

# Communications Report

## September 2016

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

Unless otherwise specified, all data refers to time period of May 26, 2016 – September 8, 2016.

### 1. PRESS RELEASES

*Data for release is cumulative from date of release to 9/8/16.*

- 06/21/16 *11 Psychiatric-Mental Health Nurses Recognized with 2016 American Psychiatric Nurses Association Annual Awards*
  - 148,655 Impressions
  - 2,685 Reads
  - 200 Pickups, including Boston Globe, Miami Herald, Star Tribune
  - Total Release Interactions: 15
    - PDF: 7 (47%)
    - Print: 8 (53%)
  - Clicks on links in release: 5
- 07/14/16 *Psychiatric-Mental Health Nurses Central to Violence Prevention in Communities Says American Psychiatric Nurses Association*
  - 123,214 Impressions
  - 2,002 Reads
  - 197 Pickups, including The News & Observer, Star Tribune, The Daily Breeze
  - Total Release Interactions: 18
    - PDF: 12 (67%)
    - Print: 5 (28%)
    - Email Contact: 1 (6%)
  - Clicks on links in release: 4
- 07/20/16 *American Psychiatric Nurses Association Introduces New Education to Combat Opioid Epidemic*
  - 134,583 Impressions
  - 1,663 Reads
  - 196 Pickups, including The News & Observer, Star Tribune, The Sun News
  - Total Release Interactions: 19
    - PDF: 12 (63%)
    - Print: 6 (32%)
    - Email Contact: 1 (5%)
  - Clicks on links in release: 14
- 08/17/16 *American Psychiatric Nurses Association Announces Election of New Leadership to Board of Directors, 2017 Nominating Committee*

- 144,976 Impressions
  - 2,154 Reads
  - 194 Pickups, including The News & Observer, Star Tribune, The Sun News
  - Total Release Interactions: 102
    - PDF: 15 (15%)
    - Print: 87 (85%)
  - Clicks on links in release: 9
- 09/08/16 *American Psychiatric Nurses Association's First Instructors Trained to Provide Education to Prevent Suicide through Assessment & Management of Risk in Inpatient Setting*
    - 22,229 Impressions
    - 1,051 Reads
    - 183 Pickups, including Star Tribune, El Nuevo Herald, The Sun News
    - Total Release Interactions: 10
      - Print: 6 (60%)
      - PDF: 3 (30%)
      - Email Release: 1 (10%)
    - Clicks on links in release: 17

## 2. ONLINE COMMUNICATIONS

- APNA Newsfeed Page
  - 24 posts to the Quick Updates section
- Member Bridge
  - 8 Announcements

### Emails

APNA uses two email blast platforms to send emails to its contacts: i4a (primarily for APNA national communications) and Constant Contact (primarily for APNA Chapter and JAPNA communications).

#### Overall Emails (i4a and Constant Contact)

- Opened: 32.39% | Industry Standard 24.9%
- Link Clicked: 12.79% | Industry Standard 2.8%
- Unsubscribe rate: 0.09% | Industry Standard 0.5%

#### i4a Emails

- Overall Opened: 36.0%
- Overall Link Clicked: 12.6%
- Overall Unsubscribed: 0.09%
- Top 5 most clicked emails:
  - “Opioid Use Disorders - Free CE to Empower Your Practice”: Open rate of 63.46%; Click rate of 19.47%
  - “I got mine! Did you get yours?”: Open rate of 26.45%; click rate of 43.48%
  - “Psychopharmacology CE - New & Online”: Open rate of 45.65%; click rate of 17.3%
  - “Check out the new PMH-APRN Scope of Practice Interactive Map!”: Open rate of 77.24%; click rate of 25.37%
  - “Free CE for Suicide Prevention Week & Recovery Month”: Open rate of 39.89%; click rate of 13.12%

## Constant Contact Emails

- These emails include APNA announcements regarding JAPNA, Council and Chapter Communication, and more.

