

## **Title V Grant Write Up for June 2023 – June 2024, C.Manwiller (2024 grant due on July 15<sup>th</sup>)**

I included some repeated info from last years write up such as #s 1-3 since the end dates for those pieces were sometime in June - July.

1. Paid media for June 2023: Men's Health Month (June 9<sup>th</sup> – 16<sup>th</sup> 2023)
2. DEThrives Website Campaign (April 17<sup>th</sup> - June 30<sup>th</sup>)
3. Urgent Maternal Warning Signs Toolkit and Interviews (May – July)
4. Paid media for July 2023: HWHB Program page
5. Breastfeeding Awareness Month Op-Ed was published (August 18<sup>th</sup>)
6. Paid media for August 2023: Breastfeeding Animation
7. Paid media for September 2023: Baby Safety Month
8. Guaranteed Basic Income (GBI) Press Conference (Sept. 13<sup>th</sup>)
9. Quality Time 30 (QT-30) Campaign and Interviews (commenced on September 25<sup>th</sup>, 2023)
10. Paid media for October 2023: Safe Sleep for SIDS Awareness Month
11. Paid media for November 2023: Community Health Worker
12. Leah Woodall accepted the Delaware Hispanic Awards 2023 on behalf of DPH (November 3<sup>rd</sup>)
13. DHMIC New Member Press Release (December 7<sup>th</sup>, 2023)
14. Paid media for December 2023: QT30 Reel
15. Paid media for January 2024: My Life My Plan: Teen (Jan. 19<sup>th</sup>)
16. Paid media for February 2024: Kitty Esterly (Feb. 12<sup>th</sup>)
17. DelawareOnline article on the "Delaware's Most Influential People In Health Care in 2024" (March 5<sup>th</sup>, 2024)
18. Paid media for March 2024: STIs (March 6<sup>th</sup>)
19. University of Delaware event with leadership from the Well Woman/Black Maternal Health (WW/BMH) Committee (March 20<sup>th</sup>, 2024)
20. Actions taken during Black Maternal Health Awareness Week (April 11<sup>th</sup> – 17<sup>th</sup>, 2024)
  - a. State Rep. Melissa Minor Brown was invited to the White House on April 11<sup>th</sup>
  - b. Tiffany Chalk was invited to speak upon the BMHAW Resolution at Delaware's Legislative Hall on April 11<sup>th</sup>
  - c. U.S. Rep. Blunt Rochester hosted a roundtable on Black maternal health on April 13<sup>th</sup>
21. HV Campaign
  - a. New videos made, 30 sec, 15 sec, 6 second
22. 18<sup>th</sup> Annual DHMIC Summit (April 17<sup>th</sup>, 2024)
23. HV Conference (May 7<sup>th</sup>, 2024)
24. HV app

Other notes were recorded towards the end of the doc as quick things to reference such as:

- Differences between 2022's and 2023's social media tactics
- 2023's Q2 (April – June) data
- An annual report of web and media analytics

**1. Paid media for June 2023: Men's Health Month (June 9<sup>th</sup> – 16<sup>th</sup> 2023)** Between June 9<sup>th</sup> – June 16<sup>th</sup>, DEThrives ran a single image post on Facebook and Instagram to increase impressions (number of times a post has been displayed) and clicks (number of times a user clicks on an ad). The ad was targeted to

both males and females aged 25+. The female group was included in the target audience for a men's health related post since females tend to advocate for the males in their lives either by being their spouse, a loved one, or being a good friend – the female will usually advocate and take action more often than the males in their lives. This was the first time AB&C and DEThrives tested this idea to see if women would respond to men's health messaging. The post earned over 73K impressions, reached (total number of unique users who saw your ad at least once) over 32K individuals, and earned 103 link clicks. For social engagement metrics, women were responsible for more post saves and shares than men where the post earned 64 post reactions and 11 post saves.



**2. DEThrives Website Campaign (April 17th - June 30<sup>th</sup>, 2023)** The [DEThrives.com](https://dethrives.com) site held a website campaign (April 17<sup>th</sup> – June 30<sup>th</sup>) to promote awareness of the newly designed website. This campaign targeted Delawareans who were women of reproductive age (aged 15-44 years old), expectant parents, and parents of children aged 0-5 to help provide them with maternal and child health messaging. All social media ads had a feature that redirected the user to the DEThrives site once the ad was clicked. These ads ranged from organic (non-paid) and paid promotional posts on the DEThrives' Facebook and Instagram accounts that populated on newsfeeds and stories, streaming audio ads (latin and family genres were top performers, with a 91% listen through rate for :15 and :30 second audio ads), ads on gaming apps on mobile devices (once the user clicked the ad the user stayed on the website for nearly 6 minutes, the average time a user spends on a website is about 53 seconds), an interactive quiz placed on website banners (brought in the most impressions which means the number of times a post was displayed, and users stayed on the site for nearly 5 minutes), and hardcopy materials such as flyers and posters were distributed to partner sites throughout the state. After the campaign, the DEThrives site earned 21K site visits from 14.8K users, over 55K clicks on the ads, 7.8 million impressions, and the average user browsed the DEThrives website for nearly 3 minutes. The audience type that viewed the ads the most (ranking from most to least) were parents of children aged 0-5, women, and then expectant parents.

**3. Urgent Maternal Warning Signs Toolkit and Interviews (May – July 2023)** Thanks to the collaborative efforts from the Department of Health, the Delaware Maternal and Child Death Review Commission (MCDRC), the Delaware Perinatal Quality Collaborative (DPQC), and the Delaware Healthy Mother & Infant Consortium (DHMIC), a new [toolkit](#) was created for Providers to share patient materials to promote and educate women and their families on the Urgent Maternal Health Warnings Signs. The toolkit included flyers, posters, double-sided tear off prescription pads, and a Provider Letter. These items can be ordered and delivered for free or can be downloaded [here](#) from the [DEThrives.com](https://dethrives.com) site in English, Spanish, or Haitian Creole.



To help spread the news that the [Urgent Maternal Health Warning Signs Toolkit](#) was available to order and/or download on the [DEThrives site](https://dethrives.com), an interview ([part 1](#), [part 2](#)) was held on May 23<sup>rd</sup> with WDEL during their Del-Aware segment with Peter MacArthur. Another interview was held on June 29<sup>th</sup> with WJBR on their public affairs program [Focus on the Delaware Valley](#) and could be listened on WJBR's website [here](#). Lisa Klein, a Coordinator for the Maternal and Child Death Review Commission (MCDRC) and Meena Ramakrishnan, MD, an Epidemiologist for the MCDRC, were interviewed. To showcase these interviews on social, 30 second snippets of the interview were taken and made into two separate reels so the visual parts of the toolkit were showcased and the audio for the reel were pieces of the interview.



Baby's movements stop or slow down



One reel earned around 2.5K plays, reached almost 500 users, and had a total of 284 minutes viewed. The other reel produced 12 total engagements (any likes, comments, shares, tags, or clicks on the post) which was higher than the normal organic content that's typically put out by DEThrives.

