

Marketing and Communications – Social Media

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	Jan 11	Jun 13	May 14	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	March 16	April 16	Trends
Facebook Likes	68	180	208	258	261	268	268	272	274	274	274	281	283	285	
HIMSSSoCal LinkedIn	152	656	821	1001	1009	1026	1040	1054	1056	1056	1056	1058	1059	1061	
AAC LinkedIn	n/a	n/a	n/a	64	63	63	75	76	76	76	77	77	77	78	
Twitter Followers	127	636	821	1247	1266	1297	1322	1375	1404	1413	1446	1495	1553	1619	
Youtube Views	n/a	1211	5574	11189	11596	12103	12316	12724	13174	13395	13785	14384	15073	16189	
YT Subscribers	n/a	26	62	114	118	123	124	128	133	136	137	142	152	158	
YT Minutes viewed	n/a	7837	38706	76711	79843	82893	82243	86754	89629	90784	93137	97701	102597	110973	
YT Instagram	n/a	n/a	n/a	21	24	27	29	32	35	35	38	44	49	56	

28 day summary with change over previous period

Tweets
94 ↑77.4%



Tweet impressions
18.2K ↑52.7%



Profile visits
1,319 ↓8.1%



Mentions
39 ↓23.5%










Followers
1,619 ↑57



Trending TWEETS IN April 2016

2

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	HIMSS SoCal @himssocal · Apr 11			483	12	2.5%
	During this year's National #Volunteer Week , April 10—16, we recognize and thank you for your service to #HIMSS pic.twitter.com/ct4Uly63ZJ					
	View Tweet activity					Promote
	HIMSS SoCal @himssocal · Apr 8			400	18	4.5%
	@ cparkerrnphd Thanks for wonderful opening keynote @ himssocal clinical informatics summit this morning #SoCalCIS16 pic.twitter.com/L5pUFP3oUq					
	View Tweet activity					Promote
	HIMSS SoCal @himssocal · Mar 31			379	2	0.5%
	"Hey, how about a patient participant for the roundtable?" @ MandiBPro medium.com/@MandiBPro/roi...					
	View Tweet activity					Promote
	HIMSS SoCal @himssocal · Apr 8			369	6	1.6%
	8th Annual #Clinical #Informatics Summit #SoCal #HITsm use hashtag #SoCalCIS16					
	View Tweet activity					Promote
	HIMSS SoCal @himssocal · Apr 8			322	9	2.8%
	@ cparkerrnphd Getting ready to speak on cognitive workload at @ himssocal thanks to @ PatientSafeSoln for their support #SoCalCIS					
	View Tweet activity					Promote
	HIMSS SoCal @himssocal · Mar 31			311	2	0.6%
	#HITsm NorCal & @ HIMSSSoCal Chapters of @ HIMSS invite you to annual State HIT Day on May 25th 2016 in Sacramento social.himsschapter.org/Events/Event.a...					
	View Tweet activity					Promote
	HIMSS SoCal @himssocal · Apr 19			296	2	0.7%
	Measure your organization's progress in gaining the most benefits from your health IT investments @ HIMSS #HITsm fb.me/l6WILYVq					
	View Tweet activity					Promote

Top Tweet earned 483 impressions

During this year's National **#Volunteer Week**, April 10—16, we recognize and thank you for your service to **#HIMSS** pic.twitter.com/ct4Uly63ZJ

Top media Tweet earned 400 impressions

@**cparkerrnphd** Thanks for wonderful opening keynote @**himssocal** clinical informatics summit this morning **#SoCalCIS16** pic.twitter.com/L5pUFP3oUq



3 3

Twitter analytics for April 2016 (24 days)

3

Apr 2016 • 24 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 483 impressions

During this year's National **#Volunteer Week**, April 10—16, we recognize and thank you for your service to **#HIMSS**
pic.twitter.com/ct4Uly63ZJ

Learn more about us:

During this year's National Volunteer Week, April 10–16, we recognize and thank you for your service to HIMSS. As a volunteer, your dedication of time and talent is an inspiration to your fellow HIMSS volunteers, other HIMSS members and HIMSS employees. With the help of your leadership, we continue to meet our challenges and accomplish our vision to transform health through IT.

