

Brought to You By – OB Social Media Campaign

Avista Adventist Hospital – New Life Center

Avista Adventist Hospital had limited dollars available to promote its birth center, so a campaign was created for social media featuring the stories of newborns delivered in the New Life Center. In conjunction with a digital search campaign on Google, the promotion resulted in a 7 percent increase in deliveries. The posts were promoted on Facebook beginning in November 2016 and ending in June 2017.

ADRIANA

Post Details

**Avista Adventist Hospital**
Published by Melissa Phillips [?] · December 29, 2016 · 

Happy Birthday Adriana. We think you'll agree - she's absolutely pretty in pink. Adriana was born at Avista one year ago today. She's brought to you by Dr. Christine Abair and the New Life Center team. Her mom chose Avista because she had a high risk pregnancy. Adriana arrived by C-section without any complications. She credits the attentive care of Dr. Abair and Avista's nurses with making her feel at ease. To learn more about the New Life Center, visit www.avistahospital.org/birthcenter



12,233 people reached View Results

   601 23 Comments 15 Shares 

 Like  Comment  Share

Performance for Your Post

12,233 People Reached

723 Reactions, Comments & Shares

599  Like	540 On Post	59 On Shares
74  Love	59 On Post	15 On Shares
2  Wow	2 On Post	0 On Shares
32 Comments	23 On Post	9 On Shares
17 Shares	15 On Post	2 On Shares

593 Post Clicks

241 Photo Views	9 Link Clicks	343 Other Clicks 
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NEGATIVE FEEDBACK

6 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Brought to You By – OB Social Media Campaign

Avista Adventist Hospital – New Life Center

NORA

Post Details ✕

Video
Post
See metrics for all videos

Avista Adventist Hospital

Published by Melissa Phillips [?] · January 9 · 🌐

⋮

We'd like to share the story of a very special girl with you. When we met Nora Renee and her mother Emily, Nora weighed just 2 pounds 4 oz. Born three months early, Nora was incredibly small but also incredibly strong. Nora's experience in our Neonatal Intensive Care Unit is a story of love, hope and courage. To learn more about the advanced care we provide to newborns who arrive early or need extra attention while they grow stronger, please visit <http://www.avistahospital.org/.../B.../In-Case-of-Complications/>

A Courageous Fight - Nora's Story

03:46

96,780 people reached

View Results

👍❤️😢
608
38 Comments
97 Shares

⌵

👍 Like
💬 Comment
➦ Share

Performance for Your Post

96,780 People Reached

77,188 Video Views

1,321 Reactions, Comments & Shares

842 👍 Like	469 On Post	373 On Shares
237 ❤️ Love	137 On Post	100 On Shares
3 😞 Sad	2 On Post	1 On Shares
139 Comments	58 On Post	81 On Shares
102 Shares	97 On Post	5 On Shares

5,044 Post Clicks

1,220 Clicks to Play ⁱ	122 Link Clicks	3,702 Other Clicks ⁱ
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NEGATIVE FEEDBACK

6 Hide Post	2 Hide All Posts
1 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

These metrics may not be updated yet with the most recent data that appears on posts.

Create Post With Video

Edit Post

View Results

Brought to You By – OB Social Media Campaign

Avista Adventist Hospital – New Life Center

TEIGEN

Post Details ✕



Avista Adventist Hospital
Published by Melissa Phillips [?] · January 12 · 🌐

This week's dose of adorable goodness is brought to you by Dr. Long Huynh and the New Life Center at Avista Adventist Hospital. Teigen Elizabeth was born in April. Her mom Mercedes describes the experience, "The staff was absolutely amazing! Since this was our first child, we were really nervous about the labor and delivery process. On top of that, both of our families lived out-of-state so we were basically on our own. Dr. Huynh, our nurses and the lactation consultants all rallied around us and became our fill-in family for those two days, and quite frankly, we didn't want to leave!" To learn more about Avista's New Life Center, visit www.avistahospital.org/birthcenter



