



NEW ENGLAND HEALING SPORTS ASSOCIATION

Mid Year Review 2022

In late winter 2021, we made a concerted effort to optimize the website for SEO, specifically around the term "adaptive". We sought to increase our brand awareness within the business community and boost our social media engagement through consistent, targeted content.

We have seen gains on all fronts - from an uptick in followers on our social channels that have resulted in repeated donations, to improved search ranking for the term "adaptive" (we climbed from page 10 to page 2).



★ DEMOGRAPHICS

Women -55%
Men- 45%

Age - 35-44

➔ Biggest Increase in traffic/users was 35-44 and 18-24 year olds with a 6 and 5% increase YOY respectively.

★ TRAFFIC

Direct Traffic - ⬆️ 99%
Organic Traffic - ⬇️ 14%

Social Traffic - ⬆️ 105%
Referral Traffic - ⬆️ 35.5%

★ BEHAVIOR

Sessions- ⬆️ 61%
Pageviews - ⬆️ 47%

Bounce Rate - ⬇️ 19%
New Visitors - ⬆️ 58%

- ➔ Direct Traffic = people are searching for NEHSA specifically
- ➔ Organic Traffic = people referred by a search engine, like Google or Bing
- ➔ Sessions = How much time people spent on your website reading, searching etc
- ➔ Pageviews = Pages viewed by visitors to the site

★ FUNDRAISING EFFORTS

1. Ski & Ride-a-thon
⬆️ 46% YOY

2. NH Gives
⬆️ 31% YOY

★ AUDIENCE & ENGAGEMENT

Social Media = 1815
Facebook & Instagram

Email Subscribers - 1709
Open Rate - 53%

3. RI
4. VT



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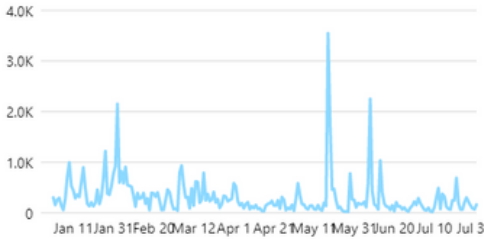
SOCIAL MEDIA

How Many People/Accounts Reached between 1/1/22-7/31/22 on Instagram & Facebook

Reach

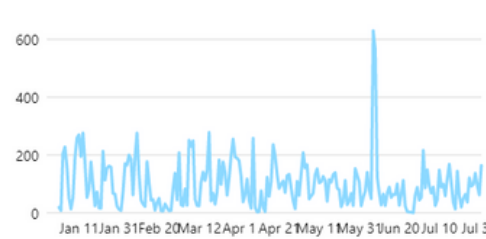
Facebook Page reach

28,301 ↑ 56.7%



Instagram reach

4,150 ↑ 30%

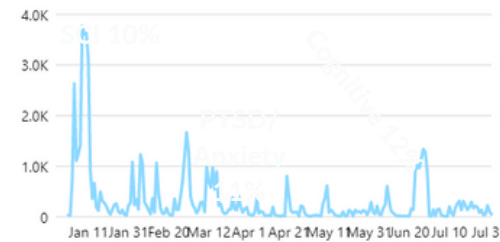


How Many People/Accounts Reached between 1/1/21-7/31/21 on Instagram & Facebook (we spent some \$\$ on advertising of golf tournament)

Reach

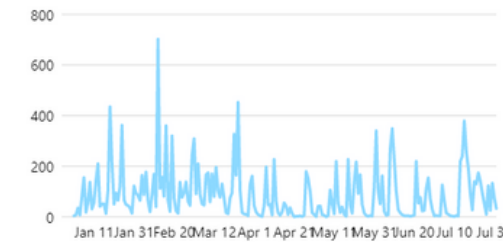
Facebook Page reach

31,119 ↑ 128.4%



Instagram reach

3,789 ↑ 52.5%

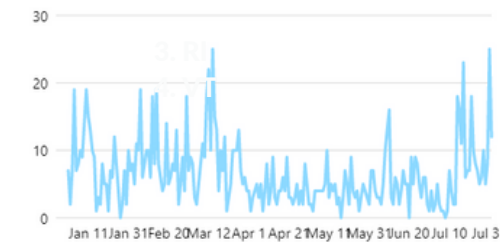


People/Accounts who visited our profile pages between 1/1/22-7/31/22 on Instagram & Facebook

Page and profile visits

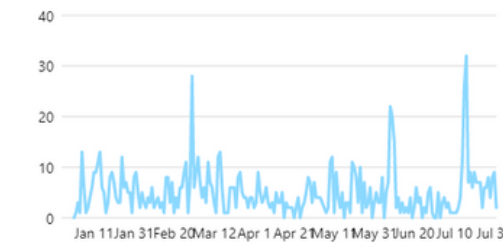
Facebook Page visits

1,399 ↑ 8.8%



Instagram profile visits

1,067 ↑ 141.4%





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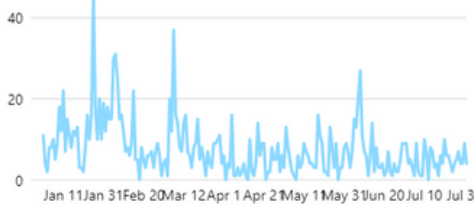
★ SOCIAL MEDIA

People/Accounts who visited our profile pages between 1/1/22-7/31/22 on Instagram & Facebook

Page and profile visits

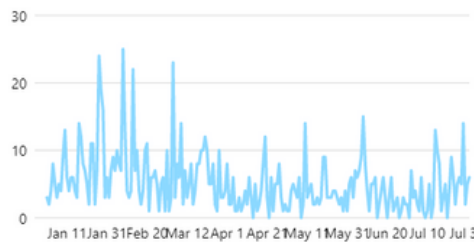
Facebook Page visits

1,622 ↑ 34.8%



Instagram profile visits

1,119 ↑ 25%



Our content calendar and regular, targeted posting has contributed to the increase in profile visits and engagement that we've seen across our social media networks.

★ 2022/23 WEBSITE GOALS:

1. Increase website traffic by 30% YOY
2. Increase organic search by 30% YOY
3. Build Back Links & Referral traffic

★ 2022/23 SOCIAL MEDIA GOALS:

1. Maintain a content calendar
2. Increase Page & Profile visits by 20% YOY
3. Continue to build audience at 150 follows per quarter

★ 2022/23 EVENT GOALS:

1. Refine Auction items to target audiences
2. Increase participation/new donors by 10% YOY
3. Increase Funds Raised by 10% YOY