

Established in 1989



Proven Solutions for Health Systems & Hospitals

A graphic for National Rural Health Day. It features a yellow ribbon at the top with the date "November 21, 2019". To the right is the hashtag "#powerofrural". The main text reads "National Rural Health Day" in a large, serif font, with "Celebrating the Power of Rural!" in a smaller, green, sans-serif font below it. To the right of the text is a 2x2 grid of icons: a green tree, a green person with a heart, a green person with a star, and a green person with a plus sign. A "TM" symbol is to the right of the grid. At the bottom, the slogan "IT'S NOT JUST A DAY, IT'S A MOVEMENT." is written in a green, sans-serif font. The entire graphic is set against a dark background with a green border.

2019 EXIT REPORT



PREPARED FOR:

**National Organization of
State Offices of Rural Health**

1144 E State Street, Suite A #287 Geneva, IL 60134-2439 | 630-377-8101
michelle@doitwithimpact.com | www.doitwithimpact.com

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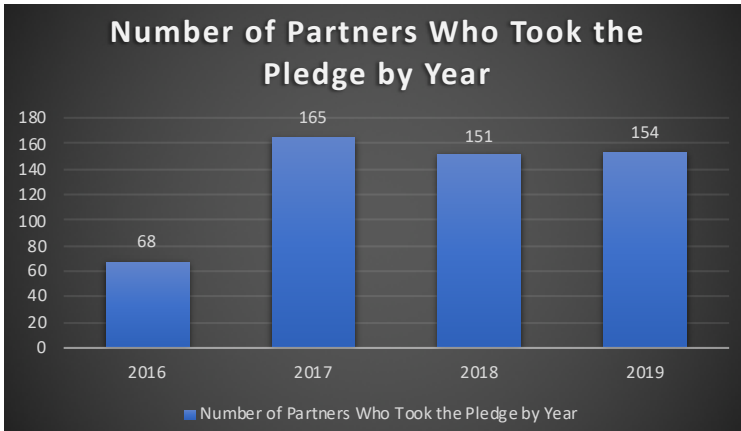
1

POWER OF RURAL WEBSITE ANALYTICS

NRHD SUMMARY 2019

Number of Pledges:

PLEDGE PARTNERS=538 (AS OF 12/2/19)



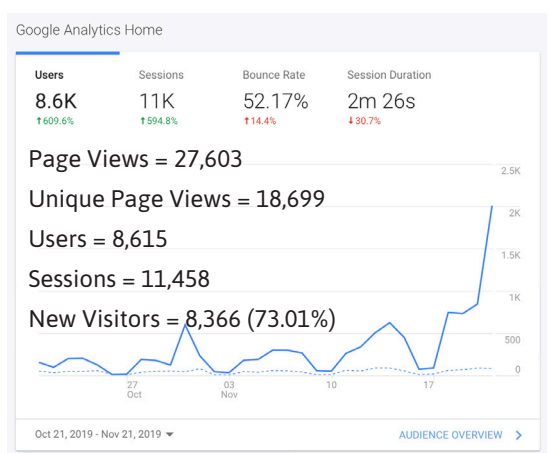
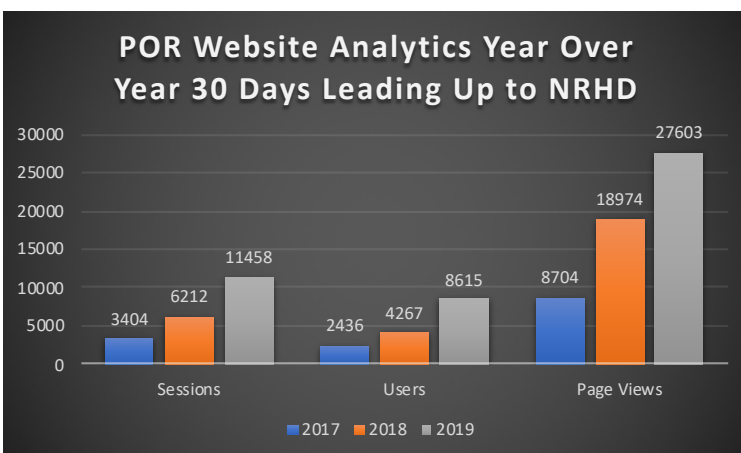
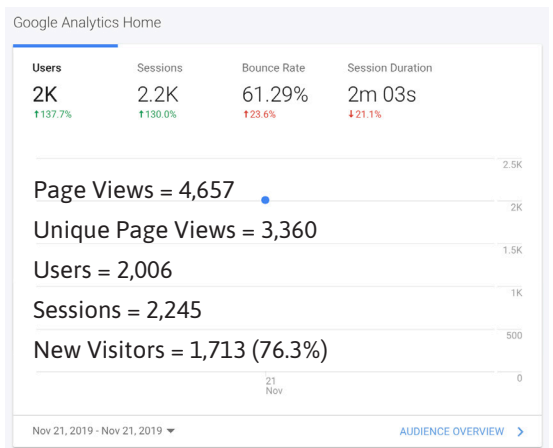
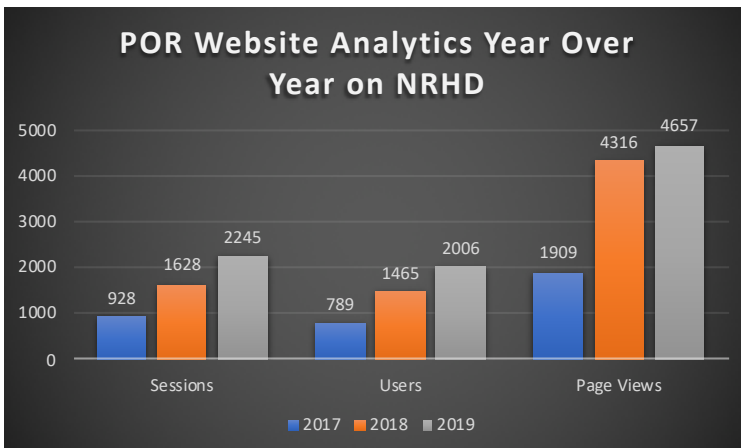
Individuals that have taken the pledge:

