

Content Monthly Report

December 2025
+ EOY Comparison

Content Highlights

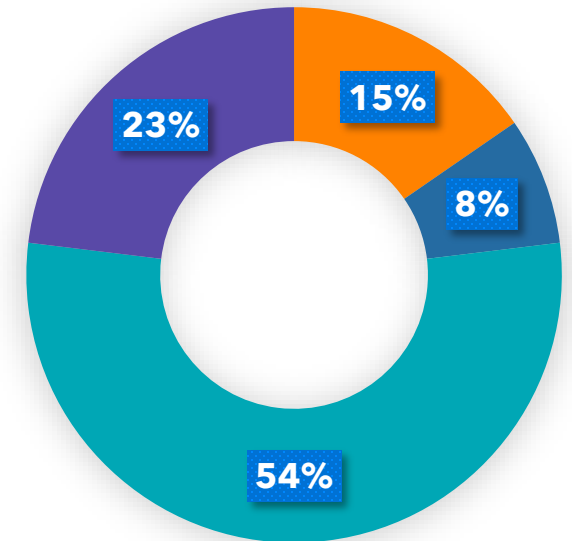
In December, BMC planned and coordinated a total of **13** stories. We explored a variety of topics including:

- Season of Giving
- Community grants
- Most Admired Awards

careoregon.org

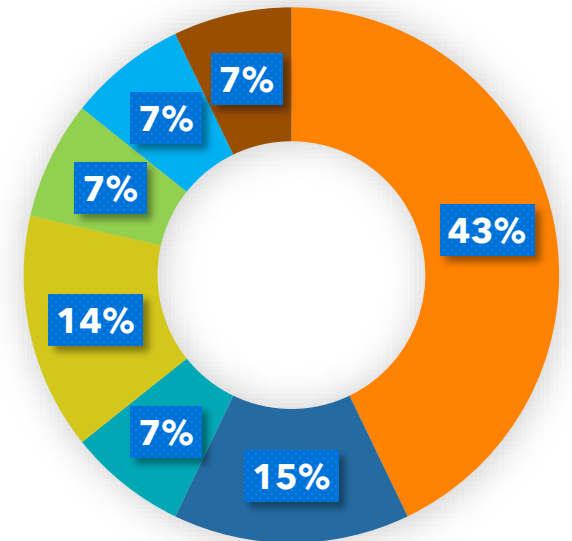
Priority

- Access to Care
- Company Engagement
- Brand Reputation
- Community Impact



Channel

- Social Media
- Briefly
- External event
- Stories Blog
- Other
- All staff
- Digital display board



[See a full content breakdown](#)

Content Highlights

In 2025, BMC planned and coordinated a total of **264 coordinated stories**.

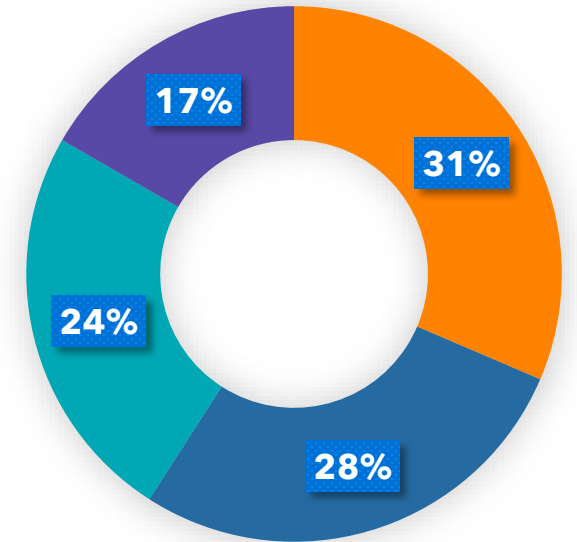
Coordinated Story Count by Month



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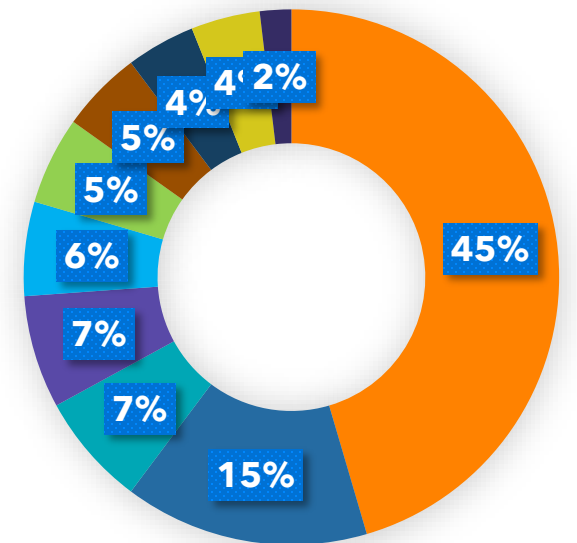
Priority (2025)

