

Communications Report October 2017

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 31, 2017 – September 27, 2017.

1. PRESS RELEASES

Data for release is cumulative from date of release to 9/27/17.

- *9/11/2017 Introducing the 2017 American Psychiatric Nurses Association Annual Awards Recipients*
 - 113,947 Impressions
 - 1,383 Reads
 - 177 Pickups, including International Business Times, The Star Telegram, The Miami Herald
 - Total Release Interactions: 16
 - Clicks on links in release: 24
- *8/8/17 American Psychiatric Nurses Association Welcomes Members to Board of Directors and 2018 Nominating Committee*
 - 164,707 Impressions
 - 1,496 Reads
 - 178 Pickups, including International Business Times, The Centre Daily Times, Star Tribune
 - Total Release Interactions: 8
 - Clicks on links in release: 11
- *7/20/17 American Psychiatric Nurses Association Awards APNA Board of Directors Student Scholarship to 30 Nursing Students*
 - 248,060 Impressions
 - 2,582 Reads
 - 178 Pickups, including The News & Observer, International Business Times, the Daily Herald
 - Total Release Interactions: 14

- Clicks on links in release: 7

2. ONLINE COMMUNICATIONS

- APNA Newsfeed Page
 - 35 posts to the Quick Updates section
- Member Bridge
 - 15 Announcements
 - 1 Blog

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.

- **Overall Emails (i4a and Constant Contact)**
 - Open Rate: **37.64%**
 - Industry standard: 24.98%
 - Link Click Rate: **9.64%**
 - Industry standard: 2.76%
 - Unsubscribe rate: **0.06%**
 - Industry standard: 0.49%
- **Top 5 most clicked emails:**
 - “Hurricane Harvey: Mental Health Volunteers Needed”: Sent to Members; Open rate of 68.50%; Click rate of 21.93%
 - “What makes these nurses so special?”: Sent to Members; Open rate of 32.73%; Click rate of 21.31%
 - “Violence Prevention & PMH Nurses”: Sent to Members; Open rate of 64.00%; click rate of 20.06%
 - “July Free CE for APNA Members”: Sent to Members; Open rate of 64.01%; Click rate of 16.05%
 - “August Free CE for APNA Members”: Sent to Members; Open rate of 70.56%; Click rate of 15.77%
- **Top 5 most opened emails**
 - “Incident in Utah: Honoring Nurse Wubbels and Taking Action”: Sent to Members; Open rate of 82.21%; Click rate of 11.77%
 - “Is your profile up-to-date?”: Sent to Members; Open rate of 74.69%; click rate of 10.96%
 - “August Free CE for APNA Members”: Sent to Members; Open rate of 70.56%; Click rate of 15.77%

- “Hurricane Harvey: Mental Health Volunteers Needed”: Sent to Members; Open rate of 68.50%; Click rate of 21.93%
- “June Free CE for APNA Members”: Sent to Members; Open rate of 66.89%; Click rate of 10.71%

3. APNA NEWS – ONLINE NEWSLETTER

Emailed out Once a Month (5 sent May 31, 2017 – September, 2017)

APNA News June 2017-September 2017

	sent	bounces	%	clicks	%	html opens	%	unsubscribes
May 2017	23125	284	1.2%	909	3.9%	7273	31.5%	24
June 2017	23212	200	0.9%	842	3.6%	6665	28.7%	29
July 2017	23316	175	0.8%	901	3.9%	6379	27.4%	30
August 2017	23437	191	0.8%	3352	14.3%	6427	27.4%	21
September 2017	23644	290	1.2%	3632	15.4%	5124	21.7%	18

- Members’ Corner Issue – bi-monthly (May, July, September)
 - 3 President’s Messages
 - Members featured in Member News, Member Profiles, and Articles: 32