9,246 people reached View Results

👍❤️ 309 9 Comments 2 Shares 

👍 Like 💬 Comment ➦ Share

Performance for Your Post

9,246 People Reached

364 Reactions, Comments & Shares

319 👍 Like	285 On Post	34 On Shares
29 ❤️ Love	24 On Post	5 On Shares
10 Comments	9 On Post	1 On Shares
6 Shares	2 On Post	4 On Shares

312 Post Clicks

129 Photo Views	12 Link Clicks	171 Other Clicks ⓘ
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NEGATIVE FEEDBACK

1 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Brought to You By – OB Social Media Campaign

Avista Adventist Hospital – New Life Center

BABY J

Post Details

**Avista Adventist Hospital**
Published by Melissa Phillips (?) · December 21, 2016 · 🌐

Christmas bliss is brought to you by Dr. Christine Abair and our team in the New Life Center. Baby J arrived just in time for the holiday. At Avista, we believe the greatest gift is the birth of a new baby. We are incredibly fortunate to have the privilege of helping newborns arrive every day of the year. As our holiday gift, we will be sharing a little bit of our newborn magic with you over the next five days. To learn more about our New Life Center visit www.avistahospital.org/birthcenter



Avista Adventist Hospital
Centura Health

11,384 people reached View Results

👍❤️😄 507 10 Comments 12 Shares

👍 Like 💬 Comment ➦ Share

Performance for Your Post

11,384 People Reached

558 Reactions, Comments & Shares

465 👍 Like	441 On Post	24 On Shares
66 ❤️ Love	65 On Post	1 On Shares
1 😄 Haha	1 On Post	0 On Shares
14 Comments	10 On Post	4 On Shares
12 Shares	12 On Post	0 On Shares

390 Post Clicks

141 Photo Views	21 Link Clicks	228 Other Clicks 📄
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NEGATIVE FEEDBACK

4 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Brought to You By – OB Social Media Campaign

Avista Adventist Hospital – New Life Center

ISAIAH



Avista Adventist Hospital

Published by Melissa Phillips [?] · December 24, 2016 · 🌐

Our Neonatal Intensive Care Unit is full of Christmas miracles. This little guy has a special place in all of our hearts here at Avista. Isaiah was born on Nov. 20. His mom works in our pharmacy department and his dad is a part of our plant operations team. Isaiah needs to grow stronger for four more weeks so he'll be spending his first Christmas in the NICU with his parents and an incredibly loving team of nurses. www.avistahospital.org/birthcenter



2,976 people reached Boost Post

👍 Like 💬 Comment ➦ Share 🌐

👤 Joyce Riedel-Richardson, Brittany Brougham and 99 others Chronological ▾

Brought to You By – OB Social Media Campaign

Avista Adventist Hospital – New Life Center

MCKINLEY

Post Details



Avista Adventist Hospital

Published by Melissa Phillips [?] · January 26 · 🌐

McKinley is brought to you by Dr. Shannon Hill and the New Life Center at Avista Adventist Hospital. McKinley arrived by C-section last April. Her mom credits her delivery team with being caring, personal and attentive. To learn more about the New Life Center, visit www.avistahospital.org/birthcenter



6,565 people reached

View Results

👍❤️ 177

2 Comments 1 Share

👍 Like 💬 Comment ➦ Share

Performance for Your Post

6,565 People Reached

188 Reactions, Comments & Shares

169 👍 Like	165 On Post	4 On Shares
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14 ❤️ Love	12 On Post	2 On Shares
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2 Comments	2 On Post	0 On Shares
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3 Shares	1 On Post	2 On Shares
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145 Post Clicks

87 Photo Views	15 Link Clicks	43 Other Clicks 📄
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NEGATIVE FEEDBACK

1 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Brought to You By – OB Social Media Campaign