- 289 as of 10/24/18
- 383 as of 12/3/18
- 538 as of 12/2/19

Number of Pledge Profiles that have been completed:

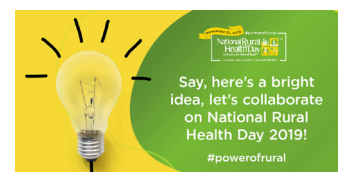
- 153 as of 12/16/19

Analytics:

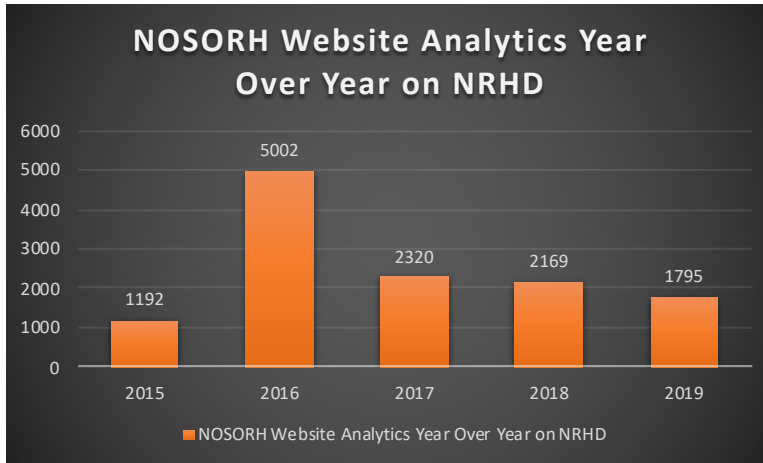


Bright Idea Responses:

(17) 2019 NRHD bright ideas were submitted and posted on powerofrural.org, including any promotional artwork received with the submission.



Analytics:



- 2015: Page Views= 1192
- 2016: Page Views= 5002 (increase of 320%). 65% of page visits were from new users
- 2017: Page Views= 2,320 (1,697 unique), 684 new users (70% of page visits were from new users (we initiated the new PowerofRural.org website in 2017, so traffic was diverted there for many NRHD resources)
- 2018: Page Views= 2,169 (1,698 unique), 866 new users
- 2019: Page Views (day of 11/21)= 1,795 (1,447 unique), 795 new users (77% of page visits were new users)

Top 10 pages visited on 11/21	1,795 % of Total: 100.00% (1,795)	1,447 % of Total: 100.00% (1,447)
1. /calendar-events/nrhd/	861(47.97%)	698(48.24%)
2. /	257(14.32%)	203(14.03%)
3. /about-national-rural-health-day/	57(3.18%)	55(3.80%)
4. /nosorh-members/nosorh-members-browse-by-state/	50(2.79%)	27(1.87%)
5. /calendar-events/events/	27(1.50%)	25(1.73%)
6. /event/national-rural-health-day-5/	25(1.39%)	22(1.52%)
7. /nosorh-members/nosorh-members-browse-by-state/pg/2/	25(1.39%)	5(0.35%)
8. /about-nosorh/nosorh-staff/	21(1.17%)	11(0.76%)
9. /about-rural-health-in-america/	21(1.17%)	19(1.31%)
10. /2019-nosorh-awards-honor-rural-health-leaders/	16(0.89%)	13(0.90%)