4. SOCIAL MEDIA

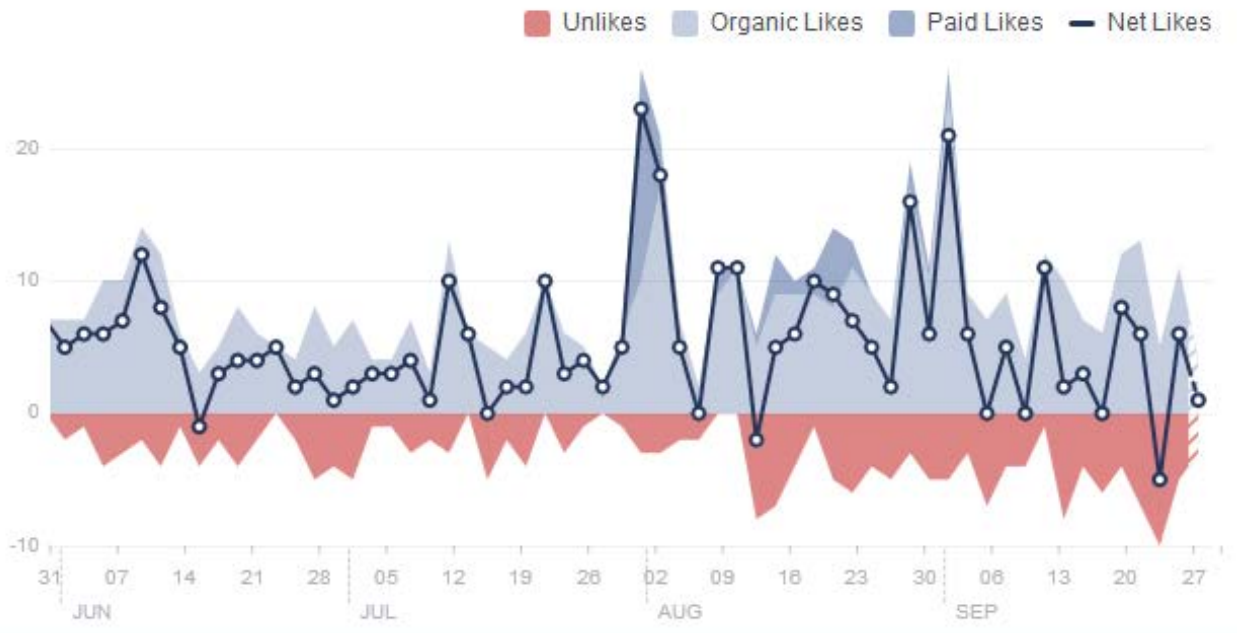
APNA has an established presence on the following social media sites:

- Facebook
- Instagram
- Google+
- Youtube
- Twitter
- Pinterest
- LinkedIn
- Reddit

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

FACEBOOK

- 10,377 Likes (As of 9/28/2017)
- Highest number of new likes (23) generated on August 1st, when “Topic Tuesday” post on Child & Adolescent Track at the APNA Annual Conference was posted. The post centered on Session 4034, “The Impact of a Facility Service Dog on an Inpatient Child and Adolescent Psychiatry Unit”.



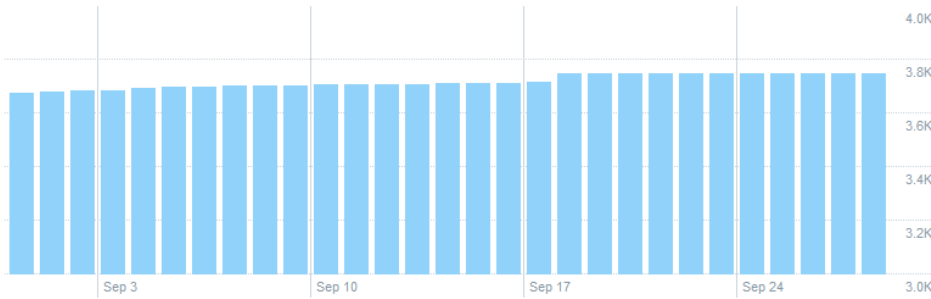
Top Five Posts (as of 9/27/2017):

Published	Post	Type	Targeting	Reach	Engagement	Promote
08/28/2017 1:53 pm	Get involved with the American Red Cross and volunteer to provide			8.2K	560 260	Boost Post
09/12/2017 11:57 am	It's Suicide Prevention Week! Get updates and tools on suicide prevention			4.3K	295 182	Boost Post
09/13/2017 6:00 pm	For Suicide Prevention Week and National Recovery Month, all nurses			6.5K	254 202	Boost Post
09/01/2017 12:12 pm	Happy birthday to Hildegard Peplau, the "mother" of psychiatric nursing			8.1K	152 231	Boost Post
08/27/2017 5:00 pm	Support violence prevention efforts with a free toolkit designed for professionals			4.2K	229 93	Boost Post