- Community Impact
- Access to Care
- Brand Reputation
- Company Engagement



Channel (2025)

- Social media
- Briefly
- Other (Video, Text, Portal)
- Websites
- Newsletter/Email
- Campaign microsite
- Media
- Digital display board
- External event
- Stories Blog



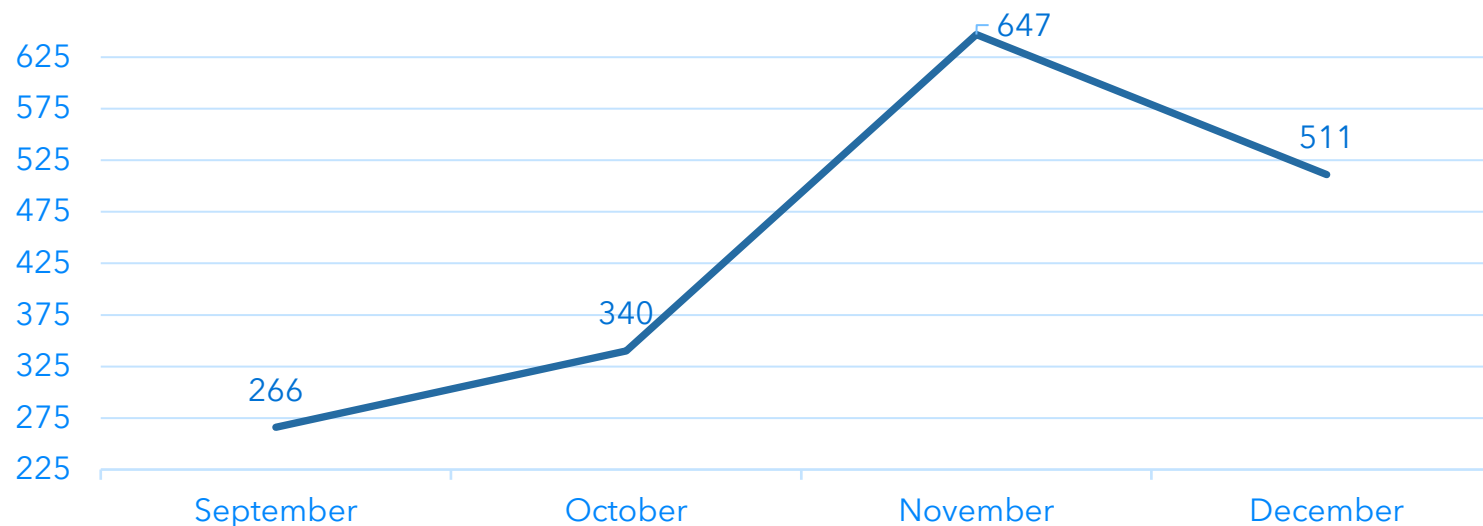
[See a full content breakdown](#)

Campaign

Flu

The flu campaign launched October 17 with social posts, newsletter features and a media kit. The /flu web pages were updated to fit the new web style.

Total Web Views Trend (All-time)



Web Total Users
(1 Month)

436 ↓

Web Engagement Rate
(1 Month)

46% ↔

Social Media Reach (1 Month)