Date	Subject	Opened	Clicked	Unsubscribe
Wednesday Sep 7	Free CE for Suicide Prevention Week & Recovery Month	39.89%	13.12%	0.09%
Tuesday Aug 2	Psychopharmacology CE - New & Online	45.65%	17.30%	0.09%
Tuesday Jul 26	Check out the new PMH-APRN Scope of Practice Interactive Map!	77.24%	25.37%	0.02%
Tuesday Jul 19	Opioid Use Disorders - Free CE to Empower Your Practice	63.46%	19.47%	0.08%
Wednesday Jul 6	I got mine! Did you get yours?	26.45%	43.48%	0.16%

- 0.3% unsubscribe rate

Date Range	Opened	Clicked	Bounces
Overall	26.1%	15.6%	3.9%
Last 3 months	20.4%	10.0%	4.0%

- For the period of May 26, 2016 to September 8, 2016, as compared to the same time the previous year:

	2016	2015
<b>Bounces</b>	3.93%	3.35%
<b>Opt-outs</b>	0.10%	0.11%
<b>Opens</b>	20.84%	23.84%
<b>Clicks</b>	13.89%	12.71%

## 3. APNA NEWS – ONLINE NEWSLETTER

Emailed out Once a Month (4 sent May 26, 2016 – September 8, 2016)

- Members' Corner Issue – bi-monthly (July)
  - 1 President's Message
  - Members featured in Member News, Member Profiles, and Articles: **73**

## 4. SOCIAL MEDIA

APNA uses a variety of social media accounts to engage with members, prospective members, and stakeholders. Below are reports on the current top platforms.

## FACEBOOK

- **8,347 Likes** (As of 9/12/2016)
- Highest number of new likes (25) generated on September 1<sup>st</sup> after an Early Bird Registration Reminder post (“Revolutionize your practice with #PMHNCon like these nurses did! Only 6 days left to catch Early Bird registration and save \$75 on your registration: <http://bit.ly/1TlgP32>”) and a post in honor of Overdose Awareness Day that highlighted APNA’s free opioid use education: “It’s #OverdoseAwarenessDay, so access free resources for nurses at all levels of care to help address the opioid epidemic: <http://buff.ly/2bWCD9G>”

### Top Five Posts (as of 9/12/2016):

Published	Post	Type	Targeting	Reach	Engagement
09/09/2016 1:38 pm	 Nursing assessments and interventions make a difference in su			7K	405 222
07/16/2016 10:00 am	 We are not helpless in the wake of violence. A new position paper			4.8K	200 195
07/06/2016 10:21 am	 An annual gathering of 1,600+ psychiatric-mental health nurses			4.6K	350 168
08/30/2016 4:13 pm	 Comprehensive orientation practices can help new nurses feel			4.4K	171 135
08/02/2016 12:53 pm	 Make Hildegard Peplau proud: Learn more about re-emphasizin			4.2K	214 176

### Post Reach

- 97,682 people reached via Facebook between June 1, 2016 and September 12, 2016
- On average, posts reach 2,791 people
- 91,057 people reached via post featuring an APNA resource (93.22%)
- 80% of posts reach 1,000 or more people
  - 92.86% of those posts feature APNA resources

### Advertising

3 Facebook ads were deployed during this time period:

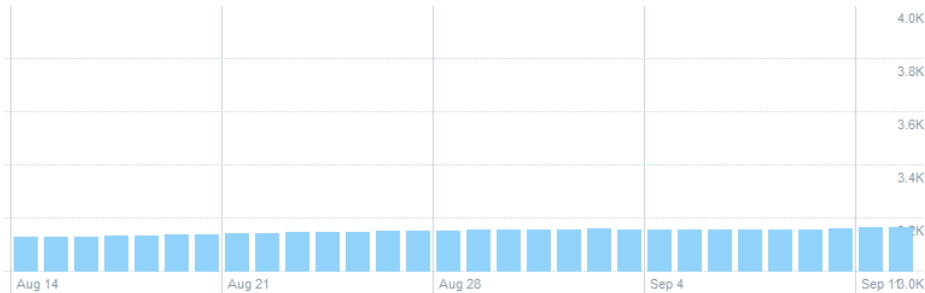
Date Range	Campaign Name	Link Clicks	Reach	Cost per Click	Total
8/23/2016 - 9/6/2016	Opioids Free CE - Rev	1,547	58,143	\$0.32	\$499.94
8/18/2016 - 9/7/2016	Annual Conference Video	775	16,239	\$0.39	\$300.00
7/27/2016 - 8/10/16	Opioids Free CE	1,748	56,399	\$0.29	\$500.00
Summary		4,070	116,916	\$0.32	\$1,299.94

