

VBA WEBSITE

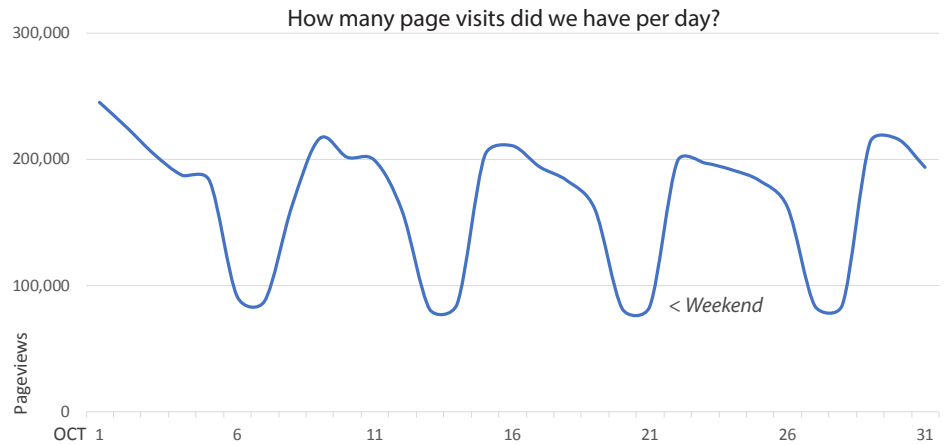
benefits.va.gov

5,175,534

Number of times VBA internet web pages were viewed (page views) this month.

5,175,534

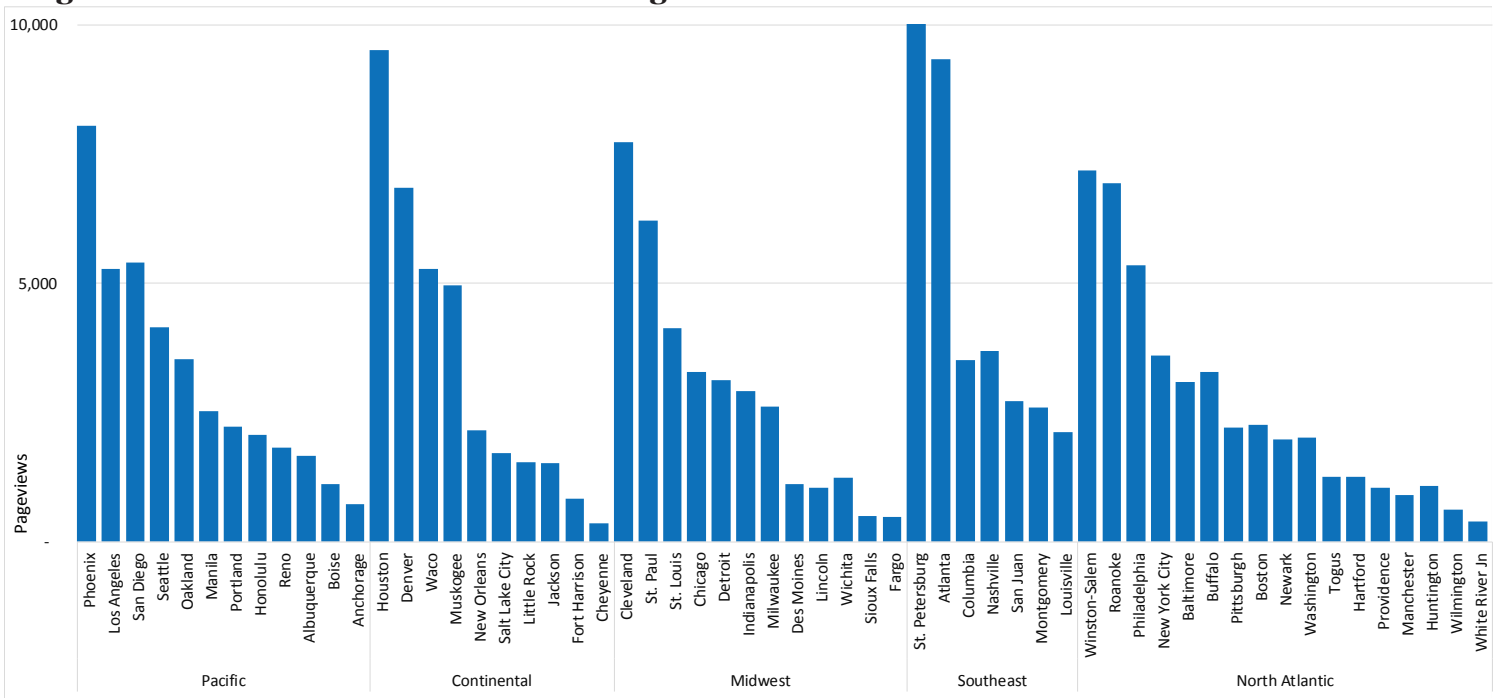
Number of times VBA internet web pages were viewed (page views) this fiscal year to date.