Facebook

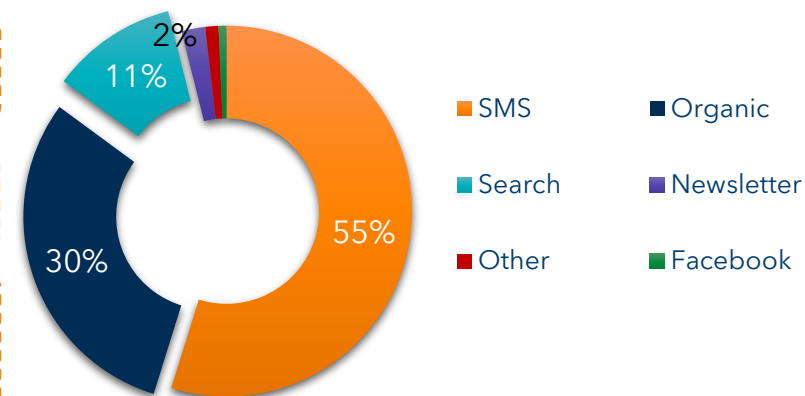
LinkedIn

Instagram

312

N/A

861

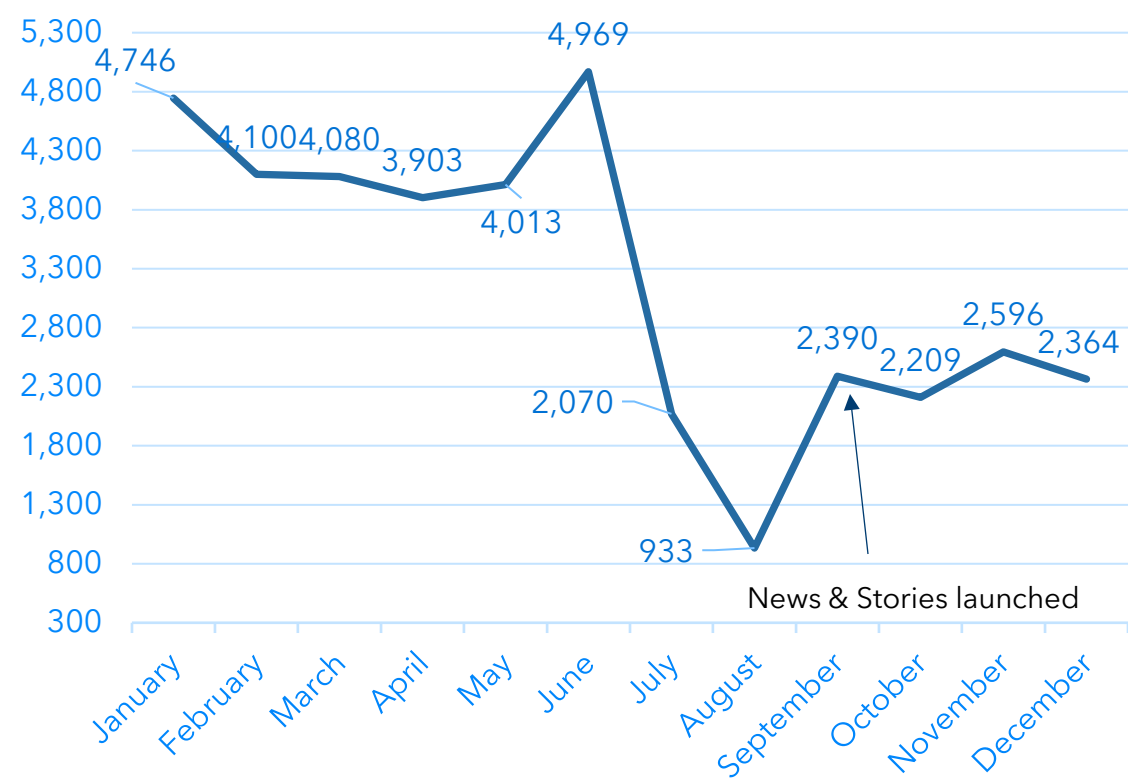


User Acquisition by Medium

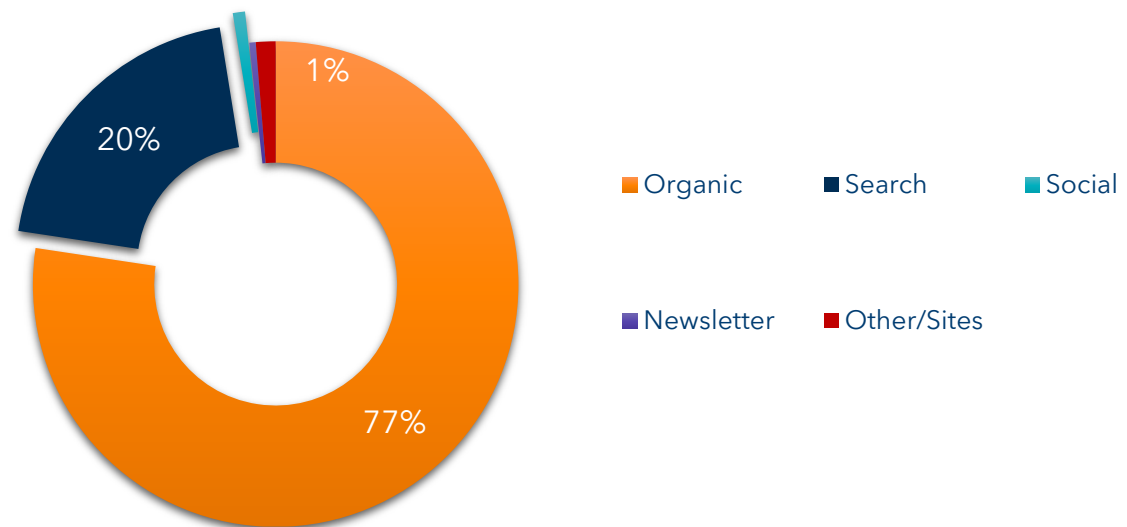
All 'blog' stories, 2025

Includes member and provider announcements, and blog stories on CareOregon website

Total Web Views Trend



User Acquisition



Total Views

58,586

Total users

41,411

Avg Engagement Rate

35%

New Users

38,225

Data from Jan 1, 2025 to Jan 1, 2026, subject to change



News & Stories, 2025 top performing posts

Top 10 foods for men's health Release: 2022

Top 10 foods for men's health

Jun 13, 2022, 15:00 PM

June is Men's Health Month, and CareOregon knows that men face unique health issues because of lifestyle, physiology and other factors. Diet is one of those factors. When people use the word "diet," what does that mean to you? Does it mean eating carrot and celery sticks to lose weight? The term "diet" has gotten a bad rep over the years. Per [dictionary.com](https://www.dictionary.com), diet means "food and drink considered in terms of its qualities, composition, and its effects on health." A healthy diet for men is not just something you do when you want to slim down for beach season or because your high school reunion is coming up. It's a constant way of life.

Some men may not know about the health benefits that certain foods provide in keeping a body in great shape. A realistic approach to better health is not just a heavy focus on the best food for men, but also including the classic favorites in moderation. It's better than simply denying yourself a good burger or pizza once in a while. By learning to love and appreciate the foods that keep you in good health, you'll be setting positive eating patterns that will continue to pay off.

