

MWi National Metrics

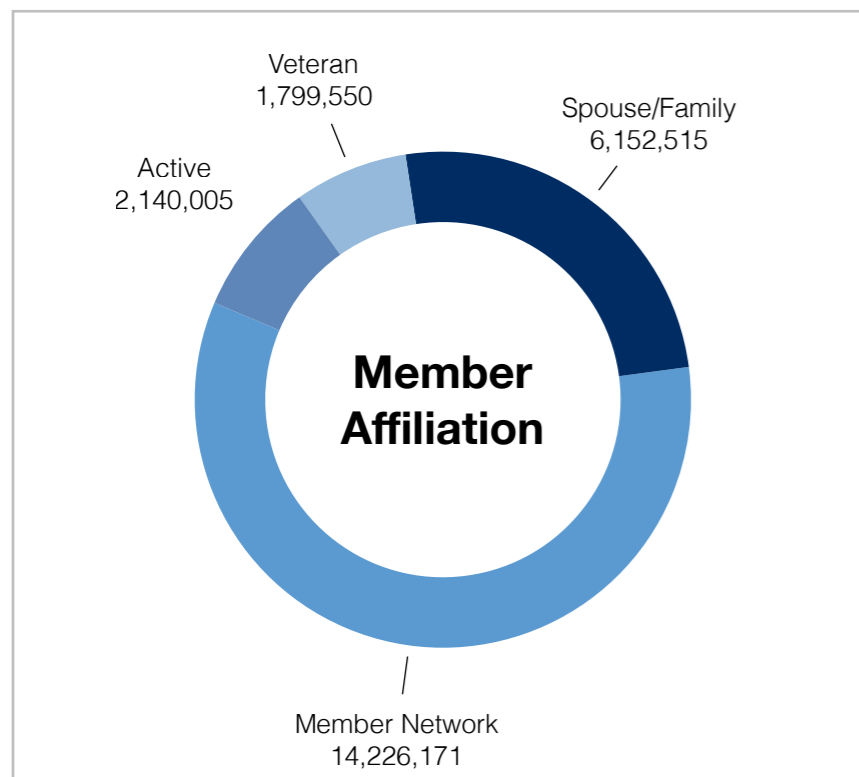
August 2024



Members	24,318,241
Communities	54
Surveys	1,707,492
Audience	111,487,998
Comments	1,134,161
Shares	1,590,008
Article Views	388,407,758
Response Time	41 seconds

Total Membership	
Top 10	Membership
Texas	4,420,752
Florida	3,629,049
California	3,433,571
New York	960,068
Georgia	849,989
Arizona	752,955
Pennsylvania	629,235
Alabama	617,606
New Jersey	582,077
Colorado	570,013

Weighted Score	
Top 10	Score
Texas	290.8
Florida	277.0
Mississippi	219.3
California	218.7
Utah	214.4
Arkansas	214.1
Nevada	209.0
Indiana	205.2
Colorado	203.6
New York	201.7



Notes:

- As a digital platform MWi has created a rich collection of proprietary data.
- MWi metrics are both quantitative and qualitative with national, state and local insights captured.
- Multi-Scale Analysis has identified areas of greatest concern and where resource gaps exist.
- Real-time community management drives higher engagement and generates more candid member feedback.

MWi Monthly Metrics

August 2024



Community		Content	
	Total		Total
New Members	42,030	Views	17,832,373
Comments	41,212	Shares	37,140
Response Time	35 seconds	Demographics	40% Male 60% Female
Comment Sentiment	100% Positive	Article Sentiment	100% Positive
Profile	Alabama	Engagement	78,352

Community and Content Insights

Community

Growth and Engagement: MWi community expanded by 40,000+ members in August, while moderating 41,212 comments for standards compliance. Year-over-year engagement soared with a 356% increase in post reactions and a 425% rise in overall platform interactions, driven by member-shared VA tools and football season discussions.

Community Profile and Future: Alabama is home to over 360,000 veterans (9% of its adult population), with 4 major military installations including Maxwell Air Force Base and Fort Rucker, 3 VA medical centers, and 14 community-based outpatient clinics. In anticipation of the November general election, MWi's preparation includes using Meta Moderation Assist and updated negative keywords. MWi aims to optimize public community SEO, enhancing accessibility to health and wellness content while continuing to foster organic member-to-member connections.

Content

Reach and Relevance: Over 9 million combined views on articles about sleep tips for shift workers and healthy food for kids, demonstrating MWi's responsive content is addressing critical issues facing the modern military and Veteran community. MWi focused on workplace safety, youth health concerns, and their impact on overall military readiness, directly addressing the needs and interests of MWi members in real-time.

Articles and Learning: MWi saw consistent view growth week-over-week and a significant 51% increase with year-over-year engagement, while maintaining positive sentiment and generating over 18,800 shares across all articles. "Sleep Tips for Shift Workers" garnered 4.7 million views, resonating strongly due to its relevance to military life, focus on widespread injury prevention, and addressing economic impacts of health issues on military operations.

Key Insights for Future Content: MWi will continue to emphasize injury prevention strategies, expand coverage on children's health and nutrition, and align content with relevant health observances to maintain engagement and provide timely, valuable information to the MWi community.