



Quarterly Communications Report

January through March 2022

Includes results from digital advertising, website and social media



Prepared: 04/06/2022



U.S. Department
of Veterans Affairs



Summary

This quarterly report includes metrics from the SRM website, social media, digital advertising campaign, email promotion and blog content from January 1 to March 31, 2022.

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Website Data

Total Site Traffic

The SRM website had **9,098** total sessions, with the main home page showing the most sessions at **8,564**. This is a **384% increase (2,371 to 9,098) in overall sessions** from the previous quarter and a **450% increase of home page sessions (1,903 to 8,564)**.

All Site Traffic	Sessions	Downloads	Users	Bounce Rate	Avg. Session Duration	Avg. Page Per Session
This Quarter	9,098 ↑	185 ↓	8,397 ↑	80.17% ↑	00:00:46 ↓	1.33 ↓
Previous Quarter	2,371	261	2,244	71.14%	00:01:14	1.64

Key Pages

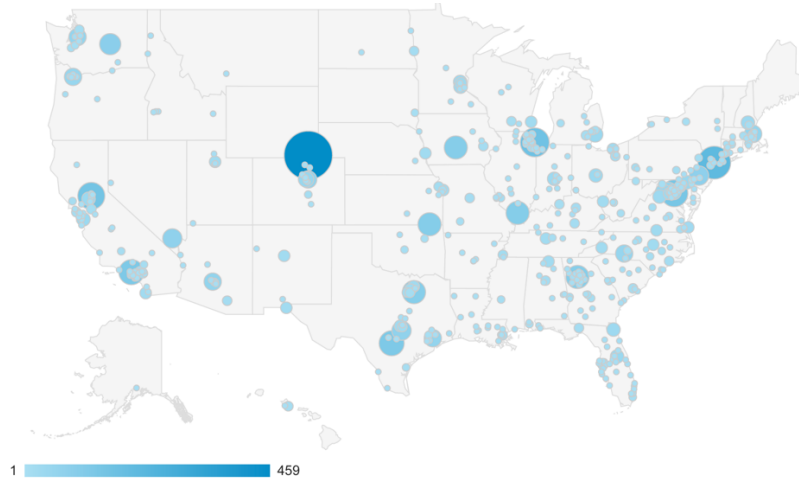
Note that Exit percentage refers the percentage of times the given page is the last page visited in the SRM site before leaving the SRM site to go elsewhere. Where Bounce Rate refers users to entering and leaving SRM from that page.

Page	Sessions	Pageviews	Bounce Rate	Avg. Session Duration	Avg. Page Per Session	Exit %
Request a Consult	43 ↓	205 ↑	51.16% ↑	00:02:14 ↑	4.77 ↑	63.90 ↑
Share SRM	70 ↑	166 ↑	44.29% ↓	00:02:13 ↑	2.37 ↑	55.42 ↑
Tools and Training	91 ↓	581 ↑	49.45% ↑	00:02:30 ↓	6.38 ↑	28.57 ↓
Lecture Series	267 ↑	774 ↑	49.06% ↓	00:03:27 ↑	2.90 ↓	57.24 ↓



Top Ten Locations by City

Below shows a list of the top eleven cities in the U.S. visiting the website; Cheyenne, WY had the highest number of sessions with **459**.



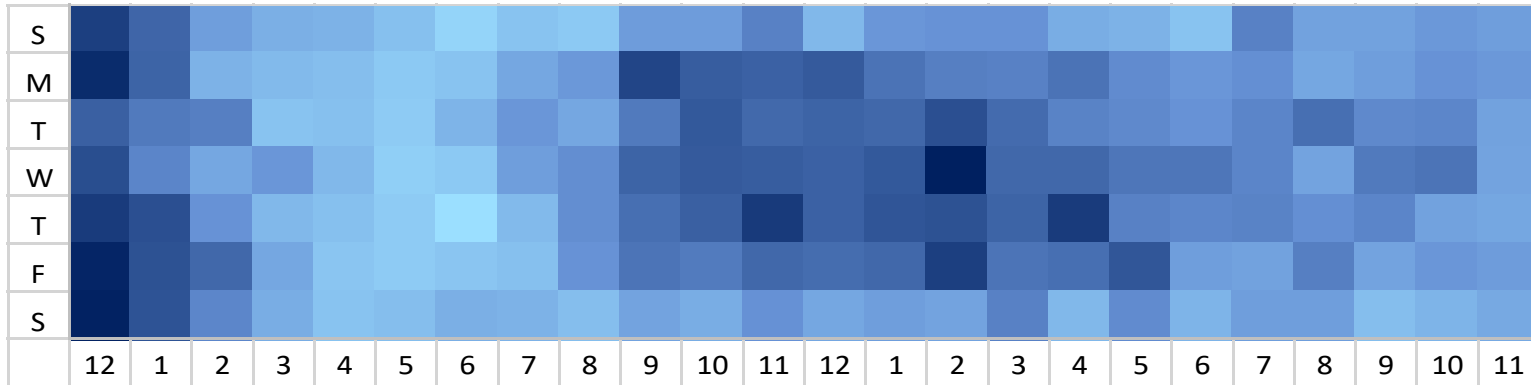
City, State	Sessions
Cheyenne, WY	459
New York, NY	210
Chicago, IL	162
Roseville, CA	150
Washington, DC	138
Los Angeles, CA	126
San Antonio, TX	125
Coffeyville, KS	104
Des Moines, IA	101
Atlanta, GA	98
Dallas, TX	98