Program Offices' Websites - Number of Pageviews

	October 2018	October 2018 - October 2018 (FY 2019)
Compensation	1,455,575	1,455,575
Education	1,199,543	1,199,543
Home Loans	478,223	478,223
Pension	290,737	290,737
Life Insurance	298,092	298,092
Voc Rehab & Employment	138,021	138,021
Fiduciary	19,992	19,992
Program Offices Total	3,880,073	3,880,073 (75% of VBA overall total)

Regional Offices' Websites - Number of Pageviews



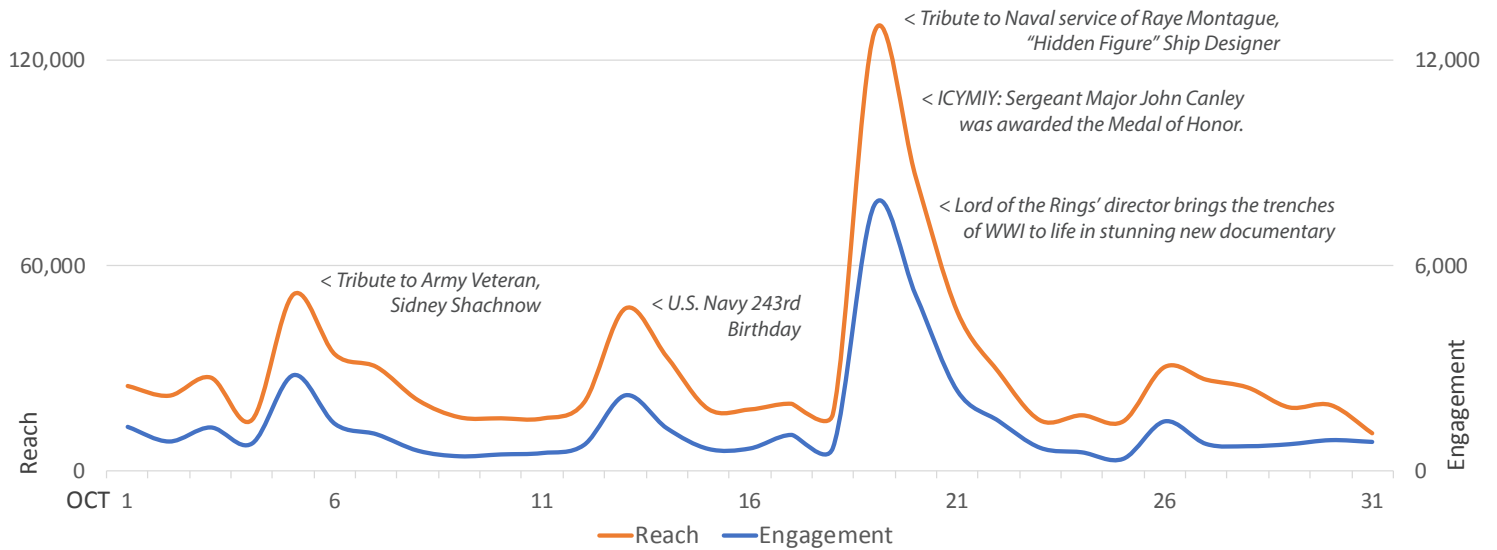
FACEBOOK

facebook.com/veteransbenefits

VBA Social Media Platforms

57	Number of posts for this month: photos, videos, statuses, links, and notes.	563,539	Number of Likes	311 (0.05%)	Monthly Net Likes (% Gained)
