



October 30, 2020

NOTICE

The Board of Directors of Kaweah Delta Health Care District will meet in a Marketing & Community Relations Committee meeting at 3:00PM on Wednesday November 4, 2020, at the Kaweah Delta Medical Center, in the Support Services Building, 520 West Mineral King, Copper Room, 2nd Floor or via GoTo Meeting from your computer, tablet or smartphone. <https://global.gotomeeting.com/join/329725221> or call (786) 535-3211 Access Code: 329-725-221.

All Kaweah Delta Health Care District regular board meeting and committee meeting notices and agendas are posted 72 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

Dave 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
<http://www.kaweahdelta.org>

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

Wednesday, November 4, 2020

Kaweah Delta Medical Center / Support Services Building
520 West Mineral King – Copper Room (2nd Floor)

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

Call in option: 1-786-535-3211 Access Code: 329-725-221

ATTENDING: Directors: Nevin House (Chair) and Garth Gipson; Gary Herbst, CEO; Marc Mertz, Vice President/Chief Strategy Officer; Karen Tellalian, Interim Director of Marketing and Communications; Deborah Volosin, Director of Community Engagement; 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 – 3:00 PM

1. Call to order – *Nevin House, Chair*

2. 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.

3. Community Engagement – *Deborah Volosin, Director of Community Engagement*

- Update on NRC Health and how we can use community perception data to focus our marketing and community engagement efforts, NRC Representatives
- Update on recent community engagement initiatives.
- Weekly Webinars

4. Marketing – Update on Marketing Initiatives, *Karen Tellalian, Director of Marketing*

5. Social Media/Media Relations – Update on social media and media relations, *Maria Rodriguez Ornelas, Communications Specialist*

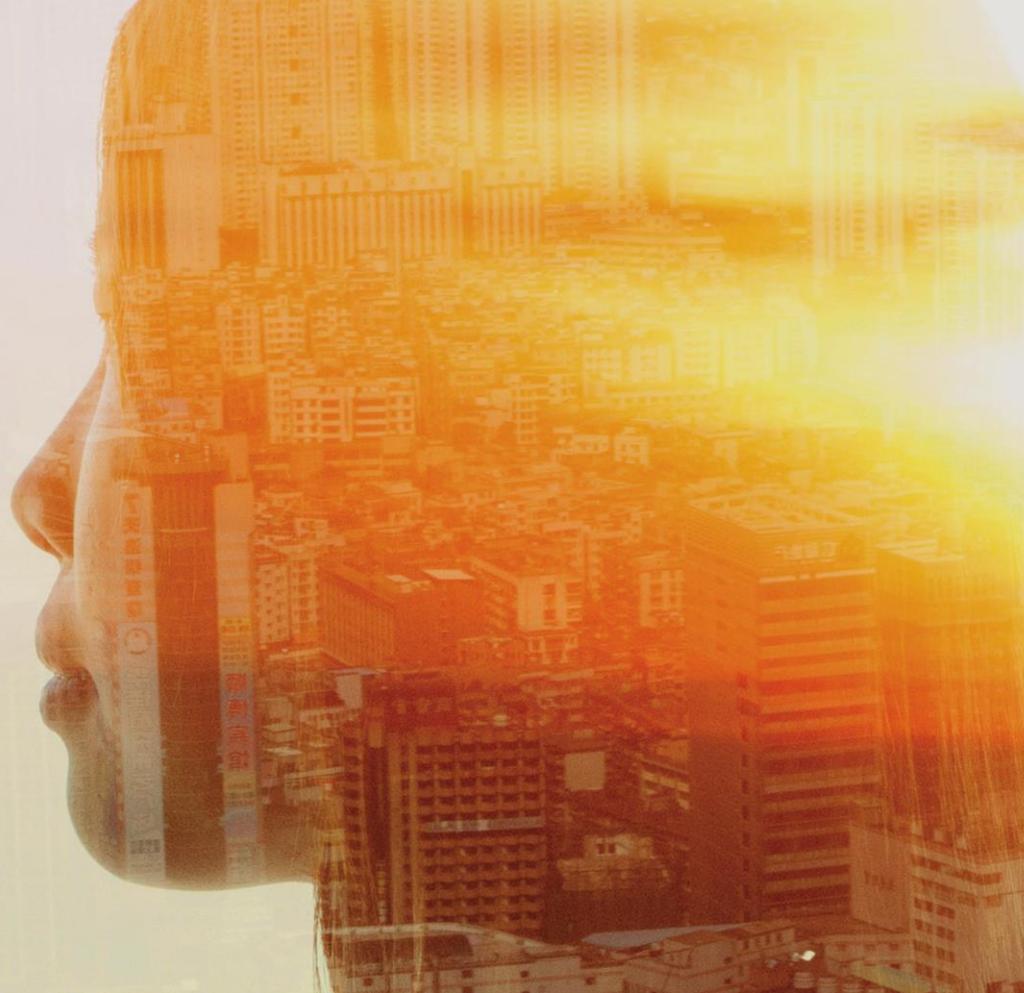
- Top Social Media Posts and Traffic Reports
- Upcoming campaigns in development

6. 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.

Kaweah Delta Consumer Insight

November, 2020



Why Should We Care About Consumer Insight?

- Consumers are the “**new payer**” in healthcare
- Consumer **expectation** for healthcare experiences has steadily increased...they want us to deliver
- Consumers continue to find **difficulty** in accessing healthcare and finding value in their experiences
- Consumers desire a stronger **relationship** with those who provide their care