Device Usage

Device	Pageviews	Sessions	Pages/Session	Avg. Session Duration
Desktop	7,826 ↑	5,488 ↑	1.43 ↓	00:00:58 ↓
Mobile	3,954 ↑	3,386 ↑	1.17 ↓	00:00:29 ↓
Tablet	303 ↑	227 ↑	1.33 ↓	00:00:38 ↓



Day and Time Activity



Social Media

Twitter, Facebook and LinkedIn

Of the social media networks, SRM was posted the most on Twitter, with 11 tweets mentioned the most on Facebook with 16 posts.

	January		February		March	
	Posts/Tweets	Mentions	Posts/Tweets	Mentions	Posts/Tweets	Mentions
Twitter	4	0	2	1	5	5
Facebook	0	1	0	2	0	13
LinkedIn	0	0	0	0	0	1

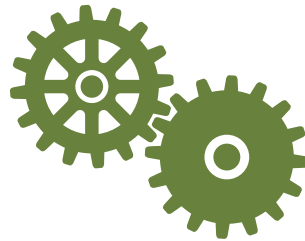


Digital Campaign

Campaign Overview

Below are the results and ad performance for the Suicide Risk Management Consultation Program digital campaign that ran from 1/10/22 through 1/30/22. There was a total of 285 clicks on the landing page “start here” buttons through the digital ads. There were **7,886 clicks** to the landing page from the ads overall.

Landing Page Button Clicks from Ads



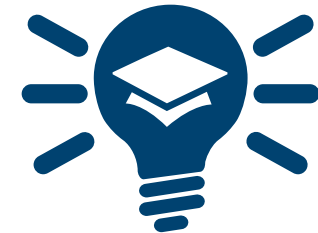
Learn How SRM Helps

62 Button Clicks ↑



Request A Free Consult

64 Button Clicks ↑



Sharpen Your Skills

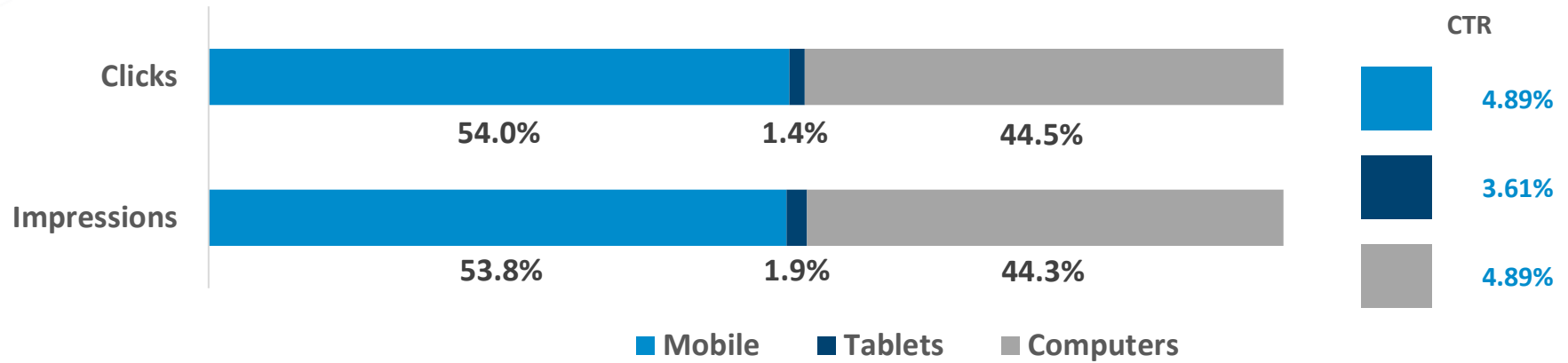
159 Button Clicks ↑

Ad format	Impressions	Unique Clicks	CTR
Google search ads	88,280	4,295	4.87%
LinkedIn sponsored content ads	243,397	959	0.37%
Bing Search ads	69,843	2,632	3.77%
Overall	401,520	7,886	1.96%