Avista Adventist Hospital – New Life Center

LINCOLN

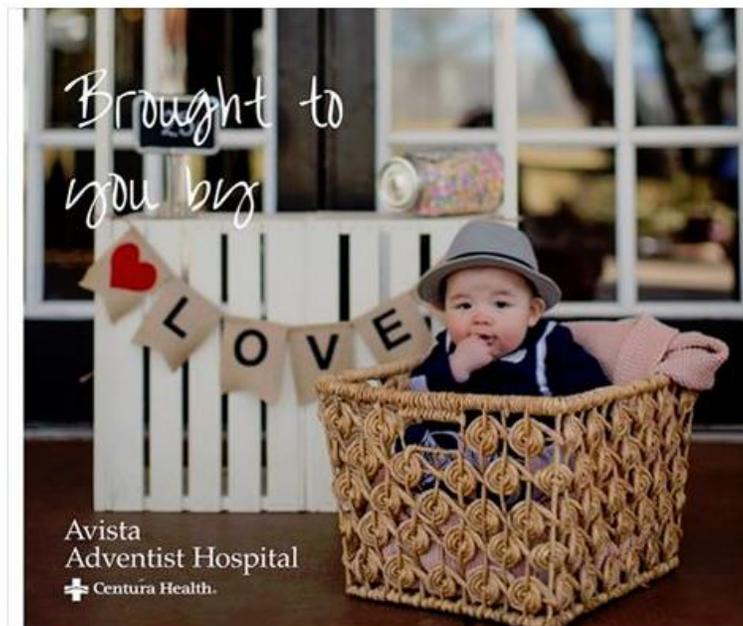
Post Details



Avista Adventist Hospital

Published by Melissa Phillips [?] · February 10 · 🌐

This little sweetheart is brought to you by Dr. Elli Sundahl of CHPG Women's Health and the New Life Center. Lincoln was born at Avista in September. His mom says, "I honestly felt like it was the ultimate VIP experience. I try to tell everyone I know. My labor story was absolutely amazing. I was nervous because it was my first delivery and I needed to be induced, but it was easier than I expected. I had a super team. I couldn't be happier." To learn more about Dr. Elli Sundahl and the team at CHPG Women's Health, visit <http://www.chpgwomenshealth.org/.../church-ranch/obstetrics/>



8,814 people reached

View Results

191

8 Comments 2 Shares

Like Comment Share

8,814 People Reached

275 Reactions, Comments & Shares

231 Like
On Post

175 On Post

56 On Shares

23 Love
On Post

16 On Post

7 On Shares

1 Haha
On Post

0 On Post

1 On Shares

10 Comments
On Post

9 On Post

1 On Shares

10 Shares
On Post

2 On Post

8 On Shares

439 Post Clicks

154 Photo Views

26 Link Clicks

259 Other Clicks

NEGATIVE FEEDBACK

1 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Brought to You By – OB Social Media Campaign

Avista Adventist Hospital – New Life Center

JACK

Post Details



Avista Adventist Hospital

Published by Melissa Phillips [?] · February 23 · 🌐

At Avista, we LOVE babies. You just have to take one look at Jack to see why. He's brought to you by Dr. Alison Schultz and our New Life Center Team. Jack's delivery story really explains why it's important to have an expert team when the unexpected happens. Jack's mom describes, "My delivery was actually pretty scary. I was diagnosed with preeclampsia and I had super high blood pressure. Jack's heart rate was dipping with each contraction and the cord was wrapped around his neck. Dr. Schultz had everything together. She kept my head straight and kept everyone focused. She saved Jack's life. She was our saving grace." Jack's mom is expecting a little girl next month. She's once again counting on the expert care of Dr. Schultz and the New Life Center for the arrival of Jack's little sister. To learn more about the New Life Center, visit www.avistahospital.org/birthcenter



