

MWi Monthly

August 2025



Community		Content	
	Total		Total
New Members	163,718	Views	39,814,638
Engagement	167,326	Shares	14,276
Frequency	1	Demographics	46% Male 54% Female
Member Sentiment	100% Positive	Feedback	5,661
Profile	North Carolina	Moderation	345

Community and Content Insights	
<div><h3>Community</h3><p>Growth: The community added 163,718 new members through engagement with weekly articles. The “relate” category drives the strongest growth and generates the highest feedback, outperforming other categories by 7%. Members increased private message use by 9%, specifically around mental health issues.</p><p>Engagement: In August, members increased time spent on page by 11% month-over-month, driven by stronger member-to-member interactions. Geospatial analysis shows that 22% of this engagement originated in small cities and rural areas, with peak activity occurring between 7–10 p.m. as members logged in after work and family time. Engagement also spiked during early morning hours, reflecting the “hyper-vigilance window” that sleep researchers identify—a pattern consistent with milVet community behaviors.</p><p>Focus: North Carolina led all communities in August for engagement based on its TAM-related membership. The state draws on a rich military heritage and hosts one of the nation's largest Veteran populations, with more than 750,000 Veterans—9% of its residents..</p></div> <div><h3>Content</h3><p>Reach & Relevance: August content captured 39.8M views through weekly articles and observance campaigns, with Minority Mental Health Awareness Month and National Purple Heart Day driving MWi engagement. Sleep disorder education reached 8.5M+ viewers, targeting critical community needs. Neurosurgeon awareness had 8.5M+ views, establishing unique insights. Korean Veteran's Armistice Day resonated with 8.2M views, providing military families essential healing alternatives.</p><p>Articles and Learning: Minority Mental Health Awareness Month exposed urgent sleep disorder support gaps affecting service members at disproportionate rates. Neurosurgeon awareness highlighted traumatic brain injury prevention strategies—surgical interventions, cognitive protection—impacting wounded Veteran populations. Sleep Health Matters tackled disorder-related conditions affecting 85% of Veterans with co-occurring conditions.</p><p>Key Insights for Future Content: Neurosurgeon awareness revealed community rallying around impacted families, as critical surgical moments unite networks supporting both surgeons and patients. Traumatic brain injury prevention highlighted interventions protecting wounded Veteran populations, with communities mobilizing comprehensive cognitive support. National Purple Heart Day showcased specialized trauma recovery needs, demonstrating how modern milVet communities create essential engagement pathways for previously unspoken topics demanding visibility and collective healing approaches.</p></div>	

MWi National Metrics

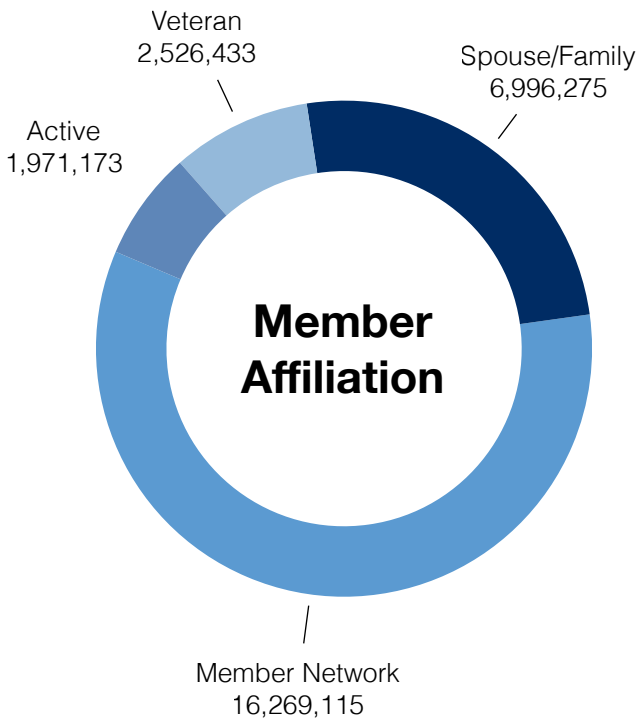
August 2025



Members	27,762,995
Communities	54
Surveys	3,718,830
Audience	112,164,094
Comments	2,089,734
Shares	2,812,195
Article Views	685,203,796
Response Time	27 seconds

Total Membership	
Top 10	Membership
Texas	4,894,667
Florida	4,003,323
California	3,778,250
New York	1,174,687
Georgia	1,060,373
Arizona	851,500
Alabama	792,533
Pennsylvania	688,286
Tennessee	627,610
Illinois	592,618

Weighted Score	
Top 10	Score
Arkansas	385.0
Montana	342.2
North Dakota	327.3
Texas	322.0
Florida	305.6
Minnesota	279.3
Oklahoma	254.2
Mississippi	246.8
New York	246.8
New Mexico	246



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.