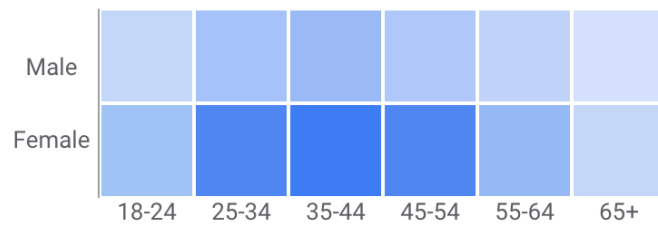
*Unique clicks on landing page after InMail opens



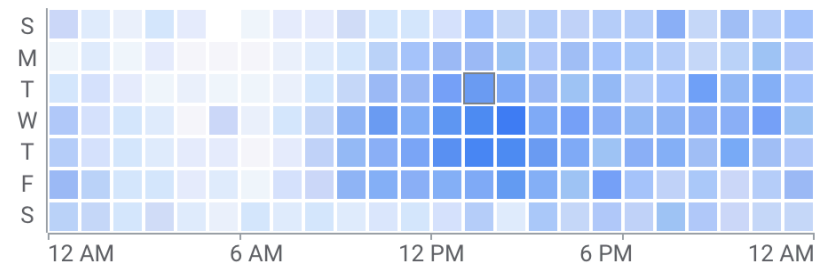
Google Search Performance Overview



Ad Clicks by Gender and Age*



Ad Clicks by Day and Time*



*Darker color reflects a higher number of clicks



Google Search Results by State

State	Impressions	Clicks	CTR
Alabama	1,292	55	4.26%
Alaska	292	8	2.74%
Arizona	2,088	103	4.93%
Arkansas	834	44	5.28%
California	7,739	325	4.20%
Colorado	1,451	66	4.55%
Connecticut	994	66	6.64%
Delaware	342	16	4.68%
Florida	5,217	220	4.22%
Georgia	3,432	183	5.33%
Hawaii	431	25	5.80%
Idaho	546	28	5.13%
Illinois	3,193	152	4.76%
Indiana	1,695	94	5.55%
Iowa	746	26	3.49%
Kansas	795	46	5.79%
Kentucky	1,116	71	6.36%
Louisiana	1,228	74	6.03%
Maine	440	28	6.36%
Maryland	2,239	112	5.00%
Massachusetts	2,145	86	4.01%
Michigan	2,584	117	4.53%
Minnesota	1,686	92	5.46%
Mississippi	746	28	3.75%
Missouri	1,680	89	5.30%
Montana	308	16	5.19%

Nebraska	569	23	4.04%
Nevada	823	45	5.47%
New Hampshire	399	17	4.26%
New Jersey	2,200	107	4.86%
New Mexico	593	34	5.73%
New York	5,098	225	4.41%
North Carolina	3,092	143	4.62%
North Dakota	237	15	6.33%
Ohio	3,241	149	4.60%
Oklahoma	1,165	56	4.81%
Oregon	1,592	79	4.96%
Pennsylvania	3,520	165	4.69%
Rhode Island	356	10	2.81%
South Carolina	1,334	63	4.72%
South Dakota	202	10	4.95%
Tennessee	1,752	91	5.19%
Texas	6,650	317	4.77%
Utah	810	62	7.65%
Vermont	213	6	2.82%
Virginia	3,502	189	5.40%
Washington	2,634	136	5.16%
Washington, D.C.	470	30	6.38%
West Virginia	691	47	6.80%
Wisconsin	1,515	85	5.61%
Wyoming	150	7	4.67%



Google Search Results by Creative

The first variant of the ad saw the highest CTR at **5.38%**, while clickers on the second variant clicked on the landing page buttons the most.

Ad Creative	Impressions	Clicks	CTR	Learn More Button	Request Consult Button	Sharpen Skills Button
Suicide Risk Management Mental Health Providers Treating Veterans Discuss challenging treatment scenarios and develop risk mitigation strategies. Access free VA and community provider-to-provider support.	23,823	1,282	5.38%	18	24	10
Suicide Risk Management Mental Health Providers Treating Veterans Collaborate with suicide prevention experts and discuss treatment strategies. Access free VA and community provider-to-provider support.	24,009	1,089	4.54%	14	17	128
Mental Health Providers Supporting Providers Free Webinar and CEUs Understand unique experiences and challenges for Veterans at risk for suicide. Learn best practices and how to apply clinical practice guidelines.	40,448	1,924	4.76%	14	11	8



Google Search Results by Keyword

During flight 1 the broad keyword *VA suicide prevention* saw the highest click through rate at 7.34%. *Veteran suicide prevention* and *Continuing education for mental health* both saw strong click rates while also seeing some of the most impressions.

