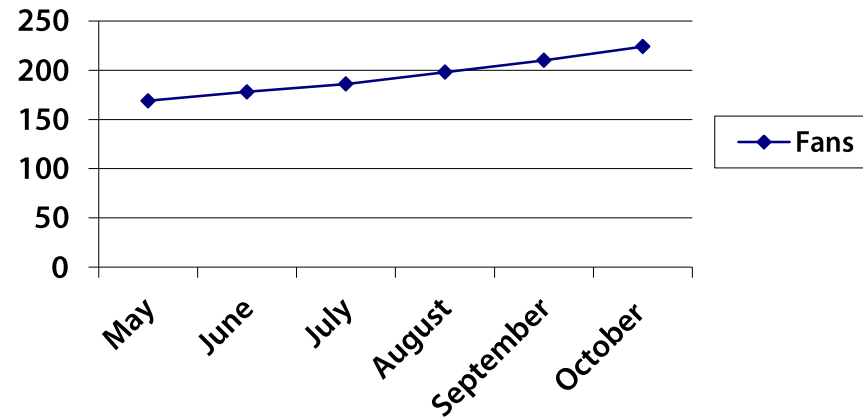


Atrium Medical Center Monthly Social Media Analysis – October 2011

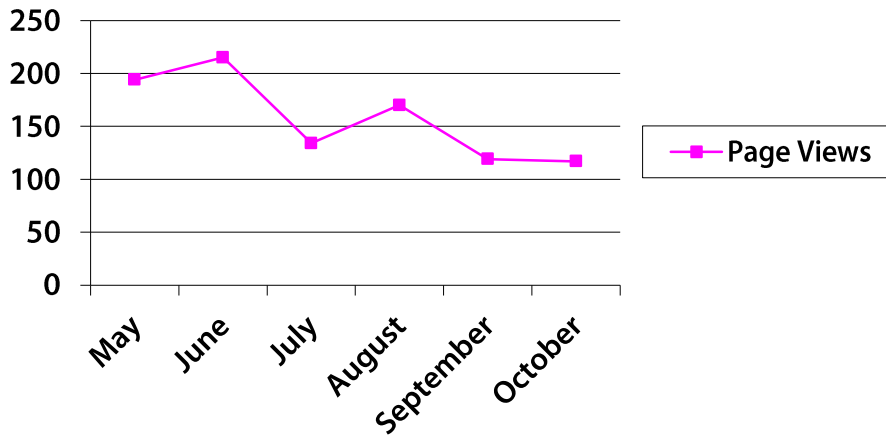


Metric	October 2011
No. of Total Fans	224
Page Views	117
Total Interactions	5

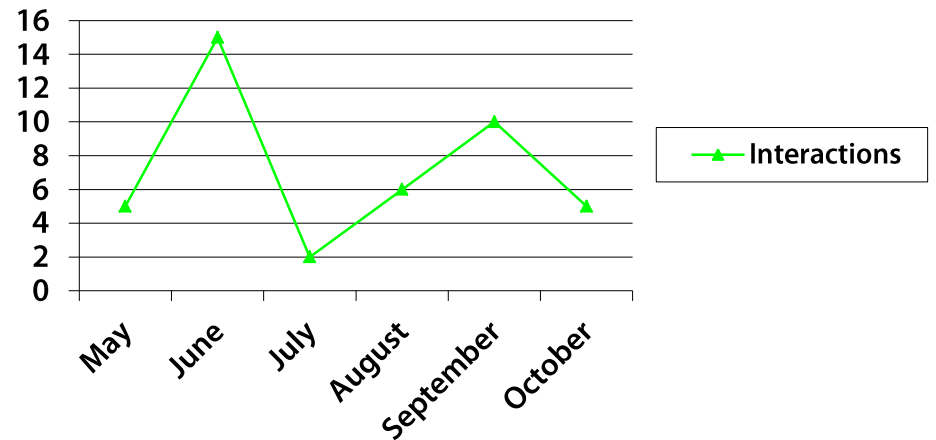
Trailing 6-Months Fans



Trailing 6-Months Page Views



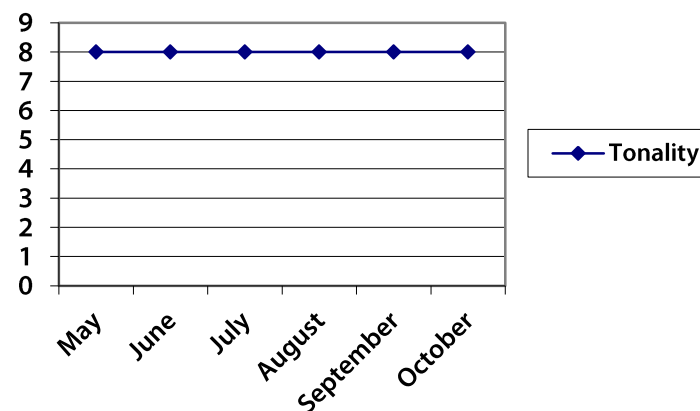
Trailing 6-Months Interactions



Gender/Age Snapshot

	Male	Female
	19%	78%
Age Range		
13-17	0.90%	1.3%
18-24	3.6%	9.4%
25-34	5.8%	20%
35-44	4.9%	22%
45-54	2.2%	18%
55 and older	1.8%	6.3%

Trailing 6-Months Tonality Score (10 point scale)



Top Posts of October (based on feedback and impressions)

1. Q&A. What do I need to know about my cholesterol, my diet and cholesterol-reducing therapies?
2. It's Breast Cancer Awareness Month! The American Cancer Society recommends that women 40 and over should have a mammogram once a year. Call (513) 420-5222 to schedule this important screening in our Women's Center. Atrium Medical Center – Women's Health Center and Services www.atriummedcenter.org
3. Recent data shows that two doses of HPV vaccination are as effective as three at preventing cervical cancer. Two doses of HPV vaccine may work as well as three
4. Are you getting the right vaccines recommended for you and your family? Take this quiz from the CDC to find out.
5. Do you know the risk factors associated with breast cancer? Learn what our medical director of Breast Services, Hugh Hawkins, MD, has to say.