



June 26, 2020

NOTICE

The Board of Directors of the Kaweah Delta Health Care District will meet in a Marketing & Community Relations Committee meeting at 10:00AM on July 1, 2020, in the Support Services Building 4th Floor Granite room or via GoTo Meeting from your computer, tablet or smartphone. <https://global.gotomeeting.com/join/329725221> or call **1 (786) 535-3211 Access Code 329-725-221**. In order to adhere to social distancing guidelines, please attend the meeting via GoTo or phone when at all possible.

All Kaweah Delta Health Care District regular board meeting and committee meeting notices and agendas are posted 72 hours prior to meetings (special meetings are posted 24 hours prior to meetings) in the Kaweah Delta Medical Center, Mineral King Wing entry corridor between the Mineral King lobby and the Emergency Department waiting room.

Due to COVID 19 visitor restrictions to the Medical Center - the disclosable public records related to agendas can be obtained by contacting the Board Clerk at Kaweah Delta Medical Center – Acequia Wing, Executive Offices (Administration Department) {1st floor}, 400 West Mineral King Avenue, Visalia, CA via email: cmoccio@kdhcd.org, via phone: 559-624-2330 or on the Kaweah Delta Health Care District web page <http://www.kaweahdelta.org>.

KAWEAH DELTA HEALTH CARE DISTRICT
David Francis, Secretary/Treasurer

A handwritten signature in black ink that reads 'Cindy Moccio'.

Cindy Moccio
Board Clerk, Executive Assistant to CEO

DISTRIBUTION:
Governing Board
Legal Counsel
Executive Team
Chief of Staff

KAWEAH DELTA HEALTH CARE DISTRICT BOARD OF DIRECTORS MARKETING & COMMUNITY RELATIONS COMMITTEE

Wednesday, July 1, 2020
Kaweah Delta Medical Center
Support Services Building {520 West Mineral King Avenue}
Granite Conference Room {4rd Floor}

Please join my meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/329725221>

You can all call in using your phone – 786-535-3211 / Access Code: 329-725-221

ATTENDING: Directors: Nevin House (Chair) and Garth Gipson ; Gary Herbst, Chief Executive Officer; Marc Mertz, Vice President/Chief Strategy Officer; Dru Quesnoy Director of Marketing and Communications; Deborah Volosin, Director of Community Engagement; Jennifer Corum, Senior Marketing Specialist; Raymond Macareno, Senior Communications Specialist; Melissa Withnell, Senior Communications Specialist; Jennifer Manduffie, Senior Graphic Designer; Yolanda Chavez, Senior Graphic Designer; Kaci Hansen, Social Media Specialist; María Rodríguez Ornelas, Communications Specialist; and Kelsie Davis, Recording

OPEN MEETING – 10:00 AM

Call to order – *Nevin House, Chair*

Public / Medical Staff participation – Members of the public wishing to address the Committee concerning items not on the agenda and within the subject matter jurisdiction of the Committee may step forward and are requested to identify themselves at this time. Members of the public or the medical staff may comment on agenda items after the item has been discussed by the Committee but before a Committee recommendation is decided. In either case, each speaker will be allowed five minutes.

1. **Community Engagement** – *Update on Community Engagement Initiatives, Deborah Volosin, Director of Community Engagement*
 - Town Hall Meeting #4- July 30th with Garth Gipson hosting
 - Current Community Engagement Activities

2. **Marketing** – *Update on Marketing Initiatives, Dru Quesnoy, Director of Marketing*
 - Community Marketing Survey Results
 - Recent Marketing Campaign Results
 - New HealthGrades Marketing Platform
 - New Service Line Campaigns in Development
 - Kaweah Delta Medical Foundation / Visalia Medical Clinic Marketing Efforts
 - Community Promotional Video

3. **Social Media/Media Relations** – *Update on Social Media Initiatives, Kaci Hansen, Social Media Specialist and María Rodríguez Ornelas, Communications Specialist*
 - Recent Social Media Posts and Traffic Reports
 - Upcoming Social Media Campaigns
 - Kaweah Delta Medical Center / Visalia Medical Clinic Social Media Efforts

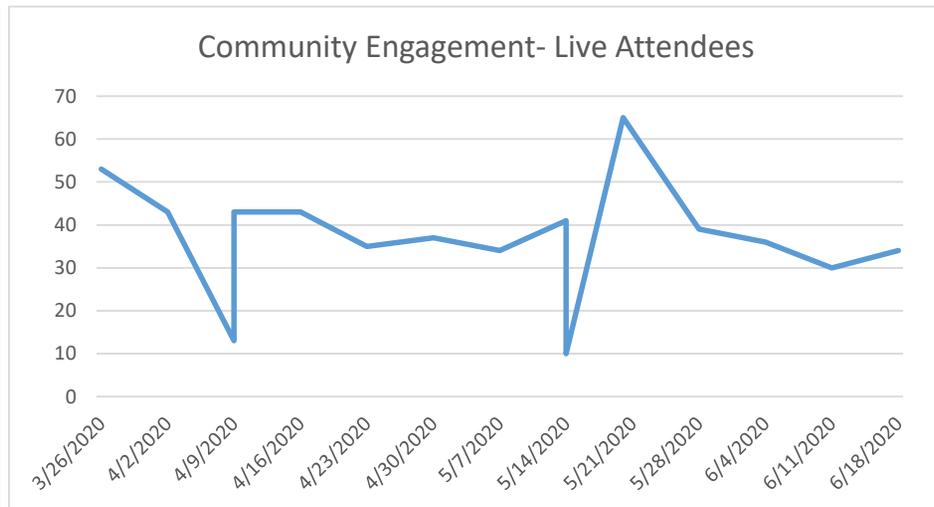
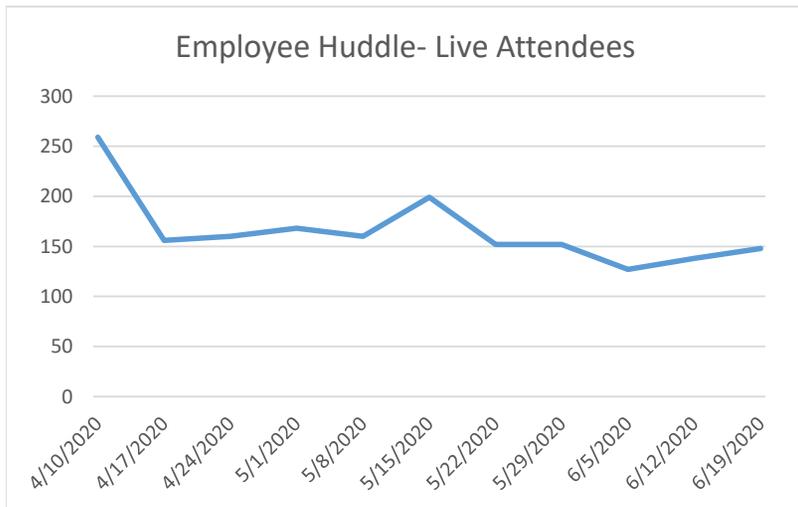
Adjourn – *Nevin House, Chair*

In compliance with the Americans with Disabilities Act, if you need special assistance to participate at this meeting, please contact the Board Clerk (559) 624-2330. Notification 48 hours prior to the meeting will enable the District to make reasonable arrangements to ensure accessibility to the Kaweah Delta Health Care District Board of Directors meeting.