Keyword	Impression	Clicks	CTR
Veteran suicide prevention	15,984	1,107	6.93%
Resources mental health professionals	13,978	355	2.54%
Continuing education for mental health Professionals	13,496	879	6.51%
Training mental health professionals	13,297	630	4.74%
Support for mental health professionals	13,243	321	2.42%
VA suicide prevention	8,416	618	7.34%
Suicide risk management	7,303	252	3.45%
Consultation for mental health Professionals	1,504	64	4.26%
Veteran suicide risk	904	62	6.86%
VA suicide assessment	100	4	4.00%
Lethal means safety	55	3	5.45%
Veteran suicide prevention	15,984	1,107	6.93%



Bing Search Results by State

State	Impressions	Clicks	CTR
Alabama	1,023	45	4.40%
Alaska	127	7	5.51%
Arizona	1,380	53	3.84%
Arkansas	529	27	5.10%
California	8,715	229	2.63%
Colorado	975	35	3.59%
Connecticut	741	21	2.83%
Delaware	367	10	2.72%
Florida	5,424	220	4.06%
Georgia	2,792	120	4.30%
Hawaii	348	5	1.44%
Idaho	297	5	1.68%
Illinois	2,637	122	4.63%
Indiana	1,232	44	3.57%
Iowa	472	15	3.18%
Kansas	1,205	44	3.65%
Kentucky	845	42	4.97%
Louisiana	947	43	4.54%
Maine	161	2	1.24%
Maryland	1,394	58	4.16%
Massachusetts	1,228	48	3.91%
Michigan	1,837	73	3.97%
Minnesota	1,011	34	3.36%
Mississippi	620	26	4.19%
Missouri	965	35	3.63%
Montana	129	2	1.55%

Nebraska	343	14	4.08%
Nevada	915	28	3.06%
New Hampshire	219	10	4.57%
New Jersey	1,936	64	3.31%
New Mexico	366	16	4.37%
New York	4,521	152	3.36%
North Carolina	2,312	97	4.20%
North Dakota	118	3	2.54%
Ohio	2,225	98	4.40%
Oklahoma	624	20	3.21%
Oregon	887	40	4.51%
Pennsylvania	2,397	85	3.55%
Rhode Island	220	10	4.55%
South Carolina	1,092	39	3.57%
South Dakota	114	4	3.51%
Tennessee	1,485	58	3.91%
Texas	5,697	229	4.02%
Utah	501	12	2.40%
Vermont	88	1	1.14%
Virginia	1,759	80	4.55%
Washington	1,969	52	2.64%
Washington, D.C.	219	13	5.94%
West Virginia	318	8	2.52%
Wisconsin	905	42	4.64%
Wyoming	150	7	4.67%



Bing Search Results by Creative

The third variant of the ad saw the highest CTR at **5.48%**, while the first variant saw the most engagement through the landing page buttons.

Ad Creative	Impressions	Clicks	CTR	Learn More Button	Request Consult Button	Sharpen Skills Button
<p>Suicide Risk Management Mental Health Providers Veteran Suicide Prevention Discuss challenging treatment scenarios and collaborate with suicide prevention experts. Access free provider-to-provider support for VA and community providers.</p>	36,780	1,224	3.33%	10	8	2
<p>Veteran Suicide Prevention Mental Health Providers Suicide Risk Management Collaborate with suicide prevention experts and discuss treatment strategies. Access free provider-to-provider support for VA and community providers.</p>	16,634	507	3.05%	2	2	5
<p>Suicide Risk Management Mental Health Providers Free Webinar and CEUs Learn best practices for Veterans at risk for suicide. Access free resources related to suicide risk management.</p>	16,429	901	5.48%	4	3	6



Bing Search Results by Keyword

During flight 1 the broad keyword Training mental health professionals saw the highest click through rate at **6.25%**. Resources mental health professionals and Continuing education for mental health saw the most impressions.

