



ARMY MWR

Army Community Service

Views
271,156

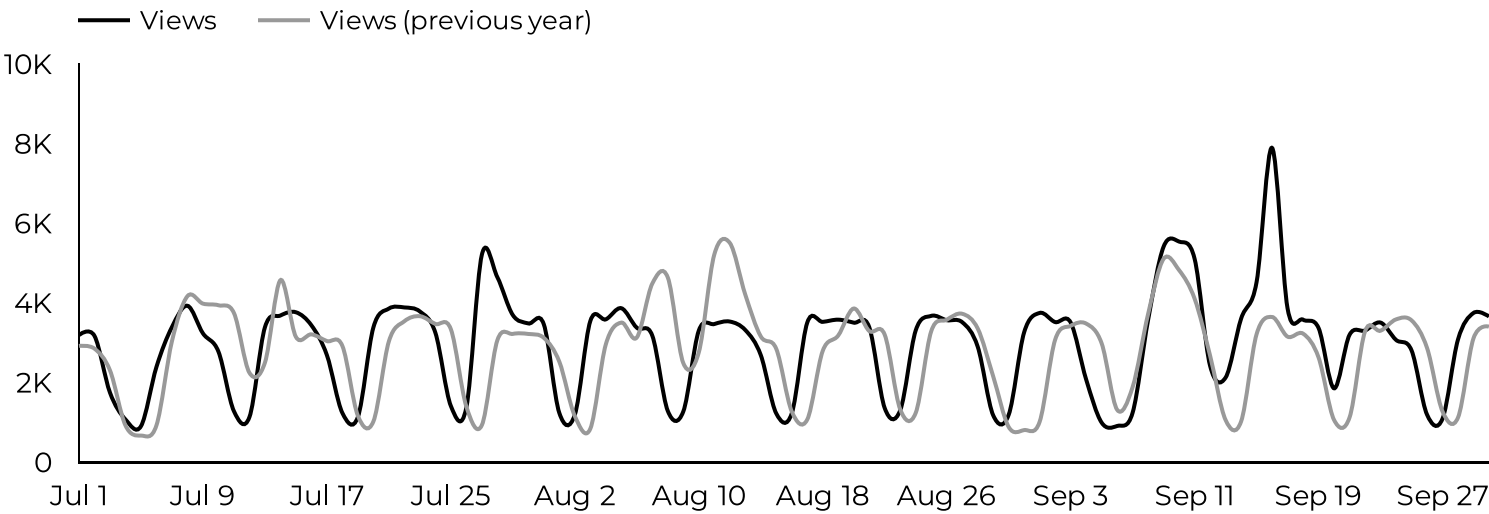
Visits (pageviews) to
your page

Engagement rate
57%

User Activity Level

Total users
143,107

The total number of users
who visited your website



Visits from social media.

Social Media	Sessions ▾	% Δ
Facebook	2,113	-31.2% ↓
X	749	67.6% ↑
Instagram	30	-38.8% ↓
LinkedIn	14	-70.2% ↓
YouTube	5	400.0% ↑
Reddit	1	-

What programs are
users visiting?





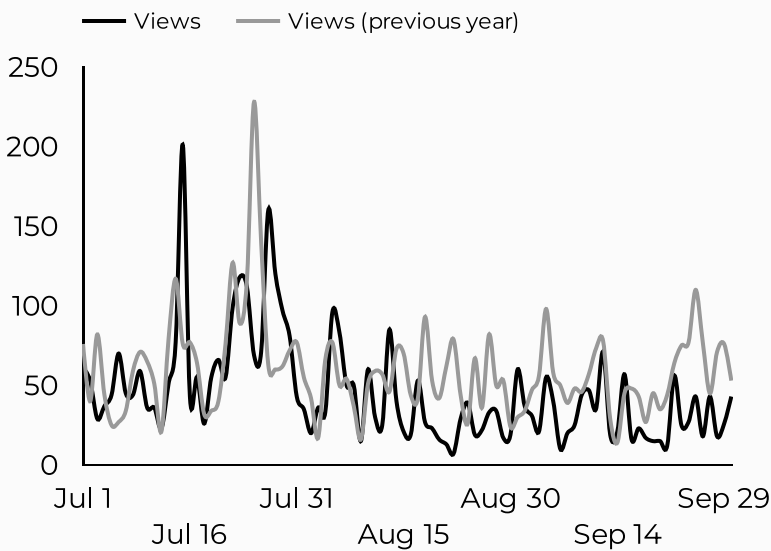
Jul 1, 2026 - Sep 30, 2026

Social Media

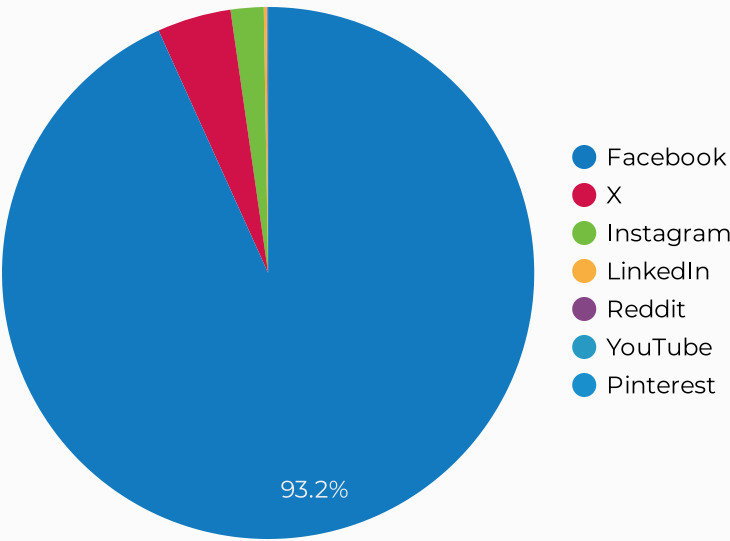
Views	Sessions	Total users	New users	Engagement rate
4,175	2,949	2,721	1,748	54%
↓ -23.9%	↓ -31.3%	↓ -28.6%	↓ -14.9%	↓ -2.8%

Social Traffic Trend (YoY)

Daily views driven by social media, this period versus one year ago.



Share of Social Traffic by Platform



Top Landing Pages from Social

Landing page	Sessions	% Δ
/programs/employment-readiness-program	228	-20.8% ↓
/programs/employment-readiness-program/spouse-employment	175	993.8% ↑
/categories/community-support	159	114.9% ↑
/programs/employment-readiness-program/federal-and-post-jobs	137	1,612.5% ↑

Sessions by Platform

Social Media	Sessions	% Δ
Facebook	2,113	-31.2% ↓
X	749	67.6% ↑
Instagram	30	-38.8% ↓
LinkedIn	14	-70.2% ↓
YouTube	5	400.0% ↑
Reddit	1	-

Actions from Social Visitors

Link clicks, downloads, and contact actions taken by social-referred users.

Action	Event count	% Δ
links	2,498	-33.2% ↓
downloads	186	-71.9% ↓
mail	50	-16.7% ↓
phone	12	-79.3% ↓
Grand total	2,746	-39.2% ↓



Views

2,203

↑ 25.0%

Sessions

2,069

↑ 36.3%

Total users

1,834

↑ 47.4%

New users

817

↑ 84.4%

Avg. Session Time

01:22

↓ -36.9%

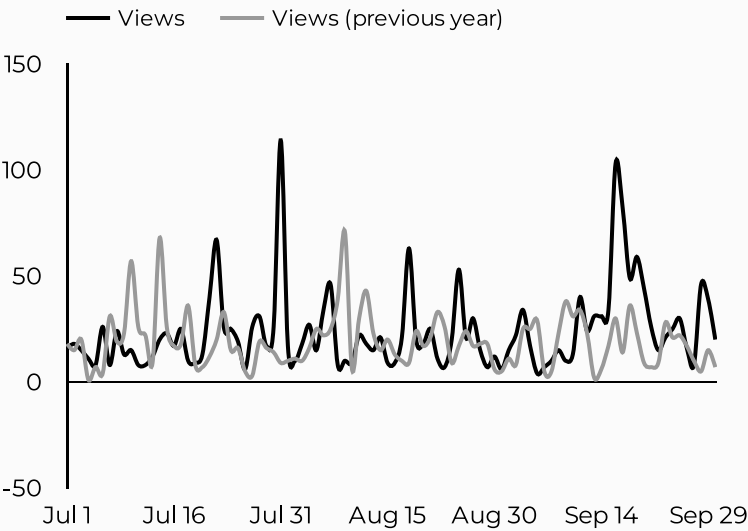
Engagement rate

58%

↓ -18.0%

Compared Y-o-Y

How is site traffic trending?