Community Engagement Recent Activity

Employee Huddle Attendance				
Date	Live Attendees		Post Online Views	
			Views	Unique
6/19/2020	148			
6/12/2020	138		332	111
6/5/2020	127		148	49
5/29/2020	152		264	84
5/22/2020	152		263	112
5/15/2020	199		140	85
5/8/2020	160		28	21
5/1/2020	168		9	6
4/24/2020	160		6	5
4/17/2020	156		6	5
4/10/2020	259		7	4

Community Engagement Attendance				
Date	Live Attendees		Post Online Views	
			Views	Unique
6/18/2020	34			
6/11/2020	30		60	19
6/4/2020	36		117	45
5/28/2020	39		117	38
5/20/2020	65	Town Hall	100	59
5/14/2020	41		59	45
5/14/2020	10	Faith Leaders		
5/7/2020	34		13	8
4/30/2020	37		24	17
4/23/2020	35		177	110
4/16/2020	43		38	25
4/9/2020	13	Community Relations		
4/9/2020	43		154	153
4/2/2020	43		133	71
3/26/2020	53		44	28
3/19/2020			17	16



Kaweah Delta Digital Marketing Summary

Current Campaigns (no analytics yet)

- Demobilization (We're Open, We're Ready)
- **KDMF** – Telehealth, Dr. Roos, Dr. Currie
- Cardiac Services/Cleveland Clinic

COVID-19 PSA on YOUTUBE TRUVIEW (PREROLL)

Digital Video

- Ran April 3 – May 31
- **200,000** impressions
- Analytics – pending receipt

5/38

Kaweah Delta Digital Marketing Summary

Digital Marketing | **Display Campaign: Act FAST**
(seeking Stroke and Emergency Care)

IMPRESSIONS



17.07%

**CLICK RATE
(122 CLICKS)**



0.06%

**CLICKS MADE
FROM
SMART-
PHONES**



55%

**Impressions
with a 0.49%
click rate
(498 clicks)
Average/
benchmark is
0.35%**



101,267

**ADDED COMPONENT OF
SEARCH & ADVANCED TARGETING**
using voice data (Alexa, Siri, and
other audio services)

6/38

GEOTARGETED ADS

served over connected TVs, Desktop,
Tablets and Smart Phones

Kaweah Delta Digital Marketing Summary

Digital Marketing | Display Campaign: Telehealth

Learn More

IMPRESSIONS



199,950

Impressions
with a 0.55%
click rate
(473 clicks)
Average/
benchmark is 0.35%



85,068

CLICK RATE
(123 CLICKS)



0.06%

**CLICKS
MADE
FROM
SMART-
PHONES**



79%

GEOTARGETED ADS

served over connected TVs, Desktop, Tablets and Smart Phones

7/38

ADDED COMPONENT OF SEARCH & ADVANCED TARGETING

using voice data (Alexa, Siri, and other audio services)

Kaweah Delta Digital Marketing Summary

Email Engagement | April – June 2020

OPEN RATE
(average benchmark = 17%)



• **17.07%**

OPEN RATE
(average benchmark = 2.5%)



• **1.10%**

EMAIL CAMPAIGNS Sent



• **38**

EMAILS Sent



• **1,635,832**

DELIVERY Rate



• **99.12%**

SUBSCRIBER GROWTH rate
(net 9,098 new members)



• **12.11%**

8/38

HIGHEST ENGAGEMENT WITH:
TLC Re-opening messages
and VMC Telehealth

BEST SEND TIMES:
10-11 am or 4-5 pm

Kaweah Delta Digital Marketing Summary

Email Engagement | January - March 2020

OPEN RATE
(average benchmark = 17%)



21.4%

CLICK RATE
(average benchmark = 2.5%)



1.44%

EMAIL CAMPAIGNS Sent



40

EMAILS Sent



1,016,904

DELIVERY Rate



99.67%

SUBSCRIBER GROWTH rate
(net 7,802 new members)



11.82%

9/38

HIGHEST ENGAGEMENT WITH:
COVID-19 Update emails and
TLC Communications

BEST SEND TIMES:
4-5 pm or 3-4 pm

Kaweah Delta Health Care District

Sample Social Media Posts (analytics from Facebook within the last month):

Is it time to take off that mask?

- Doctors remind public COVID-19 hasn't gone away and the public to prevent a second wave by heeding to health guidelines (practice social distancing, wearing masks, etc)

Video Views	5,398
Impressions	11,493
Reach	9,457
Engagements	1,921
Engagement Rate (per Impression)	16.7%

Street Medicine: Care Without Boundaries

- Dr. Omar Guzman and Kaweah Delta's Street Medicine Program, in partnership with the Kings/Tulare Homeless Alliance and Tulare County Health and Human Services Agency, deliver quality healthcare and COVID-19 tests to the homeless community living at St. John's River in Visalia.

Video Views	3,877
Impressions	9,401
Reach	7,787
Engagements	895
Engagement Rate (per Impression)	9.5%

COVID-19: Bleeding Ulcer Recovery

- Patient Testimonial: Woman came into the Emergency Department during COVID-19 for a bleeding ulcer and thanked Kaweah Delta for saving her life. She reiterates the safety/cleanliness of the hospital.

Video Views	2,286
Impressions	5,891
Reach	4,957
Engagements	463
Engagement Rate (per Impression)	7.9%

Cancer & COVID-19 Survivor:

- Employees at Kaweah Delta welcome their coworker back after his recovery from cancer and COVID-19

Video Views	4,295
Impressions	9,630
Reach	8,031
Engagements	2,030
Engagement Rate (per Impression)	21.1%

Emotional Father-Daughter Reunion

- Father reunites with his daughter--who was in the NICU-- after not seeing her for 10 weeks due to COVID-19, and thanks Kaweah Delta for taking care of her

Video Views	9,917
Impressions	20,595
Reach	16,879
Engagements	3,583
Engagement Rate (per Impression)	17.4%

Hip & Knee Replacements at Kaweah Delta

- Orthopedic surgeons discuss steps KD has taken to ensure patient safety during the reopening of elective surgeries-- which include hip and knee replacements.

Video Views	1,955
Impressions	5,277
Reach	4,616
Engagements	368
Engagement Rate (per Impression)	7%

Kaweah Delta Graduate Medical Education

- GME graduates discuss what they enjoyed most during their educational journey and Dr. Lori Winston highlights that KD is working hard to bring more doctors to the Central Valley through residency programs

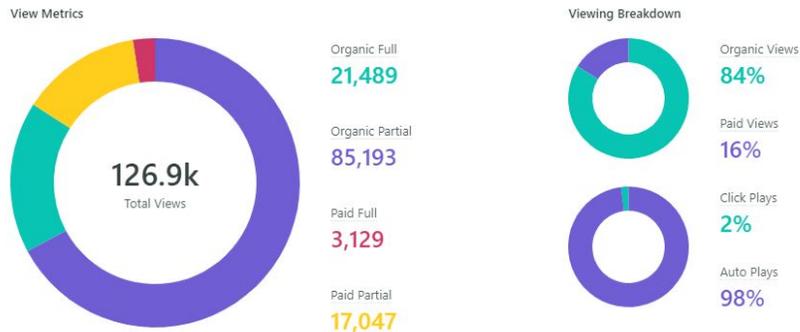
Video Views	2,787
Impressions	6,023
Reach	5,279
Engagements	735
Engagement Rate (per Impression)	12.2%

Future Projects:

- **Antibody Testing**
- **Patient Testimonials**
- **SIM Center: Virtual Tour**
- **New Physicians**

Facebook Analytics (from the last month):

Video Performance:



Overall Engagement:

Total Engagements	52,692	↘ 29.51%
Reactions	7,843	↘ 47.40%
Comments	1,041	↘ 51.01%
Shares	970	↘ 47.99%
Post Link Clicks	1,493	↗ 29.83%
Other Post Clicks	41,345	↘ 24.41%
Engagement Rate (per Impression)	5.9%	↘ 28.31%

Audience Metrics:

Audience Metrics	Totals	% Change
Fans	19,675	↗ 0.75%
Net Page Likes	147	↘ 56.25%
Organic Page Likes	224	↘ 45.10%
Paid Page Likes	1	↗ 100.00%
Page Unlikes	78	↗ 8.33%

Visalia Medical Clinic (Kaweah Delta Medical Foundation)

Sample Social Media Posts (analytics from Facebook within the last month):

Meet the Screeners

- Video highlighting the screeners who are the first point of contact for patients at VMC.

