



February 2018

Highlights

- Central Health and its partners were featured in **23** stories from **12** different news outlets
- Central Health staff participated in and/or led **57** community presentations and events
- Central Health posted **16** tweets and **14** Facebook updates

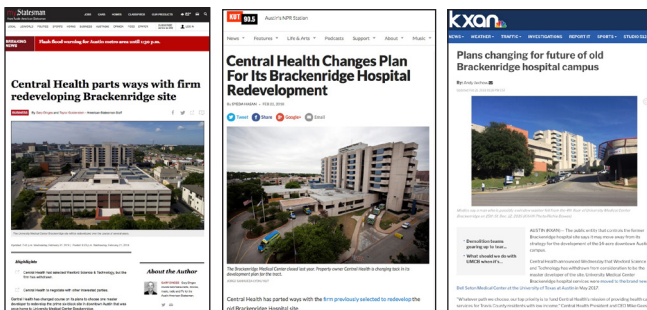
Earned Media

Central Health was mentioned in **23 news stories**:

- 12 print news stories
- 7 online news stories
- 3 radio news stories
- 1 TV news story



The dominant news item for the month was the Central Health Brackenridge Campus, with near equal attention to the departure of the master developer and the subsequent lease of property to The University of Texas.



Press Releases

Central Health issued **five press releases**:

- Travis County Leaders Urge Congress to Extend Funding for Community Health Centers - Feb. 7
- Funding Restored for Community Health Centers in Travis County as Congress Approves Two-year Spending Bill - Feb. 12
- Central Health Announces New Vice President of Government Affairs; Vice President of Communications - Feb. 16
- Central Health Pursuing New Redevelopment Options for Downtown Brackenridge Campus - Feb. 21
- More than 150,000 People Received Care Through Central Health in FY 2017, Up 7,800 from Previous Year - Feb. 28

Video Production

Central Health produced **three videos**:

- Art From the Streets - Feb. 2
- Pop Up Resource Clinic - Feb. 7
- Central Health's FY2017 Annual Report - Feb. 28



Events

Central Health Enterprise staff participated in **57 events**:

- Central Health Community Outreach attended 32 events
- Sendero staff attended 25 events

Other Updates

- Central Health and CommUnityCare hosted a joint press conference on federal funding for community health centers at the Central Health Southeast Health & Wellness Center on Feb. 7.



- Central Health and CommUnityCare joined the Vietnamese American Community of Austin Texas during their New Year celebration on Feb. 8. The Tet festival, seen above, offers family activities, cultural foods and education on local resources.
- Anastassia Mitchell, Central Health's new multimedia content coordinator, began work on Feb. 19.

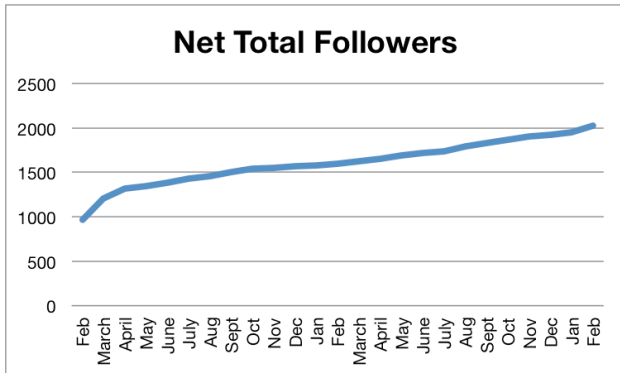


- The Central Health Community Health Champions Class of 2018 inducted 50 new members on Feb. 8, seen above, with the first workshop held on Feb. 15.
- The first successful test of the new board meetings cablecast system was conducted on Feb. 21.
- The Central Health Fiscal Year 2017 Annual Report was released on Feb. 28.

Digital Analytics

Twitter

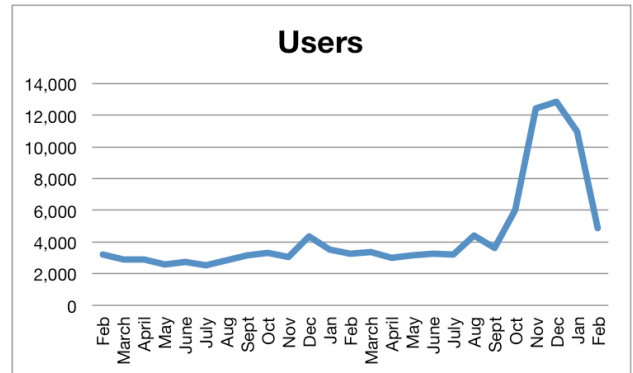
Tweets: 16 Mentions: 77
 Impressions: 212,000 Net Total Followers: 2,021



Followers continue to steadily trend upward, more than doubling over the year.