Top Pages

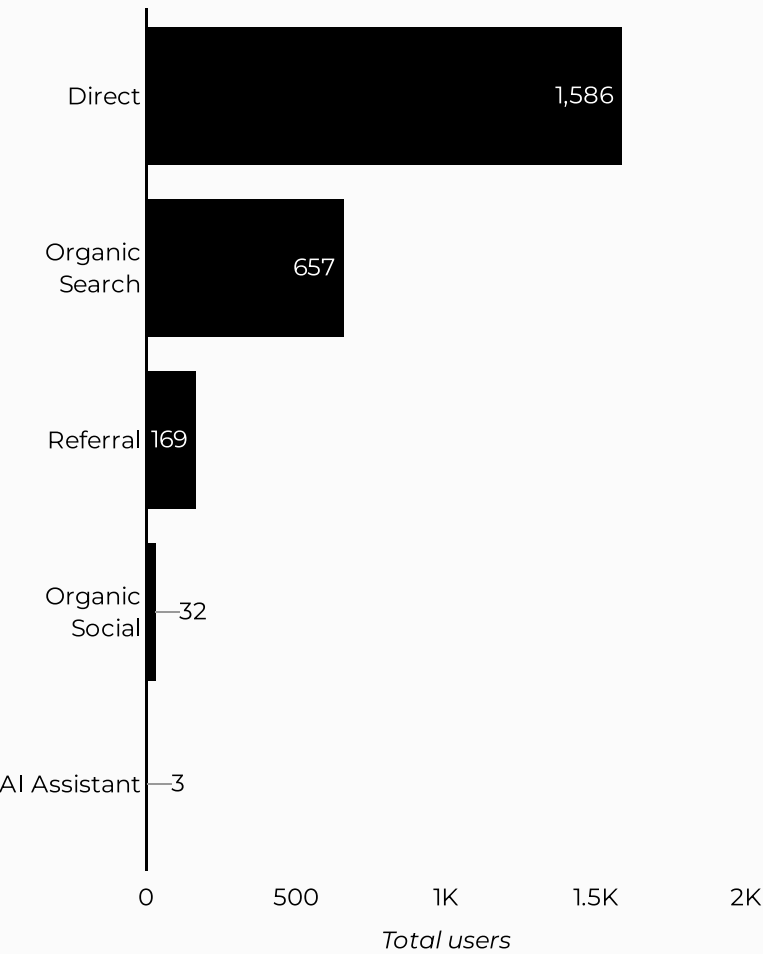
Sorted by Total Users

Page	Total users ▾	% Δ
Army Family Team Building	1,574	22.6% ↑
Course Overview and Sign Up	257	-
Volunteer	161	-
Contact Us	96	-

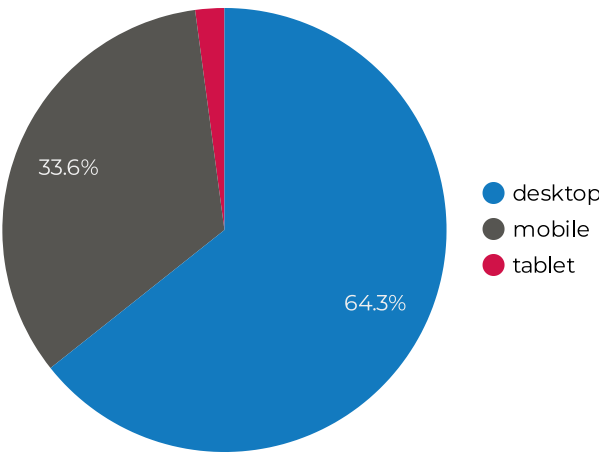
What are the top sources?

Session source	Sessions ▾
(direct)	1,649
google	596
bing	165
armyfamilywebportal.com	51
armyresilience.army.mil	48

Which channels are driving traffic?



Users by Device Type





Views

1,811

↓ -21.7%

Sessions

1,377

↓ -19.8%

Total users

1,174

↓ -22.3%

New users

392

No data

Avg. Session Time

02:32

↑ N/A

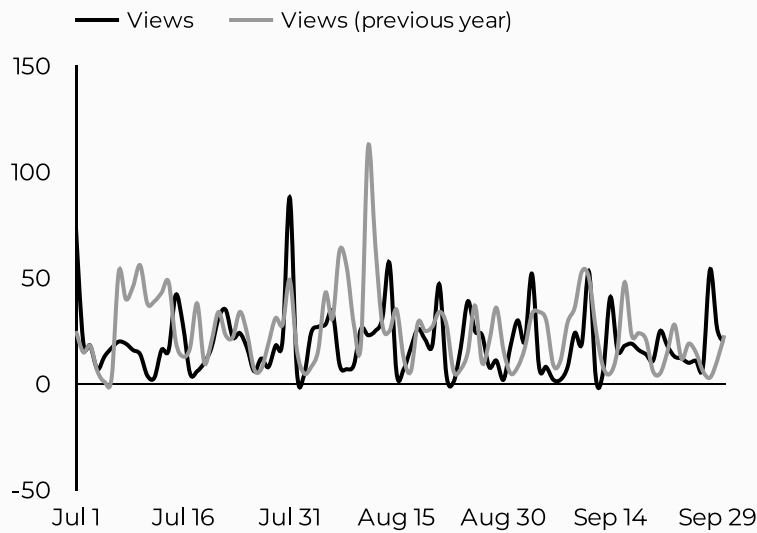
Engagement rate

70%

↑ 9.8%

Compared Y-o-Y

How is site traffic trending?



Top US Army Installations

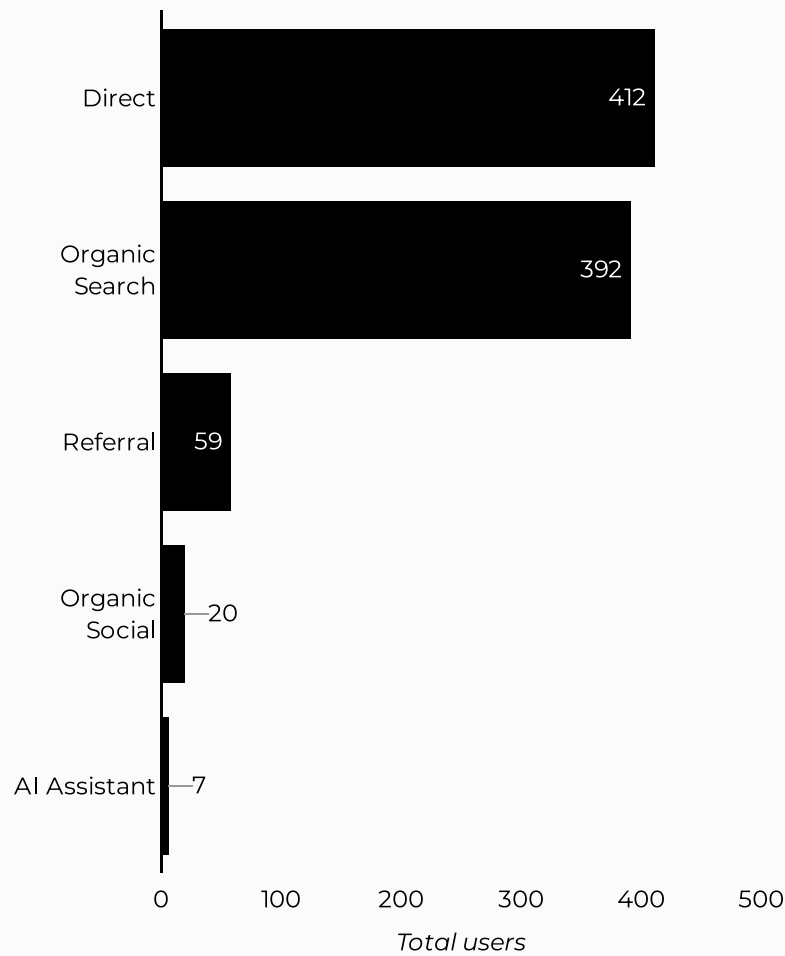
Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	338	-35.4% ↓
wiesbaden.armymwr.com	172	-41.1% ↓
campbell.armymwr.com	102	45.7% ↑
bliss.armymwr.com	62	19.2% ↑
carlisle.armymwr.com	58	1.8% ↑

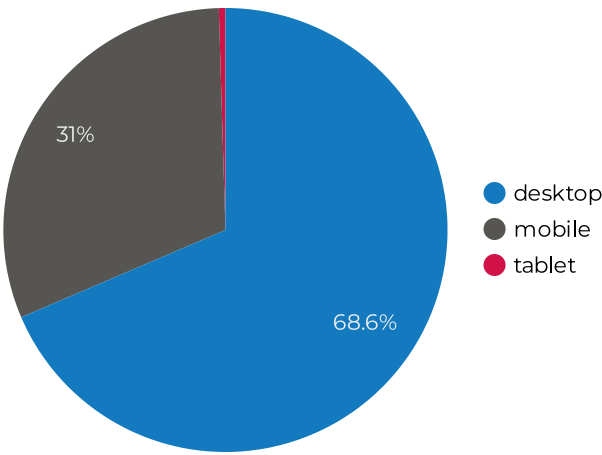
What are the top sources?

Session source	Sessions
(direct)	445
google	314
bing	118
home.army.mil	26
duckduckgo	20

Which channels are driving traffic?



Users by Device Type





Views

333

↓ -22.9%

Sessions

341

↓ -23.2%

Total users

296

↓ -23.5%

New users

152

↓ -2.6%

Avg. Session Time

01:47

↑ 27.4%

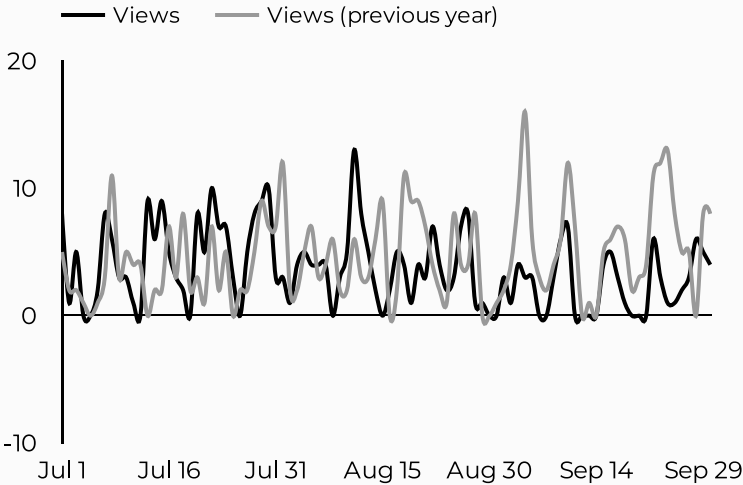
Engagement rate

69%

↓ -1.1%

Compared Y-o-Y

How is site traffic trending?



