

**National
Association
for Behavioral
Healthcare**



Access. Care. Recovery.

NABH Communications

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Covid-19

- **Covid-19 Resources Webpage**
- **The Morning Consult Op-Ed: Coughlin and Kennedy**
- **NABH Alerts & *CEO Update***
- **Social Media**



Social Media Metrics: February-September

- **Total Impressions: 122,198**
- **Total Engagements: 2,100**
- **Net Followers: +236; Overall Increase: 35.1%**
 - Current Number of Twitter Followers: 571
 - Current Number of LinkedIn Followers: 349



Social Media Highlights: February-September

- **New in 2020: Mix of pre-planned and ad-hoc content**
- **Overall engagement rate has increased for each three-month period since November 2019, indicating that users may be finding the content more interesting/valuable over time.**
- **Recommendations**