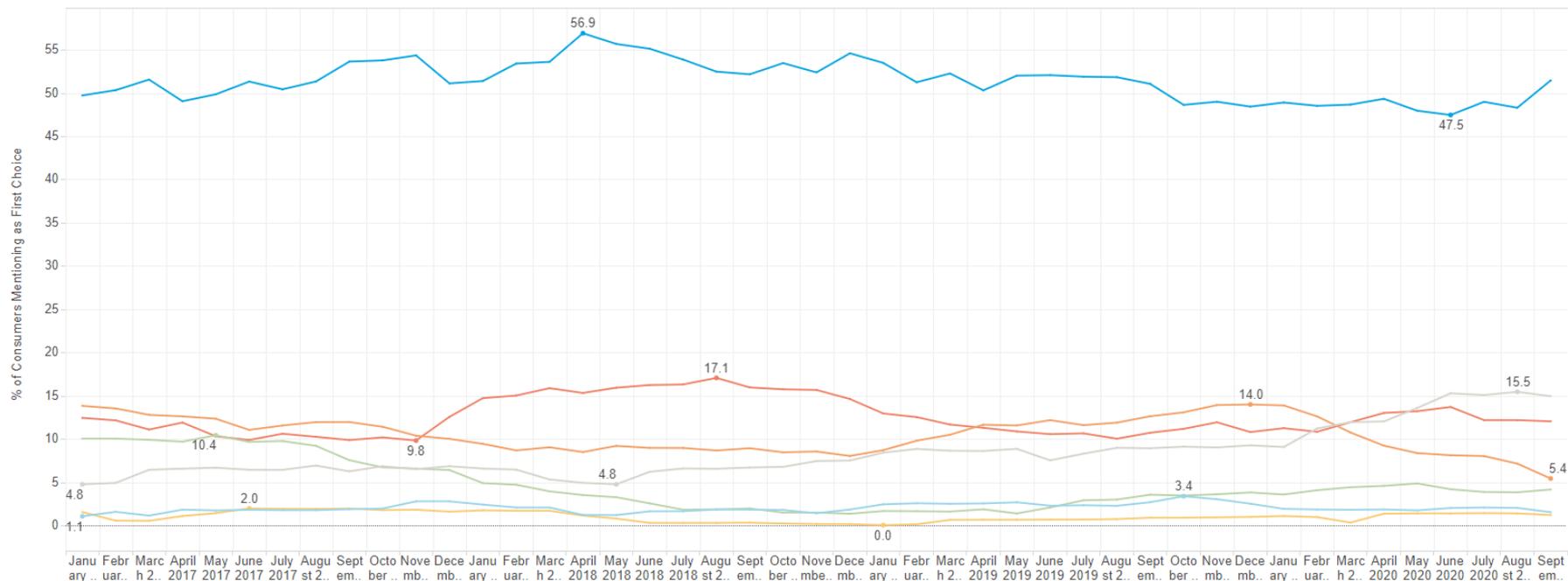
Top of Mind Awareness Among Consumers

Market Responses within the survey period Rolling 12 September 2020: 429

The standard error range: $\pm 4.7\%$

Question: Please confirm the name of the hospital you wrote in Q1 from the list.

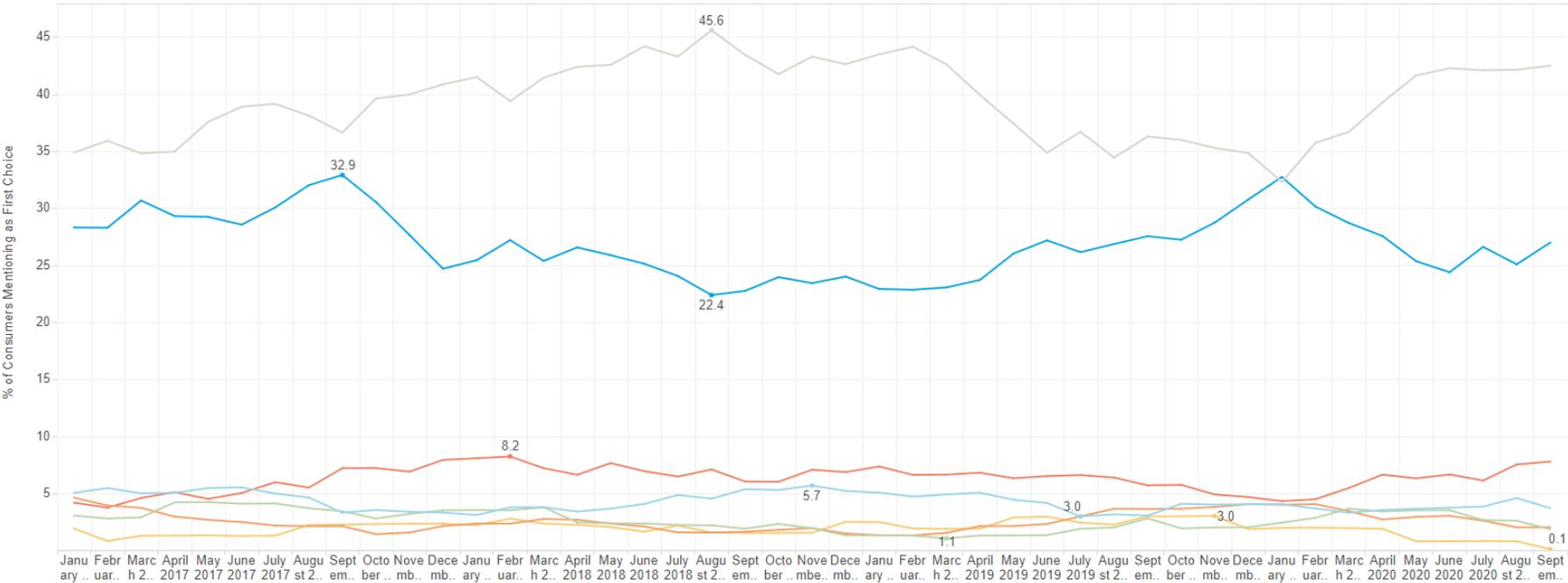
● Kaweah Delta
 ● Saint Agnes Medical Center
 ● Adventist Health Hanford
 ● Sierra View Medical Center
 ● Adventist Health Tulare
 ● Community Medical Centers
 ● No Preference



Advertising Recall Among Consumers

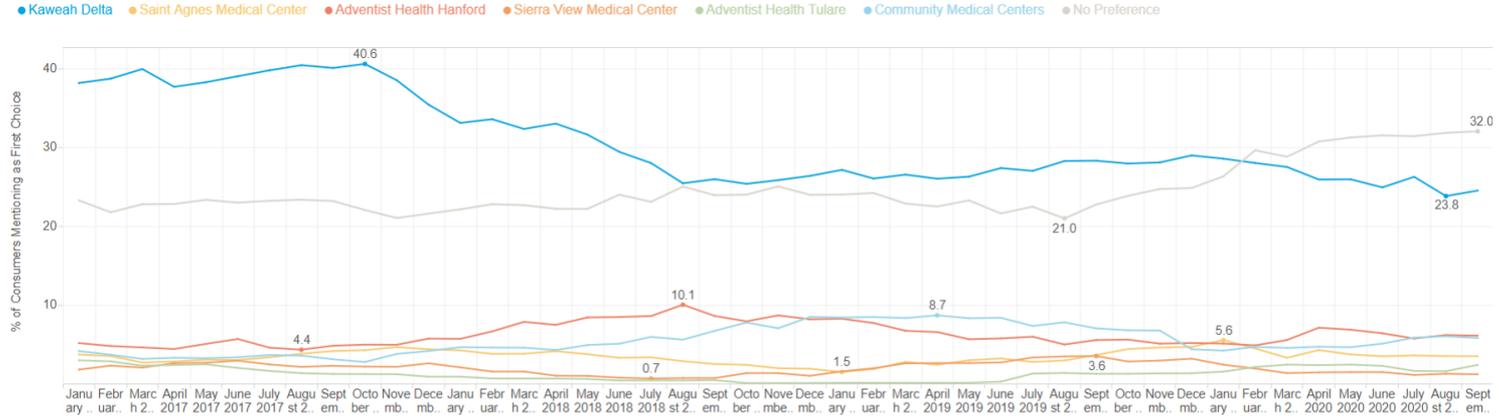
Market Responses within the survey period Rolling 12 September 2020: 429
 The standard error range: $\pm 4.7\%$
 Question: Thinking of hospital advertising, which hospital's advertising comes to mind first?

