

# MWi Monthly Metrics

## April 2025



Community		Content	
	Total		Total
New Members	128,029	Views	30,683,188
Comments	66,721	Shares	63,834
Response Time	27 seconds	Demographics	45% Male 55% Female
Comment Sentiment	100% Positive	Article Sentiment	100% Positive
Profile	South Carolina	Engagement	168,669

Community and Content Insights

### Community

**Growth:** With MWi averaging 32,113 new members week over week, MWi is poised to exceed 27M members in May of 2025. With more applied learning to content creation, week over week growth increased by 3.2% compared to March.

**Engagement:** Community response time dropped to 27 seconds as MWi now applies learnings from moderated comments to improve content filtration and learning. This approach drives more meaningful impact to the MWi community by learning from both the positive and negative reactions to a topic.

**South Carolina:** In South Carolina's 2nd District, MWi serves over 30,875 members with engagement rates 11% higher than any other South Carolina district, as members actively share resources and encouragement to address their focused concern of accessing rural healthcare services and educational benefits, while MWi delivers targeted content on navigating these specific challenges.

### Content

**Reach & Relevance:** April content generated 30.3M views across health-focused observances. World Health Day and Month of the Military Child each generated 7.5M+ views per article. Veterans and military families engage most during evening hours (7pm-12am). Community responses highlight interest in VA leadership changes, with Paul Lawrence's return sparking optimism while VA cuts fuel increased concern.

**Articles and Learning:** April's National Public Health Week exposed critical service gaps - only 50% of returning service members seek needed treatment despite 2.1M Veterans now using VA tele-health. Peer support transforms outcomes, boosting treatment retention by 63% and improving one year sobriety outcomes by 15% for substance use disorders affecting 11% of OEF/OIF Veterans. MWi bridges connections between 4.7M rural Veterans, spouse/family members, and support networks while only 30% utilize VA healthcare resources.

**Key Insights for Future Content:** 2.3M children under 18 live with disabled Veterans receiving VA family support, while DoD runs 700 development centers serving 200,000 children daily. Despite this infrastructure, 9,000 military children faced extended care waiting periods in 2024. Community members express overwhelming gratitude to Veterans with limb loss, as VA serves over 45,000 amputees through its Amputation System of Care. MWi strives to provide content for members with and without disabilities throughout the year.

# MWi National Metrics

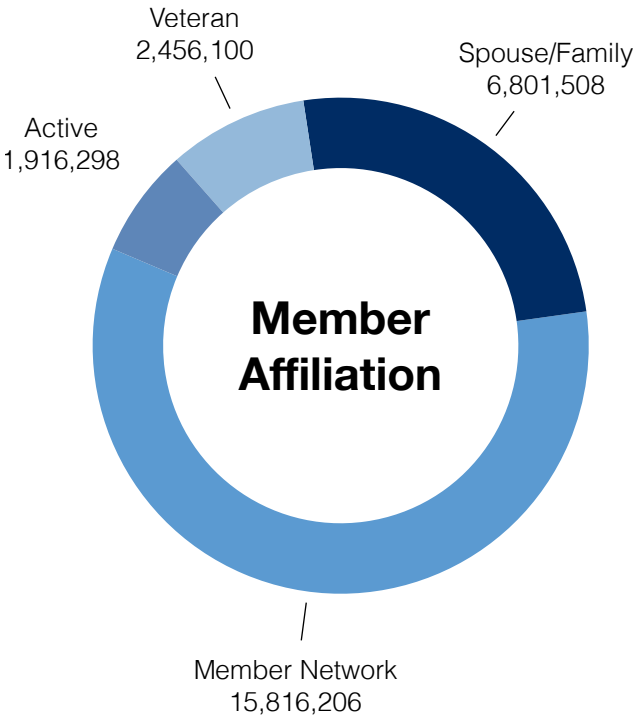
## April 2025



Members	26,990,362
Communities	54
Surveys	3,718,824
Audience	111,997,733
Comments	1,892,925
Shares	2,372,620
Article Views	579,941,991
Response Time	27 seconds

Total Membership	
Top 10	Membership
Texas	4,838,433
Florida	3,949,648
California	3,715,774
New York	1,150,166
Georgia	1,033,938
Arizona	818,253
Alabama	756,576
Pennsylvania	648,499
Tennessee	606,878
Colorado	590,466

Weighted Score	
Top 10	Score
Arkansas	352.4
Texas	318.3
North Dakota	308.0
Florida	301.5
Montana	298.8
Minnesota	260.0
New York	241.6
California	236.7
Oklahoma	235.9
Mississippi	231.7



### 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 is a resource agnostic platform.