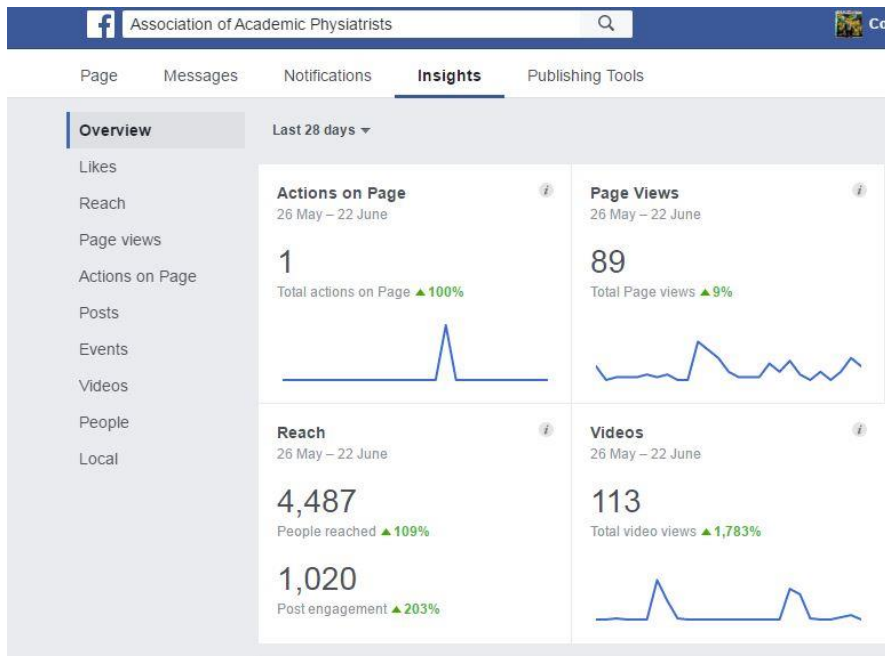


AAP Work Examples and Analytics (First 90 Days):

I. Social Media

a. AAP Facebook

- i. New Page Likes: **139 Likes**
- ii. Organic Post Reach: **11,723 People**
- iii. Post Likes: **1,300 Likes**
- iv. Post Engagement: **2,812 Total Engagements**
- v. Organic Video Views: **770**
- vi. Initiated daily trending hashtags: #MemberMonday, #TechnologyTuesday, #WorldWideWednesday, #ThursdayThoughts, #FlashbackFriday – Drives traffic to AAP FB Page and heavily boosts engagement
 1. A #ThursdayThoughts post generated 3,200 people reached, that is over 2,000 more people reached with that one post than a post about highlights from our 2016 Annual Meeting



Post Reach

The number of people your posts were served to.



BENCHMARK

Compare your average performance over time.

Organic

Paid

b. AAP Twitter

- i. New Followers: **332 Followers**
- ii. Twitter Mentions: **206 Mentions**
- iii. Profile Visits: **6,141 Visits**
- iv. Tweet Impressions: **112,825 Total Impressions**
 - 1. In each of the last three months, there were more total Tweet Impressions than AAP’s Annual Meeting month of February (Upward Trend Continuing)
- v. Initiated daily trending hashtags: #MemberMonday, #TechnologyTuesday, #WorldWideWednesday, #ThursdayThoughts, #FlashbackFriday – Drives traffic to AAP Twitter Page and heavily boosts engagement



c. AJPM&R Facebook

- i. New Page Likes: **407 Likes**
- ii. Organic Post Reach: **1778 People**
- iii. Post Likes: **258 Likes**
- iv. Post Engagement: **401 Total Engagements**

Your 5 Most Recent Posts

Legend: Reach: Organic/Paid (Orange), Post Clicks (Blue), Reactions, comments & shares (Red)