Top US Army Installations

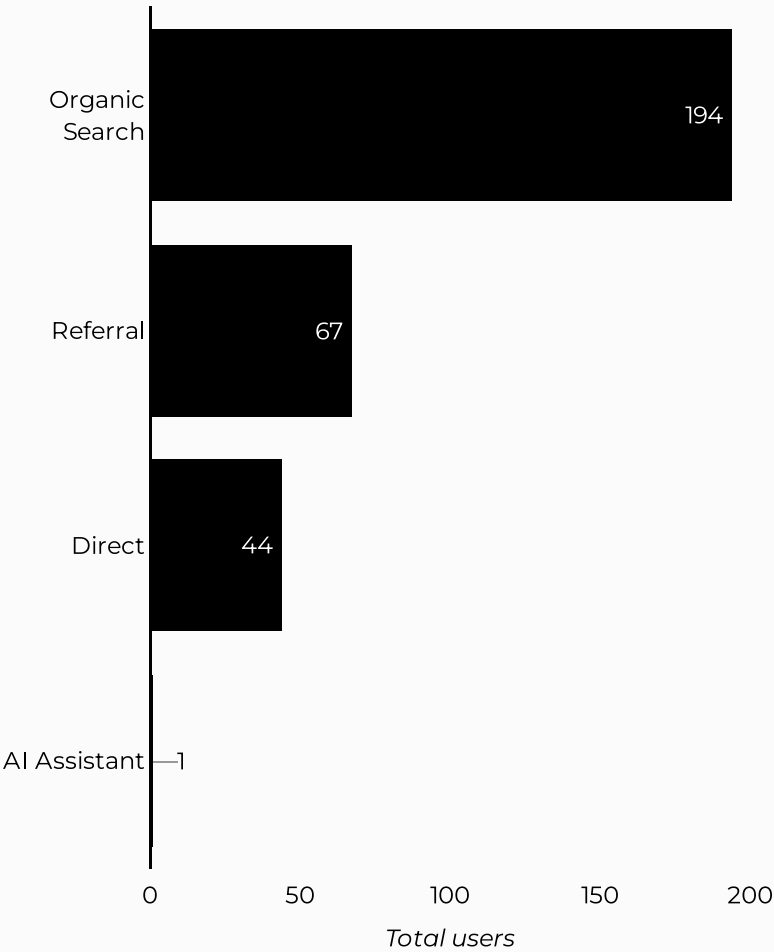
Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	279	-22.7% ↓
hood.armymwr.com	9	-18.2% ↓
jblm.armymwr.com	8	60.0% ↑
bliss.armymwr.com	1	-

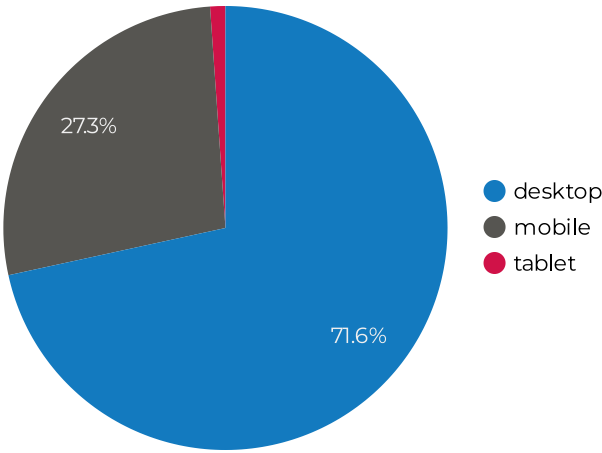
What are the top sources?

Session source	Sessions
google	199
armyfamilywebportal.com	45
(direct)	44
bing	31
myarmybenefits.us.army.mil	16

Which channels are driving traffic?



Users by Device Type





Views

7,631

↑ 24.9%

Sessions

6,371

↑ 15.4%

Total users

5,325

↑ 16.1%

New users

2,796

↑ 4.3%

Avg. Session Time

02:56

↑ 30.2%

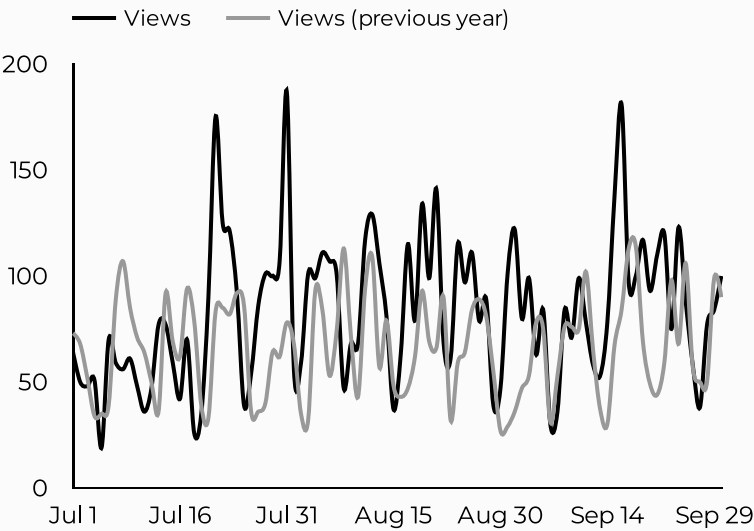
Engagement rate

64%

↓ -4.0%

Compared Y-o-Y

How is site traffic trending?



Top Pages

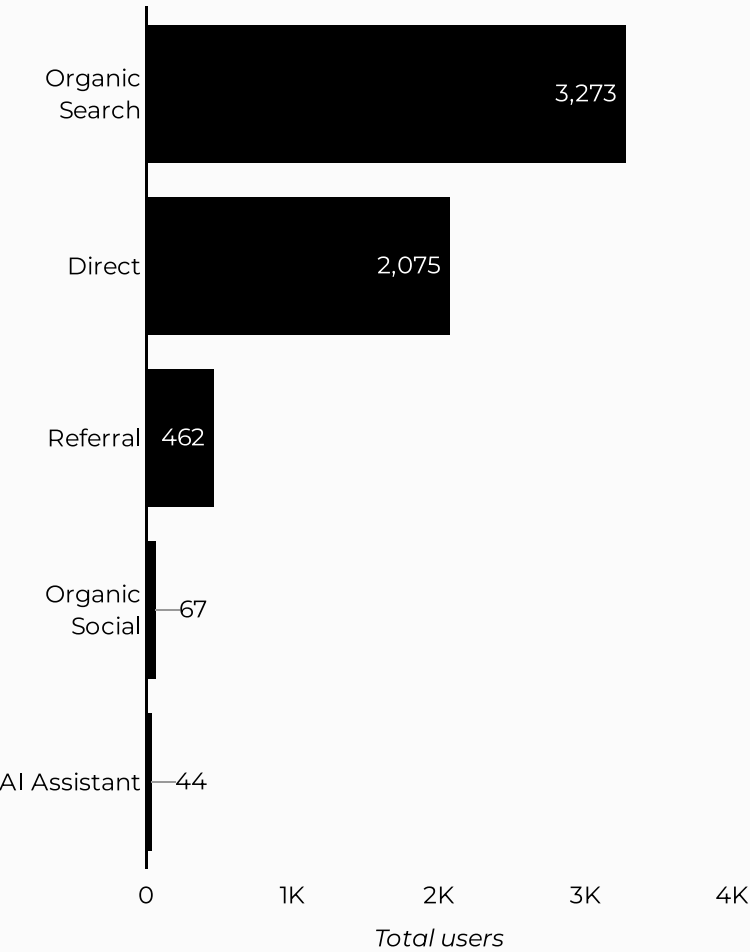
Sorted by Total Users

Page	Total users ▾	% Δ
Army Volunteer Corps	4,327	-8.0% ↓
Volunteer Opportunities	749	-
Contact	427	-
VMIS & Tracking Hours	336	-
How to Volunteer	303	-
Forms	190	-
Benefits & Recognition	176	-

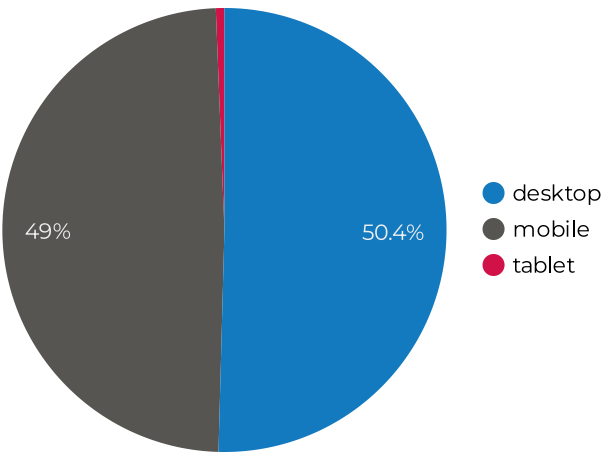
What are the top sources?