Per AB&C's analytics, during June and July 2023, user visits to the [Maternal Warning Signs toolkit webpage](#) increased by 17% over the previous two months. 179 Maternal Warning Signs items were downloaded, 12 materials were added to cart for checkout, and there were 5 spikes on the toolkit webpage during this timeframe. Since the toolkit was first made available on the site, a total of 183 toolkit orders (out of 250 toolkits made) were placed.

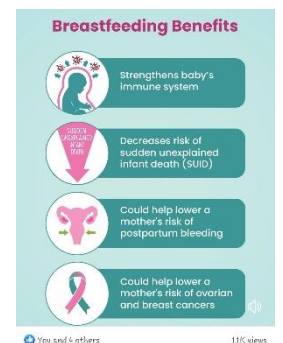
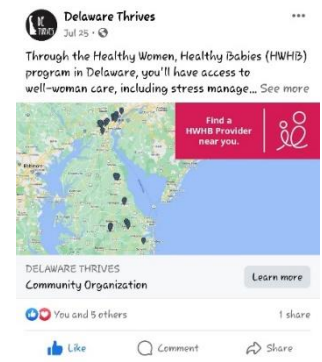
**4. Paid media for July 2023: HWHB Program page** Between July 26<sup>th</sup> – August 9<sup>th</sup>, DEThrives ran a single image post on Facebook and Instagram to increase website traffic to the [HWHB landing page](#). The ad targeted women and girls aged 15-44 (reproductive age) and ran for about two weeks. The promotional post earned the most link clicks (222) for the quarter, meaning people made the effort and clicked on the ad to learn more info about the HWHB program. The post had a frequency (number of times a user is exposed to an ad during the ad run dates) of 2.8 (2.76 was the average frequency for this quarter – July through September 2023)., reached over 22K users, and over 62K impressions (number of times a post has been displayed).

**5. Breastfeeding Awareness Month Op-Ed was published (August 18<sup>th</sup> 2023)** On August 18<sup>th</sup>, 2023, DEThrives in conjunction with the Delaware Healthy Mother Infant Consortium (DHMIC) published an Op-Ed on [DelawareOnline](#)/The News Journal to encourage the community to understand the WHY of breastfeeding. Charmaine Sampson, International board certified lactation consultant (IBCLC), a Health Program Coordinator of the Delaware WIC Program, authored the piece.

**6. Paid media for August 2023: Breastfeeding Animation** Between August 24<sup>th</sup> – September 7<sup>th</sup>, DEThrives ran a short animated video about the benefits of breastfeeding for mom and baby. The ad targeted those who were pregnant and parents of children aged 0-2 years old. This [August promotional post](#) (linked back to the DEThrives [breastfeeding blog](#)) earned the most engagement (likes, comments, shares on the post) during this quarter, garnished over 18K video plays, reached over 12K people, gained over 22K impressions (number of times a post has been displayed), had 56 link clicks (# of times a user clicked on the ad), and had a frequency (number of times a user is exposed to an ad during the ad run dates) of 1.88 (2.76 was the average frequency for this quarter – July through September 2023).

## 7. Paid media for September 2023: Baby Safety Month

Between September 7<sup>th</sup> – 14<sup>th</sup>, DEThrives ran a single image post on Facebook and Instagram to increase website traffic to [a part of the DEThrives site](#) that encouraged parents to practice healthy behaviors at home for the safety of their baby. The post reached over 36K users, earned over 130K impressions (number of times a post has been displayed), had 432 link clicks (# of times a user clicked on the ad), had a frequency (number of times a user is exposed to an ad during the ad run dates) of 3.6 (2.76 was the average frequency for this



quarter – July through September 2023), earned 14 post reactions (any like, share, comment on the post), and had 2 post saves (# of times a user saved the post to view and save for any future use).

### 8. Guaranteed Basic Income (GBI) Press Conference (Sept. 13<sup>th</sup> 2023)

Per AB&C, on September 13<sup>th</sup>, the Family Health Systems (FHS) team, DHMIC, and AB&C (communications vendor) held a “press media event to raise awareness for Delaware’s Guaranteed Basic Income (GBI) pilot program, a state and federally funded initiative designed to help vulnerable pregnant women improve their birth outcomes.”. To qualify for this program, women must meet a poverty threshold under 185% FPL, be in their first or second trimester of pregnancy, and live in a high risk zip zone based on the Healthy Women Healthy Babies (HWHB) [zip code Zone](#). The first and second cohort (made up a total of 40 women) in the pilot all resided in New Castle County. Each woman received a monthly income in the amount of \$1000 over a 24-month period to assist in basic needs each family faces every month. The women were allowed to use this supplemental payment for education, rent, baby supplies, food, etc. Women had to meet the minimum requirements of participating in an evaluation (survey and interview) every 3 months, work with a case worker (preferred weekly to 2 x month and every quarter), and work with a financial coach and career team. At the Press Event, the team evaluating the program shared success stories of the program to date and how it made a positive impact on the women, their families, and thus, the community showing how this program helps give “people a leg up rather than a handout”. The Press Event was published on [WHYY](#) and [Delaware Public Media](#) and mentioned on [DEThrives social pages](#).



**9. Quality Time 30 (QT-30) Campaign Commenced and Interviews were held (campaign commenced on September 25<sup>th</sup>, 2023)** The Quality Time-30 (QT30) app campaign commenced on September 25<sup>th</sup>, 2023 through January 22nd, 2024 - a 4 month campaign. The goal of the campaign was to target parents/guardians and caregivers of children aged 0-8 years old in Delaware to generate awareness of the QT30 app and increase the number of app downloads. The campaign consisted of digital media (included images and videos displayed on Facebook/Instagram newsfeed ads, ads displayed on some app games, and Google app displays shown in places such as the Google Playstore), traditional media (hardcopy printed items), public relations and social media tactics.

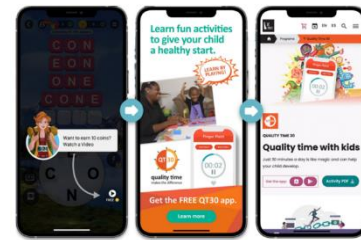
Traditional hardcopy marketing materials such as 5'x2' stand-up banners were distributed across 42 preschools, childcare and daycare facilities focusing on low-income areas across the state.

Digital media tactics which included showing ads of the QT30 app in the Google PlayStore earned 651 app installs. Ads were seen most often between 1-5pm on Sundays and Mondays. Ads shown on Facebook/Instagram newsfeeds, were mostly viewed by women aged 25-34 years old, over 166K unique (individual non repeating users) users viewed the ad, the ad earned 9.4K clicks, earned 93 offsite clicks which took users to an app store to download the app, and 36 clicks to download the QT30 Activity PDF. There were three different QT30 ads as single pictures in which the one ad that had a young boy pictured on it happened to resonate with the audience the most that helped earn 46% offsite clicks to download the app. In total, all three image ads earned 3 post comments, 62 post reactions, 1





post save, and 5 post shares which came from women aged 35-44 followed by women aged 25-34 years old.