Published	Post	Type	Targeting	Reach	Engagement	Promote
29/07/2016 11:38	Present your scientific papers and posters at AAP 2017 Puerto Ri	📄	🌐	139	6 2	Boost post
20/07/2016 14:27	#WorldwideWednesday -The sub-Saharan African country of Gh	🔗	🌐	451	9 6	Boost post
19/07/2016 15:25	Take a look at how exoskeletons are changing the face of rehabilit	🔗	🌐	431	14 8	Boost post
06/07/2016 14:11	AAP's Summer Newsletter, Physiology forward is now available onli	🔗	🌐	40	3 1	Boost post
06/07/2016 13:29	Two birds, one stone moment - Let's combine #TechnologyTuesd	🔗	🌐	623	16 14	Boost post


d. AJPM&R Twitter


- i. New Followers: **441 Followers**
- ii. Twitter Mentions: **19 Mentions**
- iii. Profile Visits: **1,412 Visits**
- iv. Tweet Impressions: **40,417 Total Impressions**

May 2016 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 578 Impressions
PAP: Effects of Electrical Stimulation on Risk Factors for Developing Pressure Ulcers in People with a Spinal... bit.ly/1ZntGE2
[View Tweet activity](#) [View all Tweet activity](#)

Top Follower followed by 1.46M people

Ixekizumab Psoriasis
@Brodalumab [FOLLOWS YOU](#)
AAD, AAMC, AAD, ABA, ACGME, ACS2016, AMA, AOA, CDC, CMS, Doctor, FDA, FSMB, FTC, Healthcare, IAMRA, MedEd, Multiple Sclerosis, NEJM, NIH, Telemedicine

Top mention earned 8 engagements

AAP - Academic PM&R
@AAPhysiatrists - May 11
Don't miss AAP in the News with an article discussing a remarkable study from [@AJPMRjournal](https://www.sciencedaily.com/releases/2016/05/) [pic.twitter.com/GOwXXLHcPM](https://www.sciencedaily.com/releases/2016/05/)

MAY 2016 SUMMARY

Tweets	10	Tweet impressions	20.7K
Profile visits	836	Mentions	7
New followers	367		

Communication:

I. Press Releases

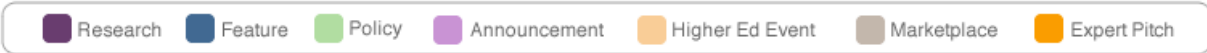
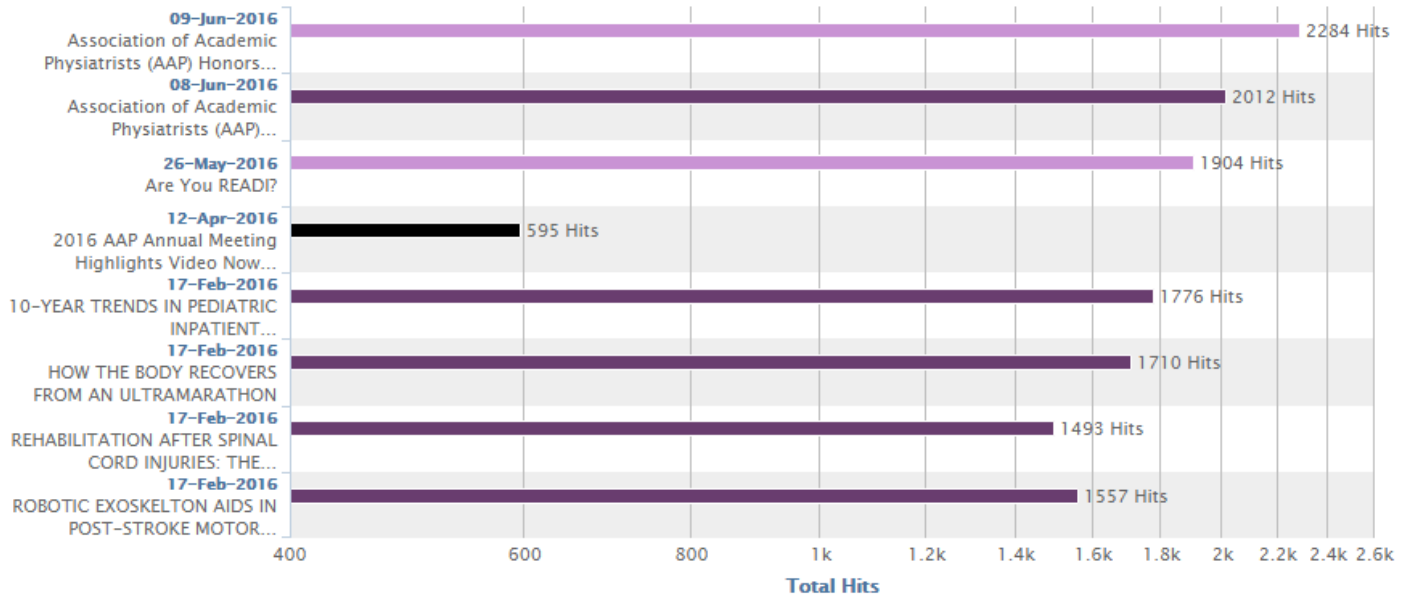
- a. Drafted two press releases – “Are you READI?” & “The Association of Academic Physiatrists (AAP) Honors 2016 Award Winners”
- b. Submitted three press releases through a newswire (Newswise)
- c. “The Association of Academic Physiatrists (AAP) Awarded Honor of Hosting International Society of PRM (ISPRM) 2020 Congress in the United States” press release attributed 1997 hits and it was picked up by numerous online outlets
- d. Total Press Releases – 13
- e. Total Hit Counts – 23,339
 - i. Average hits per article – 1,795
- f. Total Unique Reporter Subscribers - 4,480
- g. Total Unique Media Relations Professional Subscribers – 3,923
- h. Total Unique Public Subscribers – 15,426
- i. Overall Total Unique Subscribers – 23,829
- j. Total Media Outlets Subscribing (United States) – 1,731
- k. Total Media Outlets Subscribing (International) – 519
- l. Most Popular News Release – “Smoking Cigarettes Can Be a Chronic Pain in Your Neck” with 2,483 Hits

Association of Academic Physiatrists (AAP)

Newswise Statistics as of 03-Aug-2016

Print

Total Hits



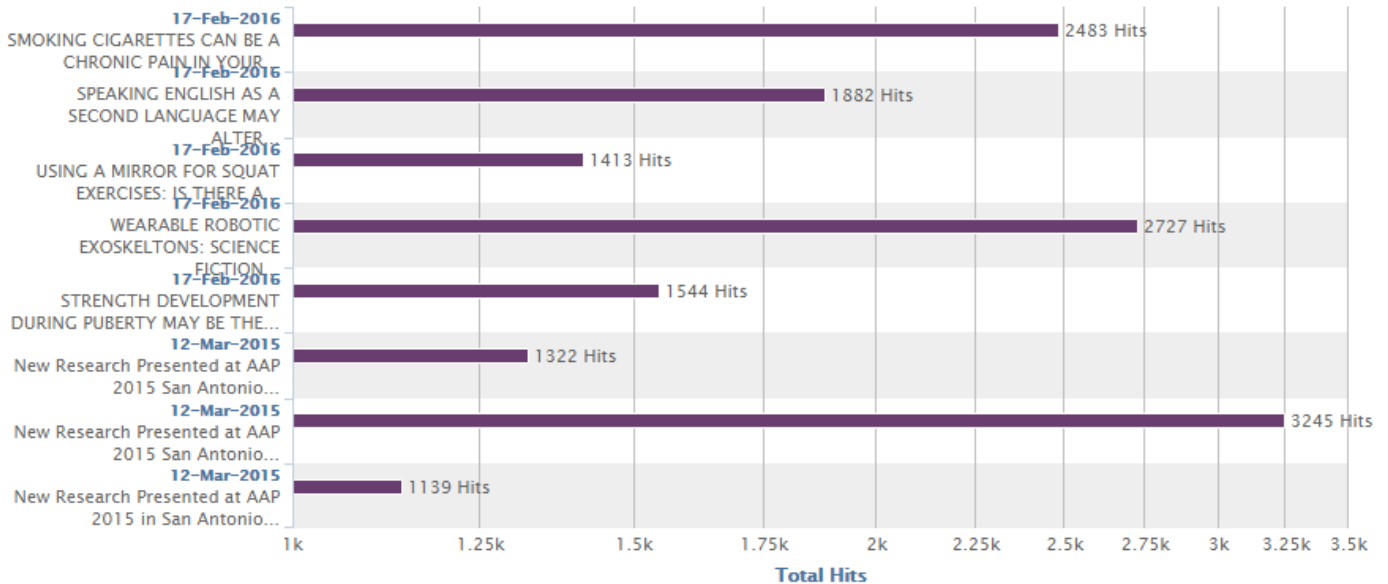
Showing results 1 - 0 of 21 | Page << 1 2 3 >>