Snapshots of the Community Toolkit in Action:



ANALYTICS DOWNLOADS

06/01/19-12/15/19

Total Downloads = 810

SORH TOOLKIT PAGE (344)

SORH SM Posts (NRHD) = 34

NRHD Templates = 19

NRHD Logo = 48

NRHD PPT Template = 15

NRHD Postcard = 26

NRHD E-blast = 16

NRHD Idea Guide = 25

NRHD Datapoints = 10

NRHD Digital Banners = 6

WWAD Stakeholder Invite = 3

WWAD Intro PPT = 12

WWAD SM Posts = 3

WWAD Host Toolkit = 10

CS Announcement = 12

CS Social Media Posts = 33

CS Promo Web Banners = 9

CS Nomination Form = 5

CS Nomination FAQ = 16

CS Press Release = 23

Pledge Partner SM Graphics = 10

Pledge Partner Seal = 4

RHCC Promo Flyer = 5

COMMUNITY TOOLKIT (295)

NRHD SM Posts = 64

NRHD Flyer = 27

NRHD Coloring Book = 38

NRHD Logo = 41

NRHD Press Release = 24

NRHD Poster = 10

NRHD Display Ads = 2

NRHD Table Tent Cards = 8

NRHD Idea Guide = 38

NRHD Postcard = 2

NRHD Powerpoint = 21

NRHD Wallpaper = 5

WWAD Toolkit = 15

COMMUNITY STAR TOOLKIT (76)

2019 Nomination FAQ = 56

2019 Nomination Form = 20

PARTNER TOOLKIT (48)

NRHD SM Posts (Partner) = 10

NRHD Logo = 8

NRHD PPT Template = 10

NRHD Brand Guidelines = 6

NRHD Templates = 11

E-mail Signature = 3

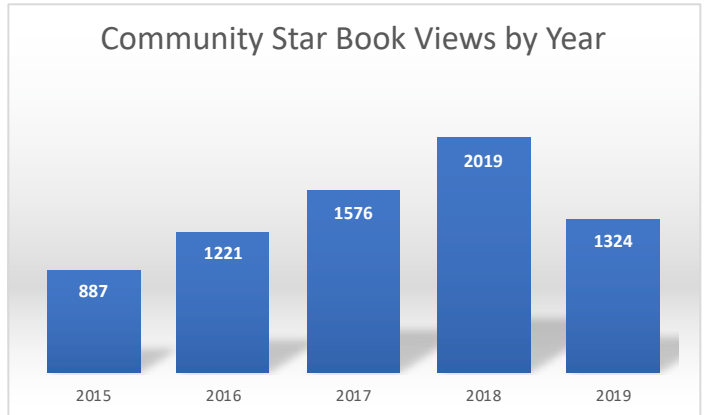
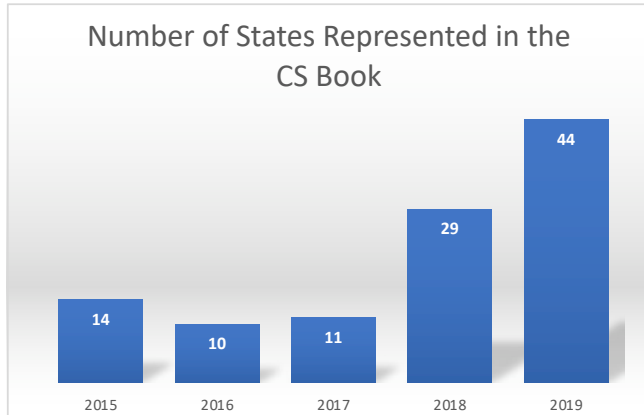
WWAD TOOLKIT (5)

WWAD FAQ = 5

THE PROVIDERS (32)

Discussion Guide = 32

Statistics:



2015:

- 22 stories were collected for the Real Doc Hollywood and Community Stars publication. Those stories came from 14 different states and one national "Star." The Publication had a reach of 887 views (Source: Calameo.com)

2016:

- 35 stories were collected. 18 stories published. 10 different states submitted stories - Arkansas, Connecticut (2), Utah (2), Kansas, New York (3), Idaho (2), Oklahoma, Pennsylvania (2), Minnesota and New Mexico. 1221 Views as of 11/22/17

2017:

- 50 nominations received
- 31 stories published
- 11 different states= Alabama (1), Kansas (8), Michigan (2), Minnesota (1), Nebraska (7), Nevada (1), Oklahoma (3), Oregon (1), Pennsylvania (4), Utah (2), Washington (1)
- Several Community Stars participated in local media outreach
- 1,576 views, 85 downloads as of 10/12/18; 1,720 views as of 12/3/18

2018:

