



Communication Dashboard

Website

Total visits:	<u>YTD</u> 85,156	<u>VS. 2014</u> +22%
Traffic from Social Media:	<u>YTD</u> 4,986	<u>VS. 2014</u> +36%
Average time per visit:	6 minutes, 32 seconds	
Average # of actions:	4.6	
# of downloads:	5,696	

eNewsletter

Subscribers:	3,170
Open rate:	42%
Click through rate:	19%

Facebook	<u>YTD</u> 1,148	<u>+/- 2014</u> +16%
-----------------	---------------------	-------------------------

Twitter	<u>YTD</u> 1,393	<u>+/- 2014</u> +28%
----------------	---------------------	-------------------------

Top 3 Facebook Posts



1. 9 Swim Safety Mistakes that Even Careful Parents Make **(18,655 people reached)**
2. Safer 3 Water Safety PSA Videos **(10,080 people reached)**
3. Safer 3 President Jim Spiers was featured in a water safety segment on Fox & Friends this morning. A lot of important information was given in the two-minute segment! **(6,302 people reached)**

Top 3 Tweets



1. No one is **#drownproof**: Former Olympic swimmer saved from **#drowning** in local pool by lifeguards.
2. **#WaterSafety** must be practiced on vacation, as the risks of **#drowning** change in different environments.
3. Be an Attentive **#WaterWatcher**: Too many supervising adults might make a drowning more, rather than less, likely.

Top 3 Downloads from Safer3.org



1. Water Safety Checklist for Parents & Caregivers
2. Safer 3 Costume Loaner Forms
3. Safer 3 Curriculum Fact Sheet

Top 10 Google Search Terms for Safer 3

- 1 Drowning prevention
- 2 Water safety
- 3 Swim education
- 4 Preschool drowning prevention course
- 5 Safer 3
- 6 End drowning
- 7 Child injury prevention
- 8 Water safety products
- 9 Swim education services
- 10 Water safety for families



safer3.org