COMMUNICATIONS REPORT
SEPTEMBER 2020

Unless otherwise specified, all data refers to time period of May 25, 2020 to September 27, 2020.

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). Industry standards provided by mailchimp.com.

- Opened: 564,765 (39.76%)
  - Industry Standard: 24.98%
- Link Clicked: 94,246 (16.69%)
  - Industry Standard: 2.76%
- Unsubscribe rate: 0.02%
  - Industry Standard: 0.19%

APNA NEWS – ONLINE NEWSLETTER

Edition	Sent	Clicks	% clicked	HTML Opens	% Open	Unsubscribe
October 2019	28956	1131	3.9%	10912	37.7%	28
November 2019	29363	974	3.3%	10157	34.6%	24
December 2019	29296	1218	4.2%	10616	36.2%	29
January 2020	29740	1538	5.2%	12487	42.0%	32
February 2020	30085	1121	3.7%	11091	36.9%	28
March 2020	30395	3587	11.8%	15322	50.4%	21
April 2020	30655	1646	5.4%	13500	44.0%	19
May 2020	31205	1193	3.8%	12120	38.8%	26
June 2020	31400	1074	3.4%	13137	41.8%	33
July 2020	31645	1248	3.9%	14032	44.3%	30
August 2020	31936	1149	3.6%	12258	38.4%	35
September 2020	32280	1088	3.4%	9558	29.6%	20

SOCIAL MEDIA

APNA has an established presence on the following social media sites: Facebook, Twitter, Instagram, Pinterest, LinkedIn (newly revitalized), Reddit, Youtube. Our primary social media sites are Facebook, Twitter, and Instagram. In January, APNA revitalized our LinkedIn presence by re-opening the page and using it to share resources.

FACEBOOK

- **15,272** Likes (As of 9/27/2020)
- Highest number of new likes (7) generated on September 13 and September 24 – the former just before the early bird deadline latter after sharing a video message from Pete Lee

Top Five Posts (as of 9/27/2020):

Date		Post			Reach		Reactions	
09/01/2020 12:14 PM		Happy birthday to the mother of psychiatric-mental health nursing,		🌐	5.3K		80 295	
07/27/2020 1:03 PM		As a nurse on the frontlines of the COVID-19 pandemic, you may be		🌐	2.8K		60 98	
06/12/2020 4:41 PM		"Keep in mind that the person who says they are thinking of suicide is		🌐	2.2K		30 91	
06/12/2020 1:49 PM		With CPI going virtual for the first time, we want to see your		🌐	1.4K		99 27	
08/18/2020 12:01 PM		Combat stigma by incorporating mental health first aid to		🌐	1.4K		35 42	

TWITTER

- 5,132 followers (up 2.44%)
- Top 5 tweets average 1,356 impressions each

Top 5 Tweets:

Engagement includes likes, retweets, and link clicks.

Tweet text	impressions	engagement	engagement rate
"Pronouns are one of the most important aspects of providing affirmative care to our gender-diverse patients. If you are not able to build that therapeutic rapport, nothing else is going to happen." - **#APNAPsychopharm** speaker Dr. Rhonda Schwindt	1,705	32	1.9%
"As providers, we need to look at every individual as a whole person. It is not always solely about their gender diversity." - #APNAPsychopharm speaker Dr. Rhonda Schwindt pic.twitter.com/RNm86bK37d	1,296	11	0.8%
"It is a different perspective (for #military #mentalhealth care): Asking 'can I get them well enough to deploy next week?' rather than 'can I cure them?'" - #APNAPsychopharm speaker Commander Joseph Holshoe	1,275	15	1.2%
Sign up for the @ANANursingWorld Healthy Nurse, Healthy Nation challenge for tips on getting a good	1,253	11	0.9%

night's #sleep, #meditation, #selfcare, and more: https://buff.ly/2XQw2nq			
"Psychiatric medications are just as life-saving as any other medications." - #APNAPsychopharm speaker Dr. Rebecca Roma pic.twitter.com/foeQPU5hqp	1,252	40	3.2%

INSTAGRAM

- 2,150 followers (up 4.32%)
- Top 6 Posts average 999 impressions each

LINKEDIN

- 3,312 followers (9.78% increase)
- Update posts average 483 impressions

WEBSITE

WWW.APNA.ORG

Visits: 73,059
Visits per Day: 571
Page views: 459,257 (down 10.07%)
Traffic Sources :
- Direct Traffic: 56.03% of all traffic
- Referring Sites: 21.76%
- Search Engines: 20.91% of all visits

MEMBER BRIDGE

Visits: 64,714
Visits per Day: 506
Page views: Average pages Viewed Per Session: 4.86

Community Discussions:

All Communities

Total Public Messages	New Threads	Public Replies	Private Replies	Members

2,752	908	1,844	695	42,484

All Purpose Discussion Forum

Unique Contributors	Total Public Messages	New Threads	Public Replies
651	1,484	322	1,162

Resource Libraries:
- 1,079 Total Resources Shared
- 7,109 Views
- 6,118 Downloads

PRINT COMMUNICATIONS

- New Member Packet – Includes welcome letter, brochures, and flyers
- Print Newsletters: January 2020, September 2020
- Call for Nominations Postcard: February 2020
- Annual Conference Call for Abstracts Postcard: January 2020
- CPI Postcard: March 2020, April 2020
- Elections Postcard: May 2020
- Annual Conference Registration Postcard & Brochure: August 2020
- Four print advertisements in Journal of the American Psychiatric Nurses Association six times each year