- 100+ nominations received
- 29 different states= AL, AK, AZ, AR, CA, DE, HI, IA, KS, KY, LA, MD, MA, MN, NE, NH, NM, NY, ND, OK, OR, PA, SC, TN, TX, UT, VA, WI, WY
- Many Community Stars participated in local media outreach
- 2,002 views as of 12/7/18; 2275 views as of 4/17/19

2019:

- 99 nominations received
- 44 states featured for 1st year of trying to get one story for each state
- 6 states with no nominations: FL, ID, IN, ME, NC, TN
- 34 honorable mentions in book
- 15 Community Stars participated in local media outreach with a total of 25 stories
- 1324 views as of 12/5/19 (close to 600 views on day of release)

ANALYTICS:











Data Period Covering 11/21/19

(Symplur)

[Home](#) / [Healthcare Hashtags](#) / [#powerofrural](#) / [Analytics](#)











The #powerofrural Influencers

Top 10 Influential

-  @ruralhealthinfo 100
-  @NOSORH 86
-  @ahahospitals 60
-  @RWJF 58
-  @HRSAGov 51
-  @HelmsleyTrust 50
-  @hccnetwork 47
-  @MRBImpact 41
-  @allensmart6 36
-  @ruralhealth 27











[Tweet](#)

Prolific Tweeters

-  @PublicHealthMap 170
-  @ruralhealthinfo 122
-  @MRBImpact 75
-  @NOSORH 53
-  @IUMrStryck 52
-  @JettieEddleman 46
-  @HelmsleyTrust 33
-  @usdaRD 33
-  @SamanthaASwift1 31
-  @hccnetwork 26

[Tweet](#)

Highest Impressions

-  @RWJF 2.2M
-  @CDCgov 1.2M
-  @ahahospitals 806.3K
-  @usdaRD 714.1K
-  @SenatorDurbin 638.4K
-  @PublicHealthMap 495.1K
-  @PattyMurray 428.3K
-  @ruralhealthinfo 366.5K
-  @CommerceGov 364.8K
-  @VeteransHealth 322.5K

[Tweet](#)

Top 10 Influencers is determined by the SymplurRank algorithm.

The Numbers

16.000M Impressions

3,439 Tweets

1,711 Participants

144 Avg Tweets/Hour

2 Avg Tweets/Participant

[Tweet](#)

Twitter data from the #powerofrural hashtag from Thu, November 21st 2019, 12:00AM to Thu, November 21st 2019, 11:55PM (America/Chicago) - Symplur.



Last Year

16.000M Impressions
3,439 Tweets
1,711 Participants

7.023M Impressions
2,193 Tweets
924 Participants

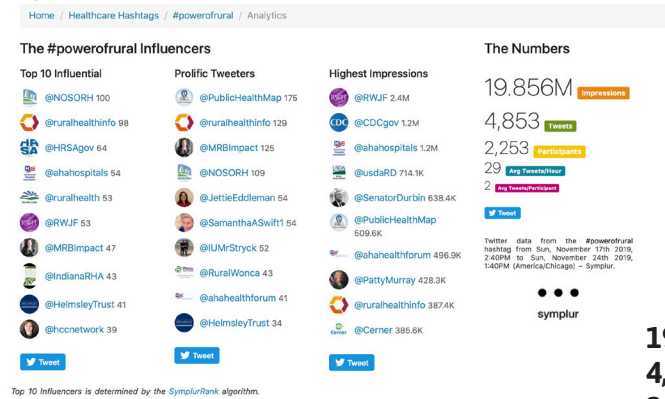
Analytics: NRHD Year Over Year Comparison

(Symplur)

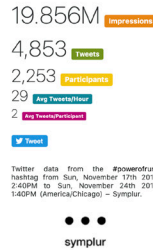
YEAR	TWEETS	PARTICIPANTS	IMPRESSIONS
2015	681	258	
2016	No data	No data	No data
2017	2,085	945	4.259M
2018	2,193	924	7.023M
2019	3,439	1,711	16.000M

Data Period Covering 11/17/19-11/24/19 (Week of NRHD)

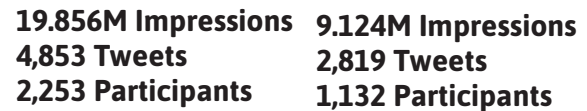
(Symplur)



The Numbers



Last Year



Data Period Covering 11/2/19-12/2/19 (Most Recent 30 Days)

(Symplur)