Post Reach

- 175,502 people reached via Facebook between May 31, 2017 and September 27, 2017
- On average, posts reach 3,375 people
- 160,987 people reached via post featuring an APNA resource (91.73% of total people reached)
- 86.54% of posts reach 1,000 or more people
 - 91.11% of those posts feature APNA resources

TWITTER

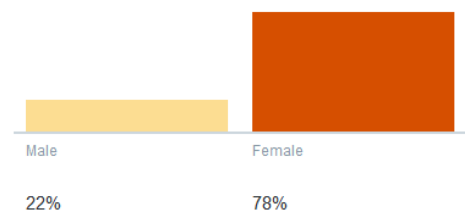


Your current follower audience size is 3,748
That's 70 more than the same time 30 days ago. You've gained around 2 new followers per day

Interests

Interest name	% of audience
Business and news	75%
Health, mind, and body	74%
Politics and current events	70%
Science news	64%
Business news and general info	63%
Movie news and general info	57%
Biotech and biomedical	57%
Comedy (Movies and television)	49%
Tech news	45%
Books news and general info	42%

Gender



Household income categories

Income category	% of audience
\$75,000 - \$99,999	16%
\$175,000 - \$199,999	16%
\$150,000 - \$174,999	16%

Top 5 Tweets:

Engagement includes likes, retweets, and link clicks.

Tweet text	impressions	engagement	engagement rate
Happy birthday Hildegard Peplau, "mother" of #psychnursing ! Celebrate with this month's free CE for members: pic.twitter.com/QwbxbwIPtu	1,322	61	4.6%
Reducing patient violence, #recovery based care, & more in August's free #continuingeducation webinars for members: https://buff.ly/2vMnRvh pic.twitter.com/N8QqrkJBBw	1,123	25	2.2%
Learn how to use cognitive processing #therapy to improve #military and civilian #trauma outcomes at #PMHNCon : https://goo.gl/XuyzrV pic.twitter.com/6vG3RKCGUP	1,032	10	1.0%
How can #dogs help #children & #adolescents w/ #mentalhealth concerns in #inpatient care? Find out at #PMHNCon : http://buff.ly/2vZZK9I pic.twitter.com/x58FYwkOy	975	9	0.9%

Per @AHRQNews , 1 in 8 ED patients arrives for #psychiatric issues. Get tips to improve outcomes at #PMHNCon : https://goo.gl/ff1tn8 pic.twitter.com/Z3bXpIAAnT6	963	9	0.9%
---	-----	---	------

INSTAGRAM

On March 17, 2016, the APNA Instagram account was created. While still in its first two years, the APNA Instagram account has grown steadily to become impactful within our social media presence.

- 688 followers (up 18.02%)
- 79 posts since inception
- Top 6 Posts average 747 impressions each

Top 6 Instagram Posts

The collage features six Instagram posts:

- Post 1:** "Benefits of a facility service dog within an inpatient child and adolescent psychiatry unit include stress relief, emotional comfort, companionship, improved socialization, enhanced self-image, and increased ability to concentrate and focus." Session 4034: The Impact of a Facility Service Dog on an Inpatient Child and Adolescent Unit. Impressions: 829.
- Post 2:** "Caring for others requires caring for oneself. Self-compassion is self-care practice that can enhance compassionate care for patients and well-being in the clinician." Session 1035: Empowering Relationships: Taking Care of Ourselves and Others Mindful Self-Compassion in Practice. Impressions: 753.
- Post 3:** "Register Now! APNA 31st Annual Conference October 18 - 21 Phoenix, Arizona." 4 days of networking, 100+ Continuing Education Contact Hours, 1 incredible conference experience. Impressions: 736.
- Post 4:** "We created the Nursing Suicide Risk Inventory to provide inpatient psychiatric-mental health nurses with a comprehensive picture of patient suicide risk while enhancing nurses' suicide risk competency and improving patient safety." Session 3032: New York-Presbyterian's Nursing Suicide Risk Inventory (NSRI): A Daily Nursing Suicide Risk Tool for the Inpatient Psychiatric Setting. Impressions: 731.
- Post 5:** "Happy Birthday Hildegard Peplau! CELEBRATE WITH 4 FREE CONTINUING EDUCATION SESSIONS FOR APNA MEMBERS." Sessions include: Dialectical Behavior Therapy: Its Impact on Resilience in Homeless Young Adults; ASAM Guidelines for the Use of Medications in Opioid Addictions; Implementation of a Screening for Depression and Suicide for Patients Admitted to a Large Medical Center; Care Coordination in Telepsychiatric Care: Development of a Role for Psychiatric RNs. Impressions: 725.
- Post 6:** "Psychiatric nurses have an opportunity to lead the development and implementation of a collaborative telepsychiatric care model in the primary care setting that can potentially redefine how psychiatric care is provided in the outpatient setting." Session 2016: Telepsychiatric Services: A Model for Implementation in the Primary Care Setting. Impressions: 709.