Session source	Sessions ▾
google	3,350
(direct)	2,211
bing	696
home.army.mil	200
armyfamilywebportal.com	188

Which channels are driving traffic?



Users by Device Type





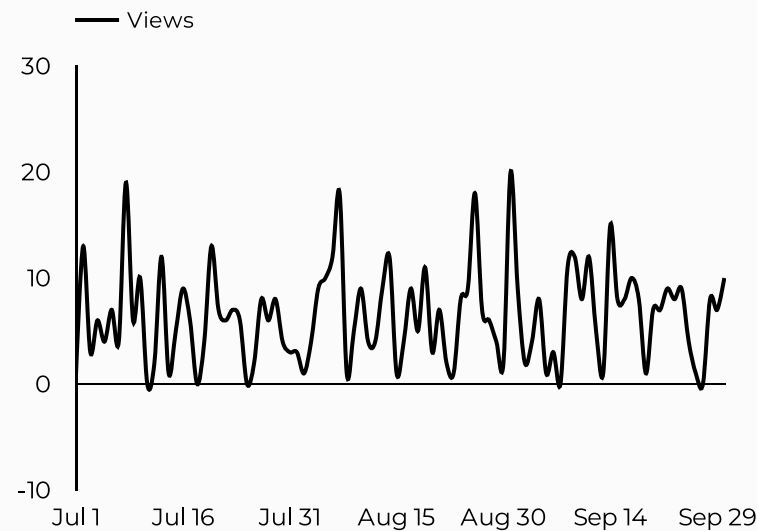
ARMY MWR

Volunteer Appreciation Week

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
596	551	468	281	01:53	62%
↓ -61.5%	↓ -58.6%	↓ -57.9%	↓ -57.0%	↓ -19.9%	↓ -3.8%

Compared Y-o-Y

How is site traffic trending?

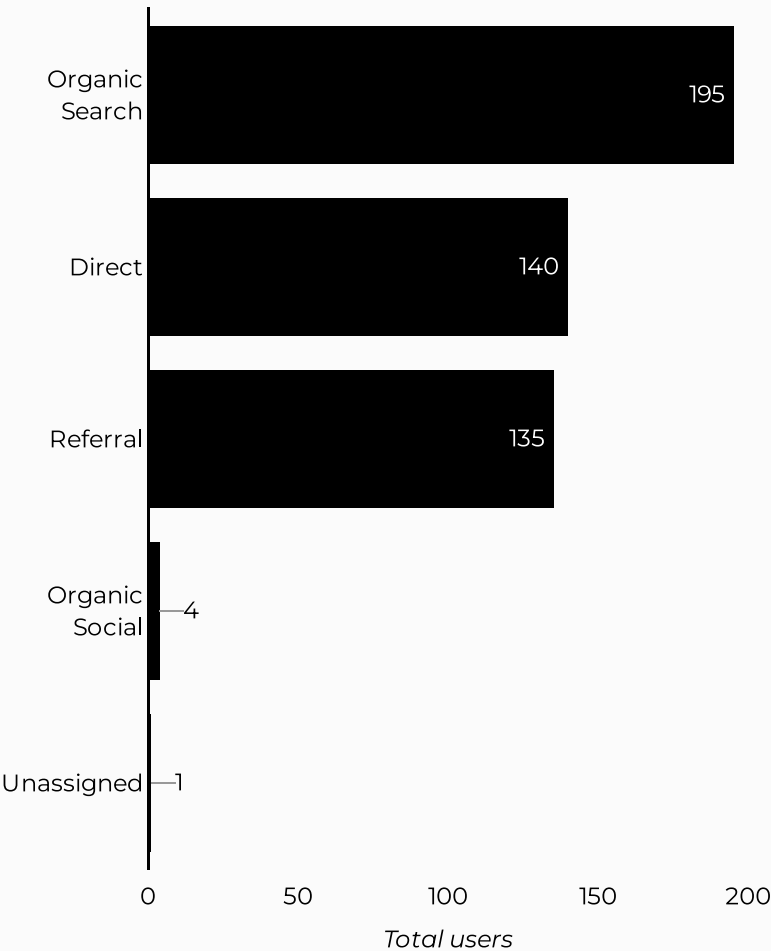


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	418	-17.9% ↓
humphreys.armymwr.com	23	76.9% ↑
bragg.armymwr.com	6	-96.9% ↓
buchanan.armymwr.com	4	100.0% ↑
gordon.armymwr.com	4	-90.7% ↓
wainwright.armymwr.com	4	100.0% ↑
carlisle.armymwr.com	2	-
presidio.armymwr.com	2	-75.0% ↓
stuttgart.armymwr.com	2	-
bliss.armymwr.com	1	-97.6% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	140
google	118
armyresilience.army.mil	109
bing	71
armyfamilywebportal.co...	8
installations.militaryone...	5
myarmybenefits.us.army...	5
duckduckgo	4
armyresilience.army.afpi...	3
facebook.com	2



Views

150,112

↓ -0.7%

Sessions

107,889

↑ 5.0%

Total users

87,753

↑ 9.1%

New users

61,502

↑ 35.2%

Avg. Session Time

02:09

↓ -5.9%

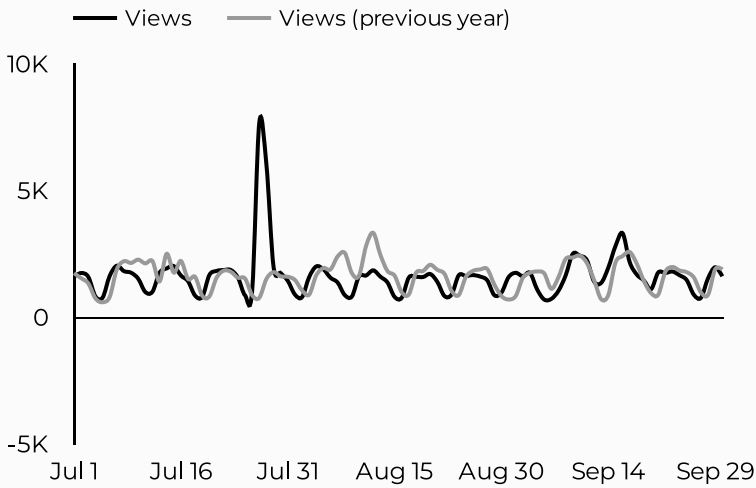
Engagement rate

59%

↓ -13.2%

Compared Y-o-Y

How is site traffic trending?

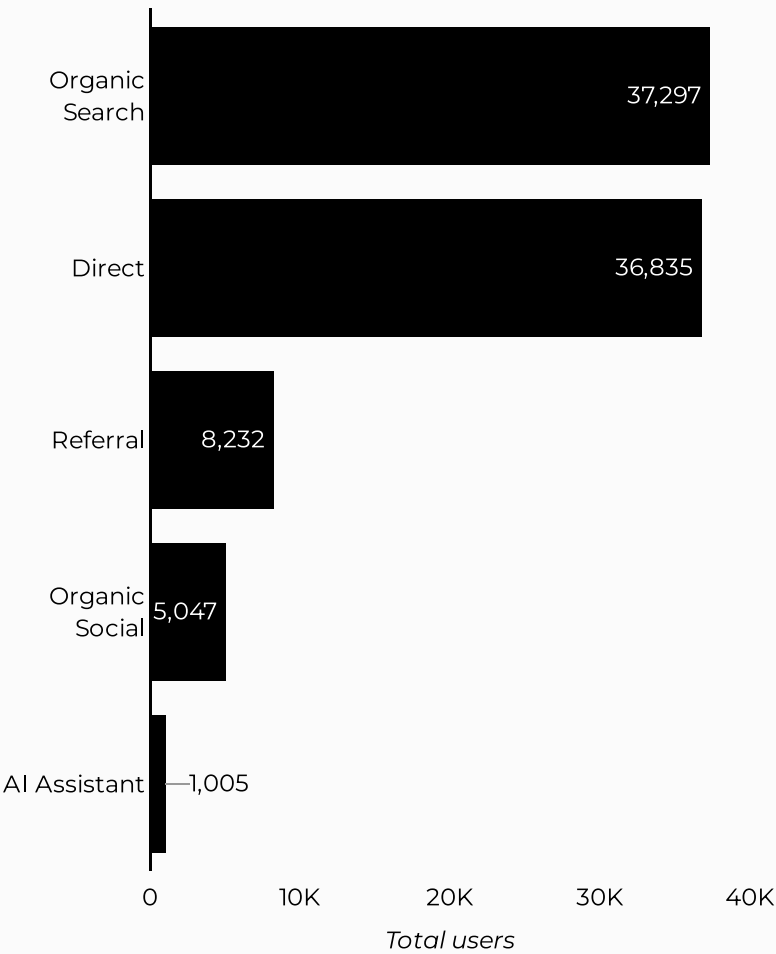


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Employment Readiness Program	78,222	-7.9% ↓
Spouse Employment	11,200	18.9% ↑
Home Based Business	10,793	26.0% ↑
Job Search and Support	7,222	380.8% ↑
Federal and On-Post Jobs	2,490	85.3% ↑
Transition and Veterans	1,972	57.4% ↑
Contact	1,068	-

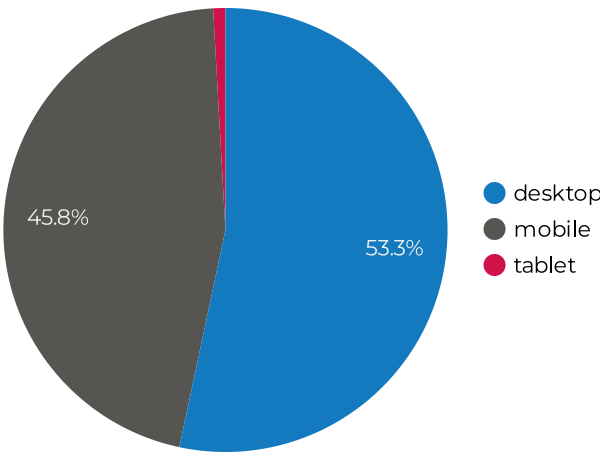
Which channels are driving traffic?



