

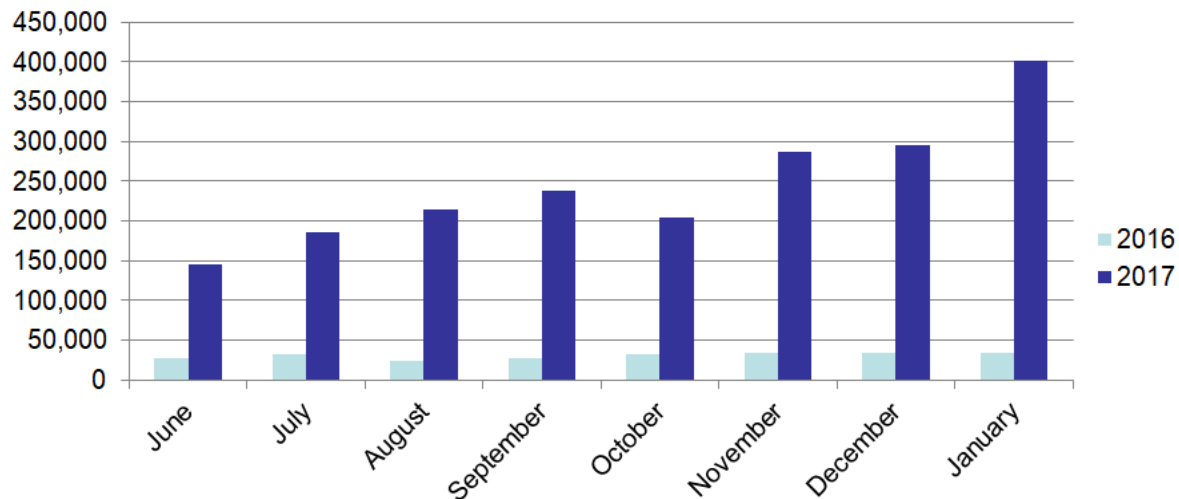
News from the COC as of February 2018

I am super excited to share some highlights and statistics about what has been going on with the Consumer Awareness Program, and the Council on Communications.

The electronic media campaign has had a HUGE impact on website traffic. Below you can check out graphics showing the 386% increase in consumer website traffic since last year! January 2017 to January 2018 comparison shows January 2018 is up 4605%!!!

Consumer Website		Sessions	Users	Page Views	MOM increase	YOY increase
2016	June	27,476	24,206	33,194	48%	2%
	July	32,552	29,199	39,226	18%	40%
	August	24,638	31,001	42,973	24%	29%
	September	27,902	23,890	35,375	13%	9%
	October	32,535	28,639	39,489	16%	11%
	November	33,556	29,067	42,767	3%	26%
	December	34,205	29,828	42,980	1%	2%
2017	January	8,531	6,421	13,668	75%	67%
	February	12,334	10,428	16,899	44%	20%
	March	43,133	40,033	51,490	249%	8%
	April	98,274	90,071	111,038	127%	74%
	May	85,504	76,863	103,376	12%	58%
	June	145,794	113,187	172,431	70%	430%
	July	185,070	145,214	214,542	26%	468%
	August	215,068	176,132	245,281	16%	772%
	September	238,911	198,163	273,364	11%	756%
	October	204,102	179,391	237,030	14%	527%
	November	286,835	234,419	329,293	40%	754%
	December	295,921	236,460	339,800	3%	765%
2018	January	401,409	345,783	457,445	35%	4605%

2017 total	1,819,477	1,455,898	2,108,212
2016 total	387,115	336,235	480,786
Annual increase	370%	333%	386%



The AAO consumer website has been updated and we've added a new "doctor locator" feature.

AAO Facebook posts are now reaching 20 to 25 million consumer views monthly!

AAO ads are now featured in over 3.5 million different searches!

AAO is now effectively using "big data" to retarget consumers to our social media messaging.

The AAO released a BuzzFeed video in December 2017 that was viewed by over 9million consumers!

Everyone on the Council on Communications is excited to keep gaining momentum! I want to invite your input regarding topics for future posts. The COC is currently developing a survey to get member input regarding what topics our members are most passionate about. Due to the nature of social media, we can get new messages out quickly and we need fresh content all the time, please share your ideas with us!

Aron Dellinger GLAO COC Council Representative