Video Views	1,022
Impressions	1,804
Reach	1,533
Engagements	509
Engagement Rate (per Impression)	28.2%

VMC Telehealth

- Posted 6-23-20

Video Views	34
Impressions	53
Reach	50
Engagements	17
Engagement Rate (per Impression)	32.1%

Kawasaki Disease

- Video with Dr. Currie educating the community on the Multisystem Inflammatory Syndrome (MIS-C), also referred to as Kawasaki Disease, that emerged during COVID-19

Video Views	248
Impressions	615
Reach	479
Engagements	57
Engagement Rate (per Impression)	9.3%

Pending:

VMC Curbside

- To be posted Friday, 6-26-20

New Physician

- Dr. Roos' video

Future Projects:

What is VMC?

- Introductory video that demonstrates a quick overview of what VMC has to offer and the faces that make up the organization

Second Surge:

- Reminder to the community that COVID-19 isn't gone yet and VMC is still preparing for a possible second surge (highlight safety precautions in place and encourage community to heed to health recommendations)

New Physicians:

- TBD

Patient Testimonials:

- Dr. Ford took out major cancer mass and saved a man's life. The patient is from Merced and chose to receive treatment close to home-- receiving quality care in Visalia without having to leave the Central Valley.
- Dr. Machado/Dr. [Lechtman](#) discussing removal of breasts and reconstruction.

In-House Treatment:

- Reminder that VMC has been part of the community for 80 years and has expanded in the last few years (in terms of geography and speciality)
- Highlight that patients can have all their needs taken care of at VMC, without the need to go to a different clinic/hospital or outside of the Tulare County/Central Valley

Facebook Analytics (from the last month):

Video Performance:



Overall Engagement:

Total Engagements	1,284	↘ 18.42%
Reactions	244	↗ 115.93%
Comments	46	↗ 187.50%
Shares	46	↗ 119.05%
Post Link Clicks	14	↘ 6.67%
Other Post Clicks	934	↘ 33.71%
Engagement Rate (per Impression)	8%	↗ 43.21%

Audience Metrics:

Fans	1,053	↗ 1.94%
Net Page Likes	20	↗ 185.71%
Organic Page Likes	22	↗ 120.00%
Paid Page Likes	0	→ 0.00%
Page Unlikes	2	↘ 33.33%



Facebook Pages
for **Kaweah Delta Health Care District**

May 23, 2020 - June 23, 2020

Determine your impact on Facebook by analyzing your Facebook Page activity.

Facebook Performance Summary

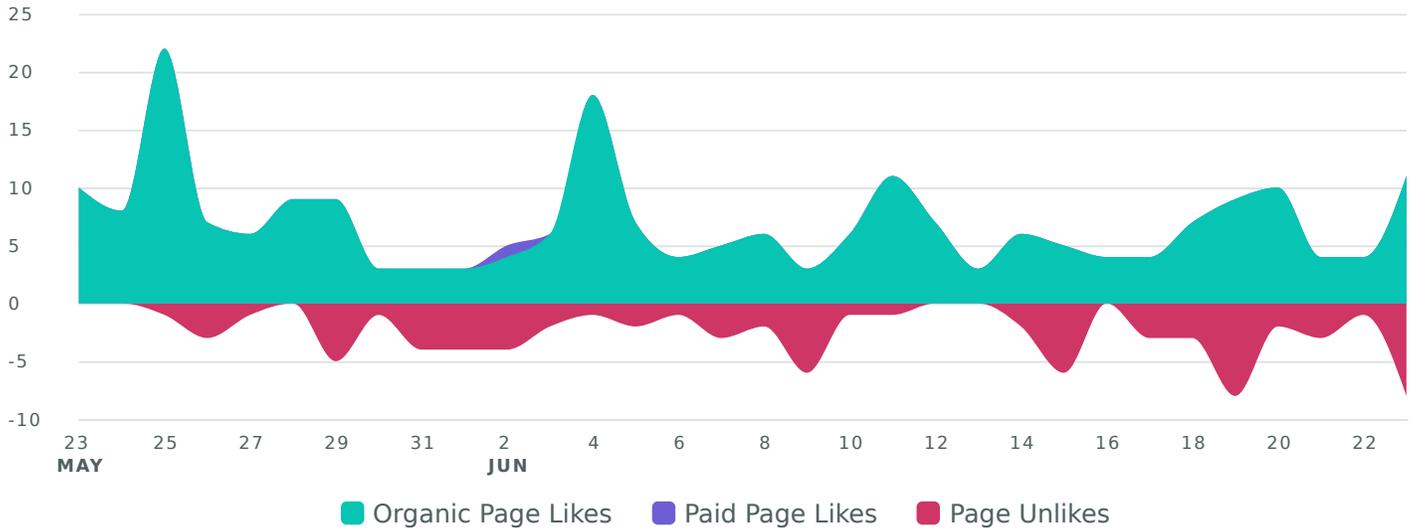
View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>900,343 ↘ 1.7%</p>	<p>Engagements</p> <p>52,692 ↘ 29.5%</p>	<p>Post Link Clicks</p> <p>1,493 ↗ 29.8%</p>
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Facebook Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day