Last month during Women's Health Month, we featured [10 practical and healthy foods for women](#). This month, we've compiled a similar list of healthy food for men. Here are 10 superfoods for men that can bring great value to a man's diet.

1. **Cherries.** Cherry pigment contains anthocyanins, an anti-inflammatory. Both sweet and tart cherries contain these special pigments, though you'll find more in the tart variety. Medical research has also shown that cherries are good at preventing gout, which occurs more often in men than women.
2. **Turkey breast.** Give thanks for the turkey, and not just on the third Thursday of November. This delicious bird has seven grams of protein per ounce, is high in B vitamins, zinc, and the cancer fighter selenium. Turkey is also the leanest meat you can find.
3. **Whole grains.** Oatmeal in the mornings. Whole grain bread for your lunchtime sandwiches. Brown rice and whole wheat pasta for dinner instead. These are all ways to switch up and get more benefits from your grains. And if you are gluten intolerant, try eating corn on the cob. It's gluten-free, and research shows it's high in antioxidants and carotenoids that are good for your eyes. If you need ideas for whole grains, try this [Men's Journal](#) article for advice.
4. **Shellfish.** If you want low-fat, low-calorie, high-protein foods, then shellfish is the perfect meal. Crab, oysters, shrimp, clams, and other shelled water dwellers are abundant with zinc. Three ounces of oysters alone pack 445% of your recommended daily value of zinc, which helps drive up testosterone levels and keep your prostate healthy. Without zinc in your diet, chances of an inflamed or enlarged prostate increase, as well as your risk of developing prostate cancer.