Home / Healthcare Hashtags / #powerofrural / Analytics

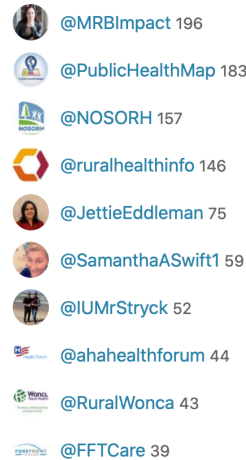
The #powerofrural Influencers

Top 10 Influential



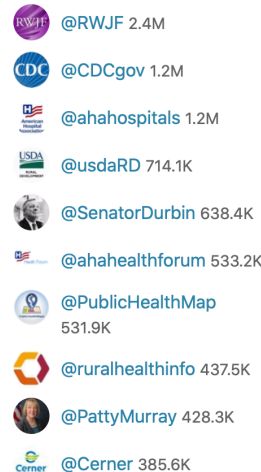
Tweet

Prolific Tweeters



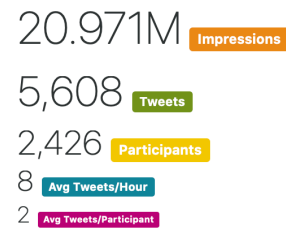
Tweet

Highest Impressions



Tweet

The Numbers



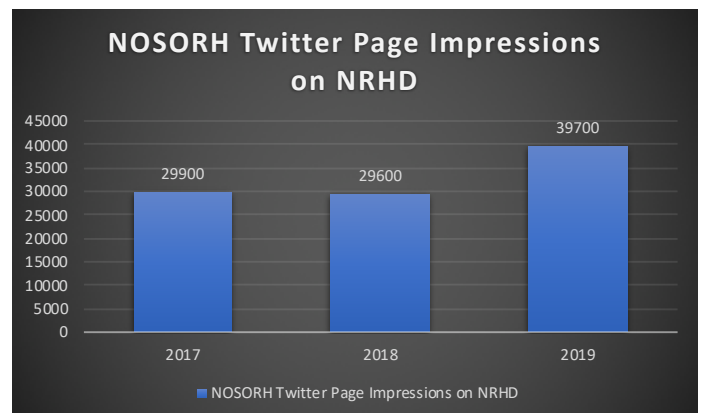
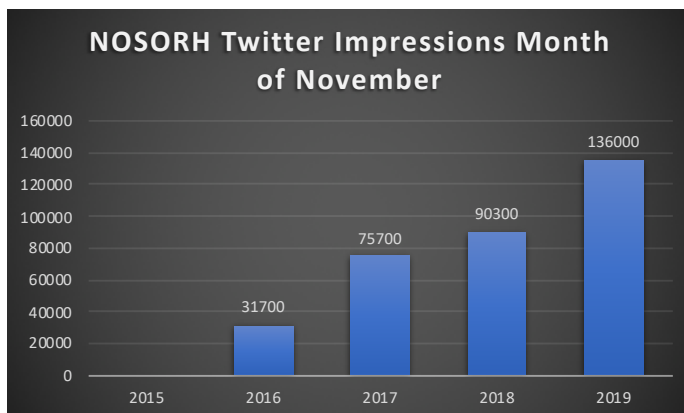
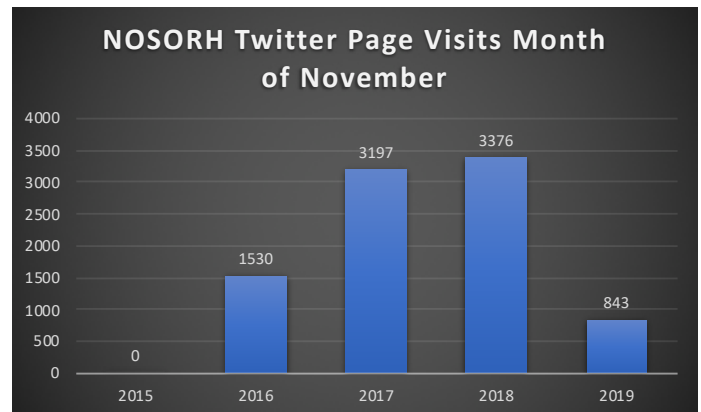
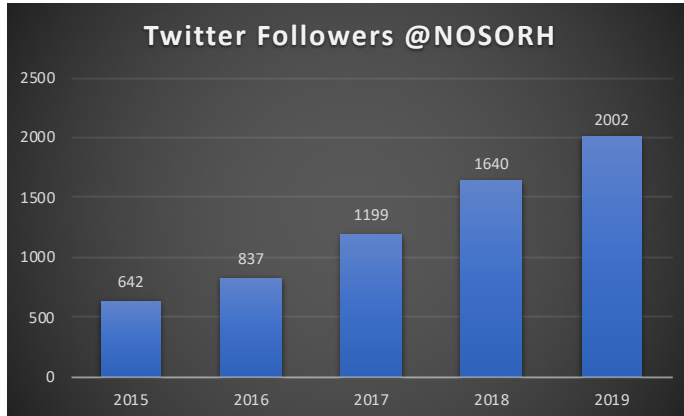
Tweet

Twitter data from the #powerofrural hashtag from Sat, November 2nd 2019, 1:40PM to Mon, December 2nd 2019, 1:40PM (America/Chicago) - Symplur.

symplur

Top 10 Influencers is determined by the SymplurRank algorithm.