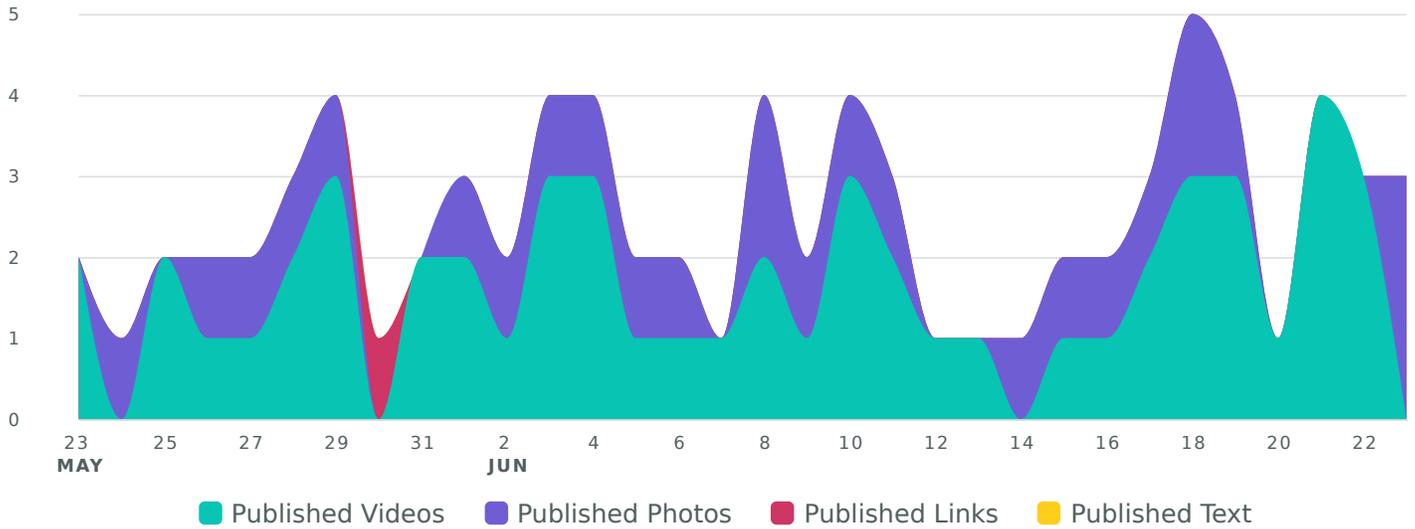


Audience Metrics	Totals	% Change
Fans	19,675	↗0.75%
Net Page Likes	147	↘56.25%
Organic Page Likes	224	↘45.10%
Paid Page Likes	1	↗100.00%
Page Unlikes	78	↗8.33%

Facebook Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Day



Publishing Behavior by Content Type	Totals	% Change
Total Published Posts	80	↗ 15.9%
Published Videos	53	↗ 43.2%
Published Photos	26	↘ 10.3%
Published Links	1	→ 0%
Published Text	0	↘ 100%

Facebook Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

By Lifetime Engagements


Kaweah Delta ...
Wed 6/3/2020 9:33 pm P...

What are the first three words you would say to your newborn daughter if you



Total Engagements	3,583
Reactions	1,000
Comments	103
Shares	77
Post Link Clicks	55
Other Post Clicks	2,348


Kaweah Delta ...
Wed 6/10/2020 3:35 pm ...

How did Timothy Thiesen, a **#cancer** and **#COVID19** survivor, react when



Total Engagements	2,030
Reactions	578
Comments	66
Shares	31
Post Link Clicks	-
Other Post Clicks	1,355


Kaweah Delta ...
Sun 5/24/2020 10:31 pm...

This week, we'll begin voluntary antibody testing for our team, with plans to then

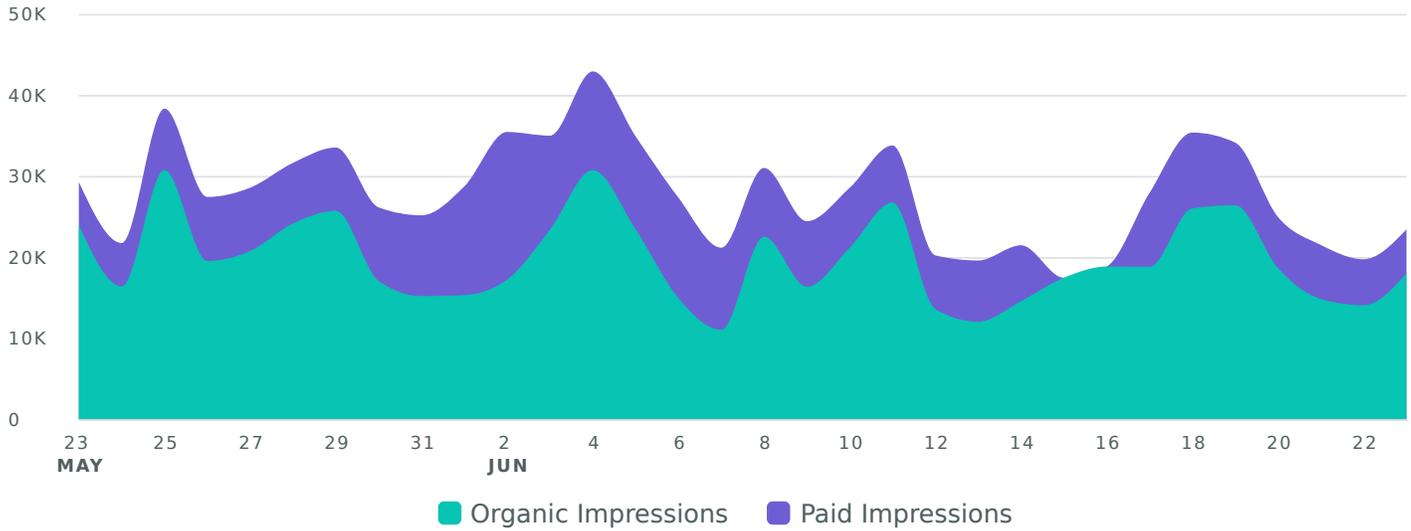


Total Engagements	1,928
Reactions	368
Comments	73
Shares	42
Post Link Clicks	124
Other Post Clicks	1,321

Facebook Impressions

Review how your content was seen by the Facebook community during the reporting period.

Impressions Breakdown, by Day

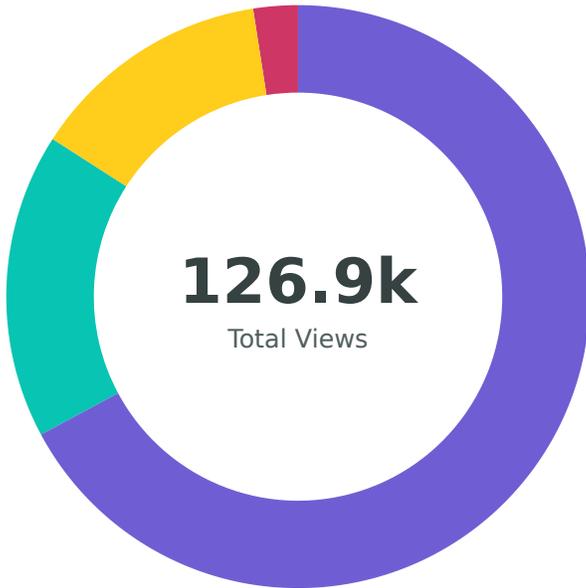


Impression Metrics	Totals	% Change
Total Impressions	900,343	↘ 1.67%
Organic Impressions	628,939	↘ 12.78%
Paid Impressions	260,142	↗ 44.84%
Average Daily Impressions per Page	28,135.72	↘ 1.67%
Average Daily Reach per Page	16,074.31	↗ 4.36%

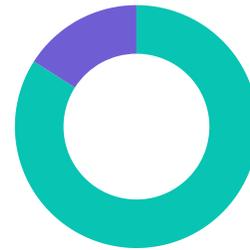
Facebook Video Performance

View your aggregate video performance during the reporting period.

