

Member Engagement Social Report

March 2024 — May 2024



Overview

The following engagement report will provide a snapshot of social media activity between HealthPartners and member charities to promote our partnership.

This document is intended to be used as a benchmark to help strengthen our partnership on social media over time.





Member Feature Posts

265

is the number of posts HealthPartners developed and published across our core channels promoting our 17-member charities, this includes re-shares.

Below is a breakdown of how many posts each member received.

ALS SOCIETY OF CANADA—8

HEART & STROKE—29

ALZHEIMER SOCIETY OF CANADA—5

HUNTINGTON SOCIETY OF CANADA—19

ARTHRITIS SOCIETY CANADA—5

KIDNEY FOUNDATION OF CANADA—49

CANADIAN CANCER SOCIETY—17

CANADIAN LUNG ASSOCIATION—6

CANADIAN HEMOPHILIA SOCIETY—10

DIABETES CANADA—6

CANADIAN LIVER FOUNDATION—14

MUSCULAR DYSTROPHY CANADA—4

CROHN'S AND COLITIS CANADA—6

MULTIPLE SCLEROSIS CANADA—22

CYSTIC FIBROSIS CANADA—23

PARKINSON CANADA—11

MENTAL HEALTH COMMISSION OF
CANADA—31

Publication Snapshots



HealthPartners - PartenaireSanté

2,268 followers

5d • 

Tune in to hear [Pamela Valentine](#), President and CEO of [MS Canada](#) share some common misconceptions often associated with MS.

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[See translation](#)

HealthTalks

Featuring Pamela Valentine, President and Chief Executive Officer of MS Canada.



Multiple Sclerosis Canada



PartenaireSanté

Misconceptions With MS.



Multiple Sclerosis Canada



PartenaireSanté



HealthPartners - PartenaireSanté

2,268 followers

1mo • Edited • 

Mettre en lumière d'un bénévole: [Christiane Aupry](#) 🌟

Christiane, votre dévouement à l'égard de la sensibilisation pour [Cy](#) ...see more

[See translation](#)



PartenaireSanté HealthPartners

en partenariat avec



Fibrose kystique Canada



HealthPartners - PartenaireSanté

2,268 followers

3w • Edited • 

At HealthPartners, we're dedicated to supporting our charity member organization, the [Mental Health Commission of Canada](#), as they destigmatize mental health and expand access to vital support. Join us in raising ...see more

[See translation](#)



HealthPartners PartenaireSanté



Mental Health Commission of Canada Commission de la santé mentale du Canada



HealthPartners PartenaireSanté



PartenaireSanté HealthPartners

30% of disability claims are related to mental health problems and mental illness.

30 % des réclamations de prestations d'invalidité sont reliées à des problèmes de santé mentale ou de maladie mentale.



HealthPartners - PartenaireSanté


2,268 followers

1mo • Edited • 

The [Canadian Cancer Society](#) one of our 17 member charities, has announced its research grant totaling a remarkable \$18 million. This significant investment will support 35 projects over 3 years, driving crucial research across ...see more


[See translation](#)






HealthPartners - PartenaireSanté

2,268 followers


2mo • 

Join our member charity, [Arthritis Society Canada](#) this Wednesday for an insightful discussion on arthritis medications and their impact. Don't miss out on valuable insights into treatment options and their effects on arthi ...see more



Arthritis Society Canada

17,830 followers


2mo • Edited • 

Join us on Wednesday at 6 p.m. ET for Arthritis Talks!

This webinar will focus on Arthritis Medications and how they can ...see more


Date: March 27

Time: 6 p.m. ET




ARTHRTIS TALKS

Arthritis Medications




HealthPartners - PartenaireSanté


2,268 followers

2mo • Edited • 

Today, we're extending our heartfelt gratitude to our 17 member charities, some of the top health charities in Canada. It's thanks to their tireless efforts and the generosity of Canadians that crucial research receives funding, awa ...see more


[See translation](#)






HealthPartners - PartenaireSanté

2,268 followers


2mo • 

In Canada, diabetes diagnoses strike at a staggering rate of one every three minutes, and many individuals with diabetes confront a barrage of emotional hurdles stemming from widespread misconceptions, societal judgm ...see more





Diabetes Canada

28,510 followers

2mo • 


Every 3 minutes a person in Canada is diagnosed with diabetes, that is why it is so important that our governments provide support through access to medications and devices. In addition to physical complications, di ...see more






HealthPartners - PartenaireSanté

2,268 followers

2mo • Edited • 

🌟 Save the Date!

The [Canadian Liver Foundation](#) invites you to join their 2024 LIVERight Forums! A day dedicated to enhancing your understanding of liver h ...see more





HealthPartners Spotlight

38

is the number of posts our members have mentioned HealthPartners in the past three months. This includes both dedicated posts and shares.

Below is a breakdown of how many times HP was featured on our members page.