● Kaweah Delta
 ● Saint Agnes Medical Center
 ● Adventist Health Hanford
 ● Sierra View Medical Center
 ● Adventist Health Tulare
 ● Community Medical Centers
 ● No Preference



Brand Image & Reputation

Market Responses within the survey period Rolling 12 September 2020: 429
 The standard error range: ± 4.7%
 Question: What is your first choice hospital/facility for...? Best image/reputation

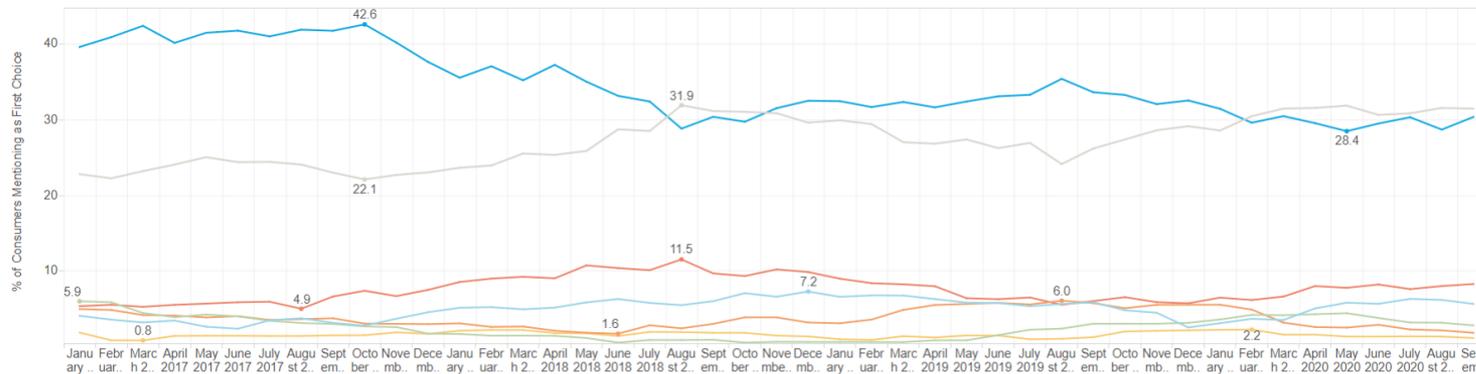


	June 2019	July 2019	August 2019	September 2019	October 2019	November 2019	December 2019	January 2020	February 2020	March 2020	April 2020	May 2020	June 2020	July 2020	August 2020	September 2020
	n-size 503	n-size 491	n-size 461	n-size 450	n-size 450	n-size 432	n-size 429	n-size 429	n-size 423	n-size 433	n-size 446	n-size 432	n-size 432	n-size 421	n-size 431	n-size 429
Kaweah Delta	27.4	27.0	28.3	28.3	27.9	28.1	29.0	28.6	28.0	27.5	25.9	25.9	24.9	26.3	23.8	24.5
Saint Agnes Medical Center	3.3	2.8	3.0	3.7	4.4	4.6	4.7	5.6	4.5	3.3	4.3	3.8	3.5	3.6	3.6	3.5
Adventist Health Hanford	5.8	6.0	5.0	5.6	5.6	5.1	5.2	5.1	4.9	5.6	7.1	6.9	6.4	5.8	6.2	6.1
Sierra View Medical Center	2.7	3.4	3.5	3.6	2.9	3.0	3.2	2.5	2.0	1.4	1.5	1.5	1.5	1.2	1.3	1.2
Adventist Health Tulare	0.3	1.3	1.4	1.3	1.3	1.4	1.4	1.6	2.2	2.5	2.4	2.5	2.3	1.7	1.6	2.4
Community Medical Centers	8.4	7.4	7.8	7.1	6.8	6.8	4.4	4.2	4.7	4.6	4.7	4.7	5.1	5.9	6.1	5.8
No Preference	21.6	22.5	21.0	22.7	23.8	24.7	24.8	26.3	29.6	28.8	30.7	31.2	31.5	31.4	31.8	32.0

Consumer Preference for Health Care Needs

Market Responses within the survey period Rolling 12 September 2020: 429
 The standard error range: ± 4.7%
 Question: What is your first choice hospital/facility for...? All your household's health care needs

● Kaweah Delta
 ● Saint Agnes Medical Center
 ● Adventist Health Hanford
 ● Sierra View Medical Center
 ● Adventist Health Tulare
 ● Community Medical Centers
 ● No Preference

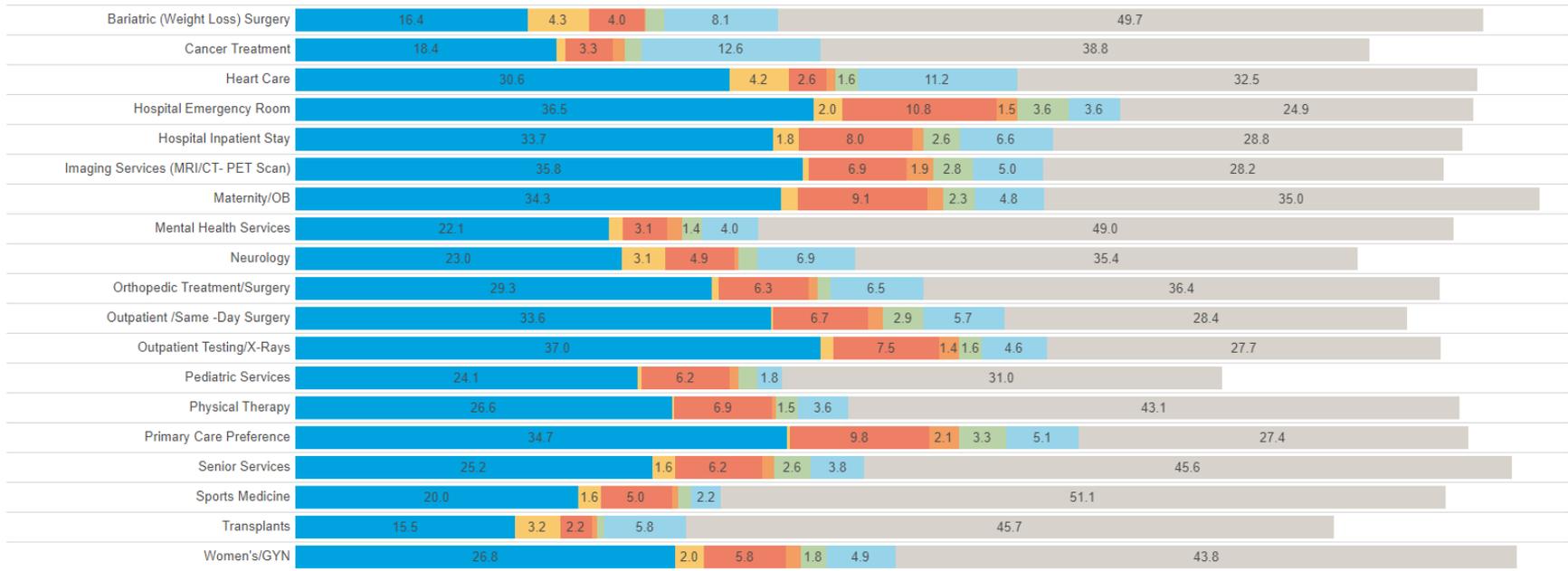


	June 2019	July 2019	August 2019	September 2019	October 2019	November 2019	December 2019	January 2020	February 2020	March 2020	April 2020	May 2020	June 2020	July 2020	August 2020	September 2020
	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size	n-size
Kaweah Delta	33.1	33.3	35.4	33.6	33.2	32.0	32.5	31.4	29.6	30.4	29.5	28.4	29.5	30.3	28.7	30.3
Saint Agnes Medical Center	1.4	0.9	1.0	1.2	1.9	2.0	2.1	2.2	2.2	1.5	1.5	1.3	1.3	1.3	1.3	1.1
Adventist Health Hanford	6.2	6.4	5.5	6.0	6.5	5.8	5.7	6.4	6.1	6.6	7.9	7.7	8.2	7.5	7.9	8.2
Sierra View Medical Center	5.7	5.5	6.0	5.7	5.0	5.5	5.5	5.5	4.8	3.1	2.5	2.5	2.8	2.2	2.1	1.8
Adventist Health Tulare	1.5	2.2	2.3	3.0	3.0	3.0	3.1	3.5	4.1	4.1	4.2	4.4	3.7	3.1	3.1	2.7
Community Medical Centers	5.7	5.3	5.6	5.8	4.7	4.4	2.5	3.0	3.6	3.5	5.0	5.7	5.6	6.3	6.1	5.6
No Preference	26.2	26.9	24.1	26.2	27.3	28.6	29.1	28.5	30.4	31.4	31.5	31.8	30.6	30.8	31.5	31.4