Nearly 5,400 committees, task forces, special interest groups and remarkable volunteers have worked with HIMSS this year to:

- Contribute more than 289,000 hours of service
- Release more than 768 new products and resources
- Educate nearly 244,000 people at events

These impressive accomplishments are the result of your hard work, engagement and collaboration. Your commitment to service, along with your ability to work as a community of volunteers, directly contribute to the transformation of health through IT.

During this annual National Volunteer Week, we celebrate and honor your dedicated service to HIMSS. Thank you for all that you do for HIMSS and for the betterment of health and healthcare.

1 2 6

View Tweet activity

View all Tweet activity

Top Follower followed by 129K people



Protective Law Corp.

@guntrust FOLLOWING YOU

FREE #CCW Class in #LagunaHills #OC #OrangeCounty (it's also an #EstatePlanning seminar) #2A #NRA #Guns #Attorney @DaveDurringer #tcot youtube.com/LawNews

View profile

View followers dashboard

Top mention earned 37 engagements



Cheryl D. Parker

@cparkernphd · Apr 8

Getting ready to speak on cognitive workload at @himsssocial thanks to @PatientSafeSoln for supporting me!
pic.twitter.com/d5HKdKoPT1



2 4 8

View Tweet

Top media Tweet earned 400 impressions

@cparkernphd Thanks for wonderful opening keynote @himsssocial clinical informatics summit this morning #SoCalCIS16 pic.twitter.com/L5pUFP3oUq



ADVERTISE ON TWITTER

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

Get started

APR 2016 SUMMARY

Tweets
58

Tweet impressions
14.1K

Profile visits
1,059

Mentions
34

New followers
36

Final Twitter analytics for March 2016

4

Mar 2016 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 658 impressions

#HIMSS16 march 1st schedule for tomorrow
pic.twitter.com/lxQEUnzWX

Tuesday, March 1	
Registration Hotels™ & Convention Center	7:00 am – 6:00 pm
Concurrent Education Sessions	8:30 am – 9:30 am
All About HIMSS: An Orientation to YOUR Organization	8:30 am – 9:30 am
Concurrent Education Sessions	10:00 am – 11:00 am
Concurrent Education Sessions	11:30 am – 12:30 pm
Reception*	– 8:00 pm

Wednesday, March 2	
Registration (Convention Center only)	7:30 am – 5:00 pm

3 retweets 2 likes

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 1.03M people



Dr. Joyce

@drjoyce_knudsen [FOLLOWS YOU](#)

Striving for success without hard work is like trying to harvest a crop where nothing was planted! International Author, Bio: bit.ly/1OwJP9j

[View profile](#)

[View followers dashboard](#)

Top mention earned 49 engagements



Neel Mehta, MS, LBBP

@neelmehta14 - Mar 1

At @himsssocal Networking Reception
@CSC #HIMSS16 #HealthIT
@PattyMacPR @epifinder
pic.twitter.com/4jVjZxpWlX



9 retweets 6 likes

[View Tweet](#)

Top media Tweet earned 646 impressions

Interoperability showcase #himss16
#empowerhit via @PattyMacPR
pic.twitter.com/87GmC2br7v



MAR 2016 SUMMARY

Tweets

78

Tweet impressions

14.7K

Profile visits

1,554

Mentions

52

New followers

82

Tweets linking to you

1

Top 10 videos from past month- March 2016

5

Top 10 Videos

[Browse all content](#)

Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments
Hot Topics in Healthcare IT 2013	563 12%	66 9.7%	0	0
HIT Conference 2015 - Driving Innovation in H...	517 11%	31 4.6%	0	0
Pharmacy: Past, Present, and Future - The evo...	487 10%	89 13%	0	0
Social Media in Healthcare	445 9.1%	72 11%	2	0
Judy Murphy, RN, FACMI, FHIMSS, FAAN, Chie...	390 8.0%	42 6.2%	0	0
Josh Newman, MD, Chief Medical Officer, Sale...	221 4.5%	28 4.1%	1	0
HIT Conference 2015 - Innovation in Healthca...	203 4.1%	12 1.8%	0	0
PHRs and Patient Portals: Realizing Patient E...	185 3.8%	25 3.7%	0	0
HIT Conference 2015 - David Rhew Keynote	158 3.2%	18 2.6%	0	1
Orlando Portale, Chief Innovation Officer, Palo...	157 3.2%	9 1.3%	0	0