Keyword	Impression	Clicks	CTR
Resources mental health professionals	18051	596	3.30%
Continuing education for mental health Professionas	15214	754	4.96%
Consultation for mental health Professionals	13682	347	2.54%
Training mental health professionals	6126	383	6.25%
Support for mental health professionals	5476	200	3.65%
VA suicide prevention	3951	146	3.70%
Community based interventions for suicide prevention	3500	112	3.20%
Veteran suicide prevention	2749	76	2.76%
lethal means safety	853	9	1.06%
Veteran safety plan	241	9	3.73%



LinkedIn Results by Creative

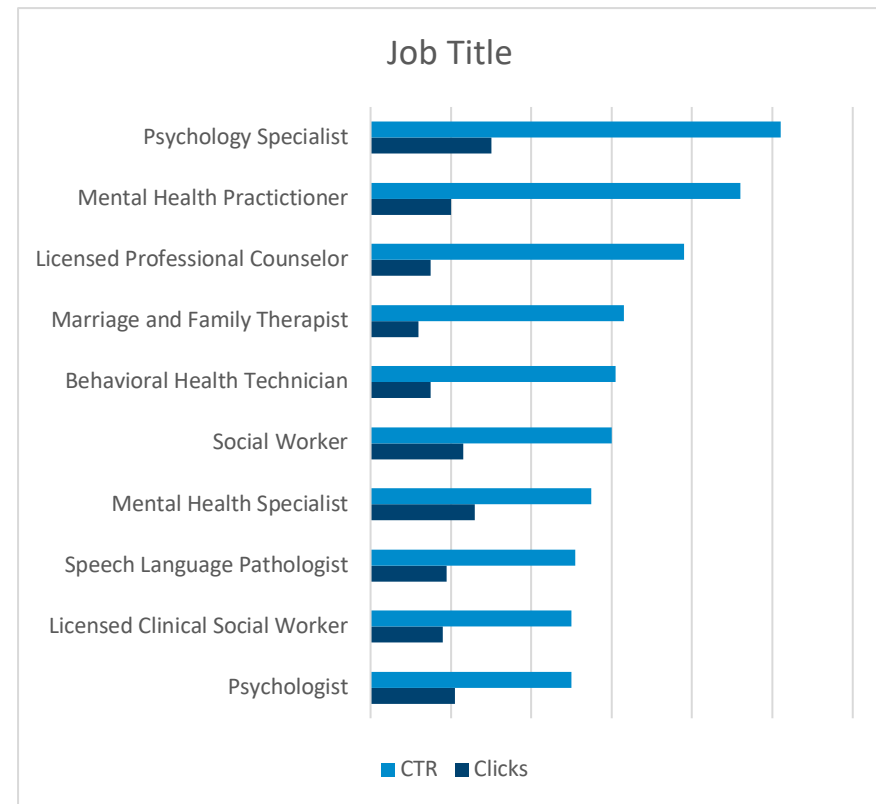
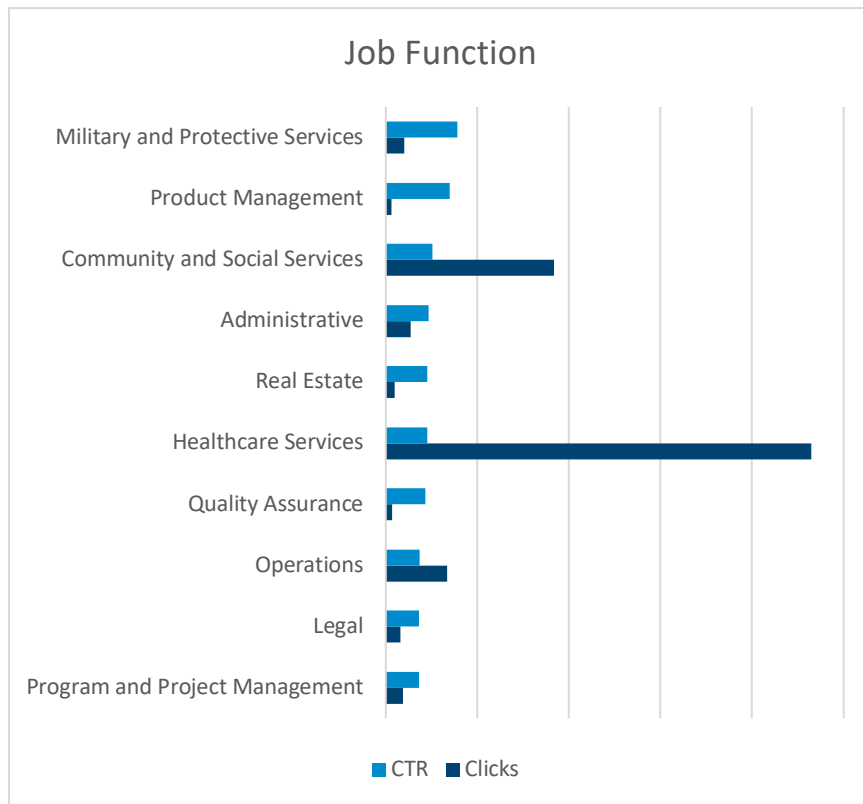
The LinkedIn ads received **243,397 impressions** and resulted in **959 clicks**. The third variant performed best in terms of click through rate. The first two versions below had the same total clicks across all three website buttons, with the Sharpen Your Skills button receiving the greatest overall number of clicks.

