

NDPHA Governing Council At-large Members Report  
June 1, 2022

At-large members:

- Mark Strand
- Amy Burke

According to the North Dakota Public Health Association (NDPHA) Governing Council Roles & Responsibilities there are to be two Members at Large of the association, whose responsibilities are to:

- Maintain the social media pages;
- Send out communication, including emails, to NDPHA membership.

The NDPHA Facebook page has 779 “followers” and 698 people who “like” the page.

From August 1, 2021 to June 1, 2022:

- There were 66 posts made in this time, for an average of 1.65 posts per week. This is in comparison to the all brands average of 5.87 times per week.
- The three posts with the most reactions, comments and shares were
  1. Mark Strand, Don Warne and Allision Kelliher at the APHA Conference in Denver in October, 2021 (n=79)
  2. Letter to the Editor by Mark Strand (“Please respect our frontline workers”) in the Forum, August 2021 (n=73)
  3. Post “What doesn’t kill you mutates and tries again,” Dec 8, 2021 (n=40)
- Posts about individuals who many of our followers know are the most popular, such as Renae Moch, Joan Connell, Mark Strand, and Kelly Buettner-Schmidt.
- The engagement rate (likes, comments, shares and reactions/total number of followers), ranges from 1 to 15%, most commonly between 1-4%. This far exceeds the benchmark which shows a median engagement rate of 064% across all brands.
- We have a smaller number of followers than many industries, but they are much more responsive to our page than most. This may also be that we don’t post as often as most, so people pay attention to it.
- Jacob Davis provided a template for organizing the purpose and content of a post, which has helped make the posts more focused and audience-sensitive.
- There were 43 member emails disseminated by NDPHA (this number excludes individual invoice and test emails). The range of messages to the membership that were opened was 20-56%. The range of follow up/click throughs for the opened emails was 1-37%.