



Social Media Report

August 2024

Danica Phillips, Social Media Strategist

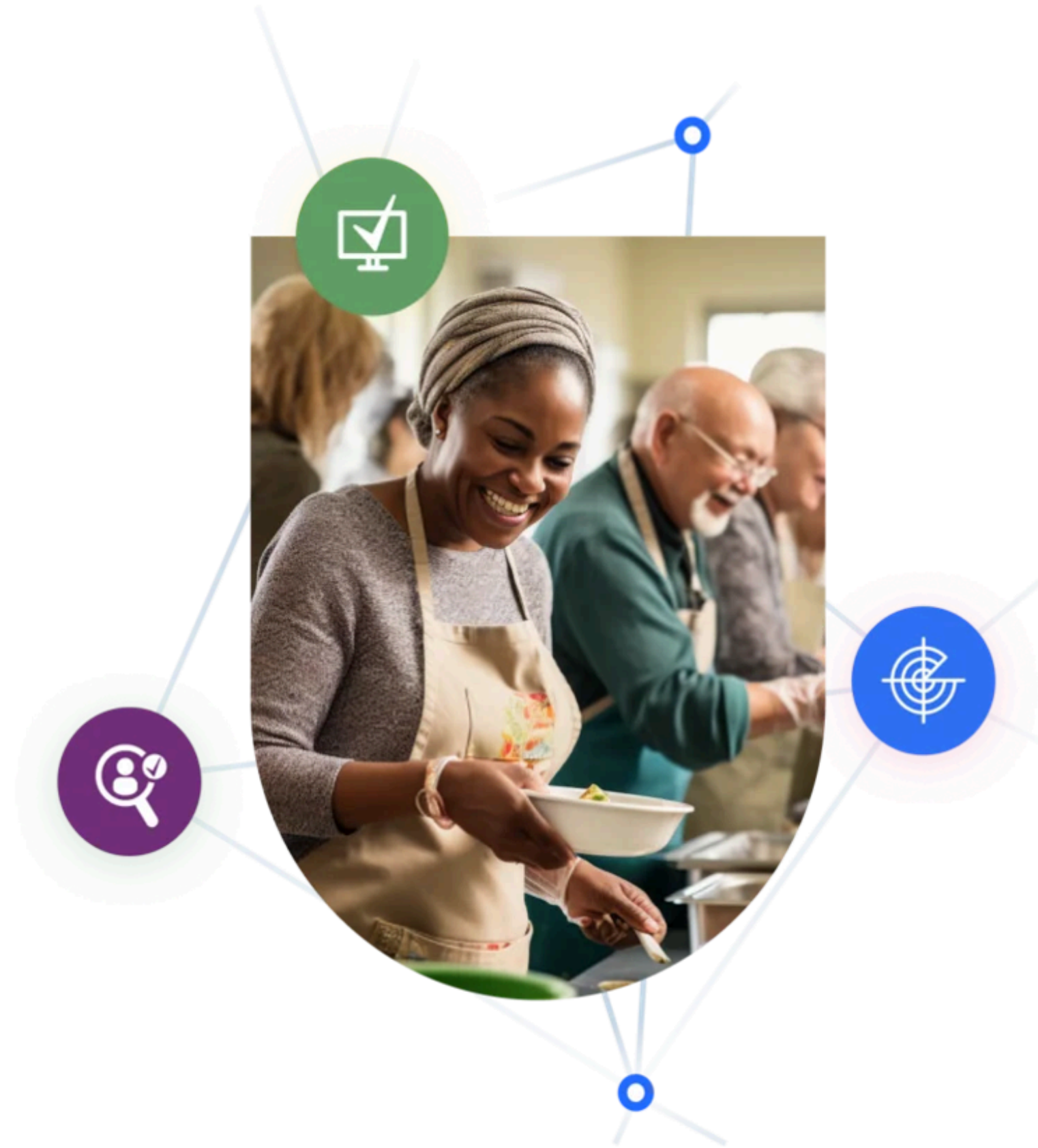
Table of Contents



August 2024 **Social Media Report**

Table of Contents

- **Analytics**
Overview of key performance metrics across all social media platforms during the reporting period.
- **Top Performing Posts**
Highlighting posts with the highest engagement, identifying successful themes and formats to guide future content strategies.
- **Content Pillar Performance**
Performance evaluation of different content themes or categories (content pillars), showcasing which types of posts resonate most with the audience.
- **Competitor Performance**
Comparison of our social media performance against key competitors, highlighting areas where we excel or lag behind.
- **Campaign Performance**
A review of the effectiveness of recent campaigns, highlighting key metrics.



Analytics

 UNITE US

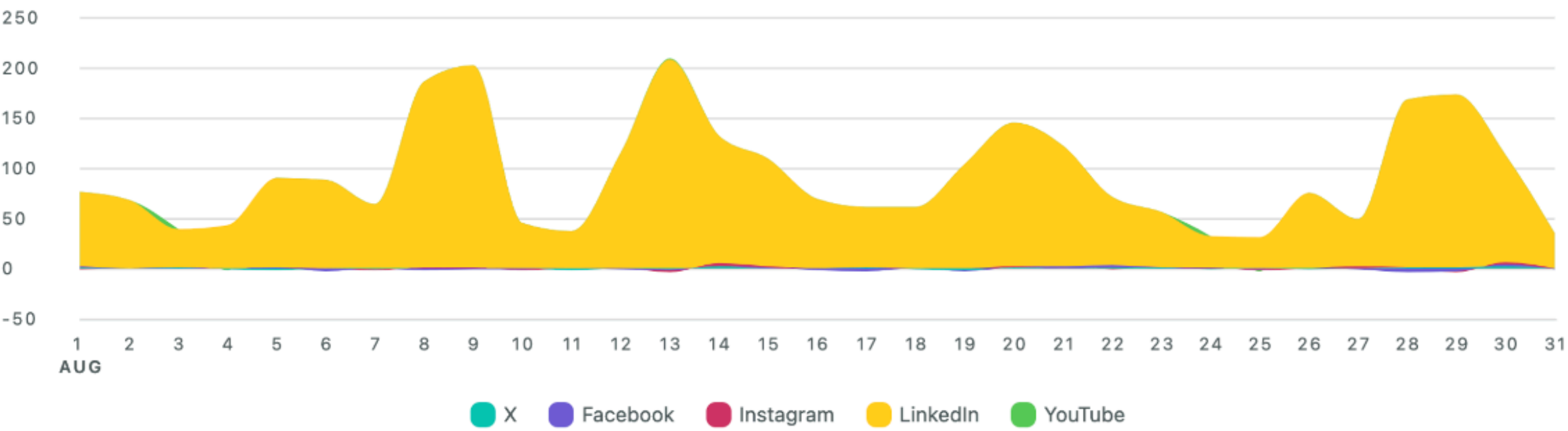
2

August 2024 Analytics

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day



Observations

Despite a 117% increase in posts and a decline in impressions and engagements, the 83% boost in engagement rate highlights the effectiveness of current content in resonating with the audience. Although net audience growth and clicks have dipped, the high engagement rate signals strong interest among those reached, presenting an opportunity to further **optimize content strategy**.

Performance Overall

Impressions	Engagements	Engagement Rate (EGR)	Net Audience Growth	Clicks	Number of Posts
220,204 Down 59%	7,559 Down 25%	3.4% Up 83%	2,821 Down 7%	5,489 Down 27%	117 Up 117%

Top Performing Posts

3

Top Performing Posts

August 2024

Published Posts


117

↑ 116.7%

Engagement Rate (per Impression)

3.4% ↑ 82.9%

LinkedIn

 **Unite Us**
Fri 8/2/2024 2:39 pm EDT

That's a wrap on United Hospital Fund of New York's Annual Medicaid Conference! 🎉 A few key highlights from this year...




