



KPI Baseline

June 2021 – October 2021

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Email

FACEBOOK

Engagement rate: 10.01%

Total Page Engagements: 385

Fans: 149

Content Clicks: 285

Impressions: 7.6k

Likes: 230

Reach: 415

Shares: 60

Comments: 22

Total Posts: 60

**How do we compare to
Industry standards?**

Healthcare Engagement Rate - .035%

Nonprofit Engagement Rate - .13%

Source

TOP FACEBOOK POSTS

DATE	MESSAGE	REACTIONS	COMMENTS	SHARES
 Elevate Health Jul 09, 00:05	Elevate Health was proud and delighted to receive the 2021 Community Partner Award from Hope Sparks yesterday! In the words of Alisha Fehrenbacher, our fearless leader and CEO, "We are thankful for our continued partnership as we work together to support children and families in our regional community..."	10	2	1
 Elevate Health Aug 20, 16:30	 Elevate Health proudly announces a new podcast series in recognition of Overdose Awareness Month. The first episode features a compelling conversation between Elevate's Kim Bjorn and Chelsea Amato of the Tacoma-Pierce County Health Department. Read more...	8	0	4
 Elevate Health Sep 21, 21:23	 Attention, podcast enthusiasts! There is less than a week until the official launch of Elevate Health Podcast! Above is a behind-the-scenes shot of podcast guest Doreen VanderVort, Program Coordinator for Partnership for Action, Voices for Empowerment (PAVE). Stay tune...	6	0	1

BEST TIMES TO POST

1. Monday @ 1:00 P.M.
2. Thursday @ 1:00 P.M.
3. Monday @ 8:00 A.M.

INSTAGRAM

Post Engagement Rate: 12.68%

Total Post Engagements: 287

Total Followers: 169

New Followers: 2

Post Impressions: 2.3k

Post Reach: 2k

Impressions: 418

Post Likes: 257

Post Comments: 31

Website Clicks: 418

Total Posts: 54









How do we compare to industry standards?

Healthcare Engagement Rate - .51%

Nonprofit Engagement Rate - 1.41%

Source

TOP INSTAGRAM POSTS

DATE	MESSAGE	LIKES	COMMENTS
 weelevatehealth Aug 20, 16:30	 <p>Elevate Health proudly announces a new podcast series in recognition of Overdose Awareness Month. The first episode features a compelling conversation between Elevate's Kim Bjorn and Chelsea Amato of the Tacoma-Pierce County Health Department. Read more at the link in our bio! #Healthcare #ElevateHealth</p>	19	5
 weelevatehealth Jul 09, 00:03	 <p>Elevate Health was proud and delighted to receive the 2021 Community Partner Award from HopeSparks yesterday! In the words of Alisha Fehrenbacher, our fearless leader and CEO, "We are thankful for our continued partnership as we work together to support children and families in our regional community." Visit the link in o...</p>	14	2
 weelevatehealth Oct 12, 15:00	 <p>Attention, podcast listeners! A new episode of Elevate Health podcast featuring Doreen VanderVort of Program Coordinator for Partnerships for Action, Voices for Empowerment (PAVE) will be released TOMORROW. Featured above is Elevate Health's podcast host, Kim Bjorn (Left) and Doreen VanderVort (Right). Tune in on Wednesday,...</p>	13	2

BEST TIMES TO POST

1. Friday @ 6:00 P.M.
2. Tuesday @ 8:00 A.M.
3. Monday @ 12:00 P.M.

TWITTER

Post Engagement Rate: 1.77%

Total Post Engagements: 94

Post Impressions: 5k

Total Followers: 168

New Followers: 5

Likes: 43

Total Posts: 51







How do we compare to industry standards?

Healthcare Engagement Rate - .031%

Nonprofit Engagement Rate - .055%

Source

TOP TWITTER POSTS

DATE	MESSAGE	RET...	QUO...	LIKES	REPL...	IMPR...	ENG...	% ENGAG...
 @WeElevateHealth Aug 09, 20:40	 Do you know of a Pierce County organization or individual in need of PPE? We have an abundance of masks as well as bouffants...	2	0	1	0	655	5	0.76%
 @WeElevateHealth Sep 15, 17:01	 The deadline is approaching for the Behavioral Health Equity Challenge! Don't miss the opportunity to apply by Sept. 22 ...	1	0	1	0	282	9	3.19%
 @WeElevateHealth Oct 11, 19:00	 Featured above is Ashley Mangum, Program Manager for Kids Mental Health Pierce County (KMHPC). Read more about Ashley...	3	0	2	1	281	9	3.2%

BEST TIMES TO POST

1. Monday @ 12:00 P.M.
2. Wednesday @ 9:00 A.M.
3. Wednesday @ 4:00 P.M.

LINKEDIN

Page Engagement Rate: 6.71%

Total Page Engagements: 391

Total Page Followers: 696

New Page Followers: 4

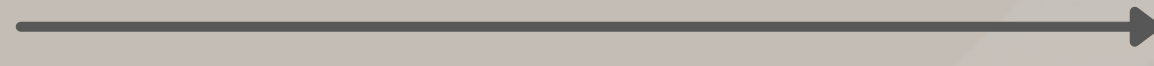
Page Comments: 8

Page Reactions: 314

Page Shares: 69

Page Clicks: 15

Total Posts: 51









How do we compare to industry standards?