57	Number of posts from FY to date.	1,806,705	Number of Facebook Impressions	311 (0.05%)	FY to date Net Likes (% Gained)

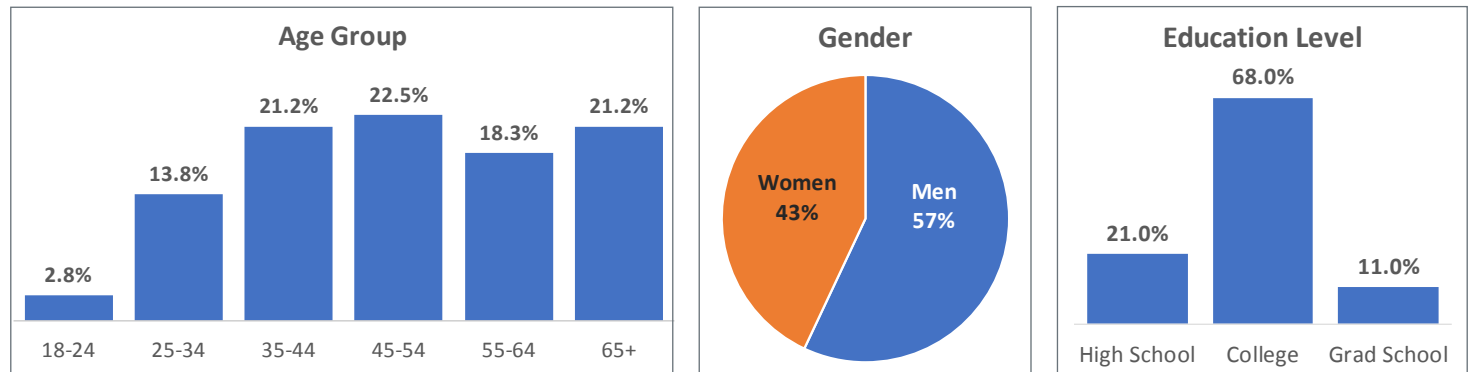
Number of Daily Audience Reach vs. Engagements



Facebook Top Posts, by Reach

Subject	Date	Reach	Engagement (% of total)
Tribute to Naval service of Raye Montague, "Hidden Figure" Ship Designer	10/19	145,169	6.1%
Sergeant Major John Canley was awarded the Medal of Honor	10/19	76,483	6.0%
U.S. Navy 243rd Birthday	10/13	53,926	4.1%
Lord of the Rings' director brings the trenches of WWI to life in stunning new documentary	10/20	46,151	4.0%
Tribute to U.S. Army Veteran, Sidney Shachnow	10/05	38,429	4.2%

