APNA Website Report

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

APNA WEBSITE

The APNA site host installed changes in their platform during this time period. This caused our mobile data tracking capability to be nullified. The issue was not identified until September 13, 2016. To most accurately represent site performance this quarter, the website numbers shown do not include mobile visits from either year.

From May 25, 2016 to September 11, 2016 (*as compared to May 25, 2015 – September 11, 2015*):
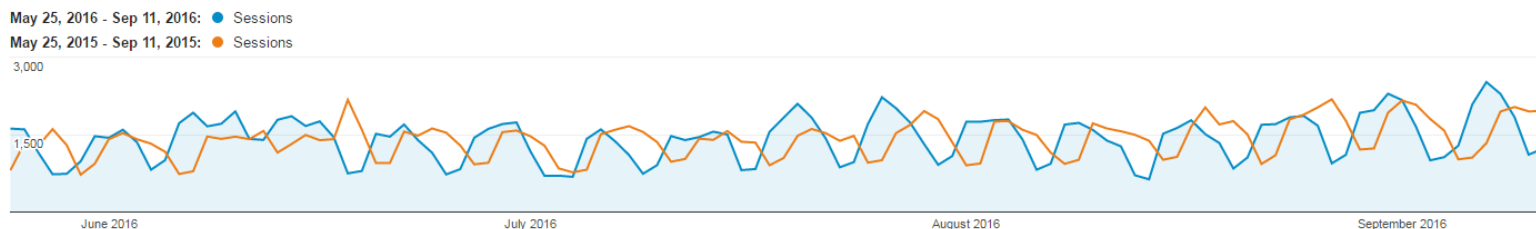
Visits / Visitors

Visits: **148,296 – up 21.16%**
Visits per Day: **1,361**

- Highest on Wednesday, September 7 at **2,345 visits** → Early Bird Registration deadline for the Annual Conference.
- New Users: 57.60% of visitors – up 17.80%
- Returning Visitors: 42.40% of visitors – up 26.05%
- Average Time on Website: 2:57 – down 20.46%
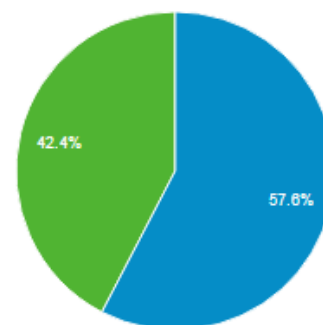
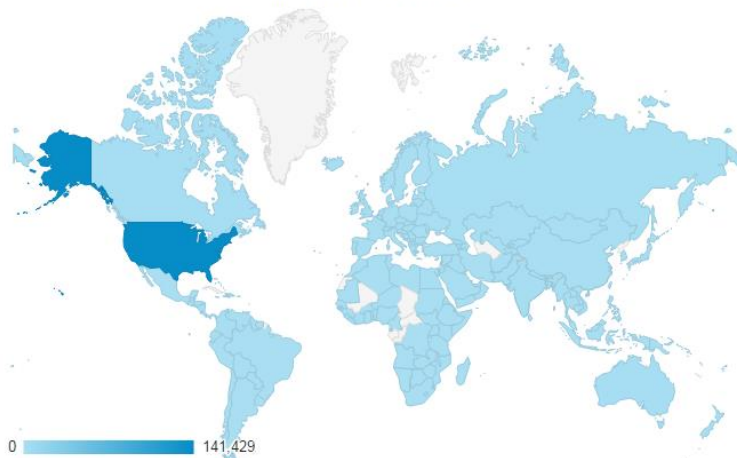*Visits by Location:*

1. United States – up 19.60%
2. India – up 19.12%
3. Australia – up 51.86%
4. United Kingdom – up 38.63%
5. Canada – down 3.99%
6. Philippines – up 44.12%
7. Russia – up 3,046.15%
8. Pakistan – up 55.81%
9. Malaysia – up 54.98%