For single image ads shown on gaming ads, the ad was set up in a way where the user could visit the DETHRIVES site which showcased the QT30 landing page in exchange for an in-game app reward. From this, the average session duration a person stayed on the webpage was 3:31 minutes, over 3.7K engaged sessions, 40 offsite clicks to download the QT30 app, and 2 clicks to download the Activity PDF. For video ads shown on gaming ads, the ad was set up in a way where the user could watch the video in exchange for an in-game app reward. The video was shown over 24.2K times which resulted in over 22.1K video completions (which showed with this tactics, almost all users who saw this video saw the entire campaign messaging), 400 users were brought to the DETHRIVES QT30 landing page, with 5 offsite clicks to download the app. The ad earned over 1.5K clicks, a total of 400 users, 90 engaged sessions, and an average session duration of 39 seconds.



On September 25<sup>th</sup> the Op-Ed was published on [Delaware State News' website](#) and in the local newspaper on September 26<sup>th</sup>. Interviews were held on October 4<sup>th</sup> with WDEL ([clip 1](#) and [clip 2](#)) and [Delaware Public Media](#) stating the purpose and some features of the app. Crystal Sherman, Chief of the Maternal and Child Health Bureau, authored the pieces and was interviewed.

On October 8<sup>th</sup>, the [WDEL's Lifestyle program](#) interviewed Crystal Sherman and packaged the messaging into their public affairs program. WHYI interviewed Crystal on October 17<sup>th</sup>. The Op-Ed was published on "[Bay to Bay News: Delaware State News](#)".

**10. Paid media for October 2023: Safe Sleep for SIDS Awareness Month** Between October 9<sup>th</sup> – October 15<sup>th</sup>, DETHRIVES ran a single image post on Facebook and Instagram to raise awareness of the safe sleep messaging and maximize the reach of the ad. The ad targeted women aged 18-44 years old, a pregnancy audience, and parents of infants aged 0-12 years old. The post earned over 142K impressions, reached (total number of unique users who saw your ad at least once) over 126K individuals, and earned 15 link clicks (# of times a user clicks on the post for more info). For social engagement metrics, the post earned 12 post reactions (likes, comments, shares, saves) and 3 post shares.



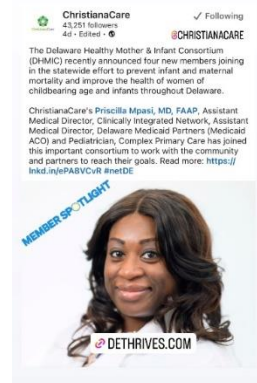
**11. Paid media for November 2023: Community Health Worker** Between November 17<sup>th</sup> - November 22<sup>nd</sup>, DETHRIVES ran a single image post on Facebook and Instagram to raise awareness of the services Community Health Workers offer in the state of Delaware for women. The ad targeted women aged 15+ years old (age qualification to receive services). The post earned over 53K impressions, reached (total number of unique users who saw your ad at least once) almost 25K individuals, and earned 438 link clicks (# of times a user clicks on the post for more info). For social engagement metrics, the post earned 88 post reactions (likes, comments, shares, saves), 10 post comments, 10 post saves, and 21 post shares, which was the highest social engagements during the fourth quarter (Oct. – Dec. 2023) for DETHRIVES.



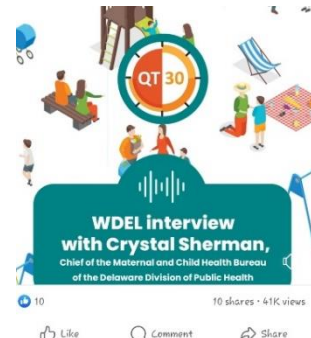
**12. Leah Woodall accepted the Delaware Hispanic Awards 2023 on behalf of DPH (November 3<sup>rd</sup>)** On November 3<sup>rd</sup>, the Division of Public Health (DPH) was nominated in the distinguished category of "Hispanic Community Outreach Excellence Award" by the Hispanic American

Association of Delaware. DPH was recognized as making an effort to reach and educate underserved populations and promote health equity. Leah Jones Woodall, Section Chief of Family Health Systems (FHS), accepted the Delaware Hispanic Award (DHA) award on behalf of DPH. The social post ranked as DEThrives' Facebook second top performing post for the Oct. – Dec. 2023 quarterly report.

**13. DHMIC New Member Press Release (December 7th, 2023)** DEThrives released a Press Release announcing the newest DHMIC members. Christiana Care helped spread the news of this on their [social media channel](#) on Facebook. The Press Release was shared as a [blog post](#) on DEThrives so others could easily and quickly refer to it.



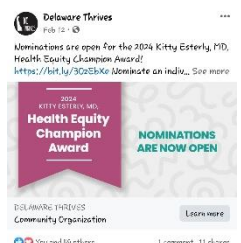
**14. Paid media for December 2023: QT30 Reel** Between December 13<sup>th</sup> – December 19<sup>th</sup>, DEThrives ran a reel (short video) on Facebook and Instagram sharing audio snippets of an interview done by Crystal Sherman, Chief of the Maternal and Child Health Bureau of DPH, to raise awareness of the QT30 app and the messaging behind QT30 (spending Quality Time for 30 minutes with a child in your life). The ad targeted parents of children aged 0-3 who lived in Delaware. The post earned almost 42K impressions, reached (total number of unique users who saw your ad at least once) almost over 6K individuals, earned around 3K video views around the 15 second mark, and earned 172 link clicks (# of times a user clicks on the post for more info). For social engagement metrics, the post earned 9 post reactions (likes, comments, shares, saves) and 7 post shares.



**15. Paid media for January 2024: My Life My Plan: Teen (Jan. 19<sup>th</sup>)** Between January 25<sup>th</sup> – January 30<sup>th</sup>, DEThrives ran a single image ad on Facebook and Instagram to encourage young teens to consider healthier ways of bettering their future with the My Life My Plan: Teen webpage. The ad targeted teens aged 13-19 years old in Delaware. The post earned over 128K impressions, reached (total number of unique users who saw your ad at least once) over 21K individuals, and earned 308 link clicks (# of times a user clicks on the post for more info). For social engagement metrics, the post earned 22 post reactions (likes, comments, shares, saves), 10 post comments, 10 post saves which was the top traffic driver earning the most clicks during the Q1 (Jan. – March 2024 reporting period).