Facebook Audience Demographics



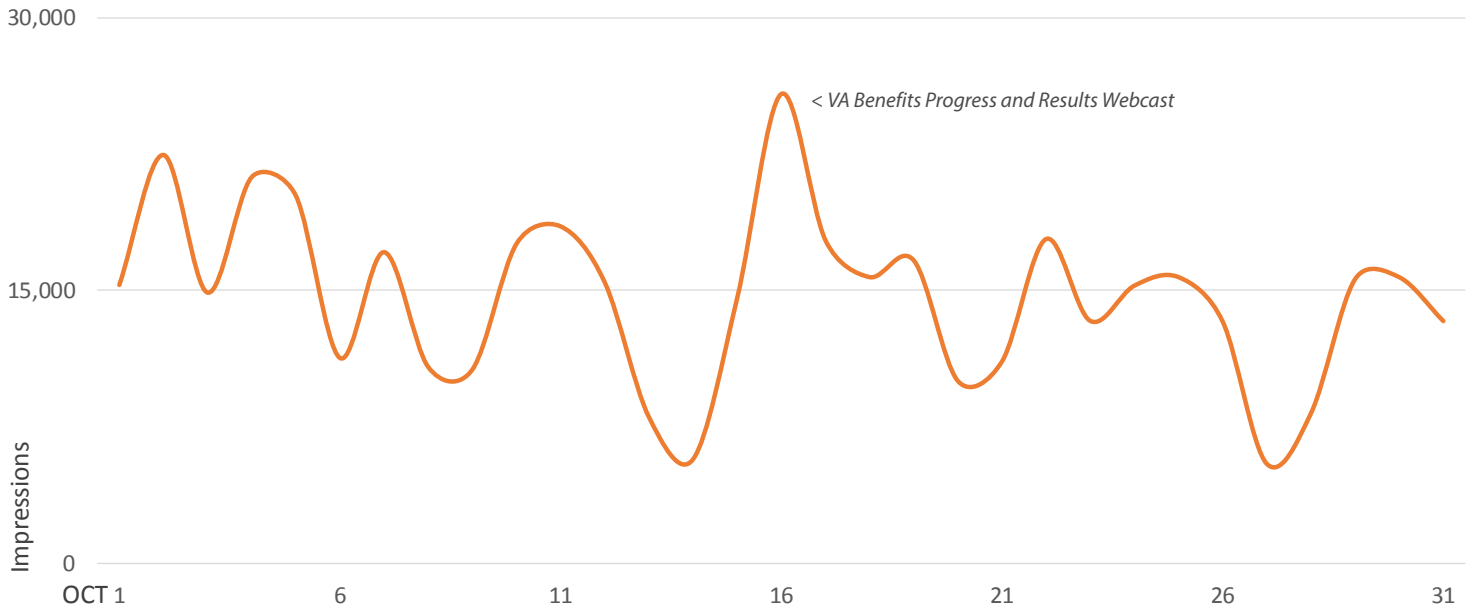
TWITTER

VBA Social Media Platforms

twitter.com/vavetbenefits

236	Number of tweets for this month: statuses, links, and photos.	112,579	Number of Followers	882 (0.79%)	Monthly Net Followers (% Gained)
236	Number of tweets from FY to date.	455,683	Number of Tweet Impressions	882 (0.79%)	FY to date Net Followers (% Gained)