What are the top sources?

Session source	Sessions
google	44,337
(direct)	40,329
bing	4,739
nafbenefits.com	3,166
facebook.com	2,898

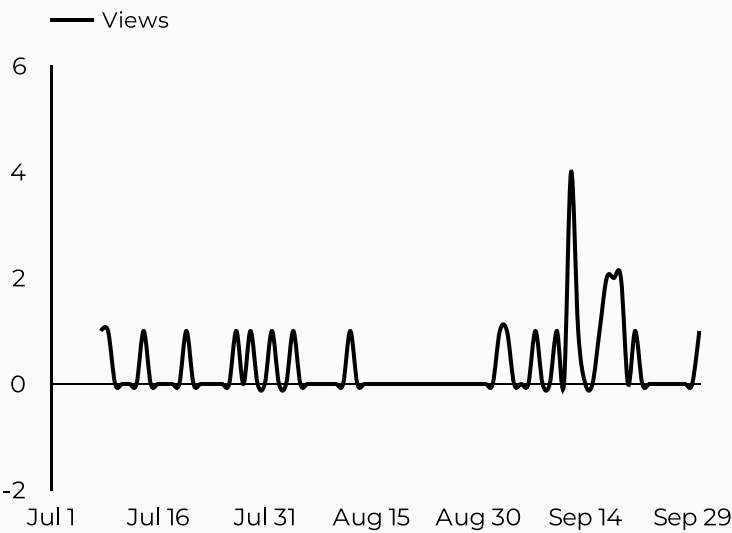
Users by Device Type





Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
27	54	50	16	15	44%
↑ 125.0%	↑ 200.0%	↑ 194.1%	↑ 166.7%	↓ -35.1%	↓ -38.5%
Compared Y-o-Y					

How is site traffic trending?

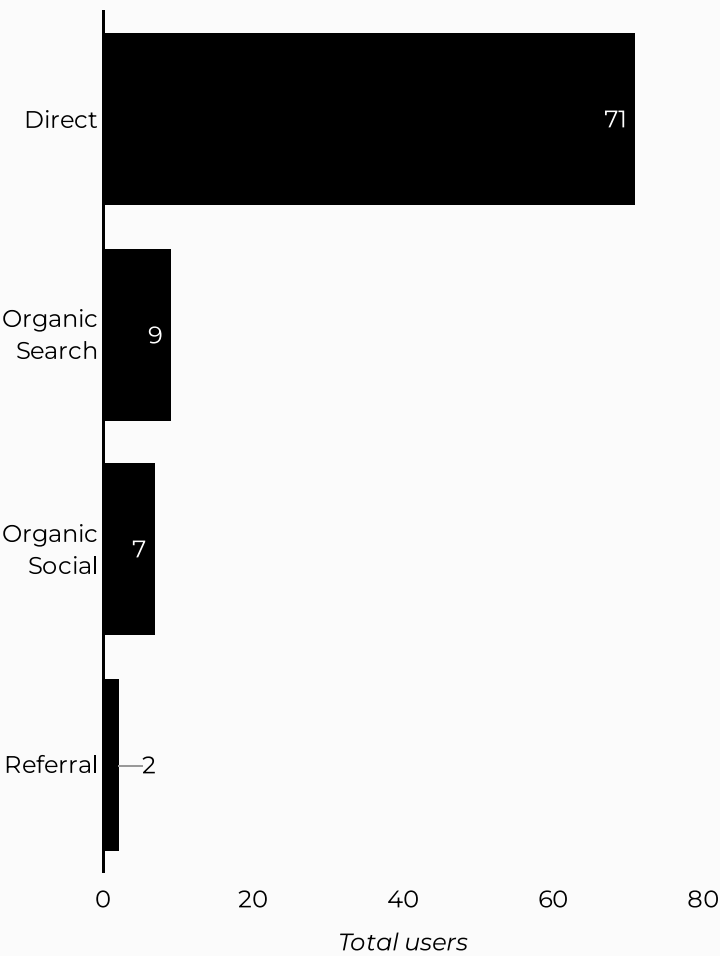


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	11	-21.4% ↓
sill.armymwr.com	8	-
hood.armymwr.com	5	-
grafenwoehr.armymwr.com	3	200.0% ↑
leonardwood.armymwr.com	3	-
riley.armymwr.com	3	-
baumholder.armymwr.com	2	-
campbell.armymwr.com	2	-
drum.armymwr.com	2	-
kaiserslautern.armymwr.co...	2	-

Which channels are driving traffic?



What are the top sources?

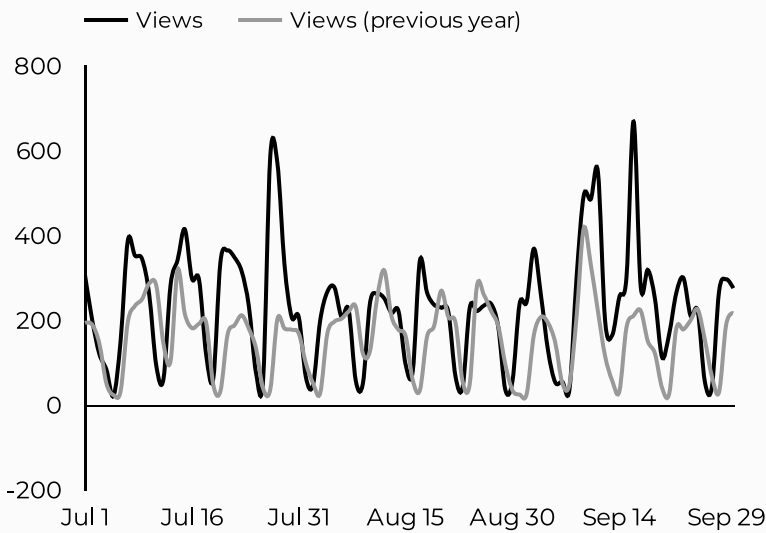
Session source	Total users
(direct)	71
google	8
m.facebook.com	4
facebook.com	3
home.army.mil	2
bing	1



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
21,105	15,248	12,295	8,555	02:46	61%
↑ 45.1%	↑ 17.5%	↑ 24.4%	↑ 33.2%	↑ 19.0%	↑ 8.5%

Compared Y-o-Y

How is site traffic trending?

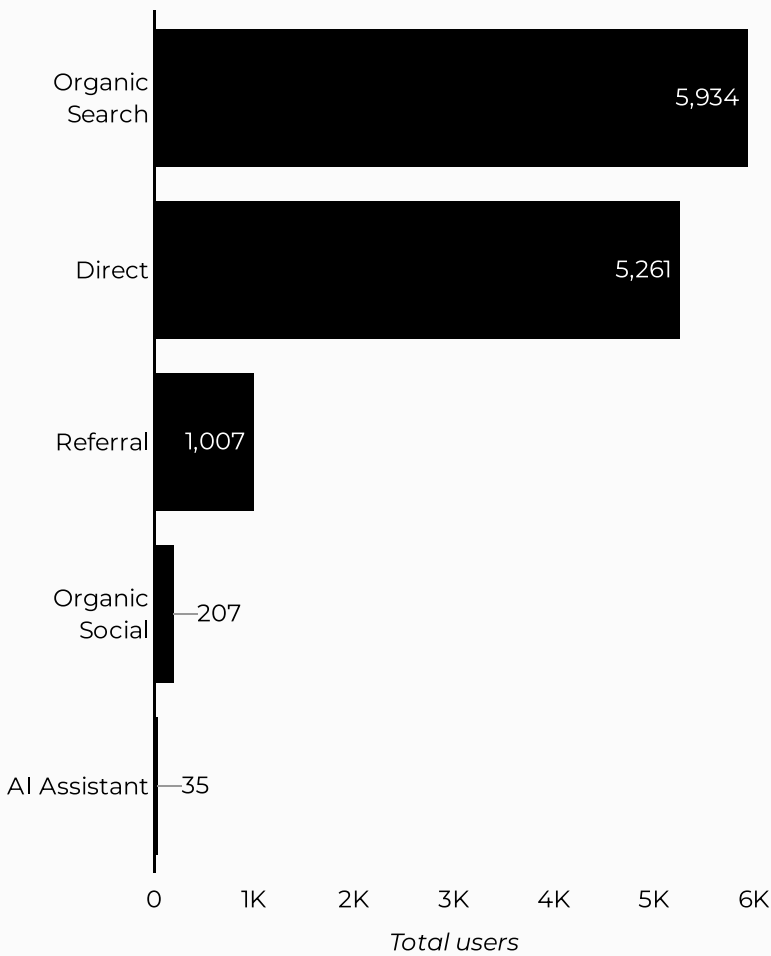


Top Pages

Sorted by Total Users

Page	Total users ▾	% Δ
Exceptional Family Member Program	10,872	7.4% ↑
Contact	2,135	-
Medical EFMP	793	-
Resources and Forms	707	-
Get EFMP Support	538	-
Respite Care	305	-
Classes, Events, and Support Groups	304	-
Child and Youth Access	263	-
School Support	225	-