View Metrics

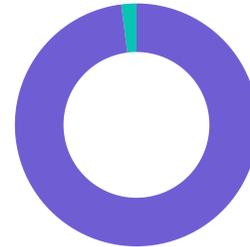


Viewing Breakdown



Organic Views
84%

Paid Views
16%



Click Plays
2%

Auto Plays
98%

Organic Full
21,489

Organic Partial
85,193

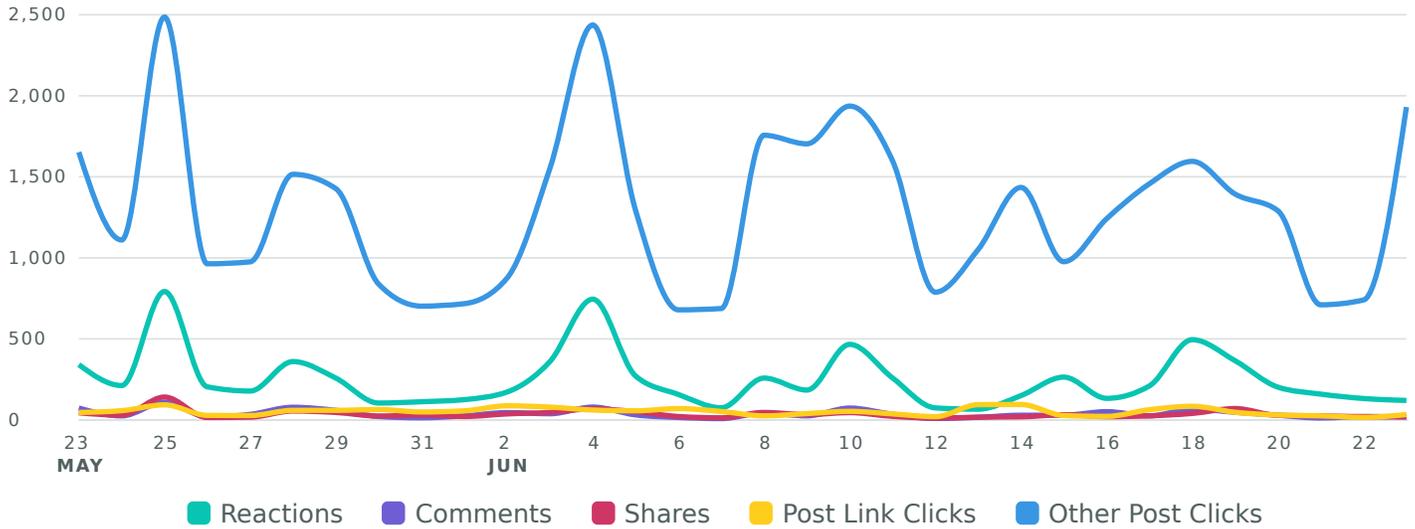
Paid Full
3,129

Paid Partial
17,047

Facebook Engagement

See how people are engaging with your posts during the reporting period.

Engagements Comparison, by Day

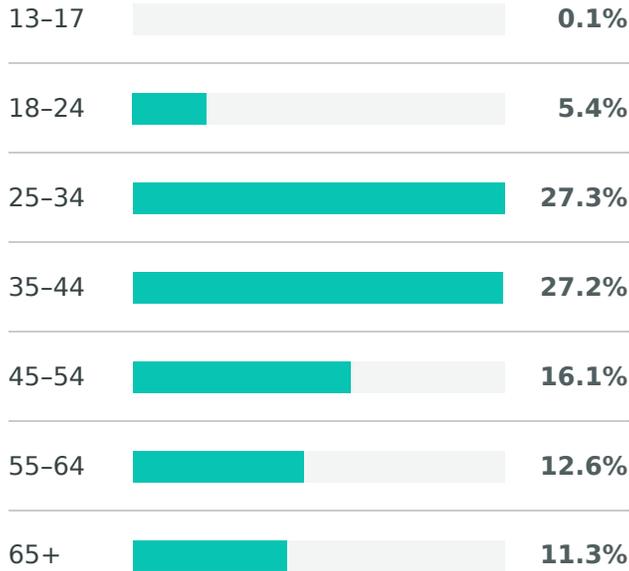


Engagement Metrics	Totals	% Change
Total Engagements	52,692	↘ 29.51%
Reactions	7,843	↘ 47.40%
Comments	1,041	↘ 51.01%
Shares	970	↘ 47.99%
Post Link Clicks	1,493	↗ 29.83%
Other Post Clicks	41,345	↘ 24.41%
Engagement Rate (per Impression)	5.9%	↘ 28.31%

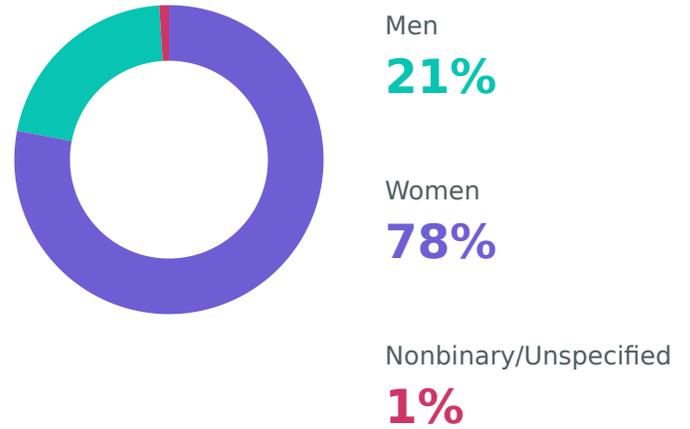
Facebook Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age ⓘ



Audience by Gender ⓘ



Women between the ages of **25-34** appear to be the leading force among your fans.

Audience Top Countries

United States	19,277
Mexico	125
India	44
Philippines	29
Pakistan	16

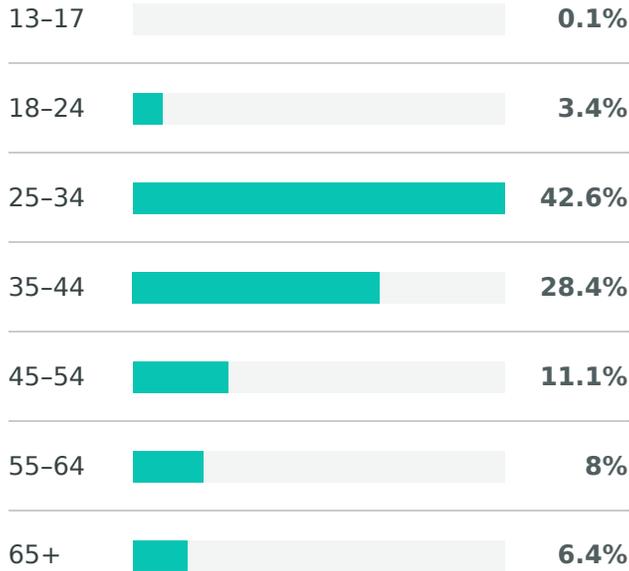
Audience Top Cities

Visalia, CA	7,067
Tulare, CA	2,479
Porterville, CA	1,528
Hanford, CA	1,046
Fresno, CA	946

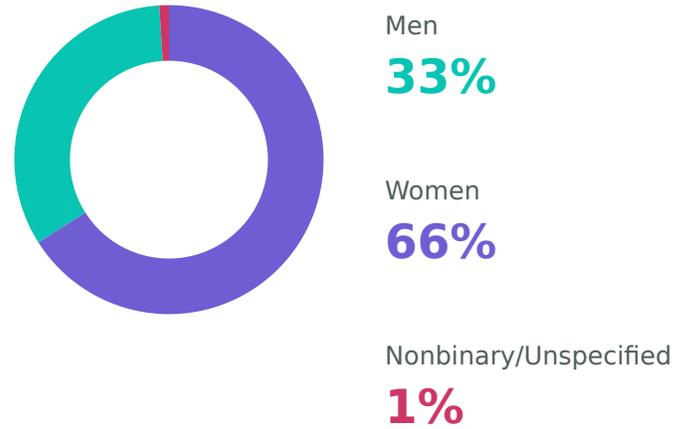
Facebook People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

People Reached by Age ⓘ



People Reached by Gender ⓘ



Women between the ages of **25-34** have a higher potential to see your content and visit your Page.