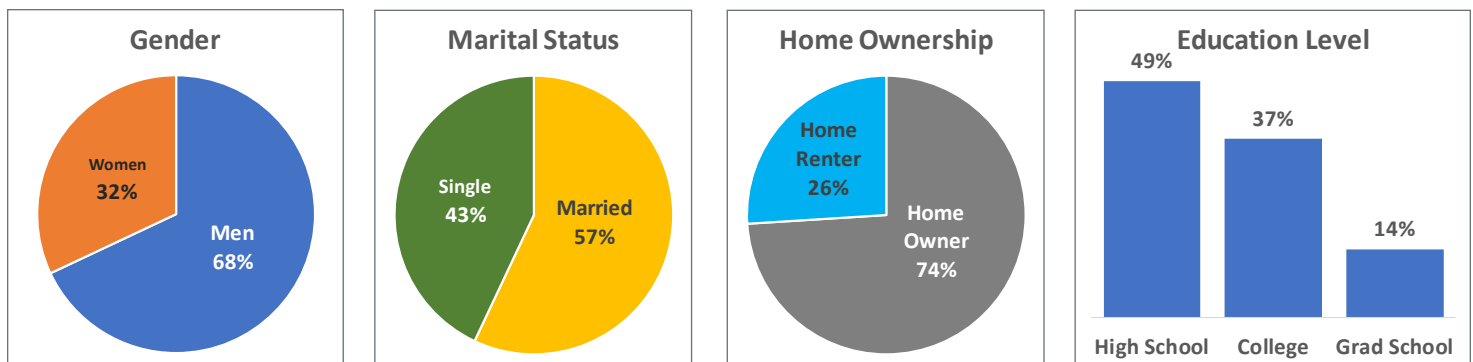
Number of Daily Impressions



Twitter Top Tweets, by Potential Reach

Subject	Date	Potential Reach	Responses + Retweets
VA Benefits Progress and Results Webcast	10/16	772,027	35
VBA's 1st Quarterly Stakeholder Webcast	10/01	752,708	60
Corporal Joseph H. De Castro, first Hispanic American to be awarded the Medal of Honor #NationalHispanicHeritageMonth	10/12	427,887	46
Who is eligible for VA compensation...?	10/04	237,110	35
Transitioning from active duty conversion from SGLI to VGLI	10/24	221,933	28

Twitter Audience Metrics, on Average





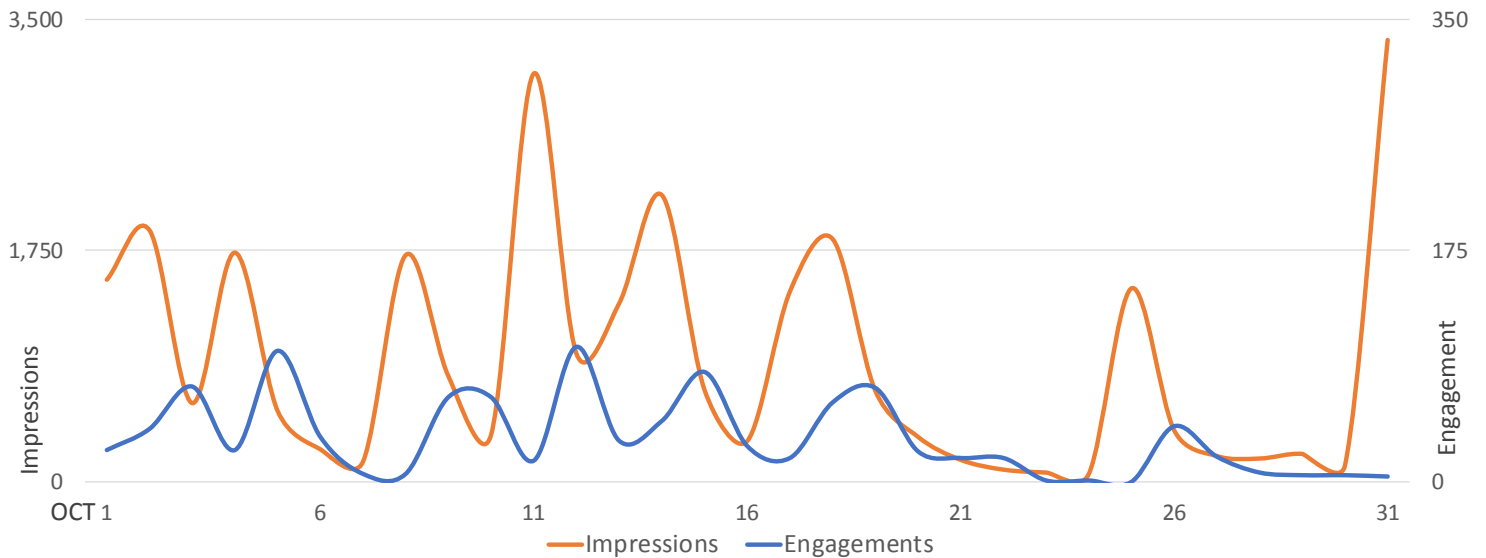
INSTAGRAM

instagram.com/vabenefits

VBA Social Media Platforms

12	Number of media posts for this month: photos, and videos.	2,956 Number of Followers	560 (23.4%) Monthly Net Followers (% Gained)
12	Number of media posts from FY to date.	(Pending business account creation) Number of Impressions	2,554 (634%) FY to date Net Followers (% Gained)