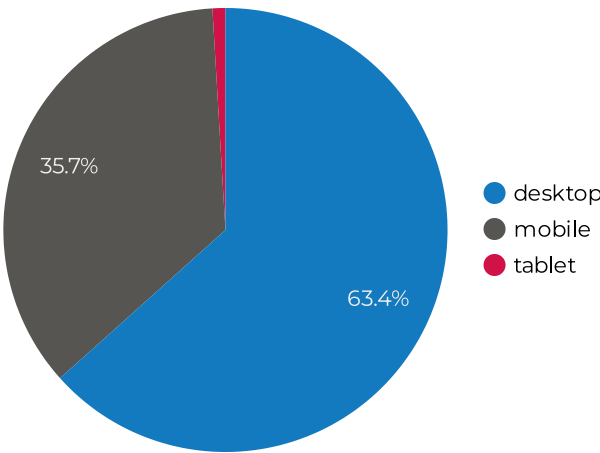
Which channels are driving traffic?



What are the top sources?

Session source	Sessions ▾
google	6,679
(direct)	5,649
bing	1,183
efmp.army.mil	251
installations.militaryonesource.mil	243

Users by Device Type





Views

24,542

↑ 28.5%

Sessions

16,427

↑ 0.5%

Total users

12,959

↑ 2.1%

New users

7,577

↑ 3.1%

Avg. Session Time

02:58

↑ 12.3%

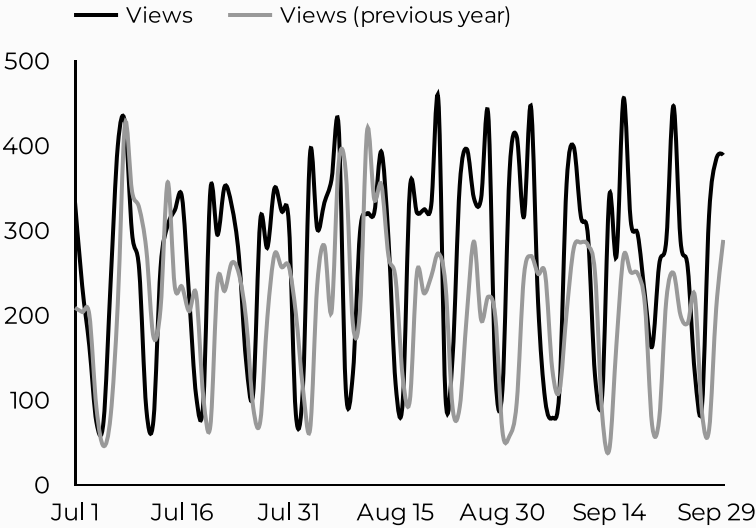
Engagement rate

61%

↑ 6.4%

Compared Y-o-Y

How is site traffic trending?

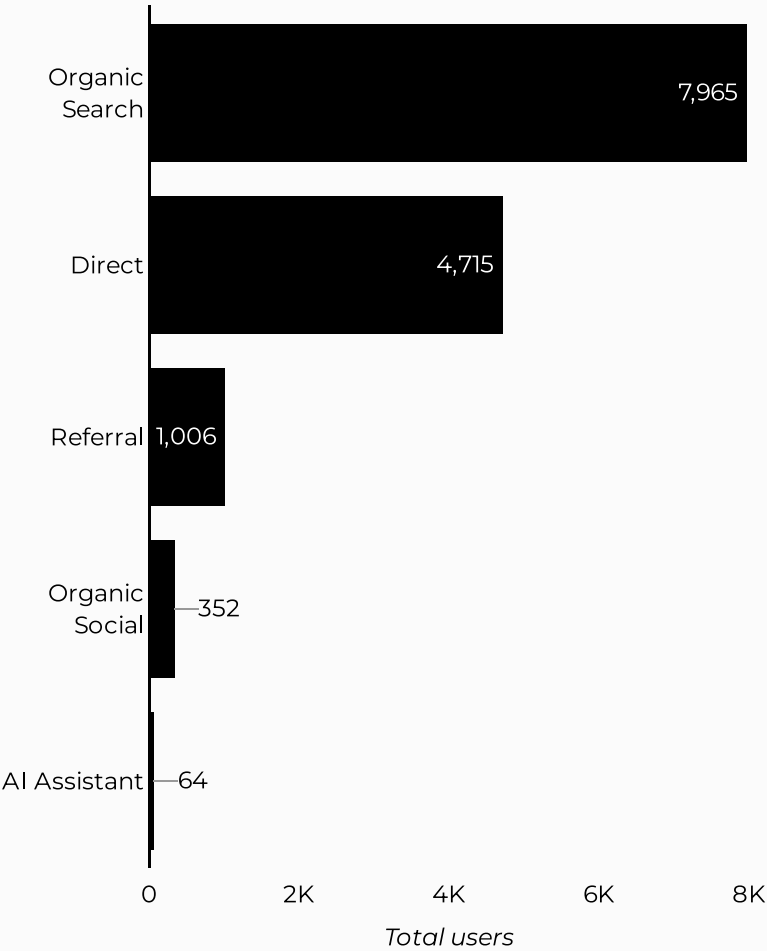


Top Pages

Sorted by Total Users

Program Name	Total users ▾	% Δ
Family Advocacy Program	11,020	-5.0% ↓
Contact	2,046	-
Classes and Workshops	1,823	-
New Parent Support Program (NPSP)	1,315	19.1% ↑
Victim Advocacy	672	-8.4% ↓
Reporting Options	332	-
Command and Unit Training	224	-
Transitional Compensation (TC)	205	41.4% ↑

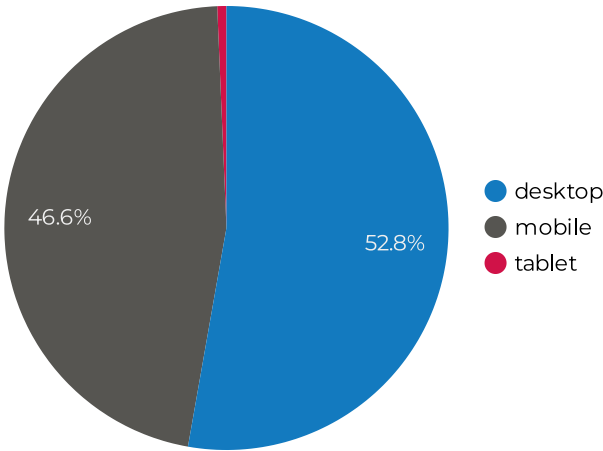
Which channels are driving traffic?



What are the top sources?

Session source	Sessions ▾
google	9,651
(direct)	5,017
bing	1,121
installations.militaryonesource.mil	354
home.army.mil	350

Users by Device Type





Views

24,199

↑ 8.3%

Sessions

20,009

↑ 2.0%

Total users

15,932

↑ 10.0%

New users

8,498

↑ 21.4%

Avg. Session Time

02:42

↑ 16.6%

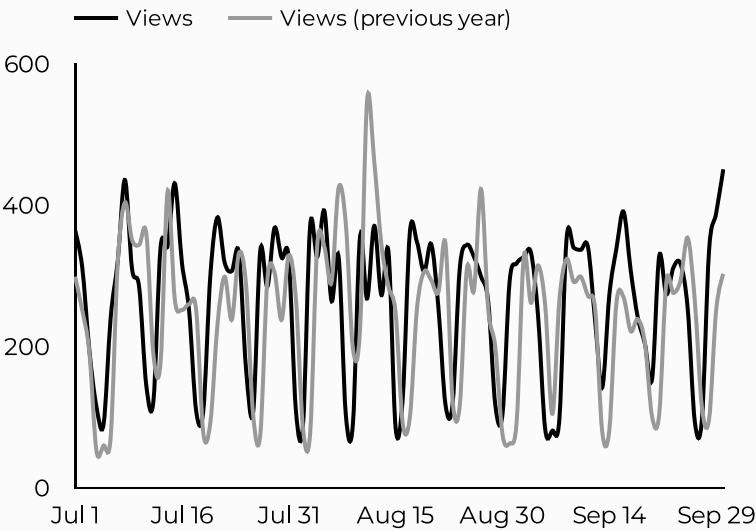
Engagement rate

59%

↓ -7.7%

Compared Y-o-Y

How is site traffic trending?