Consumer Preference by Service Line

Market Responses within the survey period Rolling 12 September 2020: 429
The standard error range: ± 4.7%

● Kaweah Delta ● Saint Agnes Medical Center ● Adventist Health Hanford ● Sierra View Medical Center ● Adventist Health Tulare ● Community Medical Centers ● No Preference



% of Consumers Mentioning as First Choice

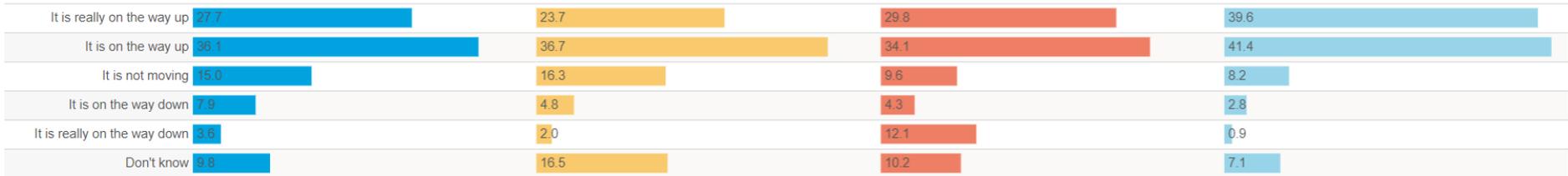
Brand Momentum

Market Responses within the survey period Rolling 12 September 2020: 283,414

The standard error range: ± 0.2%

Question: Based on your own experience and perceptions, which of the following best describe Top of mind Hospital?

● Kaweah Delta ● Saint Agnes Medical Center ● Adventist Health Hanford ● Community Medical Centers



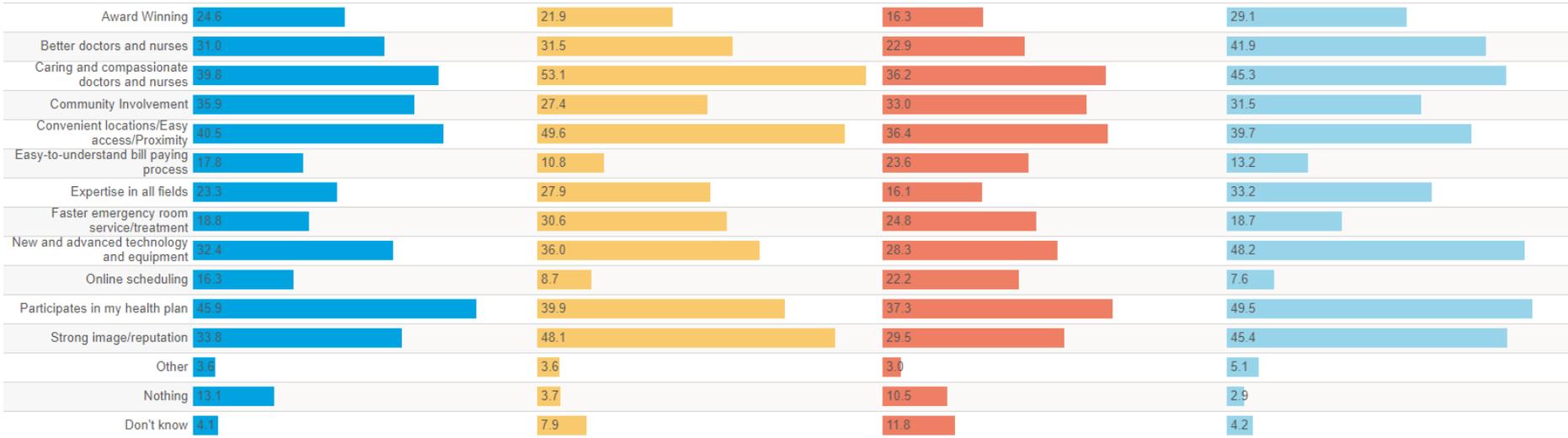
Brand Differentiators

Market Responses within the survey period Rolling 12 September 2020: 283,414

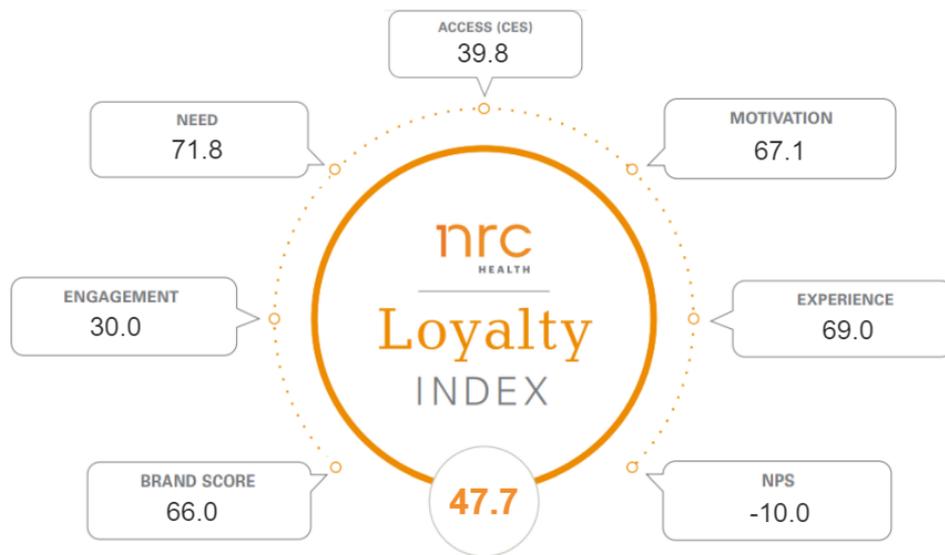
The standard error range: ± 0.2%

Question: Based on anything you have read, heard, or know from personal experience, what factors, if any, stand out in your mind as things that Top of mind Hospital does especially well that sets it apart from other providers in the area? (Select as many as apply.)

