

North Dakota Public Health Association

Facebook Performance June 2022 to May 2023

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Purpose:

The purpose of the NDPHA Facebook page is to increase communication and a sense of community among NDPHA members. It is not primarily an outward facing page. The purpose is to share on the work of NDPHA, and its members.

Overview

Followers: 813

Likes 763

Activity

From Feb 18 to May 19, 2023

Posts n=34, average of 11 per month (requirement is two posts a month)

Top three posts with highest reach

1. **NDSU Public Health Association wins the Commitment to Diversity Award:** 1,023 impressions, 961 reach, 48 engagements, 24 reactions, two comments (April 28, 2023)
2. **Governor Burgum proclaims April 3-9, 2023 North Dakota Public Health Week:** 759 impressions, 676 reach, 50 engagements, 20 reactions, 4 comments (March 31, 2023)
3. **Public Health Day at the Legislature.** 718 impressions, 665 reach, 115 engagements, reactions 16, 0 comments (Feb 14, 2023)