People Reached Top Countries

Daily Average

United States	15,577.06
Mexico	148.77
Canada	41.39
Brazil	26.77
India	23.39

People Reached Top Cities

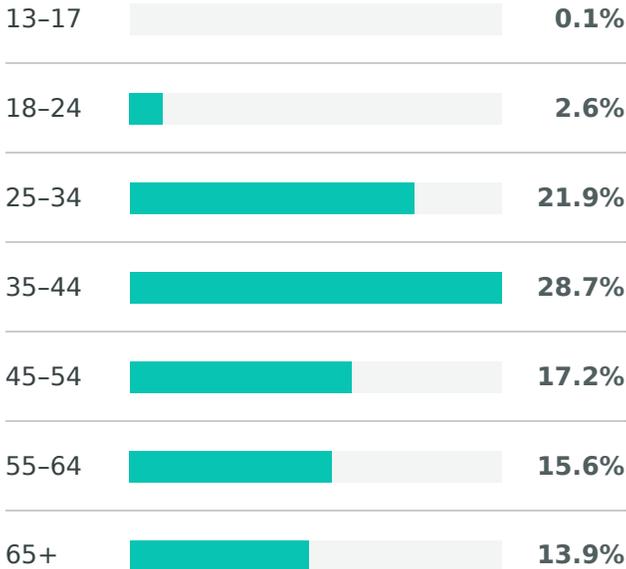
Daily Average

Visalia, CA	4,978.48
Tulare, CA	1,775.39
Porterville, CA	1,329.52
Hanford, CA	939.19
Fresno, CA	725.29

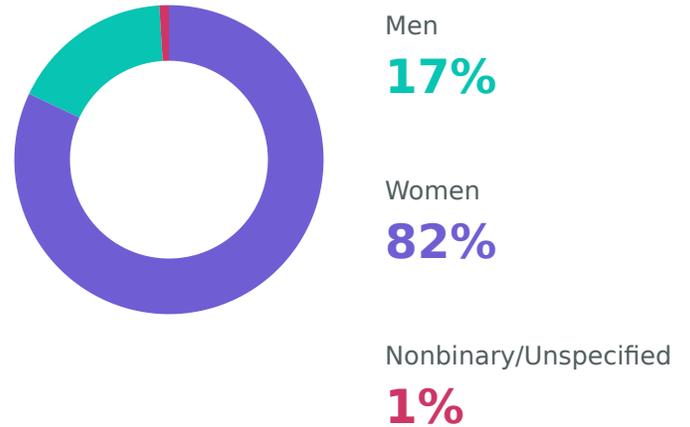
Facebook People Engaged Demographics

Review the average daily user demographics of the people who took action on your page during the reportin...

People Engaged by Age 📘



People Engaged by Gender 📘



Women between the ages of **35-44** are most likely to engage with your content.

People Engaged Top Countries Daily Average

United States	255.89
Canada	2.89
Mexico	0.79
India	0.64
United Kingdom	0.29

People Engaged Top Cities Daily Average

Visalia, CA	134.11
Tulare, CA	20.54
Porterville, CA	8.89
Fresno, CA	8.18
Exeter, CA	7.32

Facebook Pages

Review your aggregate page metrics from the reporting period.

Page [▲]	Fans	Net Page Likes	Published Posts	Impressions	Engagements	Post Link Clicks
Reporting Period May 23, 2020 - Jun 23, 2020	19,675 ↗ 0.8%	147 ↘ 56.3%	80 ↗ 15.9%	900,343 ↘ 1.7%	52,692 ↘ 29.5%	1,493 ↗ 29.8%
Compare to Apr 21, 2020 - May 22, 2020	19,528	336	69	915,592	74,749	1,150
 Kaweah Delta Hea...	19,675	147	80	900,343	52,692	1,493



Facebook Pages
for **Visalia Medical Clinic**

May 23, 2020 - June 23, 2020

Determine your impact on Facebook by analyzing your Facebook Page activity.

Facebook Performance Summary

View your key profile performance metrics from the reporting period.

Impressions 16,047 ↘43%	Engagements 1,284 ↘18.4%	Post Link Clicks 14 ↘6.7%
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Facebook Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day

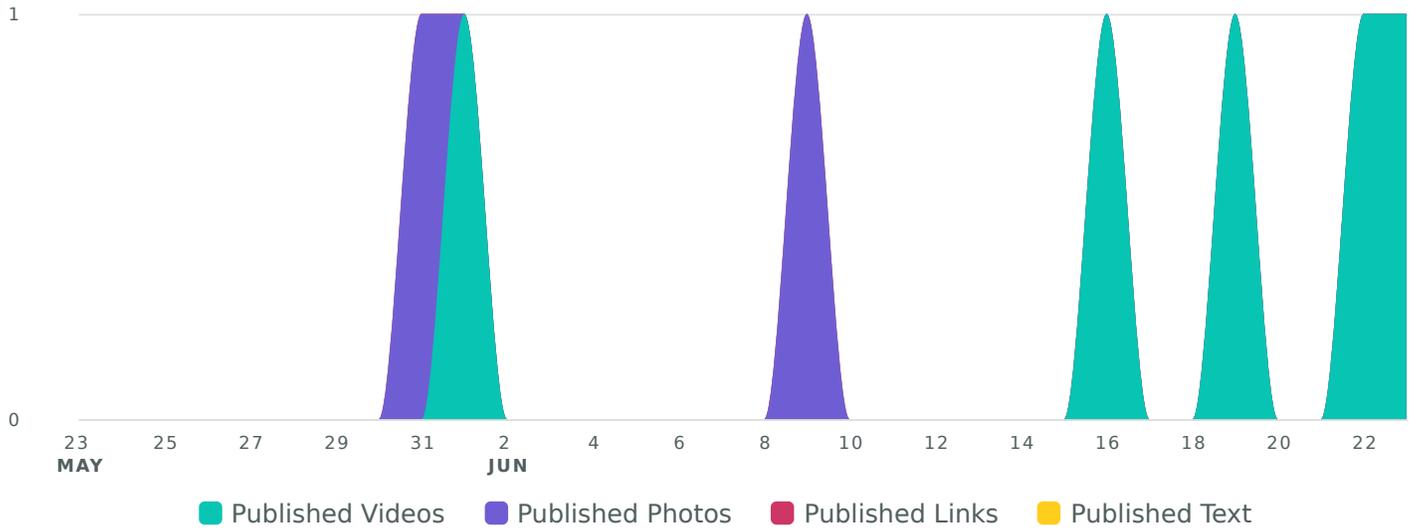


Audience Metrics	Totals	% Change
Fans	1,053	↗ 1.94%
Net Page Likes	20	↗ 185.71%
Organic Page Likes	22	↗ 120.00%
Paid Page Likes	0	→ 0.00%
Page Unlikes	2	↘ 33.33%

Facebook Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Day



Publishing Behavior by Content Type	Totals	% Change
Total Published Posts	7	→ 0%
Published Videos	5	↗ 150%
Published Photos	2	↘ 33.3%
Published Links	0	→ 0%
Published Text	0	↘ 100%

Facebook Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

By Lifetime Engagements


Visalia Medical...
Tue 6/16/2020 2:49 pm ...