**16. Paid media for February 2024: Kitty Esterly (Feb. 12<sup>th</sup>)** Between February 15<sup>th</sup> – February 21<sup>st</sup>, DEThrives ran a single image ad on Facebook and Instagram to inform stakeholders and community partners of the open nomination process and deadline for them to nominate an individual and an organization to win the Health Equity Champion Award which will be awarded at the annual DHMIC Summit. The ad targeted mothers and women aged 18+ years old who worked in healthcare or nonprofits or are interested in philanthropy. The ad earned over 89K impressions, 247 link clicks, reached (total number of unique users who saw your ad at least once) over 32K users. For social engagement metrics, the post earned 143 post reactions, 1 post comment, 7 post saves, and 7 post shares. The ad earned the most click through rate (CTR, ratio of users who clicked on an ad to the total number of users who saw the ad). The audience that were most likely to click this post were women aged 18-24 years old and women over 65+ years old. More impressions and clicks for this ad were earned from Facebook and the majority of the engagements were from Instagram likes.





Tiffany Chalk and Mona Liza Hamlin chair the Well Woman/Black Maternal Health Committee, part of the Delaware Division of Public Health's DE Thrives program. The committee works to raise awareness and address the health disparities affecting Black women and their infants. Recently, Chalk and Hamlin have led efforts to improve access to perinatal resources and strengthening connections in non-traditional Maternal and Child Health spaces.

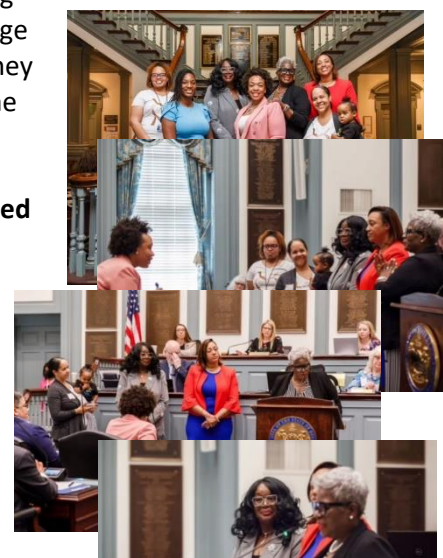
**17. DelawareOnline article on the “Delaware’s Most Influential People In Health Care in 2024” (March 5<sup>th</sup>, 2024)** On March 5<sup>th</sup>, DelawareOnline published an article announcing “[Delaware’s Most Influential People in health care in 2024](#)” that featured the Delaware Healthy Mother & Infant Consortium’s (DHMIC) Well Woman/Black Maternal Health (WW/BMH) Committee leaders, Tiffany Chalk, the Chair of the WW/BMH Committee and Mona Liza Hamlin, the Co-Chair of the Committee. The article briefly shared how the Committee was tied to DHMIC work, the Committee’s upcoming goals, and the recent accomplishments the Committee have fulfilled.

**18. University of Delaware event with leadership from the Well Woman/Black Maternal Health (WW/BMH) Committee (March 20<sup>th</sup>, 2024)** On March 20<sup>th</sup>, 2024, Tiffany Chalk, the Chair of the WW/BMH Committee and the Vice-Chair of the DHMIC, and Mona Liza Hamlin, the Co-Chair of the WW/BMH Committee, spoke at the Sigma Gamma Rho Sorority, Inc. at the University of Delaware. They spoke upon the benefits and importance of why African Americans should educate and advocate for themselves in healthcare such as before, during, and after getting pregnant for the health of the mother and baby. They held this meeting with college students to complement the Women’s History Month observance. In doing this, they shared the purpose and goals of the WW/BMH Committee and the DHMIC with the college students.



**19. Black Maternal Health Awareness Week (April 11<sup>th</sup> – 17<sup>th</sup>, 2024) was celebrated in several ways:**

**a.** State Representative Melissa Minor Brown, and appointed Delaware Healthy Mother and Infant Consortium (DHMIC) member, was invited to the White House on April 11th to meet with President Biden and Vice President Kamala Harris to discuss the Delaware Division of Public Health and DHMIC Healthy Women Healthy Babies Guaranteed Basic Income demonstration program. The Family Health Systems, DPH team drafted talking points for Representative Melissa Minor Brown.



**b.** Tiffany Chalk, Vice-Chair of the DHMIC, was invited to speak upon the BMHAW Resolution at Delaware’s Legislative Hall on April 11<sup>th</sup> (pictures shown on the right).

**c.** U.S. Representative Blunt Rochester hosted a roundtable event on April 13<sup>th</sup> on Black maternal health crisis in Wilmington, DE. Media coverage was done by [Bay to Bay News](#) and on [Delaware Public Media](#).



Per Leah: Congresswoman Lisa Blunt Rochester’s team reached out to Delaware Healthy Mother and Infant Consortium (DHMIC) Vice Chair, Tiffany Chalk, to see if she was available to provide a statement for the DHMIC Summit in support of Black Maternal Health Awareness Week, April 11-17th, 2024, since she is a member of the US Congress Black Maternal Health Caucus. The invitation was also extended to Mona Liza Hamlin, Co-Chair of the DHMIC Well Woman/Black Maternal Health (WW/BMH) Committee to be a part of a roundtable highlighting the disparities in maternal and infant health outcomes in the Black community during Black Maternal Health Week, April 11-17th, 2024. The event was advised and was open to the press. State Representative Melissa Minor Brown, a DHMIC appointed member, was also asked to be a part of the roundtable as well. Talking points were provided by the



Family Health Systems DPH team. The invitation included Delaware healthcare leaders, Delaware State Representatives, and U.S. House members.

**20. HV Campaigns (Feb. – June 2024)** Two HV themed campaigns ran concurrently – the Home Visiting (HV) Campaign and Nurse Family Partnership (NFP) Home Visiting campaigns – which ran between February through June 2024 and had different goals set depending on the timeframe. The HV campaign ran for 5 months from Jan. – May where the first three months (known as flight 1) had the goal of generating awareness, brand recognition, and explained the purpose of the HV program to users. For the last two months of the campaign (known as flight 2) the goal was to encourage a user to consider signing up for the program and follow the call to action. The NFP campaign ran for 5 months from Feb. – June and also had the goals of awareness during flight 1 (the first three months of the campaign) and consideration during flight 2 (the last 2 months of the campaign). 30 sec, 15 sec, 6 second videos were created for this campaign where four different videos were shown during a certain timeframe to help showcase the HV services from the NFP program specifically in high-risk zip zone areas particularly in the New Castle. Analytics were collected for each month and are summarized below.

**First month analytics** (data collected from February). The HV campaign ads were placed on platforms such as on Facebook/Instagram newsfeeds as pictures and videos, Reddit, radio (in English and Spanish), website ads as images and videos, and on game apps. Image ads placed on gaming apps helped earn an average of 4:26 minutes on the [DEThrives HV landing page](#) (average time a user typically spends on one webpage is 1 minute), earned the most engaged sessions (number of sessions a user is actively interacting on the page) of roughly 9.5K sessions (calculated by the time spent on a webpage to the number of website visitors), and the most impressions (number of times a post as been displayed) were earned on the Facebook/Instagram platforms which reached over 684K times.