## TWITTER

- **3,169 Followers**

## Top 5 Tweets:

Tweet text	impressions	engagement	retweets	likes	clicks
Calling ALL #nurses: Help fight the #opioidemic with new #free #continuing: buff.ly/29PfkZt pic.twitter.com/oIBCRtqePD	2029	0.9%	4	0	3
We can rise above #violence. Learn more about ways #psychnursing can help prevent violence: http://buff.ly/29UiEX3 pic.twitter.com/Wy20hgMegz	1532	1.2%	7	3	1
#tbt: This week in 1946, the National Mental Health Act was signed, laying the groundwork for @NIMHgov.	1260	0.2%	2	1	0
Engaging patients in care is critical to #recovery. Browse recovery sessions at #PMHNCon: bit.ly/2a41xkt pic.twitter.com/N6AUsJ7vwt	1142	0.9%	3	1	0
Make Peplau proud: Learn more about emphasizing #psychotherapy, starting w/graduate nursing #education at #PMHNCon: bit.ly/2arJ5Qi	1140	1.8%	5	6	4



Your current follower audience size is 3,169  
That's 37 more than the same time 30 days ago. You've gained around 1 new followers per day

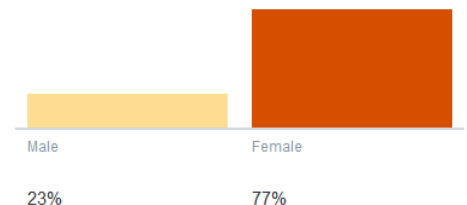
### Interests

Interest name	% of audience
Health, mind, and body	77%
Business and news	71%
Politics and current events	66%
Science news	63%
Biotech and biomedical	59%
Business news and general info	58%
Movie news and general info	52%
Comedy (Movies and television)	44%
Tech news	41%
Nonprofit	40%

### Occupation

Occupation type	% of audience
Health services	59%
Professional/technical	33%

### Gender



### Household income categories

Income category	% of audience
\$75,000 - \$99,999	18%
\$100,000 - \$124,999	13%
\$250,000+	10%
\$200,000 - \$249,999	10%
\$175,000 - \$199,999	10%