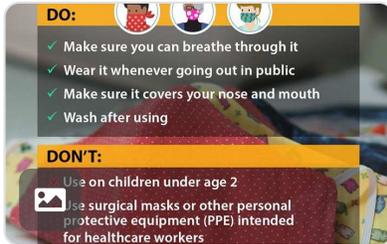
You may have noticed several healthcare employees under a blue tent at Visalia Medical



Total Engagements	509
Reactions	122
Comments	26
Shares	12
Post Link Clicks	-
Other Post Clicks	349


Visalia Medical...
Sun 5/31/2020 9:25 pm ...

Effective June 1, we ask that all of our patients wear a face mask at Visalia Medical Clinic



Total Engagements	174
Reactions	60
Comments	18
Shares	22
Post Link Clicks	-
Other Post Clicks	74


Visalia Medical...
Mon 6/22/2020 3:31 pm ...

From guiding us during our first steps, to walking us throughout life, our staff

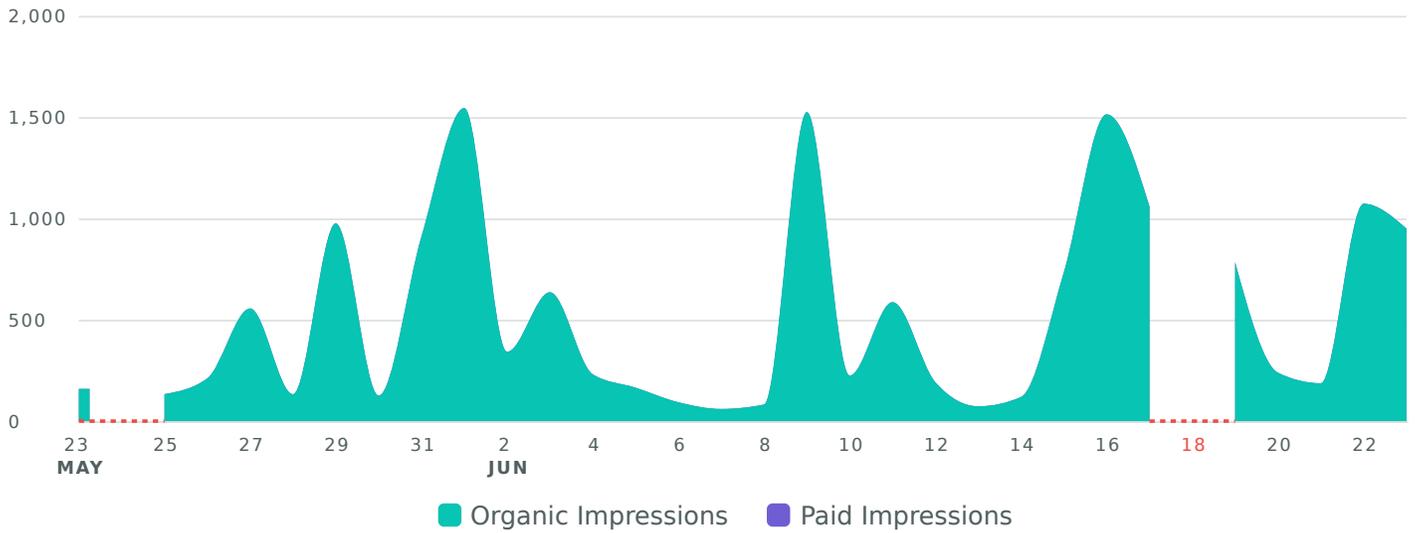


Total Engagements	114
Reactions	30
Comments	2
Shares	5
Post Link Clicks	-
Other Post Clicks	77

Facebook Impressions

Review how your content was seen by the Facebook community during the reporting period.

Impressions Breakdown, by Day

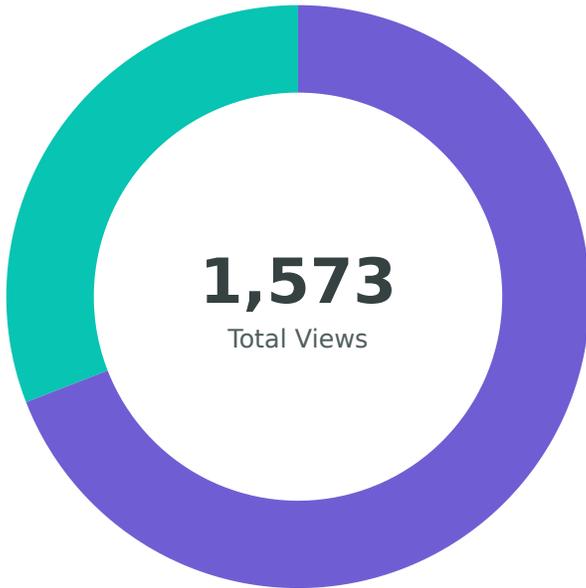


Impression Metrics	Totals	% Change
Total Impressions	16,047	↘ 43.04%
Organic Impressions	15,620	↘ 44.02%
Paid Impressions	0	→ 0.00%
Average Daily Impressions per Page	501.47	↘ 43.04%
Average Daily Reach per Page	276.84	↘ 39.08%

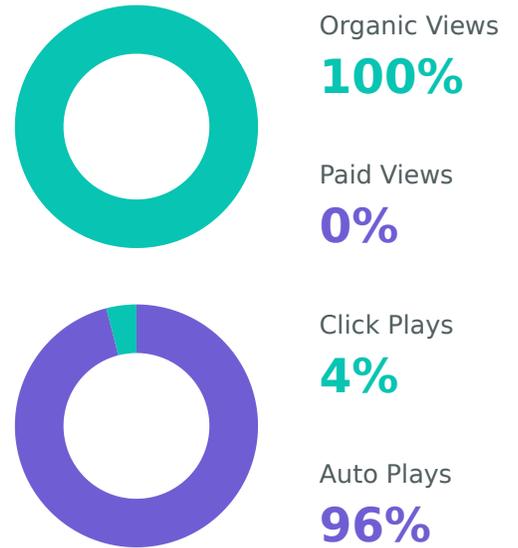
Facebook Video Performance

View your aggregate video performance during the reporting period.

View Metrics



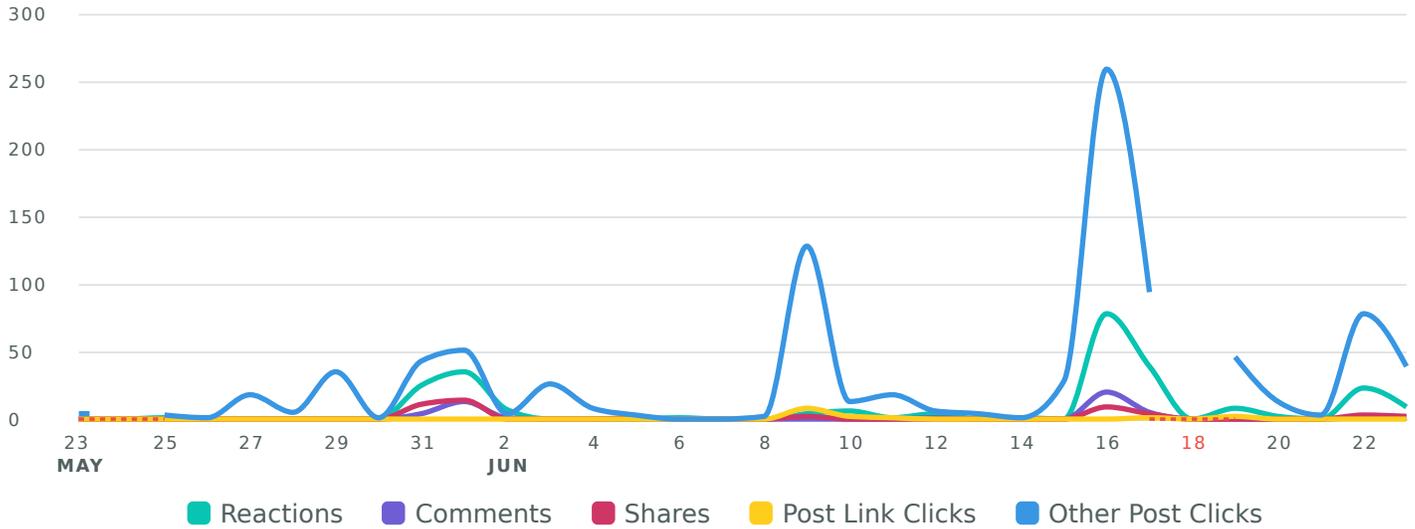
Viewing Breakdown



Facebook Engagement

See how people are engaging with your posts during the reporting period.