For the NFP HV campaign, ads were mainly displayed as short videos (ranged from 6 seconds, 15 seconds, and 30 second ads) on Facebook/Instagram, YouTube, gaming apps (as images and videos), and on Spotify. The gaming app image ads continued to rank the highest for the average time users spent on the HV landing page with 3:19 minutes and earned the most engaged sessions at over 1.2K sessions. Video ads placed on Facebook/Instagram continued to rank as gaining the most impressions, over 360K.

The above analytics show that placing ads on gaming apps, whether as an image or video, seems to drive the most traffic to the DETHrives HV landing page with engaged sessions where users are actually reading and interacting with the content on the landing page to learn more information about the program. The HV ads continue to be displayed at a great rate on the Facebook/Instagram platforms making it a good tactic for brand recognition rather than a way to entice users to visit the website for more information.

For the **second month analytics** (data collected in March), HV campaign ads continued to be placed in the same areas listed above and were also placed on TikTok as an additional platform to advertise on. Ads placed on Spotify were not performing as well as the other platforms so campaign funds were split up for the NFP video ads to play more on YouTube and on JunGroup gaming ads for flight 2 – towards the second half of the campaign. From this, the number of impressions (# of a times a post was





displayed) increased compared to the prior month's analytics, number of clicks (# of times a user clicks on an ad) to the site increased by 1.8K from Feb's report, over 14K sessions (group of interactions one user takes within a given time frame on your website, decreased slightly by 923 from Feb.'s report) to the DEThrives site where the user spent over a minute on the site, and 66 calls to 2-1-1 (the campaign's CTA, an increase of 37 from Feb.'s report) was reported. Some patterns that were observed during March's analytics included: users responding best to wording such as "free program" on Reddit promoted posts where it reached more awareness among men, men made up 48% of reported clicks (compared to 39% in Feb.) for the Facebook/Instagram Newsfeed ads which increased the number of impressions earned for the campaign, users resonated with the term "support" on native ads (ads placed on webpages that blend in with the webpage's look/feel so the ad doesn't present itself as an obvious ad) which garnered an increase in the CTR (click through rate, ratio of users who clicked on an ad to the total number of users who saw the ad), the Jun Group in-app displays (posting ads on gaming apps) continued to be the best way to get people to click on our ads and interact with our site which led users to browse the site for over 5 minutes (average time a user typically spends on one webpage is 1 minute) and thus, resulted in having 44 clicks to call 2-1-1 compared to the 20 reported in February's report. Facebook/Instagram video ads favored the 6 second video to be featured the most out of the 15 or 30 seconds ones which earned 54 post reactions (a decrease of 47 from Feb.'s report).

For the NFP campaign, ads were placed in places such as gaming ads in video form, TikTok video ads compared to Reddit ads with the HV campaign, YouTube video ads, video ads on Facebook/Instagram, Spotify video ads, and ads on public transit buses compared to terrestrial radio ads the HV campaign had. The number of 1.2 K impressions (inc 757K from Feb's report), 5.3K clicks (inc 2K), 213K video completions (inc 83K), 3.6K sessions (inc 1K), 13 clicks to call 2-1-1 (inc by 5) all increased compared to Feb.'s report. Video ads that were displayed on TikTok earned the most impressions (# of times an ad has been shown) and the most click to call 2-1-1 (10) CTA, single images placed on gaming apps was the main way users were redirected to the website which earned 45% of clicks (# of times a user clicks on an ad) to the site and the most engaged sessions (40% of sessions were engaged ones) on the site which led the average user to spend 5:10 mins on the site (vs 4:26 from Feb's report), video ads placed on gaming apps earned the highest CTR (ratio of users who clicked on an ad to the total number of users who saw the ad), ads placed on YouTube earned the highest video completion rate. For video ads placed on Facebook/Instagram, the 15 sec ads with the "Alicia and Tawanda" video resonated the best with users which made up 69% of the impressions from women 18% of the time. The "Alicia" video brought over 600 users to the site and users spent an average of over 2 mins browsing on the site from this ad. The 15 second "Cierra" video was shown the most for the TikTok video ads which made up 62% of the impression in March and reached a younger audience of women aged 18-24 years old.

For the **third month analytics** (data collected in April) HV campaign material was shown on Reddit, app games, native ads, Facebook/Instagram newsfeed static image ads. All numbers such as 2.2K impressions (decreased 335K from March's report, was mainly accumulated by FB/IG newsfeed ads), 22K clicks (dec 1.8K), 13K sessions (dec 646), 27 clicks to call 2-1-1 (dec 39) all decreased around this timeframe which could possibly stem from messaging fatigue since this was the third month of the campaign running. Displaying static images ads on gaming apps continued to be the best way for the number of sessions (a group of interactions one user takes within a given time frame on your website) to increase on the site in which 9K were engaged ones, it also reported the best CTR (ratio of users who clicked on an ad to the total number of users who saw the ad), and the best number of clicks (# of times

a user clicks on an ad) which led the average user to stay on the DEThrives site for 4:50 minutes (compared to 5:12 mins in March). Patterns that were observed during this timeframe included: users resonating with pictures that featured a Nurse in it that earned the highest CTR on Reddit, audiences such as single dads, stay at home parents and working moms resonated the best with native ads (ads placed on webpages that's meant to blend in with the webpage), terminology such as "free resources" resonated the best on Facebook/Instagram newsfeed ads which made up 30% of the campaign's impressions, the term "healthier family" earned the most post reactions (42 reactions) compared to "free support" or "free support" wording on FB/IG.

For the NFP campaign, video ads were placed on gaming apps as static pictures and videos, TikTok, YouTube, Facebook/Instagram, and Spotify. All numbers such as 988K impressions (decreased of 290K compared to March's report), 6.1K clicks (dec 762), 168K video completions (dec 44K), 3.9K sessions (dec 254), 8 clicks to call 2-1-1 (dec 5) decreased as the HV campaign numbers did. Posting video ads (different videos were shown this month compared to March's videos) on Facebook/Instagram earned the most impressions (# of times your ad was shown) for the campaign and had an increase of 169 post reactions (vs 51 in March), 27 post saves (vs 3 in March), and 29 post shares (vs 11 in March). Static image ads placed on gaming apps earned the most clicks (# of times a user clicks on an ad), sessions (group of interactions one user takes within a given time frame on your website) to the site, and the highest engaged sessions on the site which led the average user to spend 5:24 mins on the site (vs 5:10 from March's report). Video ads placed on gaming apps earned the highest CTR (ratio of users who clicked on an ad to the total number of users who saw the ad) and highest VTR (view through rate, percentage of completed views divided by the impressions served). Ads placed on YouTube earned the most video completions (131K) which caught the attention of an older audience of 35-44 year olds. One video that performed well as a TikTok video ad ("Brazil" 15 second ad) was one that mentioned material benefits of joining an HV program which earned high impressions and may have resonated well with a younger audience that would be more interested in materialistic benefits rather than emotional or health benefits.



The fourth month analytics have not been reported yet so this info is unavailable.

The overall HV/NFP campaign analytic report is not yet available.