Ad Creative	Impressions	Clicks	CTR	Learn More Button	Request Consult Button	Sharpen Skills Button
	85,822	315	0.37%	7	0	14
	74,481	310	0.40%	7	2	12
	79,094	334	0.42%	5	0	2



LinkedIn Results by Job Function and Title

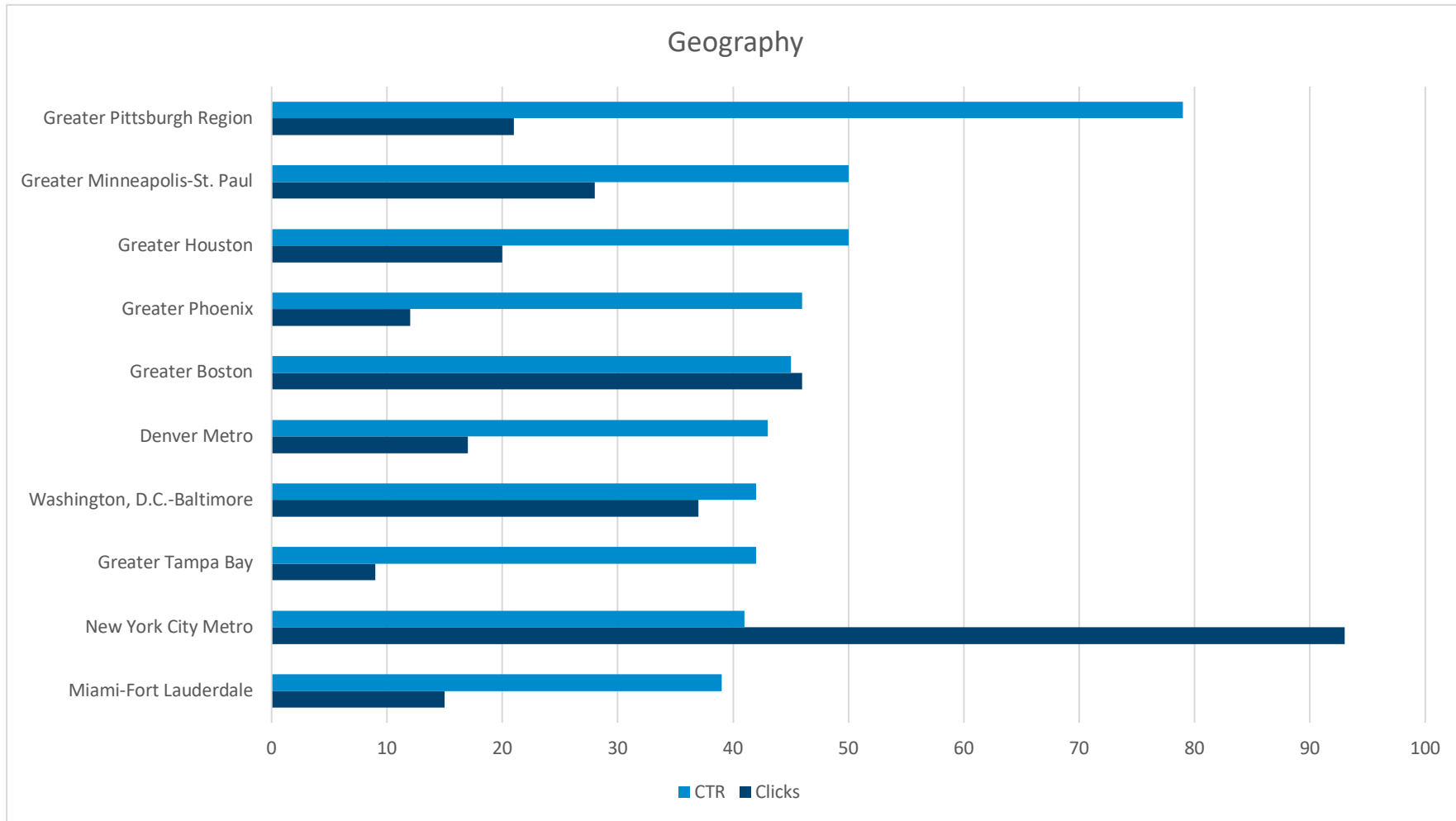
While the LinkedIn ads are targeted using specific job titles, users often have additional job functions or titles associated with their account. These secondary identifiers can be used to optimize campaigns by removing users that fall into underperforming functions or titles. Among job functions, users in healthcare services and community and social services performed best in terms of CTR. Among job titles mental health specialist and social worker performed best in terms of CTR.