10. South Africa – up 76.43%

Page views / Top Content

Page views: **477,694 (up 12.61%)**
- Most page views on September 7 at 8,639 page views → Early Bird Registration deadline for Annual Conference
- Average time on page: 1:20 – down 11.71%

Top Content February May 25, 2016 to September 11, 2016:
1. APNA Homepage – down 11.01%
2. Member Login – up 223.05%
3. About Psych Nurses – down 1.98%
4. Annual Conference – down 8.55%
5. **Continuing Education – up 25.51%**
6. Password Reset – up 15.86%
7. Graduate Programs – down 2.43%
8. **Free Continuing Education – up 10.52%**
9. **Membership – up 17.62%**
10. Student Verification Letter Example – up 530,400%

Traffic Sources
- Direct Traffic: 16.36% of all traffic (up 26.76%)
- Referring Sites: 18.59% (up 100.30%)
    - 27,571 visits
    - Top Referring Sites:
        1. eLearning Center
        2. Member Bridge
        3. Pathlms.com (Opioid Use Education and ATP host site)
        4. Express Evaluations (CPI and Annual Conference evaluations site)
        5. NurseCredentialing.org
- Search Engines: 59.92% of all visits (up 1.49%)
    - Top Keywords Searched
        1. APNA
        2. American Psychiatric Nurses Association
        3. APNA Conference
        4. Psychiatric Nurse Practitioner
        5. APNA Conference 2016
        6. Psychiatric Nursing
   7. Psychiatric Nurse
        8. apna.org

Feb 1, 2016 - May 24, 2016
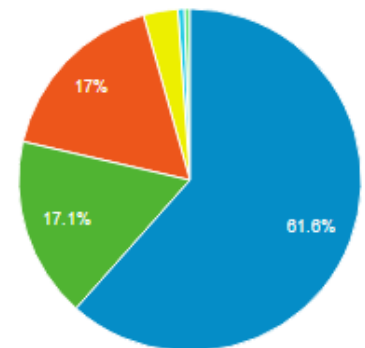
9. Nurses Day Greetings from APNA
10. www.apna.org
- Social: 0.66% of all visits (up 37.66%)
  - Social Media Revenue
    1. In this time period, social media posts led to registrations and other forms of revenue for APNA 22 times for a total of $1,580 (.94% of overall web revenue)
  - Visits via Social Referral Site: 960– down 28.78%
    1. Facebook – 769 – down 18.88%
    2. Allnurses.com – 122 - down 47.19%
    3. Twitter – 26 – down 62.86%
  - Actions on site using Social Sharing Plug-In on Website
    1. Share on Facebook: 127
    2. Share on Google Plus: 37
    3. Share on Pinterest: 35
  - Most Shared Pages
    1. Opioid Use Continuing Education (426)
    2. Homepage (106)
    3. Continuing Education: Opioid Use Disorders (84)
    4. Welcome to APNA (43)
    5. About Psychiatric-Mental Health Nurses (29)

Custom URLS

May 25, 2016 - Sep 11, 2016: ● Sessions
May 25, 2015 - Sep 11, 2015: ● Sessions
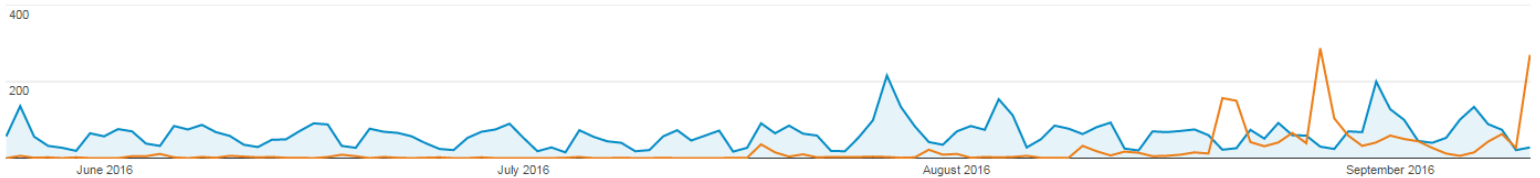
- 6,653 site visits came through a custom URL (32.23% of all site visits)
  - Homepage: 4,163
  - Email: 1,378
  - Member Bridge: 569
  - Newsletter: 336
  - Social (Facebook, Twitter, YouTube, Pinterest, Google+): 121
- 16.42% of those site visits led to an Annual Conference registration

