Facebook fans continue to increase slowly. We saw a peak in mid-Sept in page visits when breast cancer survivor interviews were promoted.

Twitter followers are increasing, as are RTs, in Sept. we saw a total of 9 RTs reaching a total of 5000 ppl.

Email subscribers increase as we continue to add more partners. Open rate averages at about 15% and link clicks seem to be increasing incrementally.

This is a cumulative look at YouTube views, you can see an incremental lift month over month. PSAs have only began to be tracked recently so there is no data before August.

Spanish views are over the top due to high popularity of the STD PSA which is interesting because the full-length program has not been nearly as popular.

Somali views continue to lead the pack and have the highest growth month over month.

Spanish is over 65% of the views. Somali is over 13%. English is running 8%.

As of last week, we have put out a total of 17 videos over the course of 3 months for Spanish, Somali, and English.

Fires Prevention.

Followers & Visits

Calls to ECHO Phone

### New ECHO Partners

A total of 65 potential partners across all areas have been contacted YTD.

### Visits to echominnesota.org

There was a total of 1633 visits to the website this month or about 410 per week. Visitors viewed an avg. of 4.3 pages before leaving the site. Of those visitors 65% were new. The "Prevention of Kitchen Fires" and "Breast Cancer: Detection, Prevention, & Treatment" pages were among the top 4 viewed.

Spanish views continue to lead the pack and have the highest growth month over month.

Somali views continue to lead the pack and have the highest growth month over month.

### Washington Post

### Outreach Events Attended

*Note that this does not include the 1000 DVDs distributed for each program produced.

### CDH Distribution via Outreach

*Note September results have not yet arrived. We saw a dramatic increase in July when Navigating the Health Care System aired. This could be a result of the heavy promotion by the sponsor and timeliness of the topic. Currently no data for March, workwith with tpt to rectify.