● Kaweah Delta ● Saint Agnes Medical Center ● Adventist Health Hanford ● Community Medical Centers



Brand Loyalty Index

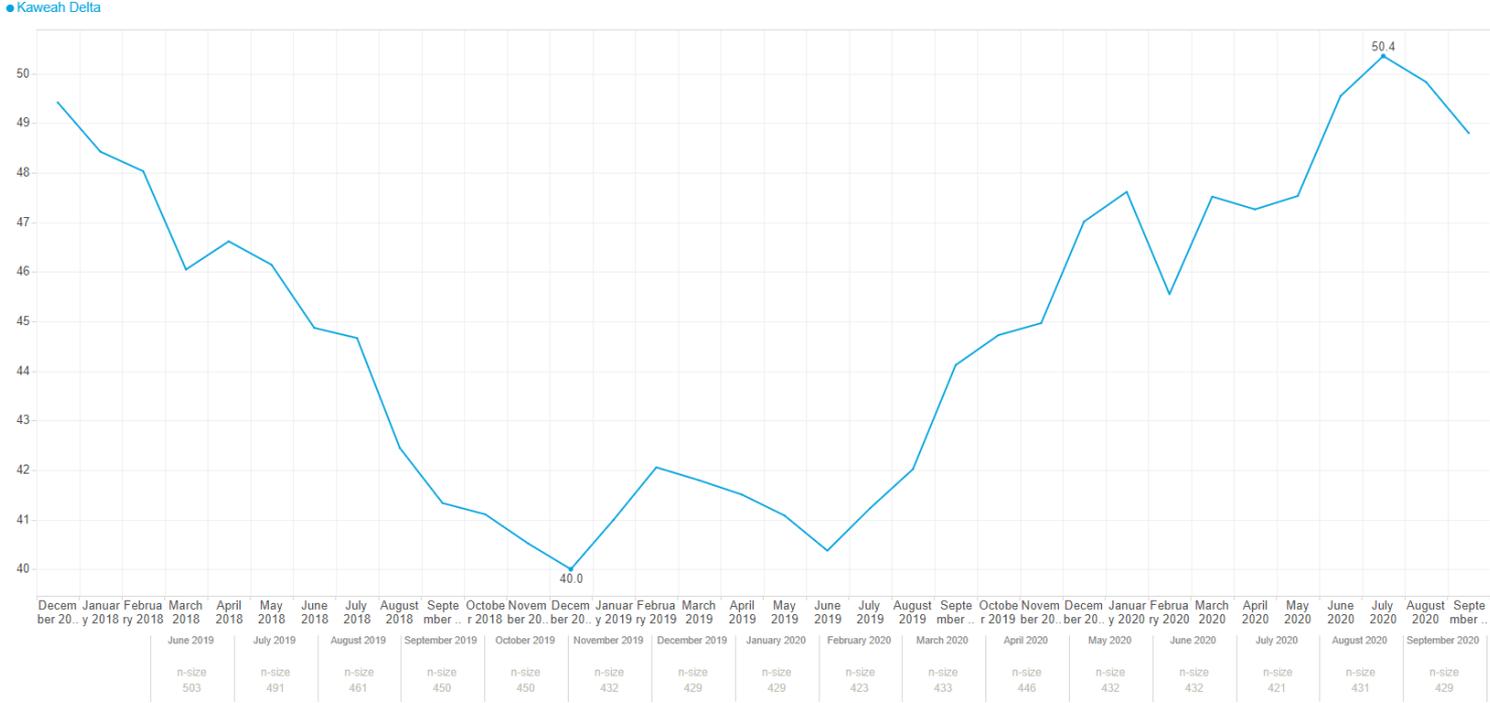


 Market Average: KDH - PSA & SSA

Brand Loyalty Index	Brand Score	Engagement Score	Need Score	Access Score	Motivation Score	Experience Score	NPS Score
42.8	57.0	29.6	68.3	36.5	57.9	65.6	-15.2

Loyalty Index Trended

Market Responses within the survey period Rolling 12 September 2020: 429
 Question: The NRC Health Loyalty Index is composed of seven aspects that combine to provide a single, trackable metric to identify healthcare consumer loyalty.







Corporate Headquarters
1245 Q St. Lincoln, NE 68508
800.388.4264
Local: 402.475.2525

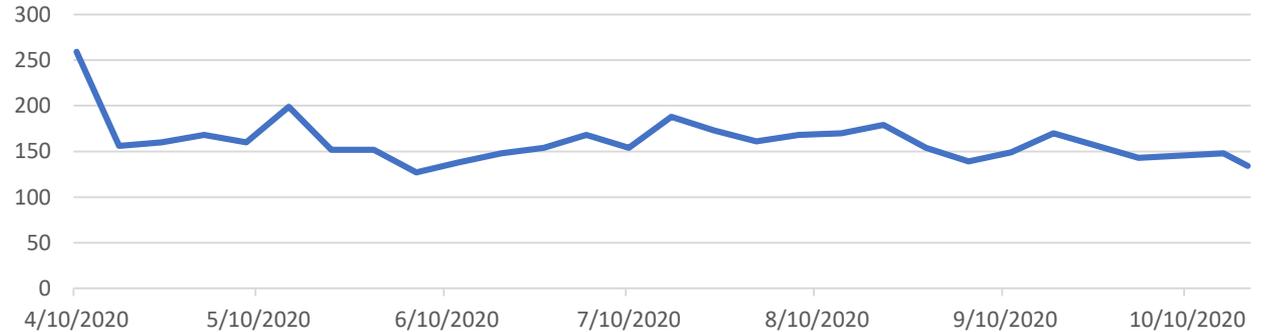


Community Engagement

Employee Huddle Attendance

Employee Huddle Attendance				
Date	Live Attendees	Post Online Views		
		Views	Unique	
		Compass		
10/20/2020	134			
10/16/2020	148	73	22	14
10/2/2020	143	66	68	40
9/18/2020	170	56	71	49
9/11/2020	149	33	65	49
9/4/2020	139	63	58	36
8/28/2020	154	16	59	39
8/21/2020	179	6	200	117
8/14/2020	170		239	137
8/7/2020	168		264	188
7/31/2020	161		256	173
7/24/2020	173		508	182
7/17/2020	188		835	210
7/10/2020	154		630	204
7/3/2020	168		534	156
6/26/2020	154			
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

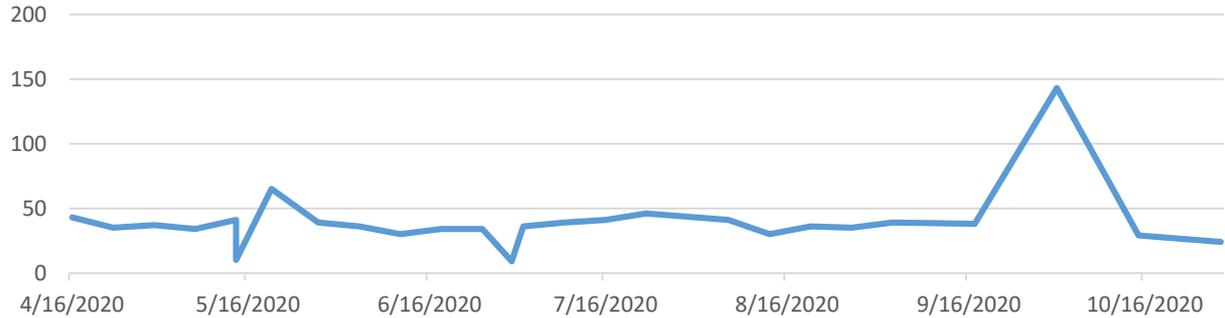
Employee Huddle Attendance Live Attendees