Engagement Rate (per Impression) 27.2%

Impressions 6,486

Engagements 1,764

Facebook

 **Unite Us**
Tue 8/27/2024 4:42 pm EDT

#MeetThePanelists 🗣️ We're excited to introduce our incredible panelists from Acenda Integrated Health! As part of our...




Engagement Rate (per Impression) 259.2%

Impressions 223

Engagements 578

Instagram

 **uniteushq**
Thu 8/8/2024 10:55 am EDT

Congratulations to our amazing #NewYork partners, Health & Welfare Council Long Island, Healthy Alliance, Hudson Valley...



Engagement Rate (per Impression) 10.2%

Impressions 244

Engagements 25

Twitter (X)

 **@UniteUsHQ**
Thu 8/22/2024 11:49 am EDT

In this clip, [@UniteUsHQ](#) COO Esther Farkas discusses how we can use North Carolina's Healthy Opportunities Pilot's...



Engagement Rate (per Impression) 11.3%

Impressions 71

Engagements 8

Content Pillar Performance

4

August 2024 Content Pillar Performance

Proven ROI

Tagged Published Posts

17 ↗ 41.7%







Engagement Rate (per Impression)

7.5% ↘ 7%

Observations

Our proven ROI content pillar's strong performance included a LinkedIn post showcasing health outcomes from Unite Us, which garnered significant engagement through **high post clicks**. Another notable post celebrated New York's selection of Social Care Networks, **attracting good interaction** and interest. Audiograms also prove to be performing well.

To address this pillar's engagement decline, **emphasize compelling success stories** and detailed data-driven insights to better showcase the value and impact of proven ROI.

<p>LinkedIn Text-Based Carousel/Providers</p>	<p>LinkedIn Open Graph/Brand Awareness</p>	<p>LinkedIn Audiogram/Government</p>																														
<div data-bbox="1059 658 1506 742">  <p>Unite Us Tue 8/27/2024 2:57 pm EDT</p> </div> <div data-bbox="1039 819 1592 953"> <p>✦ "Improving health means that you have to prove that you did it." — Taylor Justice, Co-Founder and President at...</p> </div> <div data-bbox="1039 984 1612 1418"> <p>3 Ways Unite Us Improved Healt...</p>  <p>"Improving health means that</p> </div> <table border="1"> <tr> <td>Total Engagements</td> <td>615</td> </tr> <tr> <td>Reactions</td> <td>37</td> </tr> <tr> <td>Comments</td> <td>0</td> </tr> <tr> <td>Shares</td> <td>7</td> </tr> <tr> <td>Post Clicks (All)</td> <td>571</td> </tr> </table>	Total Engagements	615	Reactions	37	Comments	0	Shares	7	Post Clicks (All)	571	<div data-bbox="1845 652 2282 739">  <p>Unite Us Fri 8/9/2024 11:52 am EDT</p> </div> <div data-bbox="1825 810 2412 1384">  </div> <table border="1"> <tr> <td>Total Engagements</td> <td>224</td> </tr> <tr> <td>Reactions</td> <td>83</td> </tr> <tr> <td>Comments</td> <td>1</td> </tr> <tr> <td>Shares</td> <td>6</td> </tr> <tr> <td>Post Clicks (All)</td> <td>134</td> </tr> </table>	Total Engagements	224	Reactions	83	Comments	1	Shares	6	Post Clicks (All)	134	<div data-bbox="2632 652 3125 739">  <p>Unite Us Thu 8/22/2024 10:54 am EDT</p> </div> <div data-bbox="2612 814 3225 953"> <p>In this clip, Unite Us Chief Operations Officer Esther Farkas discusses how we can use North Carolina's Healthy...</p> </div> <div data-bbox="2598 977 3198 1384">  </div> <table border="1"> <tr> <td>Total Engagements</td> <td>179</td> </tr> <tr> <td>Reactions</td> <td>49</td> </tr> <tr> <td>Comments</td> <td>2</td> </tr> <tr> <td>Shares</td> <td>3</td> </tr> <tr> <td>Post Clicks (All)</td> <td>125</td> </tr> </table>	Total Engagements	179	Reactions	49	Comments	2	Shares	3	Post Clicks (All)	125
Total Engagements	615																															
Reactions	37																															
Comments	0																															
Shares	7																															
Post Clicks (All)	571																															
Total Engagements	224																															
Reactions	83																															
Comments	1																															
Shares	6																															
Post Clicks (All)	134																															
Total Engagements	179																															
Reactions	49																															
Comments	2																															
Shares	3																															
Post Clicks (All)	125																															