LinkedIn Results by Geography

Users in the Greater St. Louis Area captured the highest click through rates at 0.39%.





Email Promotion (GovDelivery) and Blog Content

SRM Program News Newsletter



September is Suicide Prevention Month. We want to begin by expressing our deep gratitude to those working directly with suicide prevention at veterans in the health. Thank you for your dedicated commitment to our current beneficiaries, as well as the 20th anniversary of our founding work. We also want to acknowledge the dedication many Veterans, Service Members and Afghan and returning due to recent events in Afghanistan. We wish to thank leadership in supporting Veterans and impacted providers to bring us our work closer. If you or anyone you know is struggling and needs additional support, please visit the resources we have listed below.

Finally, we wish to recognize how very important days in the coming months:

- Veterans Day is November 11th – 81st year marks the 75th anniversary of VVA Care – thank you to all Veterans!
- International Survivors of Suicide Loss Day is November 20th – our deepest condolences to all who have lost someone to the tragedy of suicide.

— Dr. Bridget Robinson & Ted Worsell
(Co-Directors of Suicide Risk Management Consultation Program)



Suicide Prevention Awareness Month
Suicide Prevention Month is a national effort dedicated to raising suicide prevention awareness. The MIRECC CPG manages the content and resources that are specific to Veterans and providers. Please see below for some additional suicide prevention resources:

- **Military Health System: Suicide Prevention Awareness Month**
- **National Alliance on Mental Health (NAMI): Suicide Prevention Awareness Month Resources and Fact Sheet**
- **Suicide Prevention (NIMH): National Suicide Prevention Month Promotional Materials**

COMING SOON! CPG for Suicide Prevention Website
The Rocky Mountain MIRECC is proud to announce the upcoming launch of our new Clinical Practice Guideline (CPG) for Suicide Prevention website. This site helps translate the CPG to clinical implementation with a focus on providing a user-friendly and personalized, relevant set of resources for providers to health care and staff to best work with Veterans and their families.

Be on the lookout for information on an upcoming, free orientation and overview of this helpful new resource.

International Survivors of Suicide Loss Day
International Survivors of Suicide Loss Day is on November 20, 2022. When someone is lost to suicide, it profoundly impacts those who love and lost them. This annual global event brings survivors together to find connection, understanding, and hope through their shared experiences.

Linking for Suicide Prevention Resources
Suicide prevention is critical for healing after suicide. Linking for Suicide Prevention (LSP) is a resource for those who have lost someone to suicide. The LSP website resources for providers and the community. Visit the LSP website to learn more.

Support Related to Recent Events in Afghanistan

- **Do Not Ask About Current Operations for Veterans in Afghanistan and Resources for Support**
- **Provider Guide to Addressing Veterans' Needs to Current Events in Afghanistan – PTSD National Center for PTSD (ncptsd.org)**
- **PsychArmor Courses for Military Veterans Engineers and Families: Stress First Aid Series**

	3/12/20	6/15/20	9/20/20	12/4/20	3/12/21	6/15/21	9/20/21	1/12/22	1/13/22
Total Sent	714	734	738	706	714	734	738	3,935	500
Total Delivered	712	729	733	704	712	729	733	3,809	496
Unsubscribed	0	1	0	0	0	1	0	0	0
Open Rate	13%	13%	13%	13%	13%	13%	13%	15%	14%
Click Rate	6%	6%	3%	7%	6%	6%	3%	5%	2%
Total Opens	422	304	293	477	422	304	293	1,448	136
Unique Opens	93(13%)	98(13%)	96(13%)	94(13%)	93(13%)	98(13%)	96(13%)	570(15%)	67(14%)
Total Clicks	52	61	47	83	52	61	47	256	13
Unique Clicks	40(6%)	43(6%)	21(3%)	51(7%)	40(6%)	43(6%)	21(3%)	182(5%)	12(2%)
Number of Links	27	24	24	24	27	24	24	25	25



Lecture Series Save-the-Date



Suicide Risk Management Consultation Program Lecture Series Neurocognitive Disorders and Suicide

Please register by June 8, 2021 (VA Registration and Non-VA Registration)

Overview

Program Description



Veterans with neurocognitive disorders have been shown to be at increased risk for suicide.

Evidence-informed suicide prevention strategies and appropriate resources and education for Veterans and their caregivers can help reduce suicide risk in Veterans with neurocognitive disorders.