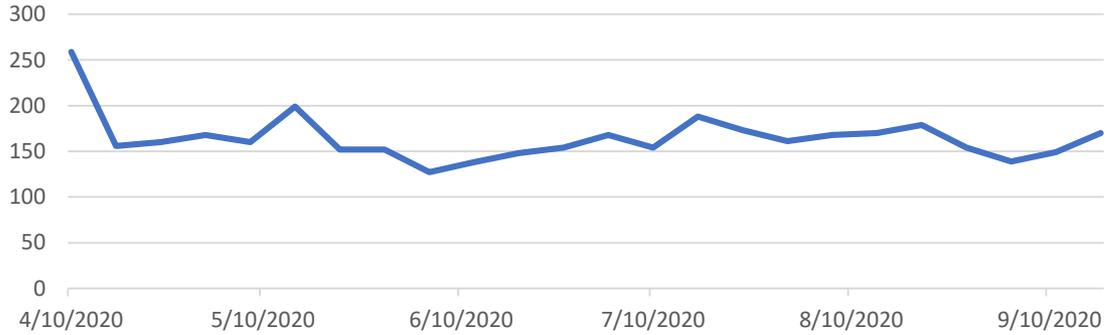
Community Engagement Attendance

Community Engagement Attendance				
Date	Live Attendees		Post Online Views	
			Views	Unique
10/29/2020	24			
10/15/2020	29		17	10
10/1/2020	143	Town Hall #5	38	27
9/17/2020	38		44	27
9/3/2020	39		21	19
8/27/2020	35		61	41
8/20/2020	36		32	20
8/13/2020	30		15	5
8/6/2020	41		57	36
7/30/2020		Town Hall #4	177	111
7/23/2020	46		171	61
7/16/2020	41		173	59
7/9/2020	39		214	77
7/2/2020	36		129	51
6/30/2020	9	Community Relations		
6/25/2020	34		89	35
6/18/2020	34		175	64
6/11/2020	30		60	19
6/4/2020	36		117	45
5/28/2020	39		117	38
5/20/2020	65	Town Hall #3	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

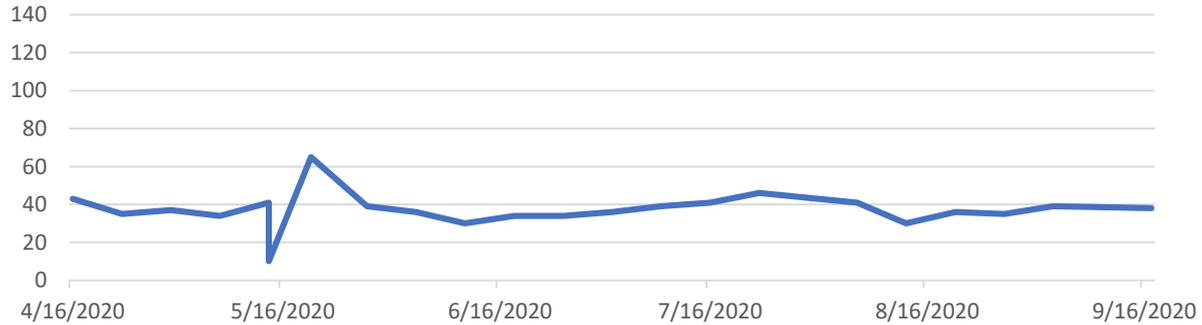
Community Engagement Attendance Live Attendees



Employee Huddle Attendance



Community Engagement Attendance



Kaweah Delta Health Care District

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

 Kaweah Delta Health Care District
Sat 10/17/2020 8:06 am PDT

Let's show some ❤️ to our Sterile Processing Team, the team working around the clock and behind the scenes to clean and sterilize



Impressions	5,413
Reach	5,038
Engagements	630
Engagement Rate (per Impression)	11.6%

⋮ ↻

Sterile Processing Week Pyramid Award

Let's show some ❤️ to our Sterile Processing Team, the team working around the clock and behind the scenes to clean and sterilize instruments for surgery. Their work makes a difference in patient safety, and quality of care for this community.

 Kaweah Delta Health Care District
Thu 10/22/2020 8:00 pm PDT

Believe in MIRACLES? Please LIKE & SHARE the story of Eddie Saucedo, who last year was rushed to Kaweah Delta with not long to live. But tha



Video Views	2,524
Impressions	5,987
Reach	4,754
Engagements	963
Engagement Rate (per Impression)	16.1%

⋮ ↻

Patient Testimonial: The Miracle Man

Believe in MIRACLES? Please LIKE & SHARE the story of Eddie Saucedo, who last year was rushed to Kaweah Delta with not long to live. But thanks to the team and the technology available at Kaweah Delta, Eddie is alive TODAY.

 **Kaweah Delta Health Care District**
Thu 10/1/2020 6:00 pm PDT

HAPPENING NOW Kaweah Delta Town Hall. Ask questions, LIKE and SHARE.



Video Views	1,968
Impressions	4,694
Reach	3,996
Engagements	693
Engagement Rate (per Impression)	14.8%

... 

Virtual Townhall

 **Kaweah Delta Health Care District**
Tue 10/27/2020 1:31 pm PDT

BREAKING NEWS: Kaweah Delta's Chief Executive Officer, Gary Herbst, delivers message regarding the vehicle accident which occurred:



Video Views	4,704
Impressions	9,535
Reach	7,786
Engagements	2,873
Engagement Rate (per Impression)	30.1%

... 

Rehab Accident

BREAKING NEWS: Kaweah Delta's Chief Executive Officer, Gary Herbst, delivers a message regarding the vehicle accident which occurred this morning at the parking lot of Kaweah Delta's Rehabilitation Hospital. Our heartfelt thoughts and prayers go out to all of the families that have been affected by this tragic accident.

 **Kaweah Delta Health Care District**
Tue 10/20/2020 8:00 pm PDT

If you LIKE technology, WATCH and SHARE this video on Kaweah Delta's hybrid operating room with loved ones. Not every hospital has a hybrid



Video Views	1,387
Impressions	3,045
Reach	2,641
Engagements	379
Engagement Rate (per Impression)	12.4%

⋮ ↵

Technology Tuesday: Hybrid OR

If you LIKE technology, WATCH and SHARE this video on Kaweah Delta's hybrid operating room with loved ones. Not every hospital has a hybrid OR, so Vascular Surgeon David Nye, D.O., and Oscar Barcenas, a cath lab tech, are here to tell you how we're using some of the most advanced technology available to care for our community.

 **Kaweah Delta Health Care District**
Wed 10/14/2020 7:02 pm PDT

"If you can't pay it back, pay it forward." Inspired by the #KINDNESS this community has shown us during #covid19, today we teamed up with



Video Views	1,749
Impressions	8,175
Reach	6,355
Engagements	439
Engagement Rate (per Impression)	5.4%

⋮ ↵

Pay it Forward

"If you can't pay it back, pay it forward." Inspired by the #KINDNESS this community has shown us during #covid19, today we teamed up with Grocery Outlet to PAY IT FORWARD thanking first responders in Tulare County during Healthcare Security and Safety Week. Please WATCH, LIKE, SHARE, and encourage others to be kind and pay it forward.