August 2024 Content Pillar Performance

Tagged Published Posts

42 ↗ 110%

Engagement Rate (per Impression)

8.6% ↗ 7.4%

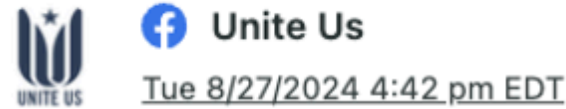

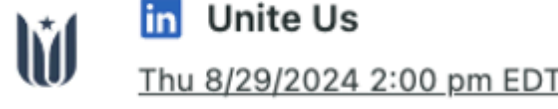

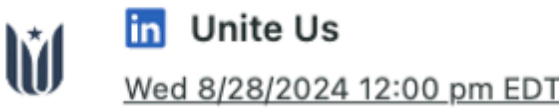

Community Empowerment

Observations

Our community empowerment content pillar saw **strong engagement**, particularly with Facebook posts on Acenda Integrated Health and LinkedIn posts about #OneContinuum and Community Health Workers Week.

Content featuring **personal stories and partnerships resonated well**, driving notable clicks and interest.

Continue to focus on personal stories and partnerships in future content to maintain high engagement and **deepen audience connection**.

Facebook Text-Based Graphic/CBOs	LinkedIn Text-Based Carousel/Awareness	LinkedIn Carousel Images/CBOs
 <p>Unite Us Tue 8/27/2024 4:42 pm EDT</p> <p>#MeetThePanelists 🙌 We're excited to introduce our incredible panelists from Acenda Integrated Health! As...</p>  <p>Total Engagements 578</p> <p>Reactions 110</p> <p>Comments 107</p> <p>Shares 4</p> <p>Post Link Clicks —</p>	 <p>Unite Us Thu 8/29/2024 2:00 pm EDT</p> <p>Headed to #OneContinuum? Get ready for an inspiring lineup of breakout sessions and panels! 🌟...</p>  <p>Total Engagements 290</p> <p>Reactions 22</p> <p>Comments 1</p> <p>Shares 3</p> <p>Post Clicks (All) 264</p>	 <p>Unite Us Wed 8/28/2024 12:00 pm EDT</p> <p>📣 Yesterday, our incredible Unite Us Customer Success team members, Avery Tinsley, M.S.Ed, and Roselin...</p>  <p>Total Engagements 190</p> <p>Reactions 26</p> <p>Comments 0</p> <p>Shares 4</p> <p>Post Clicks (All) 160</p>

August 2024 Content Pillar Performance

Tagged Published Posts

32 ↗ 300%

Engagement Rate (per Impression)

10.7% ↗ 120.9%







Simplified Compliance

Observations

Our simplified compliance content pillar effectively utilized high-profile events and key updates to **capture audience interest.**

Highlights included coverage of the Medicaid Conference, which featured critical discussions on the 1115 Waiver and showcased personal stories from industry leaders, as well as announcements about Social Care Networks in New York.