Association of Academic Physiatrists (AAP)

Newswise Statistics as of 03-Aug-2016

Print

Total Hits

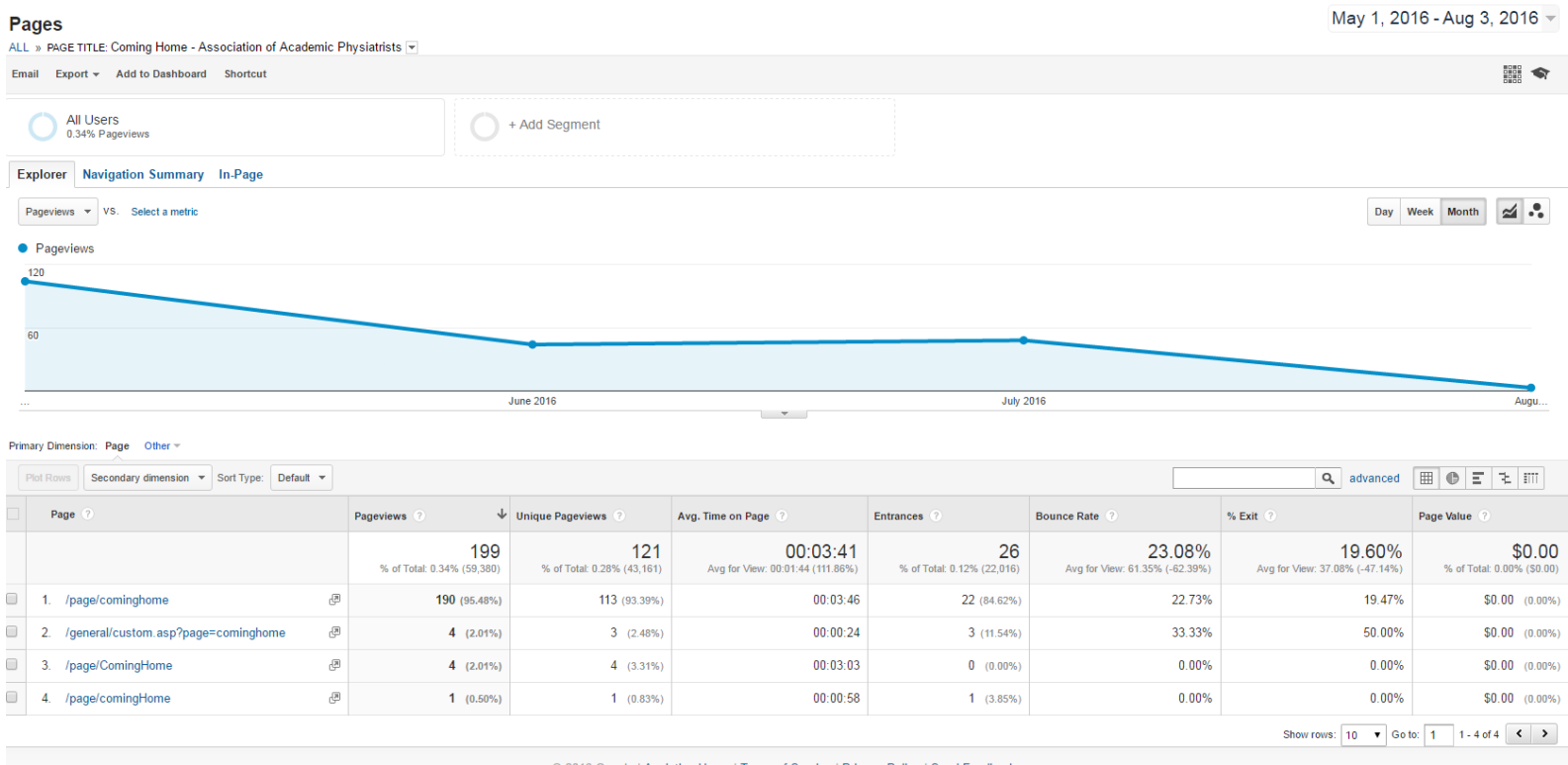


Showing results 1-0 of 21 | Page << 1 2 3 >>

Initiative:

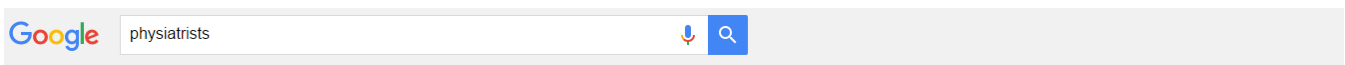
I. “Coming Home” Lapsed Member Campaign (Ongoing)

- a. Developed a member recruitment mailing and email campaign titled, “Coming Home”, to persuade AAP’s lowest hanging fruit, former members whose membership lapsed within the past 5 years
- b. Sent to 1,326 former members
- c. Splash Page on Website to monitor traffic: 199 Page views
- 1. Unique Page Views: 121
- 2. Avg. Time on Page: 3:41 seconds
- d. Mailed letter from AAP’s Membership Chair, D.J. Kennedy and a follow-up email
- e. 2 Follow-up emails have been sent out
- f. 1 more follow-up email will be sent out
- g. 18 members have returned since August 1st



II. SEO

- Spearheaded movement to improve Search Engine Optimization and increase traffic and viewership to AAP's Website (Early Stages)
- Contacted Google and verified Association of Academic Physiatrists business
- Top 3 spot when searchers Google "Physiatrists" as well as dominating the page with a Verified Google Business Profile (See Below)
- Top 5 spot when Searchers Google "Find a Physiatrist" (See Below)



About 355,000 results (0.40 seconds)