Values based on 32.6% match rate from Twitter partners

### Net worth

Net worth category % of audience

## YOUTUBE

- 87 videos
- 5,486 views



# American Psychiatric Nurses Association

Created: Nov 8, 2011 · Videos: 87

CHANNEL

May 26, 2016 – Sep 8, 2016

## Watch time

Minutes

5,486 ▼



## Average view duration

Minutes

4:57 ▼



## Views

1,108 ▼



## Your estimated revenue \*

\$0.00



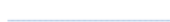
## Likes

2 ▼



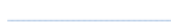
## Dislikes

0 ●



## Comments

0 ●



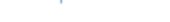
## Shares

23 ▲



## Videos in playlists

11 ▲



## Subscribers

8 ▼

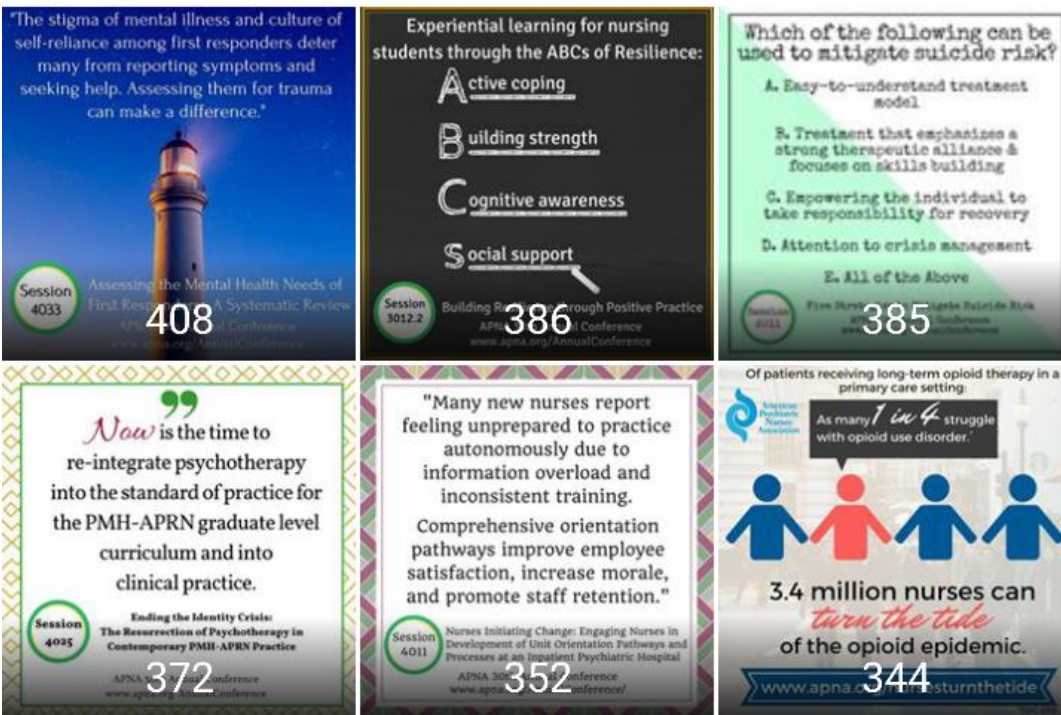


## INSTAGRAM

On March 17, 2016, the APNA official Instagram account was created. Instagram is being piloted to see how it fits into our overall social media strategy.

- 411 followers
- 24 posts since inception
- Top 6 Posts average 375 impressions each

### Top 5 Instagram Posts



Instagram text	Impressions (times post was seen)	Reach (unique accounts that saw post)	Engagement (comments & likes)
#firstresponders, including #firefighters, #paramedics, and #EMTs, have a higher frequency of exposure to traumatic events. Learn how to support their #mentalhealth needs at #PMHNCon: <a href="http://bit.ly/2bPM9Zz">http://bit.ly/2bPM9Zz</a>	408	222	35
Positive #practice can help both #nursing #students and their patients build #resilience and #selfcare skills. Learn more at #PMHNCon: <a href="http://bit.ly/2aWHwz">http://bit.ly/2aWHwz</a>	386	217	21
Pop quiz: Can you identify #strategies that can help prevent #suicide? Learn more about mitigating suicide risk at #PMHNCon: <a href="http://bit.ly/2bxpljh">http://bit.ly/2bxpljh</a>	385	228	25
Make Hildegard Peplau proud: Learn more about re-emphasizing #psychotherapy in practice, starting with graduate #nursing #education curricula, at #PMHNCon: <a href="http://bit.ly/2aK9WeG">http://bit.ly/2aK9WeG</a>	372	212	32

Comprehensive orientation practices can help #newnurses feel more confident in their practice. Learn how you can initiate change at #PMHNCon: <a href="http://bit.ly/2bYa3Uh">http://bit.ly/2bYa3Uh</a>	352	209	18
Every nurse can help to #turnthetide of the opioid epidemic. Share this free continuing education to empower ALL nurses: <a href="http://bit.ly/2ak9p1T">http://bit.ly/2ak9p1T</a>	345	197	24

## 5. PRINT COMMUNICATIONS

- New Member Packet – Includes welcome letter, Resource Center Brochure, eLearning Center Brochure, ANA eMembership Postcard, Scope & Standards Postcard, Member Bridge Brochure, APNA Transitions in Practice Brochure
- Elections postcard mailed June 2016
- 2 Rounds of Annual Conference Registration Brochures: Mailed June 2016, August 2016
- Annual Conference letter and flyer mailed to contacts within 100 mile radius of Hartford