Maintain this momentum by focusing on high-impact events and compliance updates that **offer practical, actionable insights.**

LinkedIn Carousel Images/Government	LinkedIn Open Graph/Government	LinkedIn Text-Based Carousel/Providers																														
<div data-bbox="1072 647 1526 741">  Unite Us Fri 8/2/2024 2:39 pm EDT </div> <p data-bbox="1059 821 1606 966">That's a wrap on United Hospital Fund of New York's Annual Medicaid Conference! 🙌 A few key highlight...</p> <div data-bbox="1059 998 1606 1365">  </div> <table border="1" data-bbox="1059 1425 1606 1838"> <tr> <td>Total Engagements</td> <td>1,764</td> </tr> <tr> <td>Reactions</td> <td>94</td> </tr> <tr> <td>Comments</td> <td>3</td> </tr> <tr> <td>Shares</td> <td>8</td> </tr> <tr> <td>Post Clicks (All)</td> <td>1,659</td> </tr> </table>	Total Engagements	1,764	Reactions	94	Comments	3	Shares	8	Post Clicks (All)	1,659	<div data-bbox="1859 637 2339 731">  Unite Us Wed 8/7/2024 4:58 pm EDT </div> <p data-bbox="1839 816 2405 960">Hot off the press! 🔥 Today, the New York State Department of Health and Governor Kathy Hochul announced...</p> <div data-bbox="1839 994 2405 1365">  </div> <table border="1" data-bbox="1839 1425 2405 1838"> <tr> <td>Total Engagements</td> <td>643</td> </tr> <tr> <td>Reactions</td> <td>197</td> </tr> <tr> <td>Comments</td> <td>4</td> </tr> <tr> <td>Shares</td> <td>25</td> </tr> <tr> <td>Post Clicks (All)</td> <td>417</td> </tr> </table>	Total Engagements	643	Reactions	197	Comments	4	Shares	25	Post Clicks (All)	417	<div data-bbox="2638 634 3138 727">  Unite Us Mon 8/12/2024 3:45 pm EDT </div> <p data-bbox="2625 816 3172 960">Imagine meeting people's needs before they reach a crisis. 🌐 With Unite Us Social Connector, this is...</p> <div data-bbox="2625 975 3205 1378">  </div> <table border="1" data-bbox="2625 1425 3205 1838"> <tr> <td>Total Engagements</td> <td>259</td> </tr> <tr> <td>Reactions</td> <td>21</td> </tr> <tr> <td>Comments</td> <td>2</td> </tr> <tr> <td>Shares</td> <td>4</td> </tr> <tr> <td>Post Clicks (All)</td> <td>232</td> </tr> </table>	Total Engagements	259	Reactions	21	Comments	2	Shares	4	Post Clicks (All)	232
Total Engagements	1,764																															
Reactions	94																															
Comments	3																															
Shares	8																															
Post Clicks (All)	1,659																															
Total Engagements	643																															
Reactions	197																															
Comments	4																															
Shares	25																															
Post Clicks (All)	417																															
Total Engagements	259																															
Reactions	21																															
Comments	2																															
Shares	4																															
Post Clicks (All)	232																															

Campaign Performance

One Continuum



Campaign Performance: One Continuum

Published Post Performance Summary			
View your key aggregated tag performance metrics from the publishing period.			
<u>Impressions</u> 5,618 ↗ 28.2%	<u>Engagements</u> 545 ↗ 128%	<u>Engagement Rate (per Impression)</u> 9.7% ↗ 77.9%	<u>Post Link Clicks</u> 400 ↗ 241.9%

Sources	Published Posts	Impressions	Reach	Engagement Rate (EGR)	Engagements	Reactions	Comments	Shares	Saves	Post Link Clicks	Video Views
Overall	10	5,618	159.83	9.7%	545	117	9	16	0	400	875
X	1	126	N/A	1.59%	2	1	0	1	0	0	0
Facebook	3	525	169.67	1.9%	10	5	0	2	0	0	26
Instagram	3	607	150	4.61%	28	27	1	0	0	0	208
LinkedIn	3	4,360	N/A	11.58%	505	84	8	13	0	400	641

