



**Janssen-NBCI**

**National Clinical Trials Strategy  
Plan Monthly Results**



**JULY**

**2022**

	Jul-22	Actual Data
Number of Lectures Hosted	1	
Average Number of Attendees per Lecture Hosted	438	
Number of Educational Sessions Per City	4	
Average Number of Educational Sessions Attendees Per City	2	
Number of Surveys Distributed at Educational Sessions	3,765	
Statistical Breakdown at Educational Sessions	1	
Number of Completed Surveys at Educational Sessions	345	
<b>Social Media Numbers</b>		
<p>YouTube</p> <p>July 1 - July 31</p> <p>In July, people watched your videos 492 times 97% less than May 31 - Jun 30, 2022</p> <p>Subscribers +1 86% less than May 31 - Jun 30, 2022</p> <p>Watch time (hours) - 3.6 99% less than May 31 - Jun 30, 2022</p> <p>Average view duration 0:25</p> <p>Impressions - 17.8K 87.2% from YouTube recommending your content</p> <p>0.4% click-through rate</p> <p>Views from impressions - 79</p> <p>Average view duration - 1:15</p> <p>Watch time from impressions (hours) - 1.66</p> <p>Traffic source (Impressions - How many times your video thumbnails were</p>		<p>African Americans Talk About Clinical Trials in Atlanta, GA - Shemika Published - Jul 15, 2022 Views - 64 (13.0%) Watch time (hours) - 0.1 (2.1%) Average view duration - 0:04 Impressions - 411 Impressions click-through rate - 0.5%</p> <p>African Americans Talk About Clinical Trials in Atlanta, GA - June Published - Jul 15, 2022 Views - 62 (12.6%) Watch time (hours) - 0.1 (1.6%) Average view duration - 0:03 Impressions - 365 Impressions click-through rate - 0.6%</p> <p>Mother and Daughter Talk About the Importance of African American Participation in Clinical Trials Published - Jun 2, 2022 Views - 59 (12.0%) Watch time (hours) - 0.1 (4.2%) Average view duration - 0:05 Impressions - 1,181 (from YouTube recommending your content (Total number of times your video thumbnail was shown to viewers since the video was published.) Impressions click-through rate - 0.6%</p>

<p>Facebook</p> <p>National Black Church Initiative - NBCI (new)</p> <p>July 1 - July 31</p> <p>4.4K Minutes viewed</p> <p>Up 2907% from previous 31 days</p> <p>401 1-minute video views</p> <p>Up 2985% from previous 31 days</p> <p>14.7K 3-second video views</p> <p>Up 6146% from previous 31 days</p> <p>43 Video engagement</p> <p>Up 169% from previous 31 days</p> <p>1 Net followers</p> <p>Down 66.7% from previous 31 days</p> <p>See how your different types of posts are performing</p> <p>Organic 2.96%</p> <p>Paid 97%</p> <p>Posted 98.7%</p> <p>Crossposted 0.85%</p> <p>Shared 0.48%</p>	<p>,</p>	<p>Register today at <a href="https://tinyurl.com/329hw2uu">tinyurl.com/329hw2uu</a> for the seventh NBCI Clinical Trials Tour webinar with Dr. Martha A. Dawson</p> <p>Published - July 13, 2022</p> <p>49 3-second video views</p> <p>12 15-second video views</p> <p>2 1-minute video views</p> <p>Average minutes viewed 0:08</p> <p>Engagement 8</p> <p>14 Minutes viewed</p> <p>The Role of African American Physicians to Enroll African Americans in Clinical Trials - Dr. Patricia Whitley-Williams</p> <p>Published - July 10, 2022</p> <p>21 3-second video views</p> <p>0 1-minute video views</p> <p>0:02 Average minutes viewed</p> <p>5 Engagement</p> <p>3 Minutes viewed</p> <p>The Role of African American Physicians to Enroll African Americans in Clinical Trials - Dr. Patricia Whitley-Williams</p> <p>Published - July 10, 2022</p> <p>3-second video views: 17</p> <p>1-minute video views: 0</p> <p>Average minutes viewed 0:04</p> <p>Engagement: 2</p> <p>Minutes viewed: 3</p>
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Facebook National Black Church Initiative (Old) July 1 - July 31  5 Minutes viewed Down 61% from previous 31 days  1 1-minute video views Down 50% from previous 31 days  21 3-second video views Up 10.5% from previous 31 days  0 Video engagement Down 100% from previous 31 days  -1 Net followers Up 0% from previous 31 days  See how your different types of posts are performing Organic 100% Paid 0%  Posted 98.7% Crossposted 0%  Shared 1.26%		No data available for videos in July, only the overview data at left.
Number of Three-Question Surveys Distributed per City	890	
Number of Three-Question Surveys Completed	581	
Number of Email Blasts Sent	13,000	
Number of Emails Collected	198	
Number of Emails Collected from Promotional Giveaways Campaign	0	
Number of Clinical Trials Sent Per City	568	

