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)

<table>
<thead>
<tr>
<th></th>
<th>sent</th>
<th>Bounces %</th>
<th>clicks</th>
<th>%</th>
<th>html opens</th>
<th>%</th>
<th>unsubscribes</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 2018</td>
<td>25166</td>
<td>0.6%</td>
<td>4001</td>
<td>15.9%</td>
<td>8022</td>
<td>31.9%</td>
<td>25</td>
</tr>
<tr>
<td>July 2018</td>
<td>25348</td>
<td>0.6%</td>
<td>4235</td>
<td>16.7%</td>
<td>8250</td>
<td>32.5%</td>
<td>23</td>
</tr>
<tr>
<td>August 2018</td>
<td>25292</td>
<td>1.2%</td>
<td>3273</td>
<td>12.9%</td>
<td>7762</td>
<td>30.7%</td>
<td>33</td>
</tr>
<tr>
<td>September 2018</td>
<td>25914</td>
<td>0.8%</td>
<td>4021</td>
<td>15.5%</td>
<td>7284</td>
<td>28.1%</td>
<td>31</td>
</tr>
</tbody>
</table>

- 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
- Twitter
- Instagram
- Pinterest
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.*

<table>
<thead>
<tr>
<th>Tweet text</th>
<th>impressions</th>
<th>engagement</th>
<th>engagement rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>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: <a href="https://goo.gl/qxCq7z">https://goo.gl/qxCq7z</a> #KeepFamiliesTogether pic.twitter.com/LDIrYBXeYf</td>
<td>4,950</td>
<td>177</td>
<td>3.6%</td>
</tr>
<tr>
<td>Celebrate the future of #mentalhealth #nursing this #feelgoodFriday! Meet the 30 #students in the 2018 Class of APNA Board of Directors #StudentScholars: <a href="http://bit.ly/2vtHNRa_pic.twitter.com/eAe4L4lcuj">http://bit.ly/2vtHNRa_pic.twitter.com/eAe4L4lcuj</a></td>
<td>2,263</td>
<td>53</td>
<td>2.3%</td>
</tr>
<tr>
<td>Do you want to #publish your #mentalhealth #nursing work, but aren’t sure to start? Get #writingtips at #PMHNCon for #scientific #publication: <a href="https://buff.ly/2v6h6mc_pic.twitter.com/z98mLq55zq">https://buff.ly/2v6h6mc_pic.twitter.com/z98mLq55zq</a></td>
<td>1,596</td>
<td>27</td>
<td>1.7%</td>
</tr>
<tr>
<td>Passionate about #mentalhealth? Join @PCORI and @ResearchAmerica’s chat on the need for mental health research. Tomorrow at 2PM ET. Use #MHResearch to join. <a href="https://buff.ly/2Mlhxzq_pic.twitter.com/QfX5NyOOj">https://buff.ly/2Mlhxzq_pic.twitter.com/QfX5NyOOj</a></td>
<td>1,536</td>
<td>21</td>
<td>1.4%</td>
</tr>
<tr>
<td>30 students awarded the APNA Board of Directors Student Scholarship <a href="http://omkt.co/AA7dpW">http://omkt.co/AA7dpW</a></td>
<td>1,423</td>
<td>10</td>
<td>0.7%</td>
</tr>
</tbody>
</table>
• 1,272 followers (up 14.80%)
• Top 6 Posts average 1,040 impressions each

Top 6 Instagram Posts

<table>
<thead>
<tr>
<th>Instagram text</th>
<th>Impressions (total # of times post was seen)</th>
<th>Reach (# of unique accounts that saw post)</th>
<th>Engagement (comments, likes, and saves)</th>
</tr>
</thead>
<tbody>
<tr>
<td>For #WorldSuicidePreventionDay, support your #psychnurse practice with essential competencies for assessment and management of suicide risk: <a href="http://www.apna.org/SuicideCompetencies">www.apna.org/SuicideCompetencies</a></td>
<td>1,131</td>
<td>791</td>
<td>90</td>
</tr>
<tr>
<td>Celebrate the future of #mentalhealth #nursing this #feelgoodFriday! Meet the 30 #students in the 2018 Class of APNA Board of Directors #StudentScholars: <a href="http://www.apna.org/2018StudentScholars">www.apna.org/2018StudentScholars</a></td>
<td>1,095</td>
<td>676</td>
<td>39</td>
</tr>
<tr>
<td>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 <a href="http://www.apna.org/ImmigrationPolicy">www.apna.org/ImmigrationPolicy</a> #KeepFamiliesTogether</td>
<td>1,062</td>
<td>721</td>
<td>101</td>
</tr>
<tr>
<td>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: <a href="http://www.apna.org/AnnualConference">www.apna.org/AnnualConference</a></td>
<td>998</td>
<td>699</td>
<td>58</td>
</tr>
<tr>
<td>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 (<a href="http://www.apna.org/AnnualConference">www.apna.org/AnnualConference</a>)</td>
<td>976</td>
<td>724</td>
<td>66</td>
</tr>
<tr>
<td>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: <a href="http://www.apna.org/AnnualConference">www.apna.org/AnnualConference</a></td>
<td>975</td>
<td>753</td>
<td>61</td>
</tr>
</tbody>
</table>
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

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%
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:

<table>
<thead>
<tr>
<th>All Communities</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscribed</td>
<td>4,630</td>
</tr>
<tr>
<td>Total Public Messages</td>
<td>1,907</td>
</tr>
<tr>
<td>New Threads</td>
<td>774</td>
</tr>
<tr>
<td>Public Replies</td>
<td>1,133</td>
</tr>
<tr>
<td>Members</td>
<td>36,386</td>
</tr>
</tbody>
</table>

All Purpose Discussion Forum

<table>
<thead>
<tr>
<th>Subscribed</th>
<th>Unique Contributors</th>
<th>Total Public Messages</th>
<th>New Threads</th>
</tr>
</thead>
<tbody>
<tr>
<td>11,102</td>
<td>540</td>
<td>1,047</td>
<td>285</td>
</tr>
</tbody>
</table>

Logins:

<table>
<thead>
<tr>
<th>Total Logins During Date Range</th>
<th>Unique Contacts During Date Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>30,908</td>
<td>6,034</td>
</tr>
</tbody>
</table>

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%)