Number of Daily Impressions vs. Engagements



GOVDELIVERY

VBA Email Bulletin Platform

Subscribe: <https://public.govdelivery.com/accounts/USVAVBA/subscribers/new>

33	Number of email bulletins sent this month	15,261,279 Total Delivered	29.2% Percent Opened This Month
33	Number of email bulletins sent from FY to date	15,261,279 Total Delivered from FY to date	29.2% Percent Opened from FY to date

Top Bulletins Sent, by Number of Total Delivered

Subject	Date Sent	Total Delivered	Email Open Rate (Unique)
VA Benefits Progress and Results Webcast, October 16, 2018	10/11	5,943,349	25.6%
VA Benefits Bulletin - October 2018	10/05	5,459,169	23.3%
VA Benefit Payment Schedule	10/30	2,570,209	45.9%
Driving VA Benefits & Services Home with NASCAR at ISM Raceway	10/16	383,235	22.3%
Housing Payments - Post-9/11 GI Bill	10/09	287,817	53.1%

DEFINITIONS

- FY to date: Data from October 1 until the current reporting month.

Web

- Pageviews: It is an instance of a page being loaded (or reloaded) in a browser. Pageviews is a metric defined as the total number of pages viewed.

Facebook

- Posts: Post or “status update” can be a comment, picture or other media that is posted on the user’s Facebook page or “wall.”
- Likes: The sum of all the people who have clicked the Like button to like your Facebook Page. It’s not time sensitive, so it’s sometimes referred to as “Lifetime Likes.”
- Net Likes: The difference between the number of people who have liked the page and “unlikes” over a specific period.
- Percentage Gained: Rate of people who have liked the page compared to the previous timeframe
- Active Users: The number of people who have logged in and viewed Facebook or interacted with it in some way.
- Reach: The number of people who had any content from your page or about your page enter their screen.
- Engagement: The number of engaged individuals who have clicked anywhere on your Facebook page posts. They could have liked your post, commented on it, shared it, or engaged in it in any way.
- Audience: A group of people who can potentially see your Facebook posts, to include their demographics

Twitter

- Tweets: Every update posted to followers on Twitter is called a tweet. Every tweet has a 280-character limit, and tweets are public and searchable by anyone on Twitter, even if they don’t follow you.
- Follower: Someone who follows the Twitter account and sees the updates on their home feed.
- Net Followers: The difference between the number of people who have Followed the account and “Unfollowed” over a specific period.
- Percentage Gained: The rate of people that have followed the account compared to the previous timeframe
- Impressions: Number of times a user is served a Tweet in their timeline or search results
- Potential Reach: The total number of people who may have seen your Tweet. This means all of your followers plus any of the accounts’ followers who retweeted you.
- Audience: A group of people who can potentially see your Tweets, to include their demographics

Instagram

- Posts: Any video or image content uploaded to an Instagram profile.
- Followers: Instagram users or Igers that follow another Iger.
- Percentage Gained: The rate of people who have followed the account compared to the previous timeframe
- Net Followers: The difference between the number of people who have followed the account and “unfollowed” over a specific period.
- Business Account: A type of account where businesses can access Instagram insights, add functionality, and advertise and make promoted posts.
- Impressions: The number of times the content, whether a post or a story, was shown to users. While commonly confused with reach, impressions are the total number of times your content could have been seen.

GovDelivery

- Bulletins: Emails sent from the GovDelivery account, including all emails and text/SMS messages.
- Total Delivered: The number of bulletins successfully delivered to the recipients’ email server or wireless service; includes all email, wireless, and digested message recipients.
- Email Open Rate (Unique): The percentage of emails that were opened (unique email opens divided by total delivered).