What is a Physiatrist

<https://www.aapmr.org/.../physiatry/> American Academy of Rehabilitation Medicine Physical Medicine and Rehabilitation (PM&R) physicians, also known as physiatrists, treat a wide variety of medical conditions affecting the brain, spinal cord, nerves, bones, joints, ligaments, muscles, and tendons.
FAQs about PM&R · Find a PM&R Physician · Why Visit A Rehabilitation ...

What is a Physiatrist? - Spine-Health

www.spine-health.com Treatment Spine Specialists
A physiatrist can be either a medical doctor (MD) or a doctor of osteopathic medicine (DO). A physiatrist may be referred to as a: Physiatrist. Physical medicine and rehabilitation physician. PM&R physician.

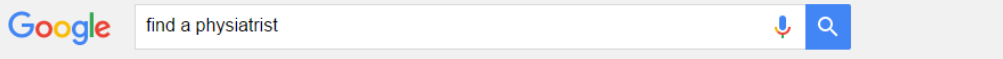
Association of Academic Physiatrists

www.physiatry.org/ Association of Academic Physiatrists
An association focused on education and research. Information about membership, the annual event and official publications.
You've visited this page 2 times. Last visit: 6/30/16

Physical medicine and rehabilitation - Wikipedia, the free encyclopedia

https://en.wikipedia.org/wiki/Physical_medicine_and_rehabilitation Wikipedia
Physical medicine and rehabilitation (PM&R), also known as physiatry /fɪˈzɪ.ə.tri/ or rehabilitation medicine, or physical and rehabilitation medicine (PRM) ...