**21. 18<sup>th</sup> Annual DHMIC Summit** On April 17<sup>th</sup> 2024, the Delaware Healthy Mother & Infant Consortium (DHMIC) held its 18th annual summit to discuss ways to prevent infant and maternal mortality and to improve the health of women of childbearing age and infants throughout Delaware. The DHMIC focuses on understanding and addressing the racial, ethnic and geographical disparities that are present in high-risk zip zones to reduce poor health outcomes in mothers and their infants. This year's theme was *IMAGINE. IMPACT. INNOVATE. Driving Equity in Infant and Maternal Health.*



This year, the summit sold out, people were placed on a waitlist, and the summit earned 406 registrants maxing out the venue's capacity (maximum capacity at 360) with nearly 304 in-person attendees which included about 25 walk-ins. The event drew in many healthcare professionals, policymakers, community influencers, community partners, stakeholders, and citizens such as nursing students who were interested in learning ways on how to



provide access to proper care for all Delaware mothers, before, during, and after pregnancy, their babies, and families no matter their socioeconomic, racial, or ethnic status.

DHMIC Chair, Priscilla Mpasi, MD, Secretary Manning, and the Lt. Governor Hall-Long provided opening remarks on the importance of why we should continue the work to address maternal and infant mortality and morbidity in Delaware. There was a total of 31 speakers throughout the day, which was made up dignitaries, DHMIC leadership, two keynote speakers (one keynote speaker held a live podcast session), four different breakout sessions, and a panel discussion ranging topics on perinatal mental health, substance use disorder and the impact on women and families, the social determinants of health, Medicaid coverage to improve outcomes for women and babies, and more.

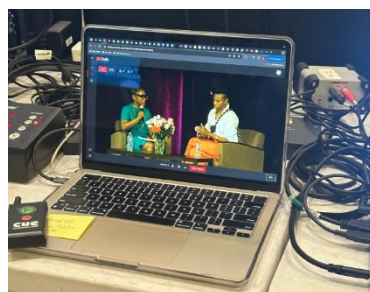
Many information sharing strategies and interactive stations were available during the Summit such as a surprise choir performance from the Delaware State University choir who performed a personalized song titled *Year of Decision* which was written around the DHMIC's message to help uplift, inspire, and emphasize *the IMAGINE*.

*IMPACT. INNOVATE.* tagline the Summit aimed to provide for the participants.

Innovation stations, also known as vendor tables, were located around the perimeter of the Ball room that showcased partners such as the Healthy Women Healthy Babies (HWHB) mini grantees, WIC, and one of the keynote speakers app, *Irthapp*. There was also a visual artist that captured the day's theme, topics, and experiences in illustration and graphic form which shares key takeaways of each presentation and is used for media use, mention of the DETHrives.com website throughout to find DHMIC material and additional resources as well as an activity that encouraged group discussions among attendees and education with the innovation stations. In addition, a poster was displayed of the DHMIC/DPH Guaranteed Basic Income (GBI) demonstration program as an additional resource around the recent work that's being done to help vulnerable mothers living in high risk communities with concentrated disadvantage. Multiple resource tables were located at the check-in table and breakout rooms for supplemental hardcopy materials relating to the materials that were presented throughout the day. Also, the last keynote speaker had a live podcast episode airing which was streamed live on DETHrives social platforms and was shared on the presenter's platforms as well to spread the word about *A Podcast About Joy & Healing in Black Birth* – to share positive black birthing experiences which was the topic of the talk.

DEThrives social media published about 26 posts/stories during the event which earned more than a total of 1.9K engagements (likes, comments, shares, tagging, clicks) on DETHrives social media channels (Facebook, Instagram, X), earned over 102K impressions (number of times a post has been displayed), 20 link clicks (people clicked on provided hyperlinks, and received around 30 posts/stories from attendees who tagged DETHrives using the hashtags #DHMICSummit24 and #DEThrives which earned high engagement rates on DETHrives' Instagram and Facebook pages. For reference, organic/nonpaid posts could expect to see an average of 10-20 engagements but each post from the summit earned around 15-80 engagements.

Mawuna Gardesey, the Public Health Administrator for the Center for Family Health Research and Epidemiology within the Family Health Systems Section, of the Division of Public Health, was awarded with a tribute signed by Governor John Carney and Lieutenant Governor





Bethany Hall-Long for his 27 years of State service and helped plan for 18 Annual DHMIC Summits.

DHMIC's Vice-Chair, Tiffany Chalk, presented the annual Kitty Esterly, MD, Health Equity Champion Award which recognizes a person and an organization who puts in the extra effort to address and change the root causes of infant mortality by improving the overall health and well-being of mothers and the community. Erica Allen was awarded the individual award and the organization award was awarded to the Hispanic American Association of Delaware (HAAD). The announcement of these awards was the promotional post on DEThrives' social media accounts in April which earned almost 2K engagements for that post alone.



News of Black Maternal Health Awareness Week and the 18<sup>th</sup> DHMIC annual Summit were mentioned on several media outlets such as [WHYY/PBS](#), [WDEL](#), [Delaware Online](#), and [Philadelphia Tribune](#) as the DHMIC Chair, Priscilla Mpasi, MD, was interviewed. WDEL took two different audio segments ([first segment](#), [second segment](#)) and rotated these stories from April 17<sup>th</sup> and the 18<sup>th</sup> which aired about 18 times. On WHYY, three stories were aired and published on WHYY.com and New Works. AB&C, DPH's communications vendor, helped secure a total of 27 media placements that reached over 2.1 million viewers which included the interviews being aired on local radio and online media outlets. Dr. Mpasi also talked about maternal mental health and that article ran on DelawareOnline and in the News Journal.

**22. Paid media for March 2024: STIs (March 6th)** Between March 11<sup>th</sup> – March 17<sup>th</sup>, DEThrives ran a single image ad on Facebook and Instagram to inform users of STI testing. The ad targeted adults 18-34 year olds in Delaware. The post earned over 198K impressions, 119 link clicks, and reached over 182K users. For social engagement metrics, the post earned 13 post reactions, 3 post comments, and 13 post shares. This post was the top awareness driver where 100% of all clicks and impressions came from users aged 18-34 year olds and from women aged 18-24 year olds. Most engagements from the post, most clicks and impressions stemmed from Instagram. Several comments made on Facebook were negative and were hidden.

**23. HV Conference (May 7<sup>th</sup>, 2024)** The Home Visitors Retreat was held on May 7, 2024 at the Bally's Conference Center, in Dover, Delaware. It was sponsored by the Division of Public Health's (DPH) Maternal and Child Health Bureau within the Family Health Systems (FHS) Section. The retreat pulled in over 200+ registrants and had 170 in-person attendees, an 85% show rate.