11,049 people reached

View Results

👍❤️😮 231

15 Comments 1 Share

👍 Love 💬 Comment ➦ Share

Performance for Your Post

11,049 People Reached

350 Reactions, Comments & Shares

250 Like **191** On Post **59** On Shares

66 Love **39** On Post **27** On Shares

1 Wow **1** On Post **0** On Shares

26 Comments **16** On Post **10** On Shares

8 Shares **1** On Post **7** On Shares

598 Post Clicks

188 Photo Views **24** Link Clicks **386** Other Clicks

NEGATIVE FEEDBACK

1 Hide Post **1** Hide All Posts

0 Report as Spam **0** Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Brought to You By – OB Social Media Campaign

Avista Adventist Hospital – New Life Center

EMERSON

Post Details



Avista Adventist Hospital

Published by Melissa Phillips [?] · March 23 · 🌐

This little sweetpea is Brought to You By Dr. Christine Abair and Avista's New Life Center team. Emerson was content to remain with her mom as long as possible. When it became clear Emerson would need encouragement to make her arrival into the world - her mom was induced. Emerson arrived in perfect health, but her mom required extra care, "I had some hemmoraging issues due to a laceration. I was bleeding out and had to have surgery. The nurses stuck with me past their shift to make sure I was okay. I was happy with the care at Avista." To learn more about choosing a hospital and an obstetrician you can trust with not just your newborn's life, but also your own life, please visit <http://www.avistahospital.org/AVH/Specialties/Birth-Center/>



5,467 people reached

View Results

👍❤️ 50

1 Comment 🗨️

Performance for Your Post

5,467 People Reached

81 Reactions, Comments & Shares

71 Like
On Post

46 On Post

25 On Shares

5 Love
On Post

4 On Post

1 On Shares

3 Comments
On Post

1 On Post

2 On Shares

2 Shares
On Post

0 On Post

2 On Shares

244 Post Clicks

82 Photo Views
Link Clicks

5 Link Clicks

157 Other Clicks ⓘ

NEGATIVE FEEDBACK

0 Hide Post

1 Hide All Posts

0 Report as Spam

0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Brought to You By – OB Social Media Campaign

Avista Adventist Hospital – New Life Center

NEEL

Post Details



Avista Adventist Hospital

Published by Melissa Phillips [?] · April 20 · 🌐

We'd like you to meet Nirobhro Neel. He was born in our New Life Center just over a year ago. He's brought to you by Dr. Alison Mall of CHPG Women's Health. His mom was induced on a Sunday night at 9:18 p.m. and he arrived 18 minutes later. He has a very special Bengali name. Niro means cloudless and Neel means blue - for clear blue sky and it means always happy. We think the name is perfect. To learn more about CHPG Women's Health, visit www.chpgwomenshealth.org.



5,364 people reached

View Results

👍❤️ Shannon Knobel, Karen Wright and 32 others

1 Share 🌐

👍 Like 💬 Comment ➦ Share

Performance for Your Post

5,364 People Reached

37 Reactions, Comments & Shares

35 Like **33** On Post **2** On Shares

1 Love **1** On Post **0** On Shares

0 Comments **0** On Post **0** On Shares

1 Shares **1** On Post **0** On Shares

163 Post Clicks

73 Photo Views **3** Link Clicks **87** Other Clicks ⓘ

NEGATIVE FEEDBACK

0 Hide Post **0** Hide All Posts
0 Report as Spam **0** Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Brought to You By – OB Social Media Campaign

Avista Adventist Hospital – New Life Center

SYDNEY

Post Details

**Avista Adventist Hospital**
Published by Melissa Phillips (?) · May 12 · 

Little Miss Sydney is brought to you by Dr. Loralie Moeller and the New Life Center team at Avista Adventist Hospital. Sydney's mom says she loved having one private birthing suite throughout her entire stay for labor, delivery and recovery. To learn more, visit www.avistahospital.org/birthcenter.