We hope you'll LIKE & SHARE that we've restored elective surgeries and we're incredibly excited to welcome back visitors to our Medical Center starting on Monday, Oct. 19. The visitor policy modification will generally allow patients of Kaweah Delta Medical Center, who are not in isolation for #COVID19 (with the exception of patients in the Emergency Department and those having surgery)



Video Views	3,024
Impressions	12,675
Reach	9,964
Engagements	735
Engagement Rate (per Impression)	5.8%



Elective Surgeries

We hope you'll LIKE & SHARE that we've restored elective surgeries and we're incredibly excited to welcome back visitors to our Medical Center starting on Monday, Oct. 19. The visitor policy modification will generally allow patients of Kaweah Delta Medical Center, who are not in isolation for #COVID19 (with the exception of patients in the Emergency Department and those having surgery)

Future Projects:

- **Patient Testimonials:** Dr. Leheb Araim (cardiac), Dr. Duncan (ortho), Dr. Liu (neuro)
- **Physicians:** Vascular Surgeons
- **LIVES:** Virtual Wellness Chat: Vascular Disease (topic: procedures surgeons do at Kaweah Delta's Hybrid OR)

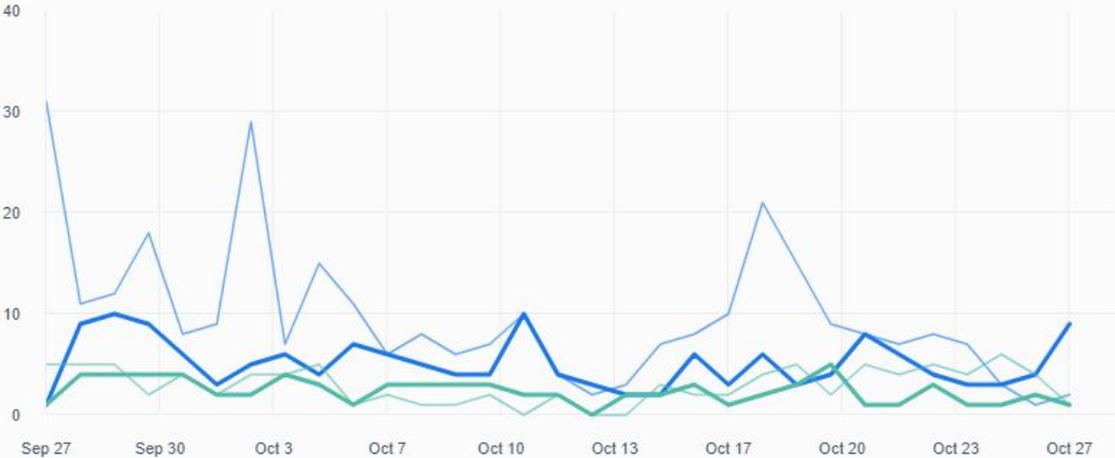
Facebook Analytics (from the last month):

Follower Activity

A look at your new followers, net followers and people who unfollowed. Metrics are **estimated**.

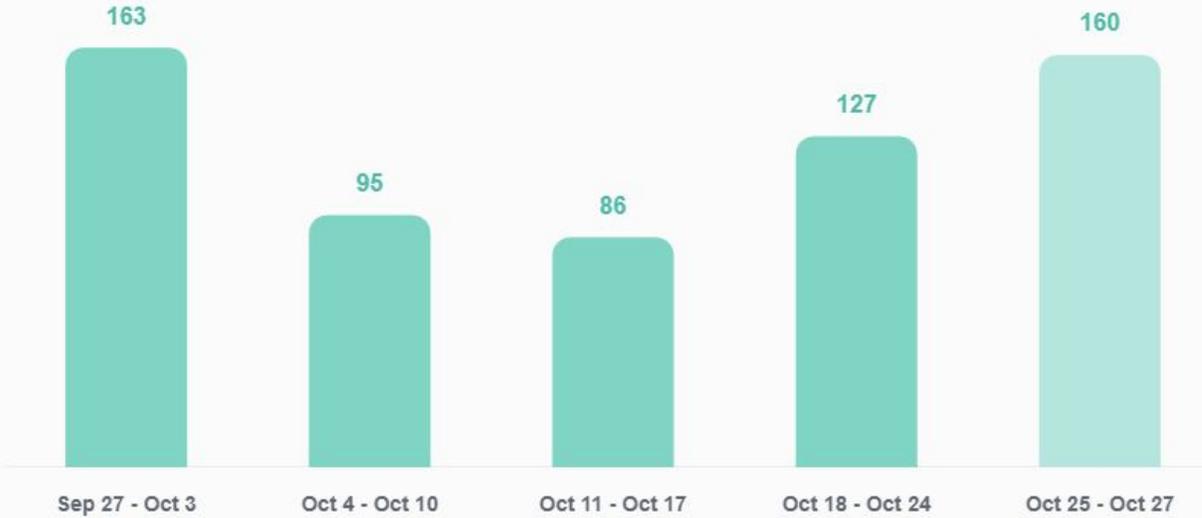
Sep 27, 2020 - Oct 27, 2020

159 New Followers **72 People Who Unfollowed**



Returning Viewers

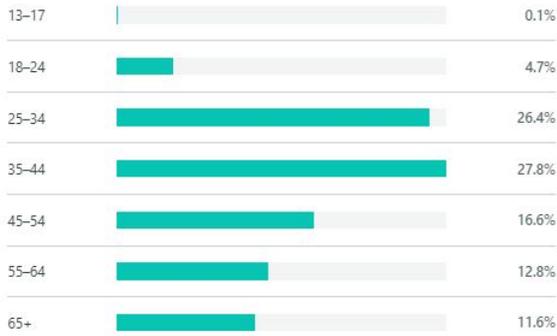
A week-by-week look at how many of your 1-minute viewers go on to become returning viewers. Metrics are **estimated** and **in development**.



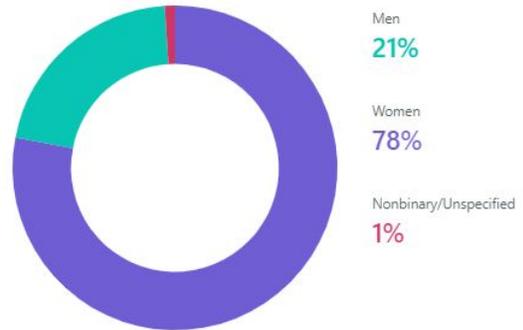
Facebook Page Fan Demographics

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

Audience by Age



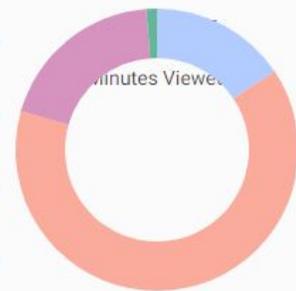
Audience by Gender



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

Where Your Views Are Coming From

Traffic sources from Sep 27, 2020 - Oct 27, 2020



Total Page Likes: 20,710



Total Page Followers: 21,048



Visalia Medical Clinic (Kaweah Delta Medical Foundation)

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

Visalia Medical Clinic
October 10 · 🌐

A few months ago, we told you about a new disease that affects our LITTLE ONES and emerged from #COVID19: Multisystem Inflammatory Syndrome (MIS-C). According to the Tulare County Health & Human Services Agency, 10% of children in California with this condition live in Tulare County. Dr. Kristen Currie, Pediatrician at Visalia Medical Clinic, explains what symptoms you should look for. SHARE this video to help protect the children in our community.

