailer sent September 2018

5. PUBLIC RELATIONS

Work is underway with Westfourth Communications to create messaging and collateral for a campaign to enhance the image of the psychiatric-mental health nursing profession and encourage more members of the public to enter the workforce. To date, the following has been completed or initiated:

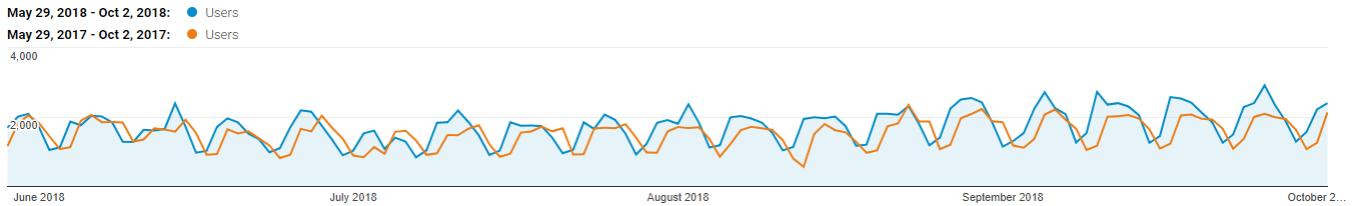
- 2 in person meetings to discuss messaging, goals, and outcomes
- Development of a main message platform to inform communications
- 1-page flyer and an infographic targeted to potential psychiatric-mental health nurses – students (both nursing and other), nurses in other fields, etc. (*drafted and undergoing revisions*)
- Report on importance/value/impact of psychiatric-mental health nursing profession to use in pitching stories to media (*in process*)

APNA Website Report

1. APNA Website (<http://www.apna.org>)
2. Member Bridge (<http://community.apna.org>)

APNA WEBSITE

From May 29, 2018 to October 2, 2018 (as compared to May 29, 2017 to October 2, 2017):



Visits / Visitors

Visits: 163,090 – up 11.81%

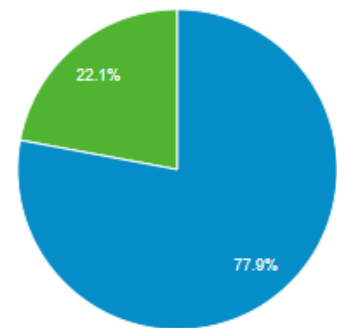
Visits per Day: 1,294

Visits by Location:

1. United States
2. India
3. Canada
4. Australia
5. United Kingdom

■ New Visitor ■ Returning Visitor

May 29, 2018 - Oct 2, 2018



May 29, 2018 - Oct 2, 2018

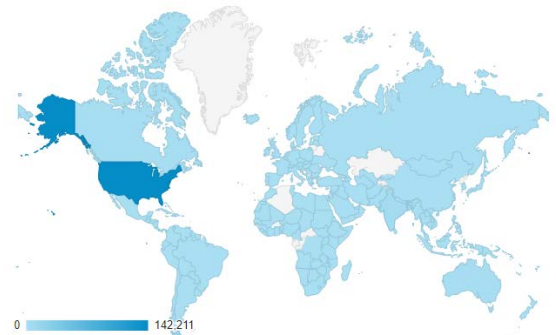
Page views / Top Content

Page views: 732,838 (up 0.66%)

- Average time on page: 1:27 – up 15.47%

Top Content May 29, 2018 to October 2, 2018:

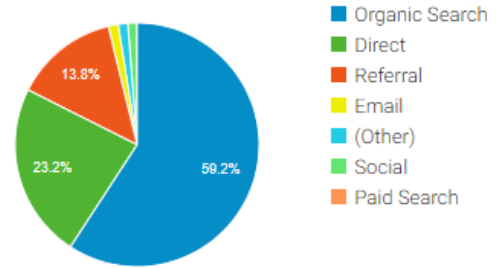
1. APNA Homepage – up 38.02%
2. About Psych Nurses – up 207.25%
3. Continuing Education – up 51.82%
4. Member Login – down 59.44%
5. Free Continuing Education – up 14.70%
6. APNA Membership – up 16.46%
7. APNA Annual Conference – up 52.54%
8. PCSS MAT Waiver Training – up 122.58%
9. Student Verification Letter Example – up 67.84%
10. About APNA – up 8.78%



May 29, 2018 - Oct 2, 2018

Traffic Sources

- Direct Traffic: 23.22% of all traffic (up 21.06%)
- Referring Sites: 13.77% (up 38.68%)
- Search Engines: 59.20% of all visits (up 5.52%)
- Social: 1.22% of all visits (up 2.88%)



MEMBER BRIDGE

From May 29, 2018 to October 2, 2018:

Visits: 50,902 – up 15.10%

Visits per Day: 200

- Unique Visitors: 25,279 – up 34.55%
- New Users: 77.18% of visitors – up 41.07%
- Returning Visitors: 22.82% of visitors – up 1.64%

Page views: 266,653

- Average pages Viewed Per Session: 5.24

Community Discussions:

All Communities				
Subscribed	Total Public Messages	New Threads	Public Replies	Members
4,630	1,907	774	1,133	36,386

All Purpose Discussion Forum			
Subscribed	Unique Contributors	Total Public Messages	New Threads
11,102	540	1,047	285

Logins:

Total Logins During Date Range	Unique Contacts During Date Range
30,908	6,034

Resource Libraries:

All Resources Accessed: May 29, 2018 to October 2, 2018 *(as compared to May 29, 2017 to October 2, 2017)*

- 779 Total Resources Shared (up 0.78%)
- 8,068 Views (down 0.48%)
- 11,486 Downloads (up 6.98%)

New Resources Added: May 29, 2018 to October 2, 2018 *(as compared to May 29, 2017 to October 2, 2017)*

- 242 Total Resources Shared (up 2.54%)
- 3,126 Views (up 14.25%)
- 4,015 Downloads (up 19.89%)