Top 5 Custom URL Campaigns
1. 2016 Annual Conference: 3,020 clicks (77.63%)
2. 2016 CPI: 799 (12.01%)
3. 2015 Suicide Competencies Homepage and Member Bridge Ads: 381 (5.73%)

4. Opioid Use Continuing Education: 358 (5.38%)
5. Members Corner Featured Articles: 330 (4.96%)

MEMBER BRIDGE

Current Stats - Since Inception	
Agreed to Terms	15602
Communities	588
Community Members	63855
Connections Made	4470
Content Contributions	55889
Engagement Score	3112594
People with > 2 Friends	1138
Profiles Created	3150
Profiles with Pictures	1527
Total Logins	423907
Unique Logins	17202

From May 25, 2016 to September 11, 2016:

Visits: **37,379 –** up 99.06%
Visits per Day: 343
- Highest on Friday, June 10 at **719 visits**
- *Unique Visitors:* 15,756 – up 82.91%
- New Users: 34.05% of visitors – up 104.19%
- Returning Visitors: 65.95% of visitors – up 96.51%
- Average Time on Website: 2:57 – up 6.50%

Page views: **415,312**
- Average pages Viewed Per Session: 11.11
- Most page views on June 7th at 7,657 page views
- Average time on page: 0:17 – down 77.91%

Community Discussions:

All Communities						
Subscribed	Unsubscribed	Total Public Messages	New Threads	Public Replies	Private Replies	Members
5010	3822	2043	677	1376	434	32,286

All Purpose Discussion Forum					
Subscribed	Unsubscribed	Unique Contributors	Total Public Messages	New Threads	Public Replies

1,609	1,738	602	1,073	279	794
Contributor with the most public messages			Brooke Finley		
Title of message with the most recommends			RE: DNP mental health		
Title of message with the most replies		Suggestions for a patient with severe anxiety?			

Logins:

Total Logins During Date Range	Unique Contacts During Date Range
27,509	5,082

Resource Libraries:

All Resources Accessed: May 25 – September 11, 2016 *(as compared to May 25 – September 11, 2015)*

- 628 Total Resources Shared (up 24.85%)
- 8,129 Views (up 248.75%)
- 11,127 Downloads (up 310.46%)

New Resources Added: May 25 – September 11, 2016 *(as compared to May 25 – September 11, 2015)*

- 210 Total Resources Shared (up 61.54%)
- 3,566 Views (up 19.81%)
- 4,075 Downloads (up 30.82%)

Top 5 Entries February 1 – May 24					
Library Name	**Entry Title**	**Created**	**Views**	**Downloads**	
14th Annual Clinical Psychopharmacology Institute	1006: Assessment and Treatment of Transgender and Gender Expansive Youth	5/26/2016	589	1,012	
14th Annual Clinical Psychopharmacology Institute	1002: Pharmacologic Treatment of Schizophrenia: How Far Have We Come?	6/1/2016	483	77	
All-Purpose Discussion Forum	RE: patient acuity	5/30/2016	132	243	
All-Purpose Discussion Forum	Professional boundaries Attachments	8/8/2016	122	197	
All-Purpose Discussion Forum	Help Needed for Research Attachments	8/9/2016	100	103	

Mentor Match:

- **174 Mentors Enrolled**
- **321 Mentees Enrolled**
- **1 Mentorship**

Search Terms:

Top 10 Search Terms	Use Count
psychiatric ed	122
safety	57
aprn practice	45
contraband	39
rn practice	38
charting	35
prescribing	35
private practice	33
administrative council	33
pmhnp	32