

MWi Monthly Metrics

February 2025



Community

Total

New Members	109,057
Comments	115,560
Response Time	32 seconds
Comment Sentiment	100% Positive
Profile	Texas

Content

Total

Views	46,084,963
Shares	165,033
Demographics	43% Male 57% Female
Article Sentiment	100% Positive
Engagement	354,480

Community and Content Insights

Community

Growth and Engagement:

- The MWi community continues to benefit in utilizing established technologies for safe, meaningful interactions, supported by active community moderation. The community management team has reduced the response time to just 32 seconds while enhancing the Meta Moderation Assist tool with external data to strengthen platform integrity.
- Member-to-member engagement remains robust, with MWi successfully facilitating human connections. For every ten initial comments on content, members generate an average of 16 follow-up replies, demonstrating strong community connection.
- MWi continues to innovate by integrating various technologies to personalize user experiences based on geographic location, demographics, service affiliation and association. This customization strategy enriches member experience and drives higher engagement.

Content

Reach & Relevance: The "2025 MWi Atmospherics" post dominated February's engagement, (17,262,123 views) emphasizing the community's preference for moderated dialogue. This neutral approach allows MWi members to focus on shared health needs while maintaining productive conversations, demonstrating the importance of creating education focused, community driven support spaces.

Articles and Learning: February's content generated 46,084,963 views, with members increasingly sharing personal experiences. MWi's approach to health and habit formation continues to drive active discussion and ongoing engagement.

Key Insights for Future Content: Cancer awareness content resonated strongly, reflecting statistics about Veterans' cancer risks. With burn pit exposure linked to a 20% increased risk for certain cancers and female Veterans showing significantly higher breast cancer rates before age 45. Future content will address Veteran cancer care spanning VA hospitals, military treatment facilities, and civilian care centers.

MWi National Metrics

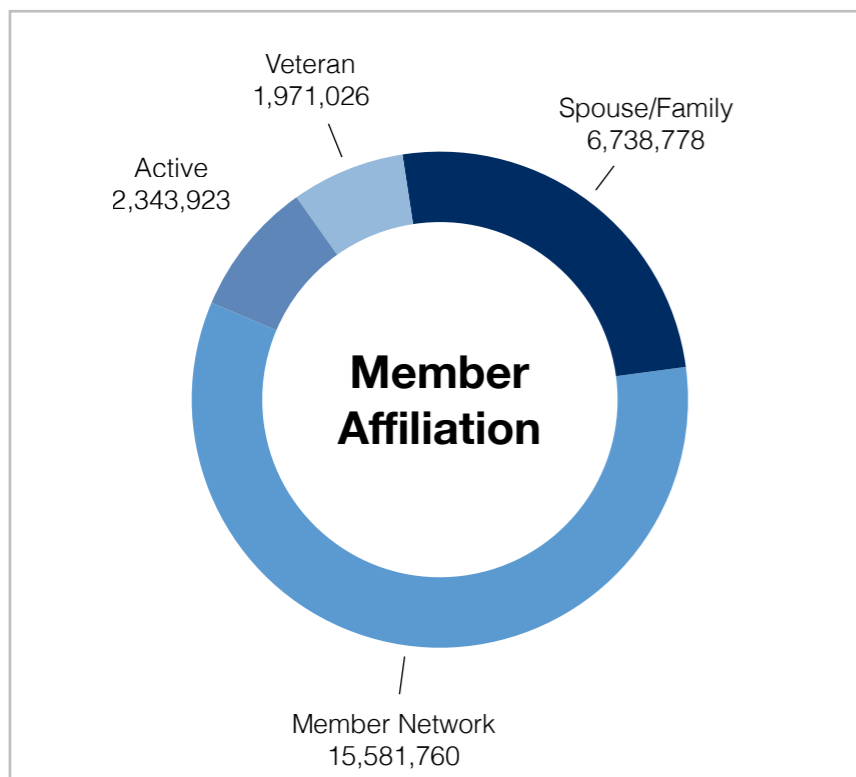
February 2025



Members	26,635,488
Communities	54
Surveys	3,718,822
Audience	111,923,891
Comments	1,763,082
Shares	2,227,421
Article Views	519,168,452
Response Time	34 seconds

Total Membership	
Top 10	Membership
Texas	4,799,639
Florida	3,925,560
California	3,704,774
New York	1,125,152
Georgia	1,019,591
Arizona	806,265
Alabama	740,499
Pennsylvania	643,172
Tennessee	593,812
Colorado	589,660

Weighted Score	
Top 10	Score
Arkansas	336.8
Texas	315.8
Florida	299.7
North Dakota	296.3
Montana	284.1
Minnesota	249.1
California	236.4
New York	236.0
Mississippi	226.8
Illinois	226.3



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.