5. PRINT COMMUNICATIONS

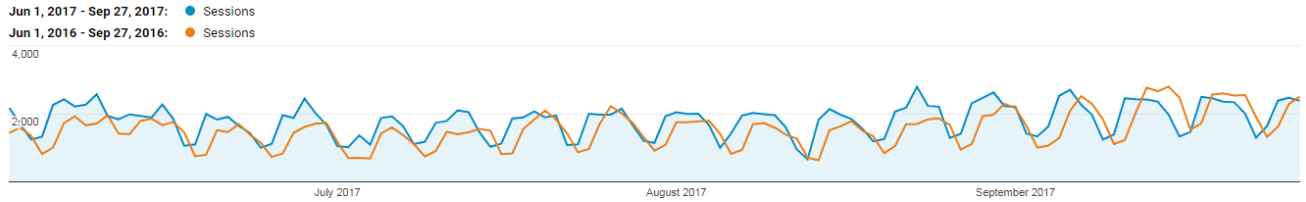
- New Member Packet – Includes welcome letter, Member Bridge Brochure, ATP Brochure, eLearning Center Brochure, ANA eMembership Postcard, Scope & Standards Postcard
- Annual Conference Registration Brochure: June 2017, August 2017
- APNA Elections Postcard: June 2017
- Print Newsletter mailed to members and recent lapsed members July 2017

APNA Website Report

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

APNA WEBSITE

From June 1, 2017 to September 27, 2017 (as June 1, 2016 – September 27, 2016):



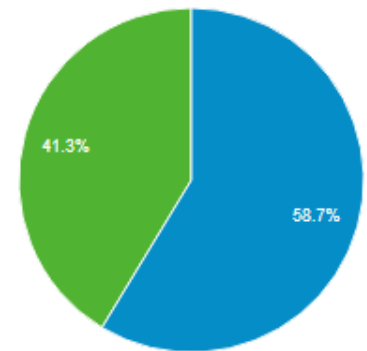
Visits / Visitors

Visits: 215,984 – up 17.27%

Visits per Day: 1,815

- Highest on Wednesday, August 23 at **2,792 visits** → Blast email “Violence Prevention & PMH Nurses” sent referring recipients to the Violence Prevention Toolkit
- New Users: 58.66% of visitors – up 17.06%
- Returning Visitors: 41.34% of visitors – up 17.56%
- Average Time on Website: 2:43 – down 5.24%

■ New Visitor ■ Returning Visitor
Jun 1, 2017 - Sep 27, 2017



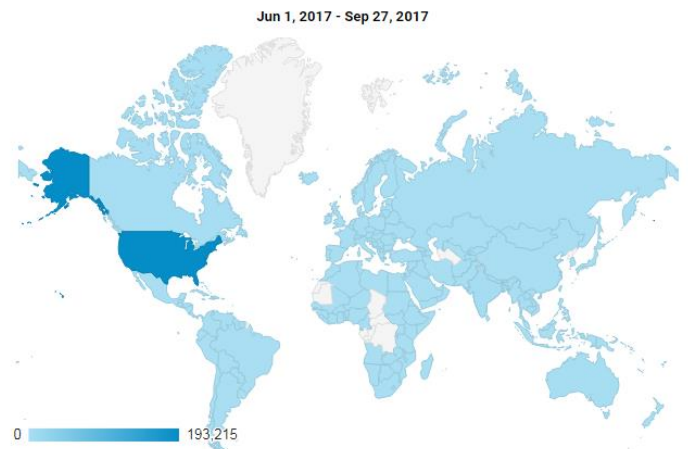
Visits by Location:

1. United States – up 16.43%
2. India – up 77.10%
3. Australia – up 31.99%
4. Canada – up 19.41%
5. United Kingdom – down 9.77%

Page views / Top Content

Page views: 681,153 (up 17.67%)

- Most page views on September 6 at 9,442 page views → Early Bird Registration Deadline for the Annual Conference; Social media posts about the incident in Utah and honoring Nurse Wubbels
- Average time on page: 1:16 – down 5.72%



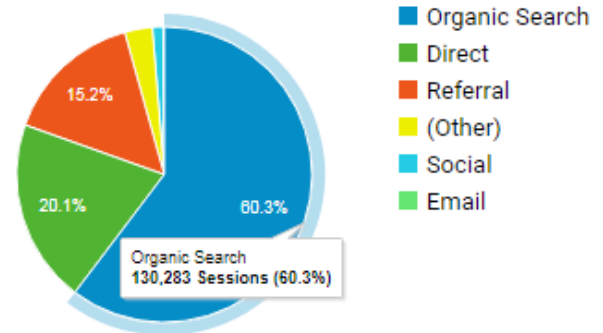
Top Content June 1, 2017 to September 28, 2017:

1. Member Login – up 24.32%
2. APNA Homepage – up 887.25%
3. About Psych Nurses – up 3,699.77%
4. Continuing Education – up 9.29%
5. Free Continuing Education – up 85.62%
6. Forgot Login – up 6.04%
7. Annual Conference – up 4,722.94%
8. APNA Membership – up 5.84%
9. Graduate Programs – up 1,958.51%
10. APNA Conference Program – up 53.19%

Traffic Sources

- Direct Traffic: 20.13% of all traffic (up 23.13%)
- Referring Sites: 15.24% (up 0.81%)
 - 32,910 visits
 - Top Referring Sites:
 1. eLearning Center
 2. Pathlms.com (Opioid Use Education and ATP host site)
 3. Member Bridge
 4. APNA Career Center
 5. NurseCredentialing.org
- Search Engines: 60.32% of all visits (up 21.50%)
 - Top Keywords Searched
 1. APNA
 2. American Psychiatric Nurses Association
 3. APNA Conference 2017
 4. Psychiatric Nursing
 5. Scope of Mental Health Nursing
- Social: 1.17% of all visits (up 77.33%)
 - Visits via Social Referral Site: 2,534 – up 77.33%
 1. Facebook – 2,127 – up 79.04%
 2. Allnurses – 207 – up 22.49%
 3. Twitter – 71 – up 136.67%

Jun 1, 2017 - Sep 27, 2017



MEMBER BRIDGE

Current Stats - Since Inception	
Agreed to Terms	18748
Communities	672
Community Members	71309
Connections Made	4765
Content Contributions	70791
Engagement Score	3712507
People with > 2 Friends	1202
Profiles Created	3708
Profiles with Pictures	1821
Total Logins	527892
Unique Logins	20419

From June 1, 2017 to September 28, 2017:

Visits: 40,948 – up 3.25%

Visits per Day: 347

- Highest on Friday, June 9 at **901 visits** (first full day of CPI – CPI handouts available through Member Bridge)
- *Unique Visitors:* 17,657 – up 6.78%
- New Users: 35.84% of visitors – up 8.87%
- Returning Visitors: 64.16% of visitors – up 0.35%
- Average Time on Website: 2:43 – down 5.59%

Page views: 234,481

- Average pages Viewed Per Session: 5.73
- Most page views on Friday, June 9 at 6,928
- Average time on page: 0:35 – up 101.21%

Community Discussions:

All Communities						
Subscribed	Unsubscribed	Total Public Messages	New Threads	Public Replies	Private Replies	Members
4,915	3,558	1,852	772	1,130	430	34,760

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

10,487	307	496	938	260	678
--------	-----	-----	-----	-----	-----

Logins:

Total Logins During Date Range	Unique Contacts During Date Range
28,062	5,326

Resource Libraries:

All Resources Accessed: June 1 – September 28, 2017 (as compared to June 1 – September 28, 2016)

- 744 Total Resources Shared (up 11.21%)
- 7,485 Views (down 3.75%)
- 9,941 Downloads (down 4.57%)

Mentor Match:

- **179 Mentors Enrolled**
- **336 Mentees Enrolled**