



Janssen-NBCI

**National Clinical Trials Strategy
Plan Monthly Results**



FEBRUARY

	Month/Year	Actual Data
Number of Lectures Hosted	0	
Average Number of Attendees per Lecture Hosted		
Number of Educational Sessions Per City	1	
Average Number of Educational Sessions Attendees Per City	20	
Number of Surveys Distributed at Educational Sessions		
Statistical Breakdown at Educational Sessions		
Number of Completed Surveys at Educational Sessions		
Social Media Numbers		

YouTube - February 1 - February 31

In February, our channel got 12,105 views,

Up 697% more than previous 28 days
National Black Church Initiative TV added 11 Subscribers, 267% more than previous 28 days

Watch time (hours) - 482.9, 432.9% more than usual

Average view duration - 2:23

Impressions - 15.2K **Up** 725% more than previous 28 days

Impressions click-through rate - 1.4%

Traffic source

Browse features - 71 (0.6%)

YouTube search - 40 (0.3%)

External - 11,692 (96.6%)

Suggested videos - 199 (1.6%)

Direct or unknown - 60 (0.5%)

Channel pages - 21 (0.2%)

Playlists - 15 (0.2%)

Rev Anthony Evans Discusses the Need for Black Co-Investigators in Clinical Trials

Views - 2,927 (24.2%)

Watch time (hours) - 112.7 (23.4%)

Average view duration - 2:18

Impressions - 2,141

Impressions click-through rate - 0.2%

Rev. Evans' Philadelphia CTEAPP Distribution Event

Views - 2 (0.0%)

Watch time (hours) - 0.0 (0.0%)

Average view duration - 0:07

Impressions - 11

Impressions click-through rate - 9.1%

Co-Op City Baptist Church CTEAPP Educational Session sponsored by NBCI

Views - 2 (0.0%)

Watch time (hours) - 0.0 (0.1%)

Average view duration - 0:02

Impressions - 14

Impressions click-through rate - 0%

The State of COVID 19 in the African Americans and COVID-19: Where Do We Go From Here

Views - 2 (0.0%)

Watch time (hours) - 0.0 (0.0%)

Average view duration - 0:27

Impressions - 10 (*How many times your video thumbnails were shown to viewers. Includes only impressions on YouTube, not on external sites or apps.*)

Impressions click-through rate - 0% (*This measures how often viewers watched a video after seeing an impression.*)

Rev. Evans Discusses Issues in Recruitment for Clinical Trials w/Dr. Fabian Sandoval

- Published on Jun 7, 2021

Views - 3 (0.9%)

Watch time (hours) - 0.0 (0.1%)

Average view duration - 0:21

Impressions - 32

Facebook
National Black Church Initiative - NBCI (new)

2.3K Minutes Viewed
Up 403% from previous 31 days

270 1-Minute Video Views
Up 744% from previous 31 days

3.9K 3-Second Video Views
Up 1347% from previous 31 days

209 Video engagement
Up 497% from previous 31 days

See how your different types of posts are performing

Organic -
Paid -

Posted - 70.7%
Crossposted - 1.22%
Shared - 28.1%

Followers -
Non Followers -

Live -
Video -

NBCI Introduces Its New Clinical Trials Educational Pavilion

Published - 02/23/2022 7:32 PM

Total Minutes Viewed: 1,301

1-Minute Video Views: 128

3-Second Video Views: 2,142

Engagement: 11

Visitors to the Atlanta Stop of the Clinical Trials Educational Pavillion

Published - 02/26/2022 12:58 PM (Facebook Live)

Total Minutes Viewed: 25

1-Minute Video Views: 6

3-Second Video Views: 32

Engagement: 8

Octoberfest Clinical Trials Fun Day

Published - October 25, 2021

Total Minutes Viewed: 11

1-Minute Video Views: 2

3-Second Video Views: 10

Engagement: 0

Rev. Evans' Greater Exodus Baptist Church, Philadelphia CTEAPP Distribution Event

Published - 01/28/2022 4:14 PM

Total Minutes Viewed: 10

1-Minute Video Views: 4

3-Second Video Views: 20

Engagement: 1

NBCI and the Clinical Trials Educational Mobile Pavilion at Greater Piney Grove Baptist Church in Atlanta, Saturday, February 26th