NOSORH TWITTER PROFILE



#POWEROFRURAL LEGISLATIVE ACTIVITY TWITTER

2015:

#powerofrural was picked up by 4 US senators; Senators Franken (MN), Baldwin (WI), Donnelly (IN), Heitkamp (ND).

2016:

26 legislators from 19 different states tweeted on NRHD. (List of legislators in Word doc)

2017:

5 legislators tweeted on NRHD: Rep. Terri A. Sewell (AL), Sen. Heidi Heitkamp (ND), Sen. Pat Roberts (KS), Sen. Angus King (ME), Rep. Bob Latta (OH) (only Sewell and Heitkamp used #PowerofRural; the others used nationalruralhealthday)

2018:

17 senators, 15 Representatives, 6 governors, 5 state legislators, 1 MP in the UK, and a former HHS Dep. Sec. Eric Hargan

2019:

US House Representatives: 30

US Senators: 10

Governors: 4

Texas Sherriff: 1

Lt. Governor: 1

CMS Admin: Seema Verma

South Carolina House Democrats

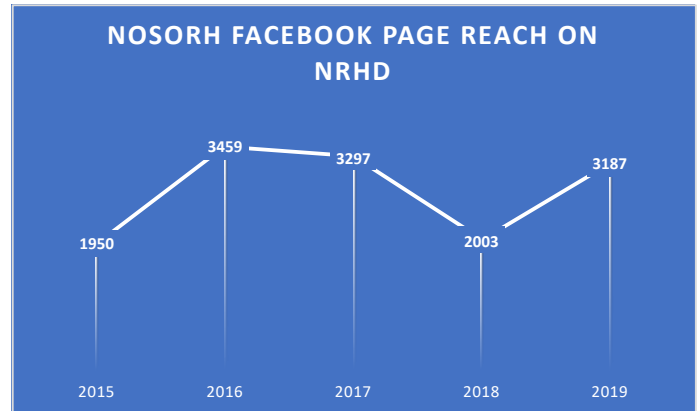
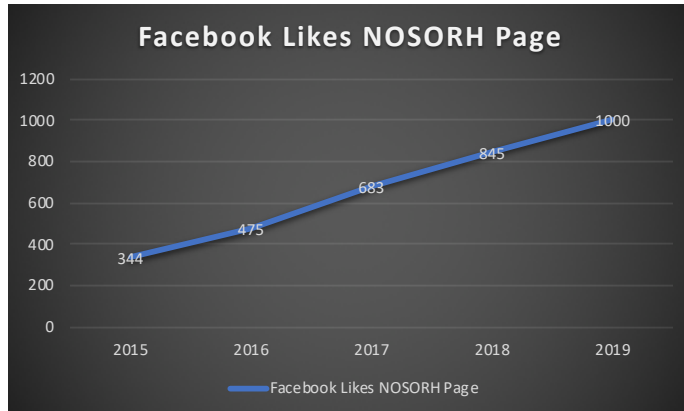
Kansas House Democrats

Black Maternal Health Caucus

House Ways and Means Committee

House Veterans Affairs Committee

NOSORH FACEBOOK PAGE



- 2015: Reach of 1,950 users on NRHD
- 2016: Reach of 3,459 users on NRHD (increase of 77% from 2015)
- 2017: Reach of 3,297 users on NRHD, 117 page views, 830 post engagement
- 2018: NOSORH FB page had a reach of 2,003 users on NRHD, 246 page views, 479 post engagement
- 2019: NOSORH FB page had a reach of 3,187 users on NRHD, 196 page views, 416 post engagement, 38 new “likes” on that day

RHIHub Twitter Chat:

- For the Twitter Chat itself, there were 218 tweets from the 32 participants (this includes anyone who tweeted using the #RuralHealthChat). The participants had a total of 281,914 followers, which means there were 3,533,019 potential impressions.