5,890 people reached View Results

Marci Johnson Biodrowski, Anthony Rose and 40 others · 1 Comment

Like Comment Share

Performance for Your Post

5,890 People Reached

44 Likes, Comments & Shares

43 Likes	42 On Post	1 On Shares
1 Comments	1 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

135 Post Clicks

90 Photo Views	19 Link Clicks	26 Other Clicks 
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NEGATIVE FEEDBACK

4 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Brought to You By – OB Social Media Campaign

Avista Adventist Hospital – New Life Center

STELLA

Post Details



Avista Adventist Hospital

Published by Melissa Phillips [?] · May 26 · 🌐

Stella is brought to you by the New Life Center at Avista Adventist Hospital. Her mom says she loved having a private birthing suite, "It felt like a hotel, the food was so good and the nurses were amazing. I'll be going back when we have our second child." To learn more about the New Life Center, visit www.avistahospital.org/birthcenter



4,299 people reached

[View Results](#)

Doris Daniel, Anita Marie and 33 others

2 Comments

Like Comment Share

Performance for Your Post

4,299 People Reached

40 Reactions, Comments & Shares

31 Like	30 On Post	1 On Shares
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6 Love	5 On Post	1 On Shares
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3 Comments	3 On Post	0 On Shares
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0 Shares	0 On Post	0 On Shares
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98 Post Clicks

57 Photo Views	8 Link Clicks	33 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Brought to You By – OB Social Media Campaign

Avista Adventist Hospital – New Life Center

ARIA

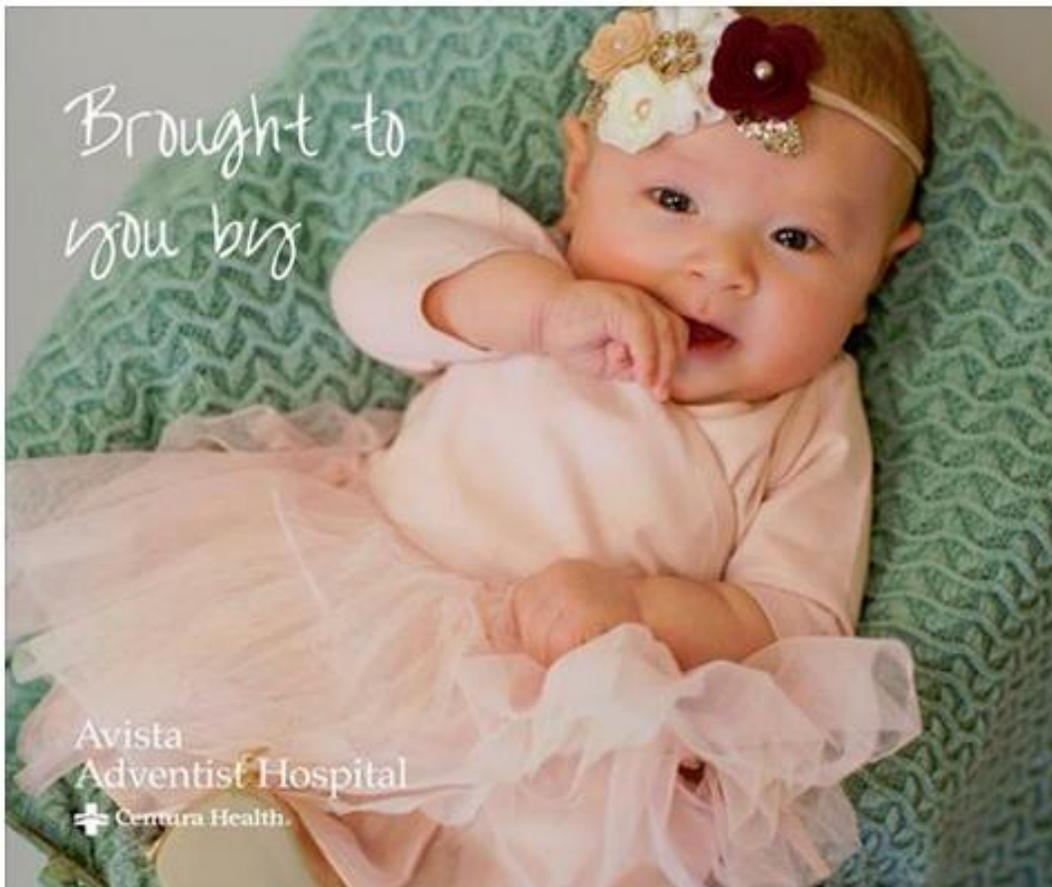


Avista Adventist Hospital

Published by Melissa Phillips [?] · June 8 · 🌐



Aria is brought to you by our certified nurse midwives Claudia Berg Graessle and Elizabeth Sterling. Aria's mom says she loved them both as well as the nurses at Avista's New Life Center. Aria's mom says, "I had no idea how much work and dedication goes into taking care of one mom. I received so much care and they did it with a smile on their face." To learn more about the New Life Center, visit www.avistahospital.org/birthcenter