The retreat acknowledged and thanked the Family Support Specialists (FSS; commonly known as Home Visitors) for their hard work throughout the year and encouraged the importance of self-care and how that can carry over and improve the professional and personal life of a worker. Approximately 200 people attended which included FSSs and partners such as the Division of Substance Abuse and Mental Health (DSAMH), members of the Department of Services for Children, Youth, & Their Families (DSCYF) Administration, Birth to Three (B23), and other organizations DPH work closely with such as staff representing the Delaware Department of Health and Social Services (DHSS), DPH.

The retreat's theme, *Caring for The Community While Taking Care of You*, was meant to remind FSS staff to take the time to care for themselves to help reduce



occupational burnout. That way, the FSS can better equip themselves with tips to help address their mental and physical needs and have the energy and passion to continue serving families. Segments of the day included topics of self-care and wellness, infant early childhood mental health, and a panel about autism so FSS staff can apply these topics to their “toolbelt” of resources to utilize during their workday.

Moderators included leadership from the Home Visiting Community Advisory Board (HV CAB) which helped introduce video remarks by Lt. Gov Bethany Hall-Long and DHSS’ Cabinet Secretary Josette Manning to kick off the retreat.



Self-caring themed items that were made available to participants included massages (96 participants signed up to receive a massage), professional headshots (106 registrants received a professional headshot), resource tables, vendor tables, and giveaway items for networking opportunities and to encourage resource sharing amongst the different HV programs throughout the state.

A post event Press Release was also released to help share news of the event and to promote the Home Visiting program further.



During the event, DEThrives posted 12 posts and stories on Facebook and Instagram about the Retreat which earned the DEThrives channel 197 total engagements and 162 video views on the published posts/stories. The top post that earned the most engagements on Facebook highlighted the autism panel with 145 engagements on the post. Short videos (<30 seconds) of participants were also recorded 30 during the retreat which have and will be made into reels to be featured on DEThrives to share the HV messaging throughout the year.

## 24.HV app

### DEThrives Website Analytics (July 2023 – June 2024):

- DEThrives website traffic analytics
  - *In terms of website traffic, the DEThrives site has seen a 12% increase in new users visiting the DEThrives site within the past year. That means, DEThrives content has not only been able to reach new users but it also sparks their interest in some way for them to visit the site. The blog and order material sections of the website ranked as the top two sections that have received the most pageviews within the past year. The most popular searched for blog post within the past year is titled “The Importance of*

*Developmental Screening for Children” which also happened to rank as the top searched for blog post in 2020.*

- Website traffic source
  - Between July 1st, 2023 and June 30, 2024, *organic searches, meaning users who searched for “DEThrives.com” within the Google or Bing search engine continue to rank as the number one way the DEThrives site receives traffic from consumers.* However, the percentage of organic searches (traffic to the site that results from unpaid searches on any search engine such as Google or Bing) to the DEThrives site decreased within the past year by 14% (48% of site traffic was considered to be organic in June 2021 and 34% in June 2022). While direct traffic (users typed the DEThrives URL into their browser or traffic from undefined refers) increased within the past year by 19% (30% of site traffic was considered to be direct in June 2021 and 49% in June 2022). This means that most of the traffic that is seen on DEThrives within the past year are from people who are familiar or became familiar with the work and the DEThrives name since they are typing in the “DEThrives.com” name directly in the URL bar.
- A “typical” DEThrives user
  - *Based on analytical data the typical user that visits the DEThrives site identifies as a female, views the site on a mobile device followed by a desktop, and predominately resides in the cities of Wilmington, Dover and Newark. Over the past year the typical user visited around 2.1 pages per session on average (average page visits on a site is between 1.8 – 4.4 pages per session). The average session duration a user stays on the site is 2.53 minutes (average session duration is 2-3 minutes). The average bounce rate (percentage of sessions that go to only one page on your site and do not interact with tagged elements before exiting the site) was 65.20% (average bounce rate for a website is 41% – 55%).*
- Website performance
  - Over the past year (July 2022 – June 2023) the top three web pages that earned the top pageviews on the DEThrives site were Home Visiting, Healthy Smiles, and HMG. Within the past year, the most popular searched for term on the DEThrives site was “[REDACTED]”. The most searched for blog post were Safe Sleep related blog posts such as the “[Four Rules of Safe Sleep](#)” blog post and the “[Safe Sleep: Will Babies Choke If they Sleep on their Backs?](#)” blog post.

*Notes for me, ranking which items were searched for the most during each quarter:*

- Between July – Sept 2023:
  - 37% of the sessions were viewed from a mobile device and 62% of sessions were viewed on a desktop
  - 25-44 year old demographic
  - 13% of traffic to the DEThrives site was through paid media followed by 44% of the traffic coming from direct traffic (users who typed in the DEThrives.com URL into their browser themselves or who came from undefined referrers), 25% organic search, 15% through referrals
  - Viewed most by those residing in Wilmington then Dover, female (64% vs 36% male)



- The homepage was the most viewed webpage followed by the programs page then the DHMIC page
- Conversions:
  - 495 downloaded resources
  - 561 links visited offsite
  - 72 videos watched
  - 2,038 search requests
  - 905 blogs read
  - 18,002 sections viewed
  - 239 ordered materials
    - 382 previewed materials, 440 downloaded materials, 239 added to cart
  - 440 downloaded materials
  - 11 email sign-ups
  - 95,152 event registrations
- Healthy Smiles (consent form, services, and intro), (programs section page), HWHB, and HV were the top three sections of the site that were viewed the most
- Most popular blog post during this quarter: [Safe Sleep: Will Babies Choke If They Sleep On Their Back?](#)
- Most searched for term was "Title V"
- Between Oct – Dec 2023:
  - Paid media produced 61% of site traffic, 17% by direct traffic, and 11% organic search (9% of site traffic with the largest # of referrals were from FB and DHSS Delaware.gov), females, Wilmington then Dover viewers on mobile devices
  - Average time spent on a page 0:53 secs, average session duration 2:27 mins, pages per session 2.42
  - 378 downloaded resources, 281 ordered materials, 592 downloaded materials, 242 previewed materials, 281 items were added to carts
  - 31 videos watched
  - 2,837 search requests
  - 657 blogs read
  - 5 email sign ups
  - Users viewed the Programs page the most, followed by the homepage, and the DHMIC page
  - QT30 landing page (14K), Healthy Smiles (1.3K), and Programs section page
  - Most popular blog post during this quarter: "[Safe Sleep: Will Babies Choke if they Sleep on Their Back?](#)"
  - Most searched for term was "Community Health Worker"
  - 4.2% Engagement rate, 491 total post link clicks
- Between Jan. – March 2024
  - Programs, DHMIC, homepage
  - Most popular blog post during this quarter: "Will Babies Choke if they Sleep on their Backs?"