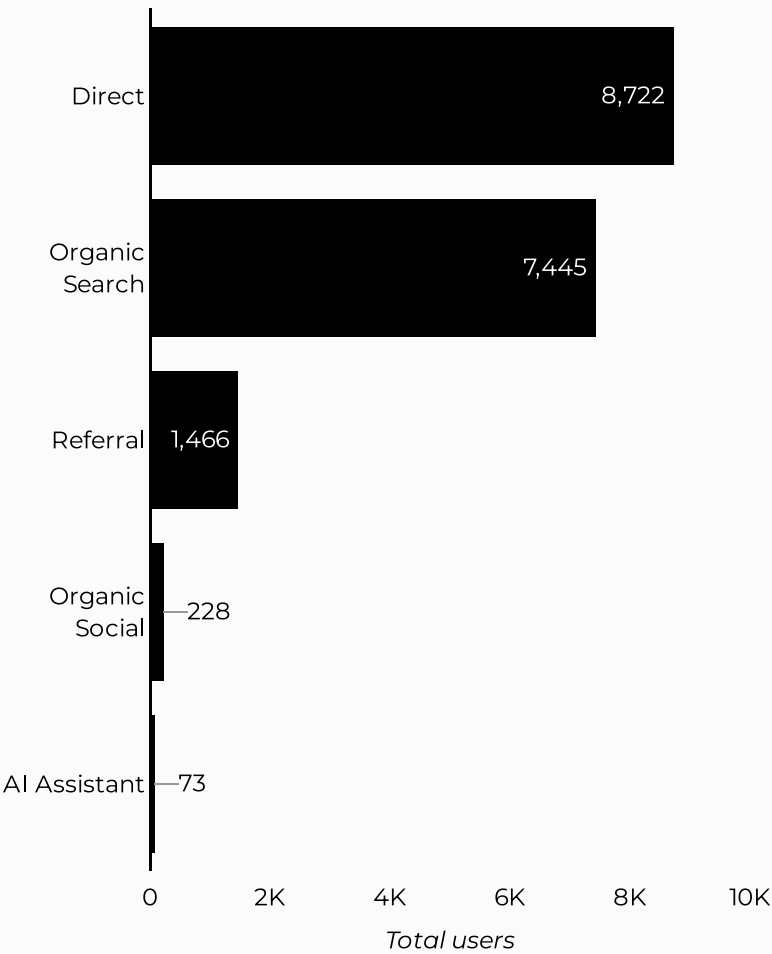


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Financial Readiness Program	10,532	1.1% ↑
Emergency Financial Assistance	4,115	-2.0% ↓
Contact	1,559	155,800...
Credit and Debt Assistance	799	153.7% ↑
Master Your Money	763	192.3% ↑
Financial Education and Training	650	12,900.0...
Retirement and Financial Planning	358	5,014.3...

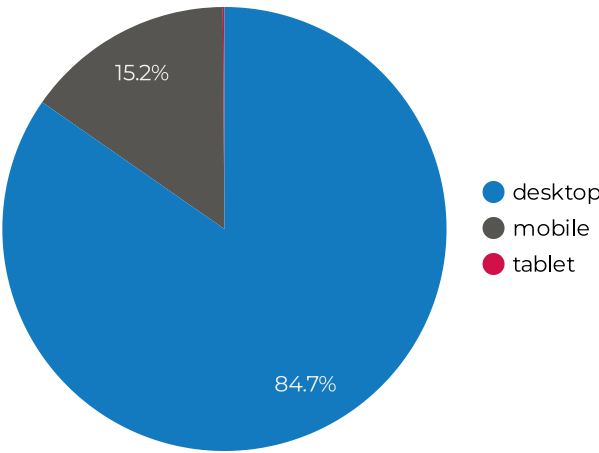
Which channels are driving traffic?



What are the top sources?

Session source	Sessions
(direct)	9,695
google	8,673
bing	1,633
home.army.mil	486
armyfamilywebportal.com	429

Users by Device Type

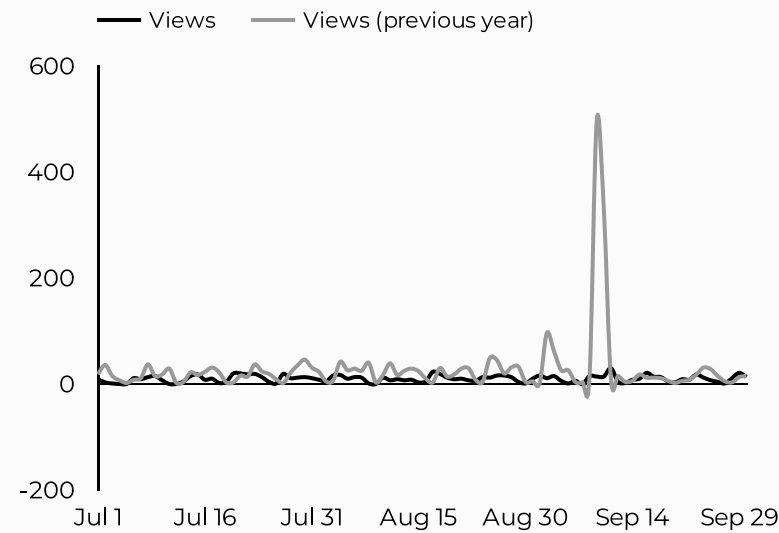




Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
907	847	746	225	02:12	71%
↓ -64.6%	↓ -66.1%	↓ -67.6%	↓ -75.4%	↑ 234.1%	↓ -12.8%

Compared Y-o-Y

How is site traffic trending?



Top US Army Installations

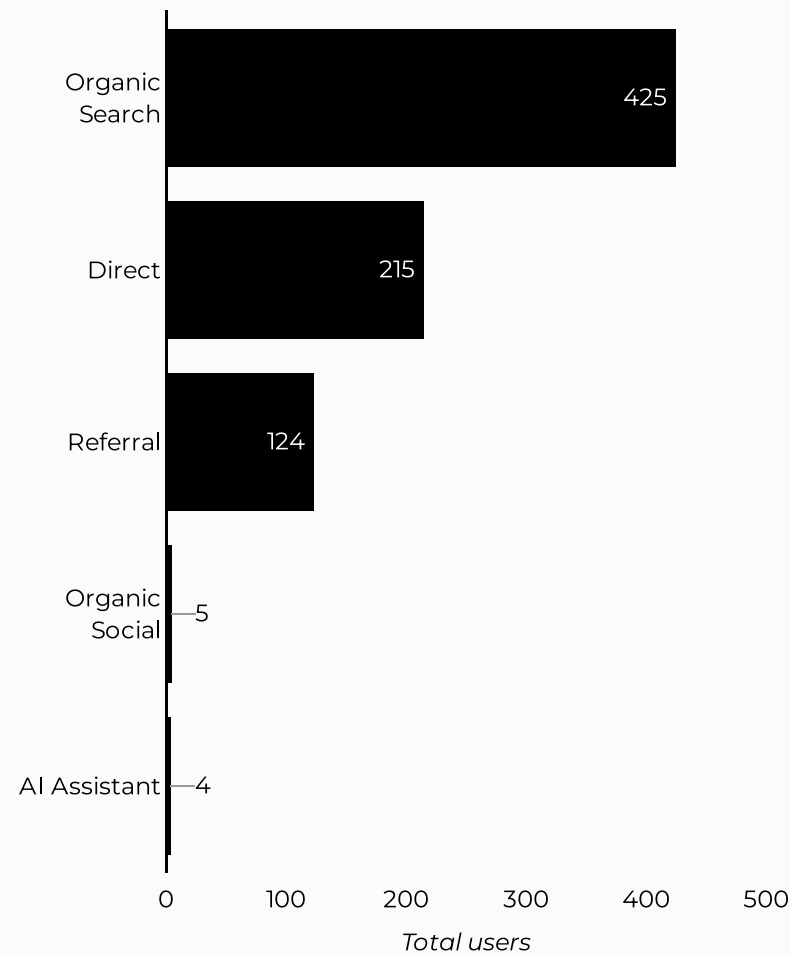
Sorted by Total Users

Installation	Total users	% Δ
hood.armymwr.com	271	-84.5% ↓
www.armymwr.com	168	-18.0% ↓
bragg.armymwr.com	85	26.9% ↑
jblm.armymwr.com	82	90.7% ↑
gordon.armymwr.com	36	-46.3% ↓

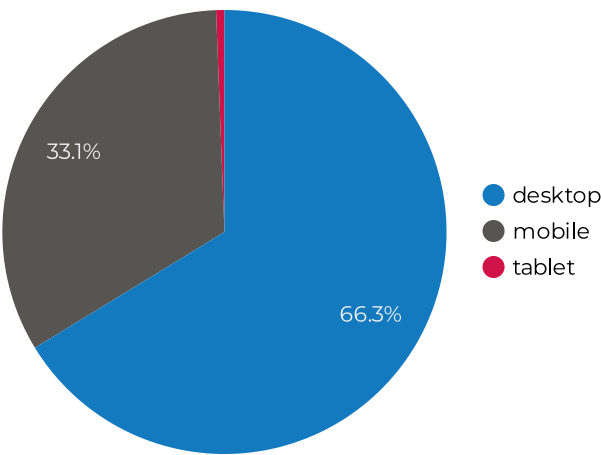
What are the top sources?

Session source	Sessions
google	403
(direct)	228
bing	89
installations.militaryonesource.mil	61
home.army.mil	47

Which channels are driving traffic?