Social Media Graphics & Copy Library:

Community Stars:

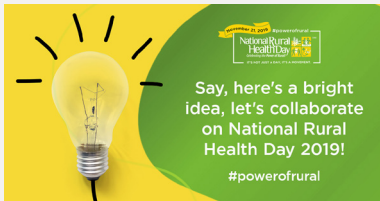


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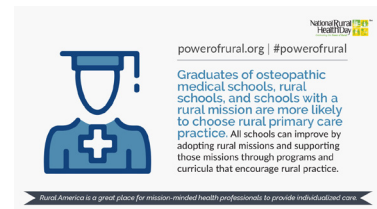
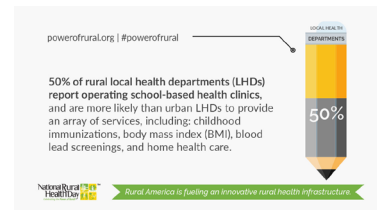
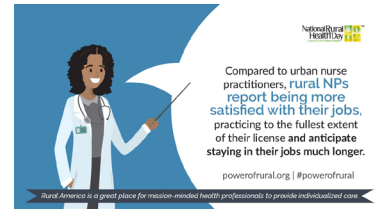
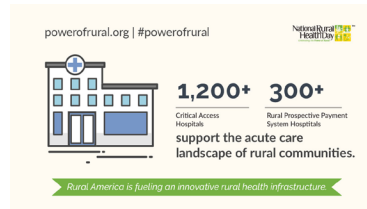
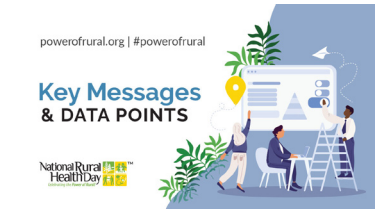
General NRHD:



NRHD Celebration:



Key Messages:

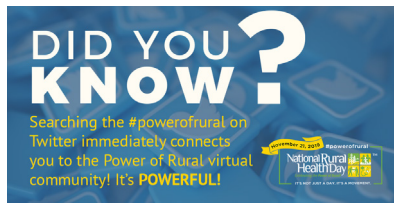


Social Media Graphics & Copy Library:

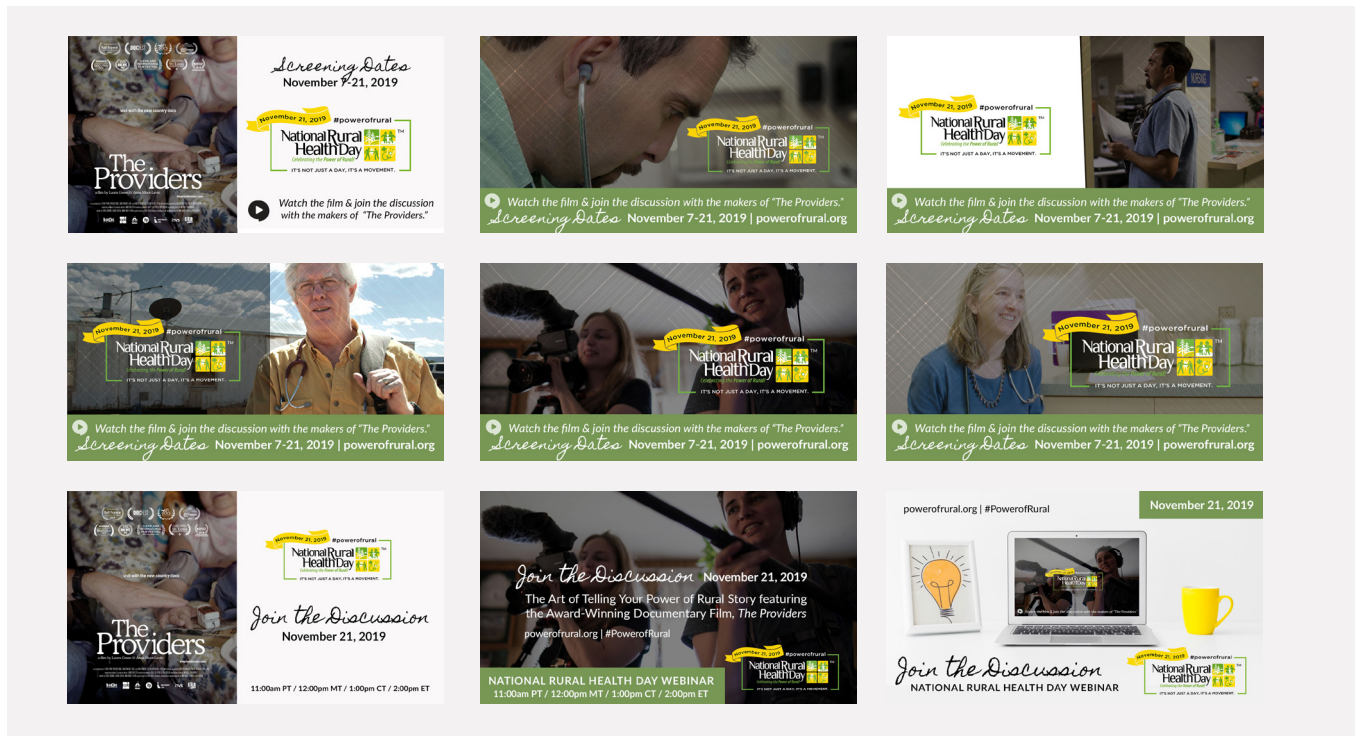
Pledge to Partner & Thank you for partnering on NRHD:



#powerofrural:



The Providers:



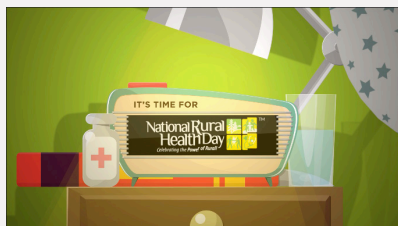
Social Media Graphics & Copy Library:

Community Engagement Toolkit:



NRHD Countdown:

NRHD Animated Post



Content Distribution Stats*

2019

2018

October 31, 2019

The National Organization of State Offices of Rural Health Invites the Entire Country to Celebrate the Power of Rural for National Rural Health Day 2019

287 Views
290+ Impressions
148 Published
54 Google

121 Views
503 Impressions
212 Published
252 Google

November 13, 2019

National Rural Health Day 2019 Shines a Light on the People and Organizations Making a Positive Difference in Rural America

470 Views
475+ Impressions
140 Published
161 Google

98 Views
648 Impressions
221 Published
373 Google

November 18, 2019

The National Organization of State Offices of Rural Health Hosts Online Hub for National Rural Health Day Happenings

332 Views
342+ Impressions
140 Published
161 Google

68 Views
354 Impressions
205 Published
124 Google

**Please see the Word doc for media stories in the news.*



Analytics:

2015:

6 webinars. NOSORH’s National Rural Health Day webinars averaged 66 participants per session. (Source: NOSORH)

2016:

4 NOSORH-hosted webinars. Averaged 55 participants per session. 408 total participants across 4 NOSORH-hosted webinars and 3 partner webinars

2017:

106 total participants across 3 NOSORH-hosted webinars.

- How to Help Policy Leaders Understand the Impact of Rural Health (42)
- Project CLEAN: A Model for Physician Partnerships and Community Collaborations (22)
- The 5 Characteristics Common to Thriving Rural Health Networks (42)

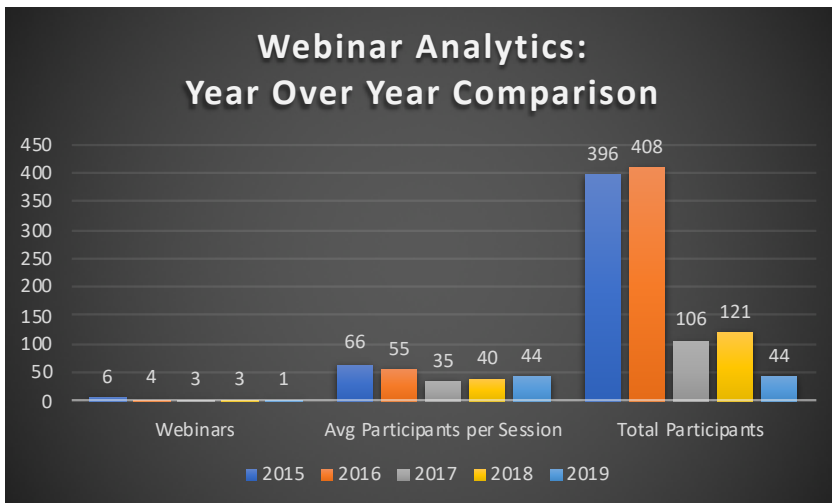
2018:

121 total participants across 3 NOSORH-hosted webinars.

- A Conversation on Rural EMS (34)
- Policy and the Power of Rural (36)
- Rural Networks: Making a Difference in the Opioid Epidemic (51)

2019:

- Hosted 1 webinar “The Art of Telling your Power of Rural Story: Featuring the award-winning documentary The Providers” (44 participants)



The Providers Movie:

Number of Registrants to View:

- 672

Number of Viewings:

- 1541 Screening page views between 11/1/19 - 11/24/19
- Bullfrog to provide actual number of screenings

Number of Discussion Guide Downloads:

- 32

2015:

At least 24 states obtained gubernatorial proclamations, compared to at least 29 last year (down 21%). There were probably more; this only accounts for the states that let us know they obtained proclamations. 27 states reported an activity for NRHD. (Source: NOSORH)

2016:

22 states reported an activity for NRHD

2017:

44 states (88%) reported an activity for NRHD, 25 proclamations

2018:

45 states (90%) reported an activity for NRHD

2019:

50 states reported an activity for NRHD, including 24 proclamations