

COVID-19
Prevention Network

COVID-19 PREVENTION NETWORK

Faith Initiative Stakeholder Report
July–December 2020

CoVPN Faith Initiative | Stakeholder Report

ENGAGEMENT REPORT

REPORT DETAILS:

- Time Frame: July December 2020
- Events:
 - COVID in Black Series
 - Pandemia Series
 - COVID in Color
 - Iman & COVID
 - Making it Plain with Dr. Fauci
 - The COVID 19 Fear Factor
 - Souls, Storms & Science
 - Community Forums
 - Town Halls
 - Faith Gatherings
 - Support Groups
 - Educational Webinars



COVID-19
Prevention Network



High Value
Placements:

31

Est. Reach/UVPM: 462M
AVE: \$774K



Total Media
Mentions:

753

Est. Reach/UVPM: 705M
AVE: \$859K



Media
Inquiries:

51



Event
Engagement

No. of Events: 52
Participants: 170.4K
COVID-in-Black
Pandemia
Town Halls
Community Forums



Faith Ambassador
Engagement

Virtual Press Conference
Souls, Storms & Science
Faith Gatherings
Support Groups,
Educational Webinars
& One-on-One Engagements

*UVPM, or Unique Visitors Per Month, measures the estimated number of visitors to online outlets.
Estimated reach measures the average audience size of broadcast or print outlets.*

Advertising Value Equivalency (AVE) measures the estimated benefit from earned media coverage. It typically measures the size and placement of the coverage and calculates what the equivalent amount of space, if paid for as advertising, would cost.

CoVPN Faith Initiative | Proactive Engagement

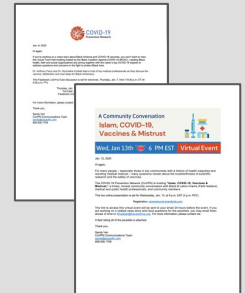
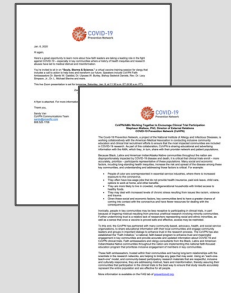
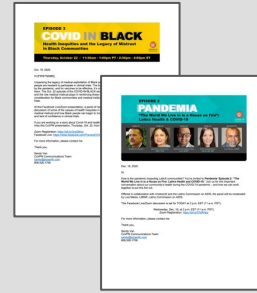
For full-size images and/or detailed media reports, click on the links or icons on this page.

ENGAGEMENT REPORT

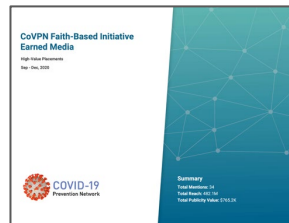
REPORT DETAILS:

- Virtual Press Conference News Release
- Sample of COVID in Black Advisory
- Sample of Pandemia Advisory
- Sample of Souls, Storms & Science Advisory
- CNN Faith Initiative Statement
- Sample of Town Hall Advisory
- Islam, COVID 19, Vaccines & Mistrust
- Earned Media Report High Value
- Earned Media Report Total Mentions
- Visual Media Highlights

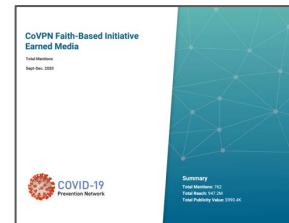
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Select News Coverage



Earned Media High-Value

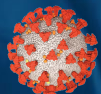


Earned Media Total Mentions



Visual Media Highlights

For full-size images and/or detailed media reports, click on the links or icons on this page.



CoVPN Faith Initiative | Social Media Engagement Report

ENGAGEMENT REPORT

REPORT DETAILS:

- Time Frame: August - December 2020
- Events covered:
 - COVID in Black Series
 - Pandemia Series
 - COVID in Color
 - Iman & COVID
 - Making it Plan with Dr. Fauci
 - The COVID 19 Fear Factor
 - Souls, Storms and Science
- Social channels:
 - Instagram: @preventCOVID19
 - Facebook: @PreventCOVID19
 - Twitter: @PreventCOVID_19

PERFORMANCE RECAP



Total Reach:
2,625,865

Organic: 94,059
Paid: 2,531,806



Total Impressions:
6,509,790

Organic: 120,179
Paid: 6,389,611



Total Engagements:
117,072

Organic: 10,889
Paid: 106,183



Total Posts:
86

Organic: 79
Paid: 7

PLATFORM BREAKDOWN

FACEBOOK ORGANIC

Total Posts: 36
Total Reach: 55,385
Total Impressions: 60,226
Total Engagements: 9,495

FACEBOOK PAID

Total Posts: 7
Total Reach: 2,531,806
Total Impressions: 6,389,611
Total Engagements: 106,183

INSTAGRAM ORGANIC

Total Posts: 22
Total Reach: 16,637
Total Impressions: 19,732
Total Engagements: 942

TWITTER ORGANIC

Total Posts: 21
Total Reach: 22,037
Total Impressions: 40,221
Total Engagements: 452

Reach represents the number of people who saw the post; Impressions represents how many times the post was seen – some people may have looked at it more than once. Engagement represents the number of times people interacted with the post – commenting or liking, etc.