Average Engagement Rate - .35%

Source

TOP LINKEDIN POSTS

DATE	MESSAGE	REAC...	COM...	SHA...	CLICKS	IMPR...	% ENG...
 Elevate Health Aug 18, 22:19	 <p>We still have thousands of pieces of personal protective equipment here at Elevate Health --including cloth and N95 masks -- to distribute in Pierce County! Below is a photo of...</p>	25	0	4	26	961	5.72%
 Elevate Health Sep 27, 23:06	 <p>Elevate Health Podcast is finally here! We invite you to join our conversations with experts and advocates about the crucial health issues our communities face every day....</p>	17	3	1	23	406	10.84%
 Elevate Health Jul 30, 23:40	 <p>Brotherhood RISE, a local nonprofit organization in Tacoma, was awarded a bridge loan of \$105,000 from OnePierce on April 1, 2021. The funding will support their outreach effor...</p>	10	0	4	30	348	12.64%

BEST TIMES TO POST

1. Monday @ 4:00 P.M.
2. Monday @ 12:00 P.M.
3. Tuesday @ 8:00 A.M.

PODCAST (via Anchor FM)

Launch Date: August 23

Unique Listeners: 54

Plays: 164 (Average of 51 plays per episode)

Total Podcast Episodes: 4

Top episode: Exploring Healthcare Integration, posted 9/27

WEBSITE

Users: 5,463

New Users: 5,229

Sessions: 7,770

Avg. Session Duration: 00:02:02

Bounce Rate: 57.75%

Page Views: 17,069

How do we compare to industry standards?

	BOUNCE RATE	SESSION DURATION
NON-ECOMMERCE, CONTENT-BASED SITE	35-60%	3-4 Minutes
ELEVATE HEALTH	57.75%	2:02 Minutes

Sources: Data Box, data from June 2021, CXL



WEBSITE FORM SUBMISSIONS

URL	Form	Submissions
https://elevatehealth.org/contact-us/care-continuum-network-referral	Make a Referral to the CCN	152
https://elevatehealth.org/contact-us	Contact Us	13
https://elevatehealth.org/contact-us/partner-with-us	Partner With Us	2
https://elevatehealth.org/contact-us/express-your-interest-in-onepiece-community-resiliency-fund	Request Funding from OnePierce	2
https://elevatehealth.org/contact-us/become-a-health-ally	Become a Health Ally	1
https://elevatehealth.org/contact-us/join-the-care-continuum-network	Join the CCN	1
https://elevatehealth.org/contact-us/support-our-work	Support Our Work	0



WEBSITE

Top 10 Most Viewed Pages

	Page Title	URL	Page Views	% Page Views
1.	Home	/	6,080	32.83%
2.	CCN Referral	/contact-us/care-continuum-network-referral	805	4.35%
3.	Who We Are	/who-we-are	719	3.88%
4.	Contact Us	/contact-us	457	2.47%
5.	Careers	/careers	445	2.40%
6.	Community Investment	/solutions/community-investment	441	2.38%
7.	Leadership	/who-we-are/team/leadership	439	2.37%
8.	Board of Directors	/who-we-are/team/board-of-directors	375	2.02%
9.	Behavioral Health Equity Challenge	/behavioral-health-challenge	303	1.64%
10.	Elevate Health Promotes Overdose Awareness in New Podcast	/newsroom/news/elevate-health-promotes-overdose-awareness-in-new-podcast	267	1.44%

SEO

Impressions: 28.1k

Total clicks: 1000

Top Queries	Clicks	Impressions
elevate health	476	2,832
elevate health Tacoma	20	36
elevatehealth	19	127
elevate health care	14	194
elevate healthcare	12	545
onepiece	11	25
elevate health 18	9	77
elevate health insurance	6	76
elevated health	4	95
elevated health covid	4	45

CONSTANT CONTACT EMAIL DISCLAIMER

Due to an issue with bots subscribing from the Elevate Health website, all email data from Jun. 1 - Oct. 16, 2021, is skewed. The high number of bots in Elevate Health's newsletter mailing list caused all open and click-through rates to appear lower, in addition to producing a very high bounce rate of 18%.

Although this issue is now resolved, next quarter's data will be an accurate baseline of Elevate Health's email marketing efforts.

CONSTANT CONTACT EMAILS

Total Emails Sent: 4
Desktop Opens: 688
Mobile Opens: 101
Desktop Clicks: 95
Mobile Clicks: 10
Total Contacts: 967
New subscribers: 150
Unsubscribed: 34

How do we compare to industry standards?

	AVERAGE OPEN RATE	AVERAGE CTR	BOUNCE RATE	UNSUBSCRIBE	AVERAGE CTOR
MEDICAL, DENTAL, HEALTHCARE INDUSTRY	22.89%	5.04%	1.04%	.21%	15.6%
NON-PROFIT INDUSTRY	25.5%	4.1%	1.09%	.2%	15.8%
ELEVATE HEALTH	21%	2%	18% *this number is high due to bot issue that is now resolved.	2.6%	9.01%

Sources: 9Clouds, data from June 2021 & Campaign Monitor, data from 2021

NEXT STEPS:

01

Determine strategic objectives for 2022

02

Narrow down to most important KPI goals per category (streamline)

03

Continue measuring and tracking success in quarterly reports