2,369 people reached

[Boost Post](#)

Like

Comment

Share



Sara Jane, Rikki Wilson Jennings and 35 others

Chronological ▾

Brought to You By – OB Social Media Campaign

Avista Adventist Hospital – New Life Center

CARTER



Avista Adventist Hospital

Published by Melissa Phillips [?] · June 23 · 🌐

Carter is brought to you by the New Life Center at Avista Adventist Hospital. Carter's mom says the care and nursing were fantastic. She says everyone understood that she wanted a natural delivery and that her doula was welcomed. She's grateful Avista facilitated the delivery experience she wanted. To learn more about the New Life Center, visit www.avistahospital.org/birthcenter.



1,571 people reached

Boost Post

👍 Like 💬 Comment ➦ Share



👍❤️ Melissa Egoávil, Sherri Hart Frazier and 12 others

Brought to You By – OB Social Media Campaign

Avista Adventist Hospital – New Life Center

EMMITT

Post Details



Avista Adventist Hospital

Published by Melissa Phillips [?] · November 30, 2016 · 🌐

We love our Avista babies. This little miracle is brought to you by Dr. Elli Sundahl, Dr. Alison Mall and our team in the New Life Center. Emmitt was born in May. He's a healthy and thriving six-month-old. Dr. Sundahl provided Emmitt's mom with quality prenatal and postpartum care, and her partner at CHPG Women's Health, Dr. Mall, guided her through the delivery. Click to learn more about CHPG Women's Health at www.chpgwomenshealth.org or the New Life Center at www.avistahospital.org/birthcenter.



8,672 people reached

[View Results](#)

👍❤️😮 124

6 Comments 1 Share

👍 Like 💬 Comment ➦ Share

Performance for Your Post

8,672 People Reached

163 Reactions, Comments & Shares

125 👍 Like	106 On Post	19 On Shares
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23 ❤️ Love	17 On Post	6 On Shares
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1 😮 Wow	1 On Post	0 On Shares
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8 Comments	6 On Post	2 On Shares
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6 Shares	1 On Post	5 On Shares
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432 Post Clicks

158 Photo Views	34 Link Clicks	240 Other Clicks ⓘ
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NEGATIVE FEEDBACK

1 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Brought to You By – OB Social Media Campaign

Avista Adventist Hospital – New Life Center

CHARLIE

Post Details



Avista Adventist Hospital

Published by Melissa Phillips [?] · December 14, 2016 · 🌐

Meet Charlie... this handsome little man celebrated his first birthday in October. He's brought to you by Virginia Nagel, a certified nurse midwife at Avista and our New Life Center Team. His mom says her care was amazing from her first appointment all the way through the delivery and hospital stay. She was looking for a natural birth experience and a hospital that was willing to work with a doula. She found both at Avista. We're proud to offer women the only hospital-based midwife program in Boulder County. To learn more about the New Life Center, visit www.avistahospital.org/birthcenter



10,590 people reached

View Results

👍❤️ 221

12 Comments 1 Share

👍 Like 💬 Comment ➦ Share

Performance for Your Post

10,590 People Reached

291 Reactions, Comments & Shares

228 👍 Like	194 On Post	34 On Shares
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30 ❤️ Love	27 On Post	3 On Shares
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1 😮 Wow	0 On Post	1 On Shares
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23 Comments	12 On Post	11 On Shares
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9 Shares	4 On Post	5 On Shares
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466 Post Clicks

150 Photo Views	11 Link Clicks	305 Other Clicks ⓘ
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NEGATIVE FEEDBACK

1 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.