- Most searched for term was “sbhc”
  - Wilmington (4,706) and Dover (3,168)
  - 16% of users viewed the DEThrives site on a desktop, 75% on a mobile device
  - 79% of the DEThrives site traffic came from paid media, 10% of site traffic came from users who typed the "DEThrives.com" URL into their browser, and 5% of organic searches made up the site traffic
  - Top 3 Program pages viewed: HV, QT30, Healthy Smiles
  - Top 3 Audience pages viewed: [Services for Me section](#), [Women's Health](#), [Moms](#)
- Paid media (monthly promotional posts) continued to rank as the top way (made up 79% of site traffic to the site compared to 61% in Q4 of Oct. – Dec. 2023) users are reaching the site through Facebook (users are viewing it through their mobile device 75% of the time more than 16% at a desktop). The website continues to gain this success by placing ads on Facebook and Instagram newsfeeds and banner ads (ads shown on websites).
  - Direct traffic (when a user types "DEThrives.com" into their browser) produced 10% of the site traffic
  - Organic search (unpaid searches from users who visit their site without being prompted to) produced 5% of the site traffic
- (slide 11) Users visited an average of:
  - 1.71 web pages per session/visit (vs 2.42 web pages in Q4)
  - 1:03 minutes on a webpage (per Google the average is <1 minute per web page, analytics from Q4 had an average of 0:53 secs)
  - The average time a user spent on the website in total was 3:02 minutes (average per Google is 45-54 seconds on a website, Q4 was at 2:27 mins)
  - Users engaged with the website’s content (percentage of sessions a user is interacting on the site such as scrolling, clicking, etc.) 57.6% (Q4 ranked 48.3%) of the time they were on the site. This increase could possibly stem from the Home Visiting campaign that started running in February.
- (slide 12) Website actions
  - 615 downloaded resources (vs 378 during Q4)
  - 186 ordered materials (vs 281 during Q4)
  - 501 downloaded materials (vs 592 during Q4)
  - 282 videos watched (vs 31 during Q4)
  - 1,180 blogs read (vs 657 during Q4)
  - 21 email sign-ups (vs 5 during Q4)
- (slide 13) This is the second time the DEThrives [Programs page](#) ranked as high as it has (over 73K pageviews during this quarter compared to over 18K pageviews during Q4) since the site was revamped back in early April 2023.
  - Usually, the [Homepage](#) ranks as the most viewed page on the site on quarterly reports so that means users are continuing to look for specific programs and/or utilizing the programs filter to navigate through the site. The program page that ranked the highest number of views was the Home Visiting landing page.
- (slide 14) Top 3 Program pages viewed: HV (HV campaign ran during Q1 reporting), QT30 (QT30 campaign ran from Dec. 2023 - Jan. 2024), Healthy Smiles (vs QT30, Healthy Smiles, Programs section during Q4)
- (slide 14) Top 3 Audience pages viewed: [Services for Me section](#), [Women's Health](#), [Moms](#) (same order and rankings during Q4)
- The most searched for term was "sbhc", followed by "help me grow", and "newborn screening"

- (slide 19) Order Materials
  - 352 materials ([HV flyer](#), [HV checklist](#), [DYK HV factsheet](#)) were previewed (vs 242 in Q4)
  - 501 downloaded ([HV referral form](#), HV flyer, HV DYK factsheet) materials (vs 592 in Q4)
  - 186 items ([HMG Brochure](#), [Birth Spacing Brochure](#), Maternal Warning Signs Toolkit) were added to the users' carts (vs 281 in Q4)
- (slide 24) Social Performance (for reference, we had 27 more posts in Q4 compared to Q1)
  - 2,231 total engagement (amount of time users are clicking, liking, sharing, etc. on a post) (vs 4,477 from Q4)
  - 59,302 total video views (vs 38,416 from Q4)
  - 255 total clicks on a post (vs 491 from Q4)
- The best promotional post earned this past quarter ran in March which was the [Erase the STIigma ad](#) which was meant to inform the public of STI prevention and STI testing availability in Delaware. The post reached (# of people who saw the ad) over 182K, over 198K impressions (# of times the ad was displayed), 119 link clicks, earned 13 post reactions (seen more on Facebook than on Instagram), 3 post comments, 13 post shares, 100% of all clicks and impressions came from an audience aged 18–34 years old, and most clicks (# of times a user clicked on an ad) and impressions (# of times an ad was displayed) also came from Instagram.
- **(Will not have this data until the week of 7/15)** Between April – June **2023**
  - Most popular program page visits: [Healthy Smiles](#) program page, [Programs section](#) page, [HMG](#)
  - Most popular blog post during this quarter: [“Safe Sleep: Will Babies Choke If they Sleep on their Backs?”](#)
  - Wilmington (3,313) vs Dover (2,156)
  - 78% of site traffic came from paid media, 9% of site traffic came from those who directly typed in the DEThrives.com website URL name into their browser. 6% of site traffic came from referral websites such as Facebook, dhss.delaware.gov site, YouTube, the linktr.ee link listed on the DEThrives IG account, the Delaware.gov site, and Delaware211.org's site.
  - 57% of DEThrives audience consists of females.
  - 70% of users accessed the website through a mobile device (compared to the 36% last quarter) and 19% of users accessed the website through a desktop (compared to the 63% last quarter).

**DO NOT HAVE THIS DATA YET DEThrives Media Analytics (March 2023 – March 2024):**

- Between March 2023 and March 2024, the DEThrives social channels which consist of Facebook, Instagram, and Twitter saw an increase of a total of 313 fans (or followers) on FB within the past year, a decrease of 67 fans on Twitter within the past year, and an increase of 319 fans on Instagram within the last year. Over the past year, there has been a 565 net follower increase on all of DEThrives' social media accounts within the last year. That means, platforms such as Facebook and Instagram have ranked as our top two channels that perform the best and people haven't been engaging or using Twitter as much as previous years. DEThrives could even consider closing our Twitter account per AB&C's recommendation.



- There was about a 109% (over 12K engagements) increase in the number of engagements (any action a consumer takes with the content) on all three social media platforms within the past year. This means the content and the way the content is being displayed on the DEThrives social media platforms is still capturing the attention for users on all three media platforms.
- There was a 52.7% (over 895K impressions) impression (number of times a post has been displayed) increase across all three social media platforms within the past year. That means, DEThrives content has been shown multiple times on multiple platforms. In this case, the more eyes that see the content, the messaging, the branding, the name in general, the better! Seeing content multiple times helps the users become associated with the DEThrives work if they are rookies to the material and will also help remind veteran users to check out the site for any new info.

**OLD FROM LAST YEAR'S WRITE UP: DEThrives Media Analytics (July 2022 – June 2023):**

- *Between July 2022 and June 2023, the DEThrives social channels which consist of Facebook, Instagram, and Twitter saw an increase of a total of 313 fans (or followers) on FB within the past year, a decrease of 67 fans on Twitter within the past year, and an increase of 319 fans on Instagram within the last year. Over the past year, there has been a 565 net follower increase on all of DEThrives' social media accounts within the last year. That means, platforms such as Facebook and Instagram have ranked as our top two channels that perform the best and people haven't been engaging or using Twitter as much as previous years. DEThrives could even consider closing our Twitter account per AB&C's recommendation.*
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