The metrics here only include the posts made by your Page. For video-specific metrics, follow this link.

Jul 1, 2022 – Jul 31, 2022



<p><b>31.2K</b> People reached ▲3040% from previous 31 days</p>	<p><b>1</b> Net followers ▼66.7% from previous 31 days</p>	<p><b>1.3K</b> Engagement ▲414% from previous 31 days</p>
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Page	People reached	Engagement	Link clicks	Comments	Shares	Reactions	Photo views	New followers
<p><b>National Black Church Initiative -NBCI</b> Religious organization</p>	31,176	1,336	25	80	41	137	28	24

Results from Jul 5, 2022 - Aug 1, 2022


Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

 Organic  Paid

### Actions on Page

July 5 - August 1

5

Total Actions on Page  25%



### Page Views

July 5 - August 1

194

Total Page Views  177%



### Page Likes

July 5 - August 1

21

Page Likes  250%



### Post Reach

July 5 - August 1

31,189

People Reached  3883%



### Story Reach

July 5 - August 1

#### Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn more](#)

### Recommendations

July 5 - August 1



We have insufficient data to show for the selected time period.

### Post Engagement

July 5 - August 1

1,326

Post engagement  487%



### Videos

July 5 - August 1

14,565

3-Second Video Views  7859%



### Page Followers

July 5 - August 1

24

Page Followers  200%



The metrics here only include the posts made by your Page. For video-specific metrics, follow this link.

Jul 1, 2022 – Jul 31, 2022

72

People reached

▼ 56.4% from previous 31 days

-1

Net followers

▲ 0% from previous 31 days

9

Engagement


▼ 77.5% from previous 31 days

### People reached

Jul 1, 2022 - Jul 31, 2022

72 People reached 165 Previous period



Page	People reached	Engagement	Link clicks	Comments	Shares	Reactions	Photo views	New followers
 <b>National Black Church Initiative</b> Nonprofit organization	72	9	1	--	--	--	--	3



Results from Jul 26, 2022 - Aug 1, 2022

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid

### Actions on Page i

July 26 - August 1



We have insufficient data to show for the selected time period.

### Page Views i

July 26 - August 1

9

Total Page Views ▼50%



### Page Likes i

July 26 - August 1



We have insufficient data to show for the selected time period.

### Post Reach i

July 26 - August 1

11

People Reached ▼31%



### Story Reach i

July 26 - August 1

#### Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn more](#)

### Recommendations i

July 26 - August 1



We have insufficient data to show for the selected time period.

### Post Engagement i

July 26 - August 1



We have insufficient data to show for the selected time period.

### Responsiveness i

As of July 30, 2022

10%

Response Rate ▲0%

8 days 18 hrs

Response Time ▲0 hrs 0 mins

### Videos i

July 26 - August 1

5

3-Second Video Views ▲25%