Maddie's story: How depression and anxiety shape the teenage experience

Maddie's story: How depression and anxiety shape the teenage experience

Published April 4, 2025

Share



1,725 Views
64% Engagement Rate

Kris's story: A journey through depression and anxiety

Kris's story: A journey through depression and anxiety

Published February 28, 2025

Share



1,271 Views
76% Engagement Rate

Data from Jan 1, 2025 to Jan 1, 2026, subject to change

News & Stories, 2025 analytics

Title	Date	Web Views	Title	Date	Web Views
Who to contact during a mental health crisis	Dec 13	202	Neurodivergence: Recognizing strengths and impact	Apr 5	1,317
Investing in our region's mental health system	Dec 18	334	Anxiety disorder: More than regular nerves	Apr 23	224
Where can I get a free or low-cost depression screening?	Jan 13	168	Ensuring access to care with Project Access Now	May 14	301
30 years of CareOregon: A Timeline	Jan 15	276	From practice to parade: CareSteppers spread joy with their energy and community spirit	Jul 1	169
30 years of building a healthier, stronger Oregon	Jan 27	129	To your health: What to do this winter	Oct 8	923
Employee Resource Groups: Belonging and building connections	Jan 30	222	CareOregon releases its 2024 Annual Report	Oct 20	66
Strengthening mental health care in Oregon	Feb 3	194	Empowering families: A collaborative approach to food and nutrition	Oct 24	52
Jackson Care Connect: Meeting the mental health needs of our members	Feb 12	204	SNAP food benefits delayed	Oct 27	976
Columbia Pacific: Addressing mental health needs from youth to adulthood	Feb 14	117	Janet's story: Breast cancer screenings save lives	Oct 29	115
Warning signs your child is struggling with anxiety or depression	Feb 19	267	CareOregon's investment in culturally responsive, inclusive care	Oct 31	213
Kris's story: A journey through depression and anxiety	Feb 28	1,271	CareOregon invests in Rockwood's wraparound campus to help build healthier futures for youth and families	Nov 14	139
Celebrate World Hearing Day: Simple ways to protect your hearing	Feb 28	517	CareOregon invests in partners improving access to care, increasing availability of healthy food and expanding affordable housing	Dec 11	143
Halimo's story: The importance of culturally specific mental health care	Mar 21	301	CareOregon recognized again as one of the region's Most Admired Companies!	Dec 11	200
Maddie's story: How depression and anxiety shape the teenage experience	Apr 4	1,725			

Social, analytics

LinkedIn		Instagram		Facebook	
Number of Posts	10	Number of Posts	22	Number of Posts	15
Total Reach	5,924	Total Reach	6,741	Total Reach	4,196
Engagement Rate	7.2%	Engagement Rate	7.6%	Engagement Rate	9.7%
Follower Growth Rate	1.8%	Follower Growth Rate	1.7%	Follower Growth Rate	0.8%

EOM data, subject to change

Social, top performing posts

LinkedIn

Helping the people who help Oregon - 2025 Grants



Helping the people who help Oregon

Over the years, we have focused on supporting organizations that serve people facing the greatest challenges. In 2025, we awarded grants to 22 local nonprofits across the state.