This month, Dr. Joleen Sussman and Kelly Soberay will present an overview of risk and protective factors for suicide and dementia and discuss common types of progressive neurocognitive disorders and risk for self-harm.

Following this live, knowledge-based webinar, clinicians and health care teams will be able to:

- Describe suicide risk based on evidence-informed measures specific to older adults with complex medical conditions including neurocognitive disorders.
- Describe effective suicide prevention interventions for persons with dementia and their loved ones.
- Identify appropriate resources and education for persons with neurocognitive disorders and their caregivers.

Date / Time: June 9, 2021 at 2:00 p.m. to 3:00 p.m. ET

Location: This is a virtual lecture series.

Audience: The primary target audience for this activity consists of physicians, nurses, psychologists, social workers and pharmacists.

VA Providers: Register in TMS



Non-VA Provider: Register in TRAIN

Audio: You can join audio through Adobe Connect using your device speakers.

Credit/hours: 1-hour CE only available for pre-registered providers who attend the live lecture.

Accreditations: JA IPCE, ACCME, ACCME-NP, ANCC, ACPE, APA, ASWB, NYSED

EES Contacts:

Lauran Hardy
Project Manager
Lauran.Hardy@va.gov
(314) 894-6450
St. Louis, MO

Laurie Gamble
Education Technician
Laurie.Gamble@va.gov
(314) 894-6648
St. Louis, MO

SRM Contacts:

Georgia Gerard, LCSW
Rocky Mountain MIRECC for Suicide Prevention
Suicide Risk Management Consultation Program
Georgia.Gerard@va.gov
(303) 842-4295

Christie Machan, LCSW
Rocky Mountain MIRECC for Suicide Prevention
Suicide Risk Management Consultation Program
Christie.Machan@va.gov
(303) 562-4340

Visit the SRM website for additional details on the lecture series and to learn more about SRM.

This course is jointly offered by the Office of Mental Health and Suicide Prevention and the Veterans Health Administration Employee Education System. You received this announcement because of your likely interest in the content of the specific offering. Please forward this note to other VHA employees who might also be interested in this learning opportunity.

	01/04/22	01/05/22*	01/26/22	02/24/22	03/30/22
Total Sent	736	735	738	740	740
Total Delivered	732	731	733	734	734
Unsubscribed	1	0	0	1	0
Open Rate	13%	10%	12%	16%	14%
Click Rate	2%	1%	2%	2%	1%
Total Opens	241	162	1,341	862	627
Unique Opens	96 (13%)	71 (10%)	87 (12%)	114 (16%)	106 (14%)
Total Clicks	24	12	69	34	14
Unique Clicks	13 (2%)	8 (1%)	13 (2%)	18 (2%)	10 (1%)
Number of Links	11	11	11	10	10

*Sent follow-up with updated registration links



SRM Article Features

- Published on Vantage Point on March 7th, 2022.
- **464 page views** from March 7, 2022 – March 31, 2022



Postvention: Provider support for the healing journey

Suicide loss touches many including providers. Suicide Risk Management Consultation Program provides postvention support on healing journey.

By VantagePoint Contributor | March 7th, 2022 | Health, Mental Health | Comments Off



Glossary of Terms

User	An individual person browsing a website.
Sessions	Number of times a user is actively engaged with a website, app, etc.
Bounce Rate	Percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page).
Pageviews	Number of times a page is viewed by a user on a website.
Avg. Session Duration	Average amount of time a user is spending on a website.
Avg. Page Per Session	Average number of pageviews in each session.
Exit %	Percentage of people who left the site from a particular page.
Clicks	Number of users who clicked on an ad.
Unique Clicks	Clicks from unique individuals. A user can click multiple times on a link, but it will only count as one unique click.
CTR	Click Through Rate; Equals the number of clicks divided by total number of impressions delivered.
Impressions	Number of ads seen by target audiences.
Shares	Number of times a piece of content has been shared by users. This piece of data is cumulative, so if a single user shares a piece of content 6 times it would reflect 6 shares.



Total Sent	Number of bulletins sent from your account; includes all email, wireless, and digested message recipients.
Total Delivered	Number of bulletins successfully delivered to the recipients' email server; includes all email, wireless, and digested message recipients.
Unsubscribed	Total number of recipients who unsubscribed from a topic using the one-click unsubscribe link found in the standard footer of a message delivered with govDelivery.
Open Rate	The percentage of email subscribers who received this bulletin and opened it at least once.
Total Opens	Number of emails that were opened by immediate email recipients.
Unique Opens	Number of bulletins opened by recipients.
Total Clicks	Total number of links clicked by immediate email recipients.