A Google Business Profile for the Association of Academic Physiatrists. It features a logo with a blue and yellow circle, a map showing the location at AMC Owings Mills 17, and contact information: Address: 10461 Mill Run Cir #730, Owings Mills, MD 21117; Phone: (410) 654-1000; Hours: Open today · 8:30AM–5PM. There is a "Reviews" section with a 5-star rating from Colin Hautman, posted a month ago. Buttons for "Website" and "Directions" are visible.



About 371,000 results (0.47 seconds)

Find a Physiatrist (Physical Medicine) - Book Appointments Online

<https://www.zocdoc.com/physiatrists> ZocDoc
Find Physiatrists, See Reviews and Book Online Instantly. It's free! All appointment times are guaranteed by our dentists and doctors.

Find a Physiatrist - Spine-Health

www.spine-health.com/doctor/find-a-physiatrist
Find a Physiatrist who treats back pain and neck pain using non-surgical methods. Physiatrists are Medical Doctors (MD) or Doctors of Osteopathy (DO) that ...

Find Physiatrists | US News Doctors - Health - US News & World Report

health.usnews.com/doctors/location-index/physiatrists U.S. News & World Report
Physiatrists are physicians who specialize in helping patients with disabilities. Their focus is rehabilitation, restoration of function and a return to a high quality of ...

American Academy of Physical Medicine and Rehabilitation: AAPM&R

www.aapmr.org/ American Academy of Rehabilitation Medicine
The latest in clinical education and opportunities to network are all part of THE largest gathering of physiatrists in the country! We'll be "Moving Physiatry ...

Association of Academic Physiatrists

www.physiatry.org/search/custom.asp?id=561 Association of Academic Physiatrists
Association of Academic Physiatrists. You can search for a physiatrist by name or search for physiatrists in your community by filling out one or more of the fields below. You can also view a map of locations in your search results by clicking "Map these results" or the globe icon to the top right of your results page.

Find a Physiatrist near you, Read Patient Reviews, & Get Informed ...

www.vitals.com/physiatrists
Find physiatrists, read patient reviews, and get informed on Vitals.com.

Find Physiatrists by City and State - Vitals.com

www.vitals.com Find a doctor by city and state
Find a physiatrist by city and state on Vitals.com. Browse Vitals.com's location directory for physiatrists in your city, read reviews, and get informed.

Membership:

- I. Administrative Directors Council**
 - a. 40/82 – Total prospective PM&R Administrative Directors are members of AAP
 - b. The remaining 42 Administrative Directors who are not members of AAP are being actively sought after through calls from prominent ADC members of AAP

- II. Resident & Fellows Council**
 - a. Implemented a social media subcommittee within the RFC consisting of three members
 - b. Started a Google Group (ListServ) for all In-Training Resident and Fellows within AAP to help with communication efforts
 - c. New Twitter Account: @AAPhysiatry_RFC – Build Resident and Fellow Council through higher social engagement across many platforms
 - d. New Quarterly RFC Newsletter: “Physiatry In Motion” – 2 Issues thus far
 - e. Coordinated and Invited Lynne Hughes to speak at the Annual Meeting for the Resident Track on “Physician Burnout”
 - f. New RFC Facebook Page and Facebook Group

- III. Abstract Submissions**
 - a. 76 Active Submissions
 - b. 43 Completed Submissions
 - c. Last year, as of 7/29 – Only 16 Completed Submissions

- II. New AAP Representative for AAMC**
 - a. Most applications submitted in the history of this process (18)
 - b. Selected Venessa Lee from the University of Utah School of Medicine