Published - October 25, 2021

Total Minutes Viewed: 11

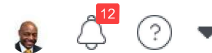
1-Minute Video Views: 0

3-Second Video Views: 39

Engagement: 7

Co-Op City Baptist Church CTEAPP Educational Session sponsored by NBCI

<p>Facebook National Black Church Initiative (Old)</p> <p>78 Minutes Viewed Up 1578% from previous 28 days</p> <p>6 1-Second Video Views Up 100% from previous 28 days</p> <p>34 3-Second Video Views Up 88.9% from previous 28 days</p> <p>4 Video Engagement Up 100% from previous 31 days</p> <p>3 Net Followers Up 100% from previous 31 days</p> <p>See how your different types of posts are performing Organic - 100% Paid - 0%</p> <p>Posted - 96.5% Crossposted - 0% Shared - 3.51%</p> <p>Followers - 83.9% Non Followers - 16.1</p> <p>Live - 0.27% Video - 99.7%</p>		<p>Rev. Evans Discusses Issues in Recruitment for Clinical Trials w/Dr. Fabian Sandoval Published - 02/24/2022 8:00 PM Total Minutes Viewed: 68 1-Minute Video Views: 3 3-Second Video Views: 12 Engagement: 3</p> <p>Co-Op City Baptist Church CTEAPP Educational Session sponsored by NBCI Published - 11/27/2021 4:32 PM Total Minutes Viewed: 1 1-Minute Video Views: 1 3-Second Video Views: 1 Engagement: 0</p> <p>NBCI Introduces Its New Clinical Trials Educational Pavilion Shared - 02/24/2022 7:32 PM 3-Second Video Views: 3 Estimated Reach: 10 Unique Viewers: 3 Post Engagement: 1</p>
<p>Number of Three-Question Surveys Distributed per City</p>		
<p>Number of Three-Question Surveys Completed</p>		



Create new

National Black Church Initiative -NBCI

Insights > Videos > Performance

Now you can export data for Pages, photo posts and more. Select export data to give it a try.

Export data

- Home
- Notifications

Insights

- Pages
- Overview
- Audience
- Videos
- Performance**
- Benchmarking
- Loyalty
- Retention
- Stories
- Performance
- Instant Articles
- Call-to-action
- Performance
- Revenue lift

- Pre-published
- Published
- File management
- Tools
- Content library

Feb 1, 2022 - Feb 28, 2022 Posted

2.3K

Minutes viewed
▲ 403% from previous 28 days

270

1-minute video views
▲ 744% from previous 28 days

3.9K

3-Second Video Views
▲ 1347% from previous 28 days

209

Video engagement
▲ 497% from previous 28 days

2

Net followers
▲ 300% from previous 28 days

Engagement

Feb 1, 2022 - Feb 28, 2022

209 Engagement 35 Previous period



Show by:

See how your different types of posts are performing

- Posted 81.8%
- Crossposted 5.26%
- Shared 12.9%

Top videos

Top Pages

The videos shown in this list can change.



Create new

National Black Church Initiative

Insights > Videos > Performance

Now you can export data for Pages, photo posts and more. Select export data to give it a try.

Export data

Home

Notifications 2 new

Insights

- Pages
- Overview
- Audience

- Videos
- Performance

- Benchmarking
- Loyalty
- Retention
- Stories
- Performance
- Instant Articles
- Call-to-action
- Performance
- Revenue lift