ALS SOCIETY OF CANADA—4

HEART & STROKE—2

ALZHEIMER SOCIETY OF CANADA—0

HUNTINGTON SOCIETY OF CANADA—8

ARTHRITIS SOCIETY CANADA—6

KIDNEY FOUNDATION OF CANADA—0

CANADIAN CANCER SOCIETY—0

CANADIAN LUNG ASSOCIATION—3

CANADIAN HEMOPHILIA SOCIETY—0

DIABETES CANADA—2

CANADIAN LIVER FOUNDATION—2

MUSCULAR DYSTROPHY CANADA—1

CROHN'S AND COLITIS CANADA—2


MULTIPLE SCLEROSIS CANADA—1

CYSTIC FIBROSIS CANADA—1

PARKINSON CANADA—2

MENTAL HEALTH COMMISSION OF
CANADA—4

Publication Snapshots

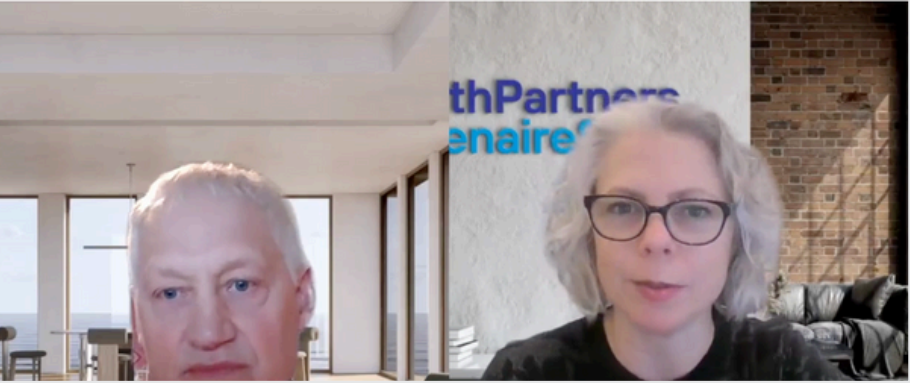



Heart & Stroke

61,492 followers

2w · 🌐

Our executive vice president of mission, research, and social enterprise, [Diego Marchese](#), sat down with [HealthPartners - PartenaireSanté](#) CEO, [Kimberley Hanson](#) to share how people in Canada can best nurture their heart health. Watch the video below to hear Diego's tips, and learn more about Health Partners by visiting: [healthpartners.ca](#).







Huntington Society of Canada

18m · 🌐

Help spread the word about Huntington disease (HD) by sharing [HealthPartners - PartenaireSanté](#) post with your friends and family to promote awareness and education.





HealthPartners - PartenaireSanté

Published by Émilie Carr · May 29 at 2:22 PM · 🌐

Did you know that research into Huntington disease also advances research for more




Diabetes Canada

April 24 · 🌐

Diabetes Canada is grateful for the ongoing support from [HealthPartners - PartenaireSanté](#). Together, we are working on building a healthier Canada. Learn more: [https://ow.ly/xPOQ50RibEj](#)
[#WorkplaceGiving](#) [#GCWCCMatters](#)






ALS Society of Canada

6,157 followers

1w · 🌐

Saviez-vous que Société canadienne de la SLA bénéficie grandement de la campagne annuelle de dons en milieu de travail du gouvernement du Canada, la CCMTGC, grâce à notre partenariat avec [HealthPartners - Partenaire](#) ...see more

[See translation](#)





Arthritis Society Canada

May 17 at 12:14 PM · ⚙

Did you know that Arthritis Society Canada greatly benefits from the Government of Canada's annual workplace giving campaign, the GCWCC, through our partnership with [HealthPartners - PartenaireSanté](#) ?

As this year's GCWCC campaign comes to an end and the numbers come pouring in, we are seeing tremendous participation rates across departments! Thank you to all those who participated in this year's GCWCC campaign. We look forward to the final fundraising announcement later th... [See more](#)





The Kidney Foundation of Canada-Eastern Chapter

May 23 at 1:43 PM · 🌐

High blood pressure impacts 1 in 5 Canadians and it can damage the kidneys, accelerating the loss of organ function for those with kidney disease. Diets that are high in sodium can cause blood pressure to rise.

As part of our work to educate Canadians about kidney disease and kidney health, we are proud partners in Salt-Free Awareness Week Ottawa 2024.

Here are some photos from the launch which included [HealthPartners - PartenaireSanté](#), [Salt-Free Canada](#), [Heart & Stroke](#) and ... [See more](#)






Diabète Québec

May 15 at 9:00 AM · 🌐

Grâce à l'incroyable générosité des employés et des retraités du gouvernement du Québec, la campagne d'Entraide 2023 a permis d'amasser près de 2 000 000 \$ pour [HealthPartners - PartenaireSanté](#) et ses organismes caritatifs membres, y compris 117 388,64\$ pour notre propre organisation.

Nous sommes extrêmement reconnaissants de ce soutien. C'est grâce à des campagnes comme celle-ci que nous sommes en mesure d'accroître la sensibilisation et de fournir des services aux ... [See more](#)






Cystic Fibrosis Canada / Fibrose kystique Canada

11,334 followers

1w · 🌐

Thank you [HealthPartners - PartenaireSanté](#) for highlighting the ongoing challenges that those living with CF still face, and the need for continued research, advocacy, and access for life-changing treatments.



HealthPartners - PartenaireSanté

2,268 followers

1w · 🌐

[Kelly Grover](#), President and CEO of [Cystic Fibrosis Canada / Fibrose kystique Canada](#), shares some of the biggest issues that those living with cystic fibrosis face.


Join us in supporting this cause during CF Awareness Month and beyond: [https://lnkd.in/gV5P7Wr](#)

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Kelly Grover, présidente et PDG de Fibrose kystique Canada, partage quelques-uns des problèmes les plus importants auxquels sont confrontées les personnes vivant avec la fibrose kystique.

Joignez-vous à nous pour soutenir cette cause pendant le Mois de la sensibilisation à la fibrose kystique et au-delà: [https://lnkd.in/g8VXWK93](#)

[See translation](#)





Thank you