

MWi Monthly

July 2025



Community		Content	
	Total		Total
New Members	246,663	Views	57,944,933
Engagement	1,255,853	Shares	241,453
Response Time	27 seconds	Demographics	38% Male 62% Female
Frequency	1.02	Feedback	203,014
Profile	Washington	Moderation	895

Community and Content Insights	
<div><h3>Community</h3><p>Growth: The 4th of July promotion generated significant new membership growth of 243,662 members, representing exceptional community expansion. The campaign achieved the lowest moderation requirements in community history with minimal real-time modifications to messaging or imagery, which directly enabled 22% higher engagement compared to previous year's promotional performance.</p><p>Engagement: The 4th of July promotion executed a strategically designed campaign with optimized frequency targeting that reached over 16.5M active members. Through authentic member story-sharing initiatives, the campaign generated 1.25M total engagements alongside 203K valuable member feedback responses. Community members actively shared personal stories, with the average member comment receiving an impressive 414 reactions.</p><p>Washington: In Washington state, the 4th of July promotion inspired over 11,419 members to share meaningful stories celebrating their family's military service and involvement. The participants sharing these stories represented a notably younger demographic concentrated geographically near Washington's six active military installations.</p></div> <div><h3>Content</h3><p>Reach & Relevance: July content drove 41.9M views across articles and cross-generational dialogue discussions, with UV Safety Month amplifying member-to-member connections. Vision health and breath work content each delivered 8M+ views, targeting overlooked wellness needs. July 4th engagement reached 16.5 views, showcasing exceptional engagement rates from the established community base. Weekend family engagement peaks during transition discussions sparked deeper conversations about civilian connection to the community.</p><p>Articles and Learning: Cross-generational mentorship exposed critical knowledge gaps affecting newer Veterans navigating benefits and services. Vision health highlighted overlooked connection opportunities—regular eye exams, isolation reduction—impacting aging Veteran populations. Transition content tackled civilian adaptation challenges affecting Post-9/11 Veterans with complex employment processes.</p><p>Key Insights for Future Content: The 41.9M monthly views shows MWi connects military families during pivotal transition moments. Relate category generates 1.3x more engagement while managing cross-generational knowledge transfer through mentorship content. Vision health fills critical gaps for the entire milVet community, presenting partnership opportunities with VA for comprehensive wellness approaches.</p></div>	

MWi National Metrics

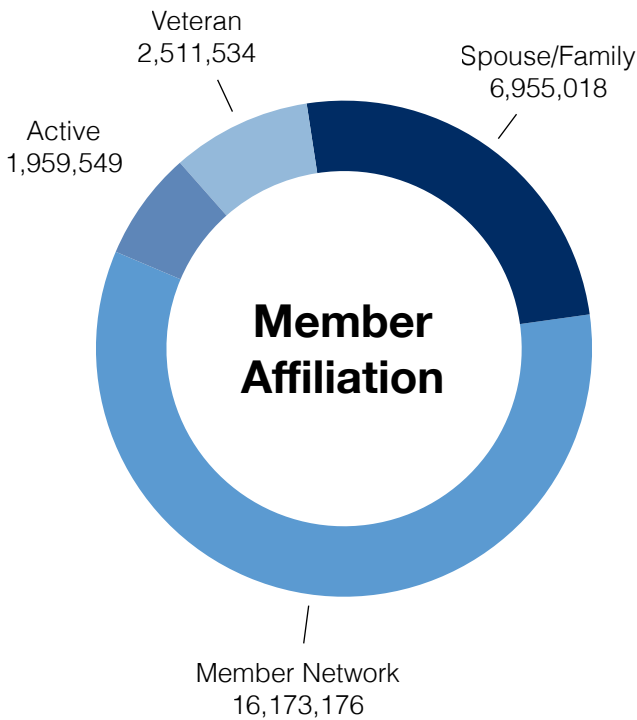
July 2025



Members	27,602,278
Communities	54
Surveys	3,718,830
Audience	112,584,484
Comments	2,159,025
Shares	3,039,352
Article Views	703,334,091
Response Time	27 seconds

Total Membership	
Top 10	Membership
Texas	4,890,567
Florida	3,996,940
California	3,771,306
New York	1,167,202
Georgia	1,055,329
Arizona	844,606
Alabama	785,049
Pennsylvania	682,342
Tennessee	621,666
Colorado	591,066

Weighted Score	
Top 10	Score
Arkansas	378.2
Montana	329.1
Texas	321.7
North Dakota	321.5
Florida	305.1
Minnesota	273.5
Oklahoma	249.1
New York	245.2
Mississippi	242.2
California	240.2



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.