Engagements Comparison, by Day

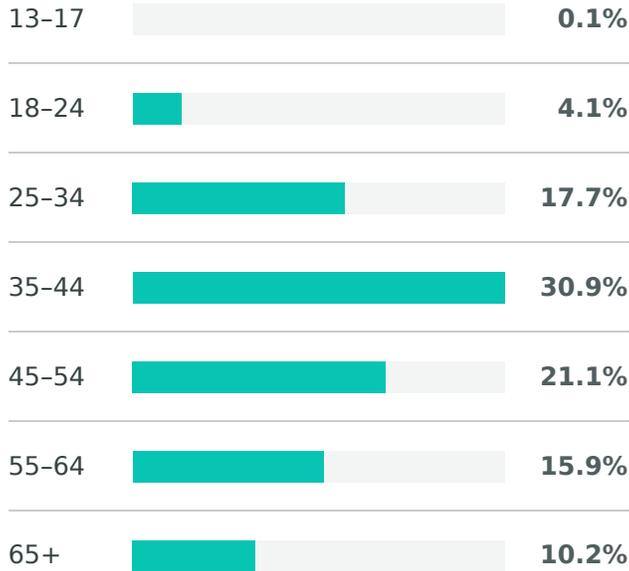


Engagement Metrics	Totals	% Change
Total Engagements	1,284	↘ 18.42%
Reactions	244	↗ 115.93%
Comments	46	↗ 187.50%
Shares	46	↗ 119.05%
Post Link Clicks	14	↘ 6.67%
Other Post Clicks	934	↘ 33.71%
Engagement Rate (per Impression)	8%	↗ 43.21%

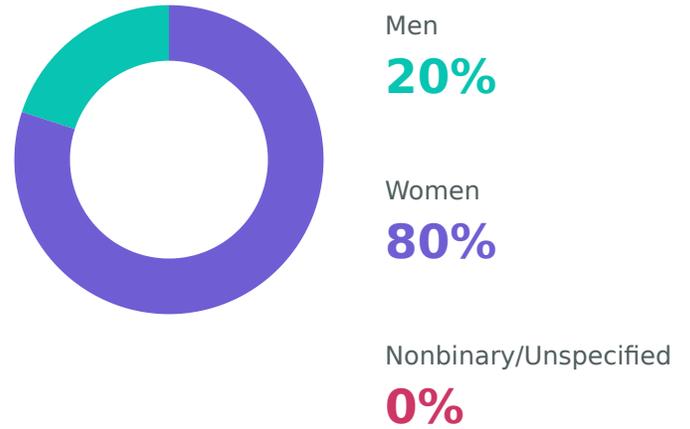
Facebook Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age ⓘ



Audience by Gender ⓘ



Women between the ages of **35-44** appear to be the leading force among your fans.

Audience Top Countries

United States	1,006
India	11
Pakistan	8
Mexico	6
Nigeria	3

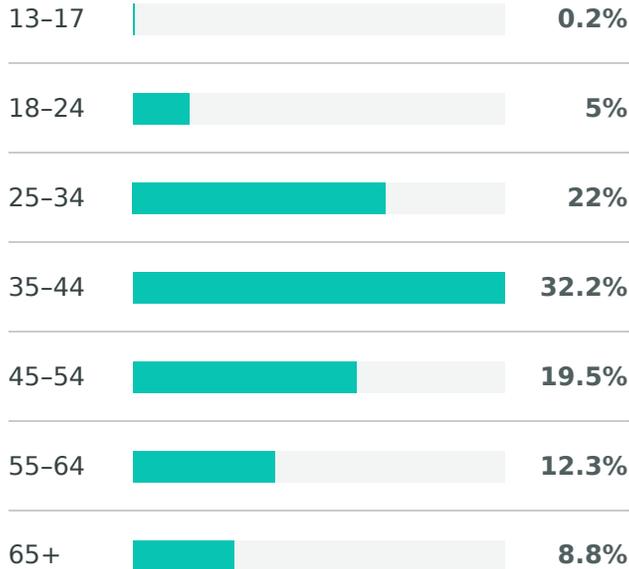
Audience Top Cities

Visalia, CA	485
Tulare, CA	148
Porterville, CA	46
Hanford, CA	34
Dinuba, CA	33

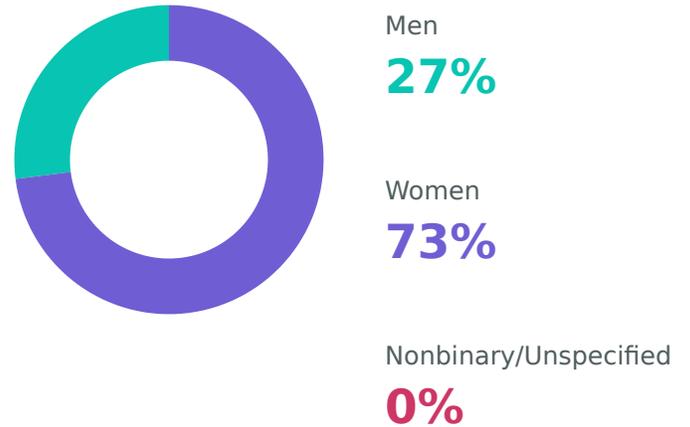
Facebook People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

People Reached by Age ⓘ



People Reached by Gender ⓘ



Women between the ages of **35-44** have a higher potential to see your content and visit your Page.

People Reached Top Countries

	Daily Average
United States	404.84
Mexico	7.26
Philippines	5.68
Pakistan	2.47
Canada	1.21

People Reached Top Cities

	Daily Average
Visalia, CA	161.74
Tulare, CA	32.63
Porterville, CA	24.53
Fresno, CA	15.32
Exeter, CA	10.63

Facebook People Engaged Demographics

Review the average daily user demographics of the people who took action on your page during the reportin...



Data Unavailable

We are unable to retrieve all of your data at this time.

[Learn More](#)

Facebook Pages

Review your aggregate page metrics from the reporting period.

Page [▲]	Fans	Net Page Likes	Published Posts	Impressions	Engagements	Post Link Clicks
Reporting Period May 23, 2020 - Jun 23, 2020	1,053 ↗ 1.9%	20 ↗ 186%	7 → 0%	16,047 ↘ 43%	1,284 ↘ 18.4%	14 ↘ 6.7%
Compare to Apr 21, 2020 - May 22, 2020	1,033	7	7	28,172	1,574	15
 Visalia Medical Cli...	1,053	20	7	16,047	1,284	14