Campaign Performance

6a

Top Posts

One Continuum **Top Posts**

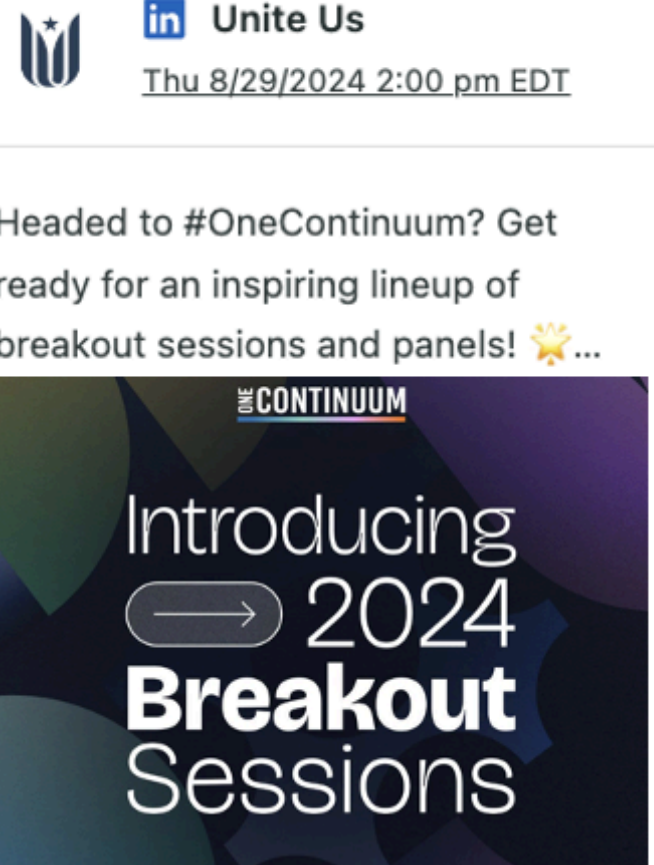


Campaign Performance

Tagged Published Posts	Engagement Rate (per Impression)
10 ↗ 150%	9.7% ↗ 77.9%

Observations

Our 1C campaign saw **strong engagement** on LinkedIn, particularly from posts highlighting #OneContinuum sessions and attendee spotlights, which drove significant clicks and reactions. While Facebook engagement was lower, it fostered **meaningful interaction through comments**.

Overall, as expected, LinkedIn proved effective for driving awareness and interest, with **post clicks** serving as a key performance driver across both platforms.

LinkedIn Text-Based Carouse/Awareness	LinkedIn Short-Form Video/Awareness	Facebook Text-Based Graphic/Awareness
 <p>Unite Us Thu 8/29/2024 2:00 pm EDT</p> <p>Headed to #OneContinuum? Get ready for an inspiring lineup of breakout sessions and panels! ✨...</p> <p>Total Engagements 290</p> <p>Reactions 22</p> <p>Comments 1</p> <p>Shares 3</p> <p>Post Clicks (All) 264</p>	 <p>Unite Us Fri 8/30/2024 11:18 am EDT</p> <p>#OneContinuum2024 🎤 Guest Spotlight 🎤 We're thrilled to</p> <p>Total Engagements 153</p> <p>Reactions 46</p> <p>Comments 2</p> <p>Shares 6</p> <p>Post Clicks (All) 99</p>	 <p>Unite Us Fri 8/23/2024 2:57 pm EDT</p> <p>Only 18 days until #OneContinuum in #NewYork! 🇺🇸 Are you ready? Here's what you can look forward to: ▶...</p> <p>Total Engagements 62</p> <p>Reactions 16</p> <p>Comments 5</p> <p>Shares 4</p> <p>Post Clicks (All) 37</p>



Thank You!

Follow us