Organic impressions are the number of unique people who saw content for free in a newsfeed. Paid impressions are the number of unique people who saw content as the result of a paid social media ad.



ENGAGEMENT REPORT

*A total of 86 posts were shared through the social media platforms of CoVPN. This included in feed and stories. We added just a sample here from each event.



CoVPN | Engagement Report | Creative Examples

Covid-19 Prevention Network Sponsored

Join us for Episode 5 of the COVID in Black Series on Wednesday, November 18 at 4:00 p.m. PDT / 7:00 pm ET.

In Episode 5 of the COVID in Black series, we will provide a forum for honest and frank discussions, and offer opportunities for Black health care providers to have their questions answered by leading Black experts.

The panelists will unpack the importance of raising awareness and knowledge about COVID-19 research studies, factors to consider when referring their p... See More

EPISODE 5 COVID IN BLACK
Black Health Providers Can Help End the Uncertainty

WED, NOV 18, 2020
COVID in Black, Episode 5: Black Health Providers can Help End the Uncertainty
328 people interested · 34 people going

Covid-19 Prevention Network Published by Sprout Social

Join us tomorrow for this year's final episode of the Iman & COVID series at 9:00 p.m. ET.

Episode 5 will focus on COVID-19, Art and Healing, and will feature Nadirah Pierre and Tariq Touré as panelists.

Tune into our Facebook Live and be part of the conversation. <https://bit.ly/2WGV07F>

Iman & COVID
Reflections from the Muslim Community

EPISODE 5
COVID, Art & Healing

DECEMBER 9TH, 2020
9 PM EST
Facebook live: @im.khadajah

HOST: KHADIJAH ABDULLAH
GUESTS: NADIRAH PIERRE, TARIQ TOURE

Covid-19 Prevention Network Published by Sprout Social

Medical providers are among the most trusted voices communities of color turn to for expert advice, and in this online discussion the panelists will engage health care providers of color in open and transparent conversations to build their confidence and comfort in the COVID-19 vaccines process.

Join us in the Facebook Live Stream of this first episode of COVID in People of Color, tonight at 7:00 p.m. ET.
BlackDoctor.org

EPISODE 1 COVID IN PEOPLE OF COLOR

THURSDAY, DECEMBER 3
4:00pm PT / 7:00pm ET

Covid-19 Prevention Network Sponsored

Join us on December 16 at 2:00 p.m. ET for "Pandemia" Episode 2: The World We Live in is a House of Fire". Latinx Health and COVID-19.

A conversation about our community's health during the COVID-19 pandemic—and how we can work together to put this fire out.

EPISODE 2 PANDEMIA
"The World We Live in is a House on Fire": Latinx Health & COVID-19

WED, DEC 16, 2020
Pandemia: Episode 2
2,200 people interested · 197 people going

Covid-19 Prevention Network Published by Sprout Social

Join us for "The COVID-19 Fear Factor: Saving Lives and Transforming Our Future" web event, tomorrow, January 23 at 10:00 a.m. ET.

Register here and be part of the conversation: <https://bit.ly/3j3ozsz>

The COVID-19 Fear Factor: Saving Lives and Transforming Our Future

CoVPN Pop-Up Event
SAT, JAN 23, 2021
10:00 am - 11:30a.m
Eastern Time

Covid-19 Prevention Network Published by Sprout Social

Be part of the event "Souls, Storms and Science: Black Fraternities and Sororities raising awareness of COVID-19 Vaccine and Vaccination" this tomorrow, Monday, January 25th at 6:30 p.m. ET.

Be part of this event by registering here: <https://bit.ly/395JZv2>

SOULS, STORMS AND SCIENCE
IN PARTNERSHIP WITH THE COLUMBIA CHAPTER-DIVINE 9

BLACK FRATERNITIES AND SORORITIES
RAISING AWARENESS OF COVID-19 VACCINE & VACCINATIONS

JOIN US!
VIRTUAL EXPERIENCE
MONDAY, JAN 25, 2021
6:30-8:00 PM EASTERN TIME (US & CANADA)

MAKING IT PLAIN
A Conversation with Dr. Fauci AND THE BLACK COMMUNITY

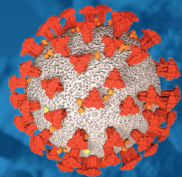
Dr. Anthony Fauci

December 8th 6pm ET

LIVE
Facebook.com/BlackDoctor.org

VIRTUAL EXPERIENCE
MONDAY, JAN 25, 2021
6:30-8:00 PM EASTERN TIME (US & CANADA)

December 10th
Join Our Black Health Schools and Organizations Town Hall



COVID-19
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CoVPN Faith Initiative Team

PR Pacific, LLC