Website

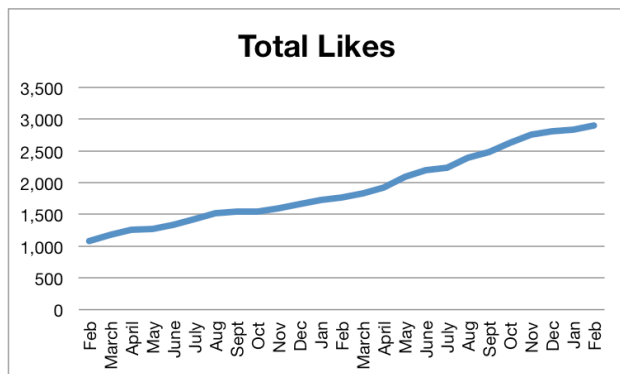
Sessions: 7,128 Pageviews: 13,394
 Users: 4,899 Platform: desktop 64%; mobile 30%; tablet 6%



Peak in late 2017/early 2018 corresponds to public awareness initiative.

Facebook

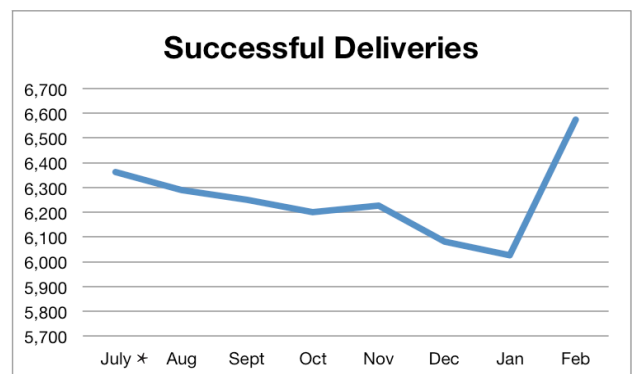
Posts: 14 Likes: 70
 Weekly total reach: 89,813 Reaction avg. per post: 41



Followers continue to steadily trend upward, almost tripling over the year.

Newsletter

Sent: 6,611 Open Rate: 16.3%
 Delivered: 6,573 Click Rate: 3.1%

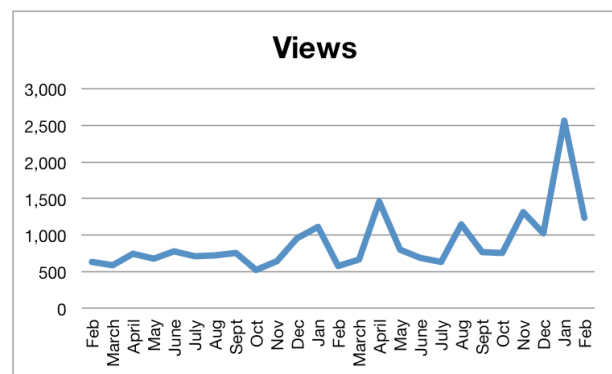


Increase in Feb. 2018 is due to integration with customer relations management software and subsequent "cleaning" of contact lists.

** Migration to MailChimp service altered historical reporting method*

YouTube

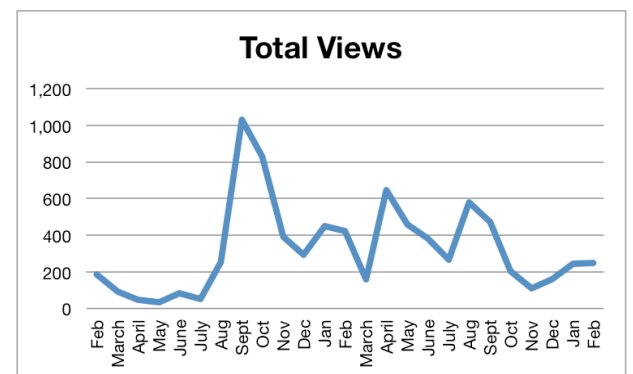
Views: 1,236 Watch time: 1,651 mins
 Avg. view duration: 1:20 Shares: 12 / Likes: 3



Peak in early 2018 corresponds to the release of the Dell Medical School explainer video and a small related promotion campaign.

Board Meetings

Views: 249 Pageviews: 731
 Unique viewers: 183 Internal/External Views: 61/188



Peaks tend to correspond with budget-related meetings.