1,306 Impressions
13.2% Engagement Rate

Instagram

Big Give Day - Give!Guide Healthy Category week



1,112 Reached
37 Interactions

Facebook

Easterseals volunteer event and check presentation



703 Reached
14 Interactions

Briefly, analytics

December

Average Open Rate

49.9% ↑

Average Individual
Opens

746 ↑

Average Click Rate

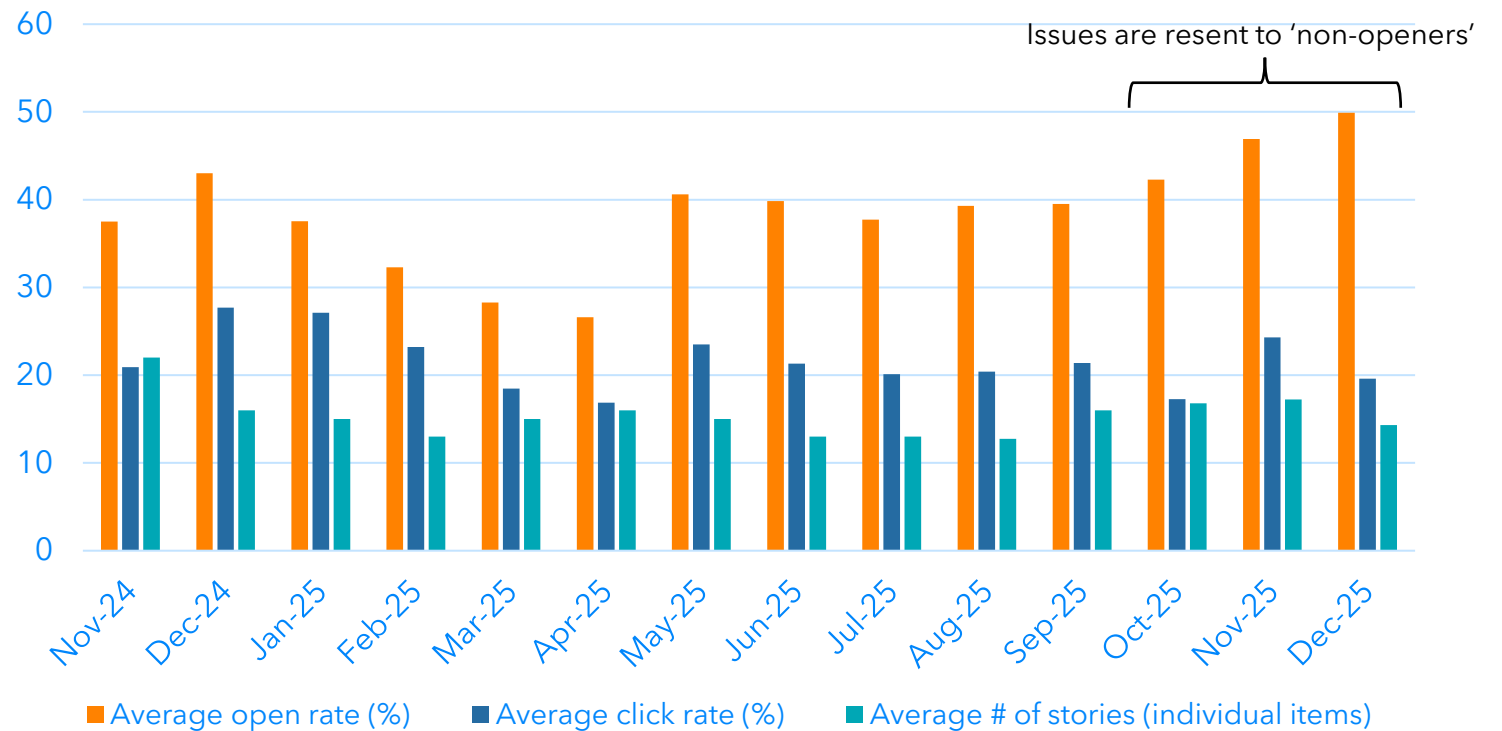
19.6% ↓

Average Number of
Stories

14.3 ↓

↑ ↓ vs. Previous Month

Averages by Month Trend



Briefly, top performing stories

December 10: Aspiring Leaders Program

Recent graduates from the program.

Congrats, Aspiring Leader Program graduates

Please join us in congratulating our recent Aspiring Leader Program graduates! They have all shown an incredible amount of dedication and their insights from the program have been inspirational.

For more details and their insights, [please visit our Aspiring Leader Page](#) and scroll down to see our graduates!

"Through open conversations, self-reflection, and exposure to diverse perspectives, I gained invaluable insights into what it truly means to lead with empathy, courage and respect for the richness of ideas within a team."

- Angela Rice, Claims Examiner

December 2: Celebrating Anniversaries

Employees highlighted anniversaries for the month.

Congrats! CareOregonian anniversaries

Check out this list of folks who have a [work anniversary](#) this month. Thank you for all that you do!

These updates will be shared monthly.

December 2: 2026 Holidays

Download calendar link for holidays in 2026.

CareOregon news

2026 Holidays

See the [holiday schedule](#) and [download the 2026 holidays](#) to your calendar! (Microsoft Edge is the recommended browser.) When it downloads to your computer, an option will pop up in Outlook to **import** to your calendar. Choose the import option to copy into your calendar (not the "open as new" option).

Questions? Visit the [Workday Resource Hub](#).

December 17: All staff

Meeting recap video.

Did you miss the December All Staff meeting?

Watch the recorded presentation to hear the latest from our leaders.

All Staff Meeting
December 9, 2025

CareOregon

Click the image to visit the Intranet page.

598 Total Clicks

449 Total Clicks

156 Total Clicks

135 Total Clicks

EOM data, subject to change

Thank you!

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Definitions

Reach: the number of unique users who see, or are exposed to, our content

Engagement rate: the percentage of actions made on a post or story (likes, comments, shares, clicks on a link, etc.) from those who saw it

Bounce rate: the un-engagement of users (% of users who don't interact with or stay on a web page for more than 10 seconds, lower #s are better)

Open rate: the percentage of recipients who open or view a particular email out of the total number of recipients

Views or Impressions: the number of times the content has been seen by users (ex. 1 person could see the same content 5 times = 5 views or impressions)