Dr. Currie is now accepting patients; call 559-738-7502 to set up an appointment today and visit www.vmchealth.com/KristenCurrieDO.php. #BetterTogether #VisaliaStrong



KRISTEN CURRIE, DO
PEDIATRICIAN

32 Reactions · 5 Comments · 8 Shares

Performance for Your Post

1,730 People Reached

1,451 3-Second Video Views

319 Reactions, Comments & Shares 📊

136 Like	19 On Post	117 On Shares
88 Love	14 On Post	74 On Shares
1 Haha	0 On Post	1 On Shares
2 Wow	0 On Post	2 On Shares
84 Comments	5 On Post	79 On Shares
8 Shares	8 On Post	0 On Shares

433 Post Clicks

42 Clicks to Play 📊	13 Link Clicks	378 Other Clicks 📊
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Multisystem Inflammatory Syndrome

A few months ago, we told you about a new disease that affects our LITTLE ONES and emerged from #COVID19: Multisystem Inflammatory Syndrome (MIS-C). According to the Tulare County Health & Human Services Agency, 10% of children in California with this condition live in Tulare County. Dr. Kristen Currie, Pediatrician at Visalia Medical Clinic, explains what symptoms you should look for. SHARE this video to help protect the children in our community. Dr. Currie is now accepting patients; call 559-738-7502 to set up an appointment today and visit www.vmchealth.com/KristenCurrieDO.php. #BetterTogether #VisaliaStrong

Visalia Medical Clinic was live.
October 21 · 🌐

We are LIVE now with Alex Lechtman, MD, FACS, Carol S. Machado, MD, and Tangel Chang, DO, answering questions, and discussing cancer education and treatment. Have a question? Ask it below and we will try to get it answered during the stream.



👍 3 1 Comment 1.2K Views

Performance for Your Post

104 People Reached

91 3-Second Video Views

5 Likes, Comments & Shares ⓘ

4 Likes	4 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

52 Post Clicks

12 Clicks to Play ⓘ	0 Link Clicks	40 Other Clicks ⓘ
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Virtual Wellness Chat - Let's Talk Cancer

We are LIVE now with Alex Lechtman, MD, FACS, Carol S. Machado, MD, and Tangel Chang, DO, answering questions, and discussing cancer education and treatment. Have a question? Ask it below and we will try to get it answered during the stream.


Visalia Medical Clinic
 October 9 · 🌐

👍 LIKE, 📢 SHARE and 📺 WATCH this video to learn more about the Quidel Sofia 2—the testing platform that has made rapid #COVID19 testing a reality here at Visalia Medical Clinic. Results are available in about 15-minutes, and it's now available to patients of Visalia Medical Clinic and to individuals who see a provider at:

- 📍 Sequoia Prompt Care, 1110 S. Ben Maddox Way, Ste. B, in Visalia
- 📍 QuickCare, 5400 W. Hillside Ave. in Visalia



7

Performance for Your Post

653 People Reached												
391 3-Second Video Views												
81 Reactions, Comments & Shares 📊												
<table border="1"> <tr> <td>54 Like</td> <td>17 On Post</td> <td>37 On Shares</td> </tr> <tr> <td>7 Love</td> <td>0 On Post</td> <td>7 On Shares</td> </tr> <tr> <td>12 Comments</td> <td>0 On Post</td> <td>12 On Shares</td> </tr> <tr> <td>8 Shares</td> <td>8 On Post</td> <td>0 On Shares</td> </tr> </table>	54 Like	17 On Post	37 On Shares	7 Love	0 On Post	7 On Shares	12 Comments	0 On Post	12 On Shares	8 Shares	8 On Post	0 On Shares
54 Like	17 On Post	37 On Shares										
7 Love	0 On Post	7 On Shares										
12 Comments	0 On Post	12 On Shares										
8 Shares	8 On Post	0 On Shares										
115 Post Clicks												
<table border="1"> <tr> <td>14 Clicks to Play 📊</td> <td>0 Link Clicks</td> <td>101 Other Clicks 📊</td> </tr> </table>	14 Clicks to Play 📊	0 Link Clicks	101 Other Clicks 📊									
14 Clicks to Play 📊	0 Link Clicks	101 Other Clicks 📊										

Rapid Testing Tech Byte

- LIKE & SHARE this #TechByte where in less than a minute, Tate Gordon will tell you about the technology that's making rapid COVID testing a reality at Visalia Medical Clinic. It's available NOW to patients of Visalia Medical Clinic and to individuals who see a provider at: ▶ QuickCare, 5400 W. Hillside Ave. in Visalia ▶ Sequoia Prompt Care, 1110 S. Ben Maddox Way, Ste. B, in Visalia

Pending:

New VMC Website Video

- Need “voiceover” from Melissa to include in the video and present to Dr. Brennan and Paul Schofield

Future Projects:

Dr. Quakenbush

- Topic: Patient and physician relationship
- Laura and Maria reached out to Sequoia Prompt Care for interview with physician-- haven't heard back

New Physicians:

- TBD: Dr. Christina Patty, family medicine

Patient Testimonials:

- Dr. Roos
- Dr. Currie

Facebook Analytics (from the last month):



Returning Viewers

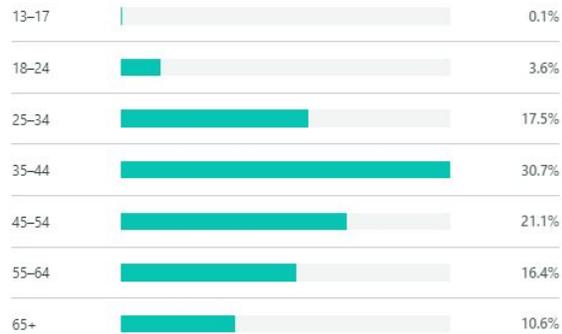
A week-by-week look at how many of your 1-minute viewers go on to become returning viewers. Metrics are **estimated** and in development.



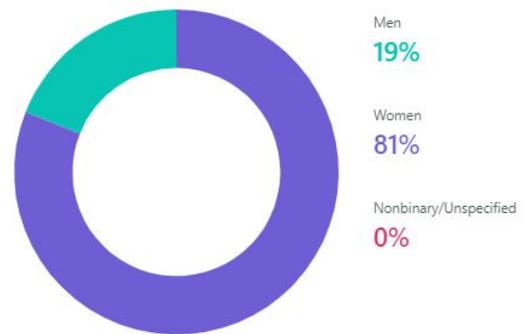
Facebook Page Fan Demographics

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

Audience by Age



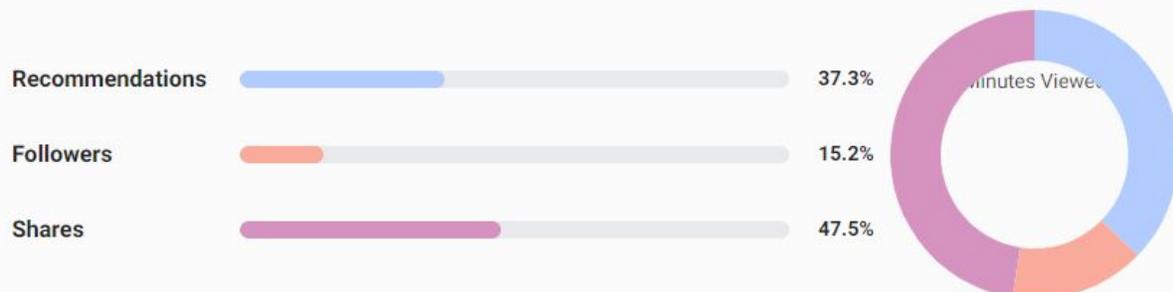
Audience by Gender



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

Where Your Views Are Coming From

Traffic sources from Sep 27, 2020 - Oct 27, 2020



Total Page Likes: 1,127



Total Page Followers: 1,161