Pre-published

Published

File management

Tools

Content library

Feb 1, 2022 - Feb 28, 2022

Posted

79

Minutes viewed

▲ 1578% from previous 28 days

6

1-minute video views

▲ 100% from previous 28 days

34

3-Second Video Views

▲ 88.9% from previous 28 days

4

Video engagement

▲ 100% from previous 28 days

3

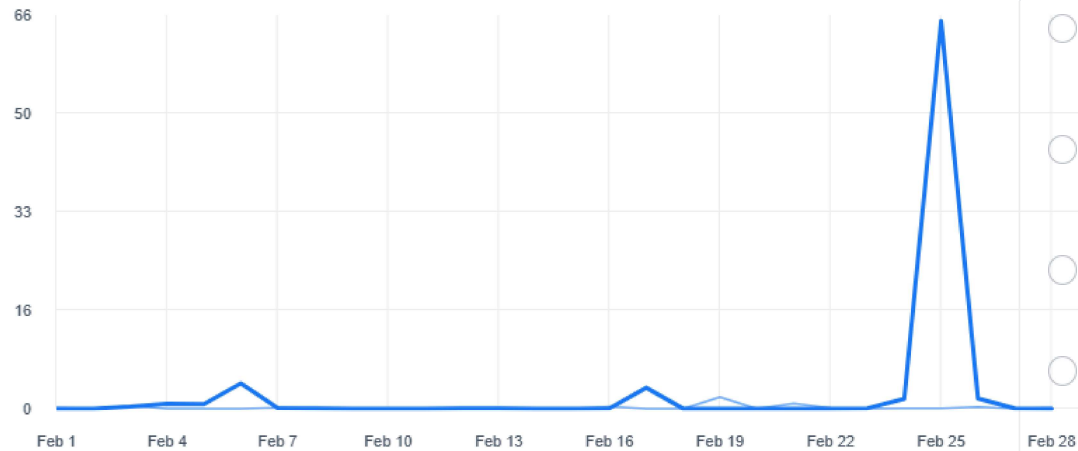
Net followers

▲ 100% from previous 28 days

Minutes viewed

Feb 1, 2022 - Feb 28, 2022

79 Minutes viewed 4 Previous period



Show by:

See how your different types of posts are performing

- Organic 100%
- Paid 0%
- Posted 96.5%
- Crossposted 0%
- Shared 3.51%
- Followers 83.9%
- Non followers 16.1%
- Live 0.27%
- Video 99.7%

Top videos

Top Pages

The videos shown in this list can change.



The National Black Church Initiative Clinical Trials Educational Mobile Pavilion

When: 10:00 a.m. to 2:00 p.m. on
Saturday, February 26th, 2022

Where: Greater Piney Grove Baptist Church
1879 Glenwood Ave SE, Atlanta, GA 30316

What to expect:
Clinical Trial Education
Facts and Information on Participation
Resources on available clinical trials



For more information, please contact
dcpci2002@gmail.com.





Clinical Trials Tour Lecture Series Videos at the Atlanta Clinical Trials Pavilion



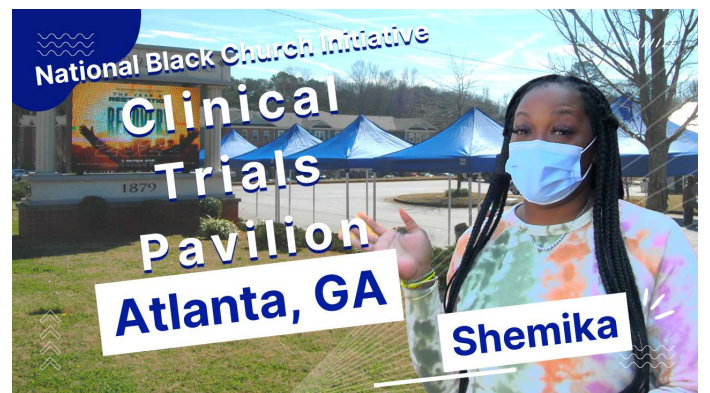
**African Americans Talk About Clinical Trials
in Atlanta, GA - June**
<https://youtu.be/F7qnfvLLsrw>



**African Americans Talk About Clinical Trials
in Atlanta, GA - Ruby**
<https://youtu.be/B7mKywLGjt0>



**African Americans Talk About Clinical Trials
in Atlanta, GA - Reginald**
<https://youtu.be/i74j4xla-EE>



**African Americans Talk About Clinical Trials
in Atlanta, GA - Shemika**
<https://youtu.be/Q87goIVdfrc>



**African Americans Talk About Clinical Trials
in Atlanta, GA - Shenika**
https://youtu.be/DylHr_10Ow0