Users by Device Type





Views

4,619

↑ 22.1%

Sessions

4,038

↑ 26.8%

Total users

3,698

↑ 29.1%

New users

1,831

↑ 31.0%

Avg. Session Time

02:07

↑ 19.6%

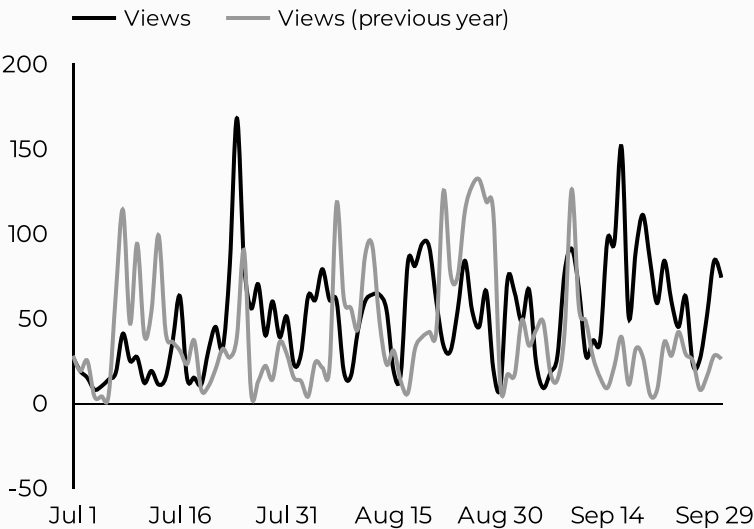
Engagement rate

55%

↓ -13.2%

Compared Y-o-Y

How is site traffic trending?

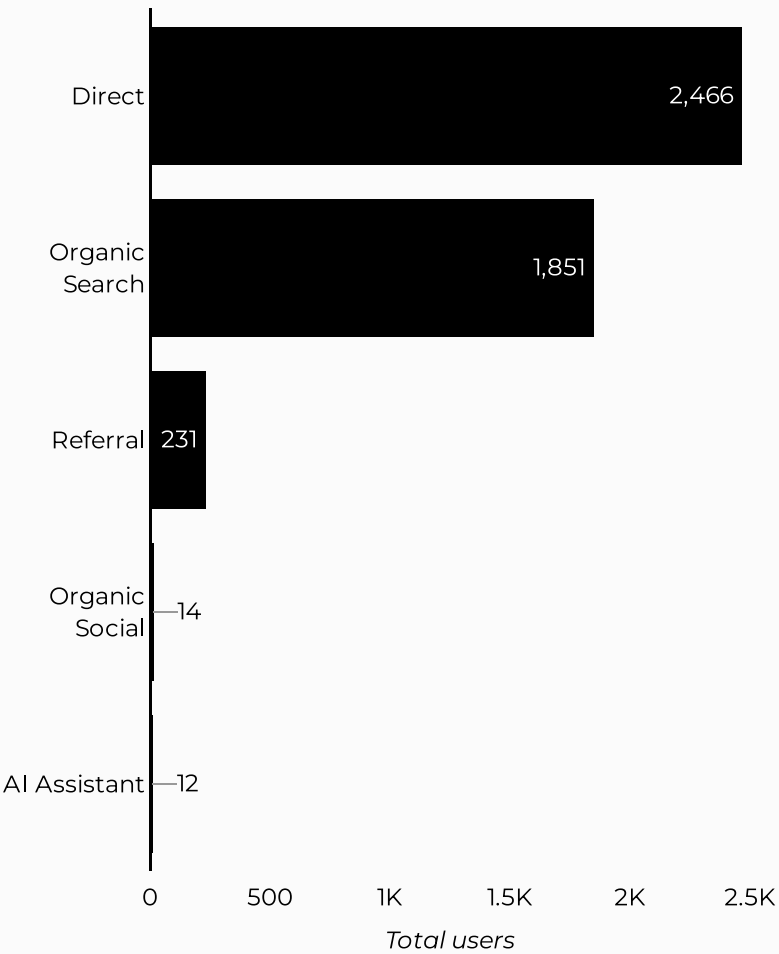


Top US Army Installations

Sorted by Total Users

Top Pages	Total users	% Δ
Mobilization, Deployment & Support Operations	1,823	-37.4%...
Soldier & Family Readiness Groups (SFRGs)	597	-
Training & Classes	465	-
Contact	410	-
Care Teams & Casualty Response	198	-
Resources & Helpful Links	186	-
Preparing for Deployment	184	-
Emergency & Disaster Support	181	-
Homecoming & Reintegration	152	-
Support During Deployment	144	-

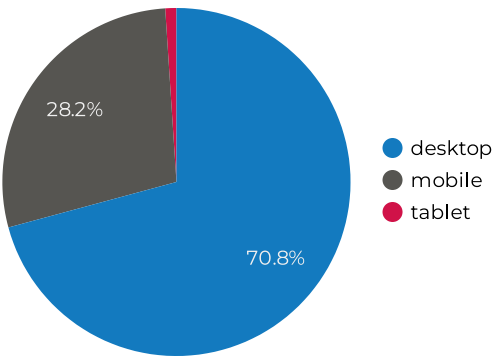
Which channels are driving traffic?



What are the top sources?

Session source	Sessions
(direct)	2,525
google	1,734
bing	427
home.army.mil	82
installations.militaryonesource.mil	45

Users by Device Type





Views

1,848

↓ -40.3%

Sessions

1,877

↓ -11.6%

Total users

1,710

↓ -13.9%

New users

839

↓ -23.6%

Avg. Session Time

01:28

↑ 47.9%

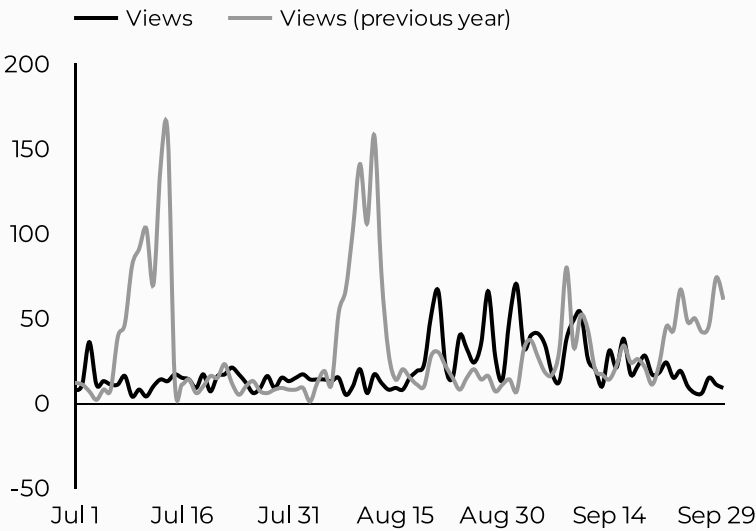
Engagement rate

62%

↑ 16.7%

Compared Y-o-Y

How is site traffic trending?

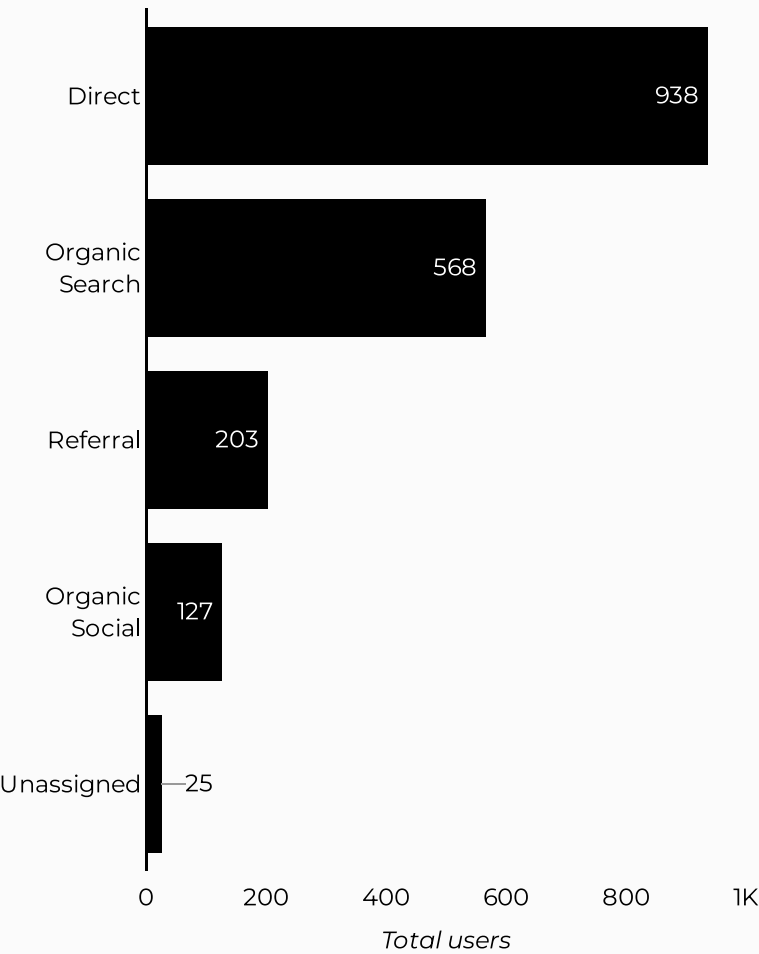


Top US Army Installations

Sorted by Total Users

Installation	Total users ▾	% Δ
www.armymwr.com	721	-38.0% ↓
leonardwood.armymwr.com	387	7,640.0% ↑
campbell.armymwr.com	101	46.4% ↑
detroit.armymwr.com	94	-54.6% ↓
bragg.armymwr.com	44	388.9% ↑
casey.armymwr.com	25	-26.5% ↓
bliss.armymwr.com	19	46.2% ↑
polk.armymwr.com	17	142.9% ↑
carson.armymwr.com	15	150.0% ↑
jblm.armymwr.com	14	100.0% ↑

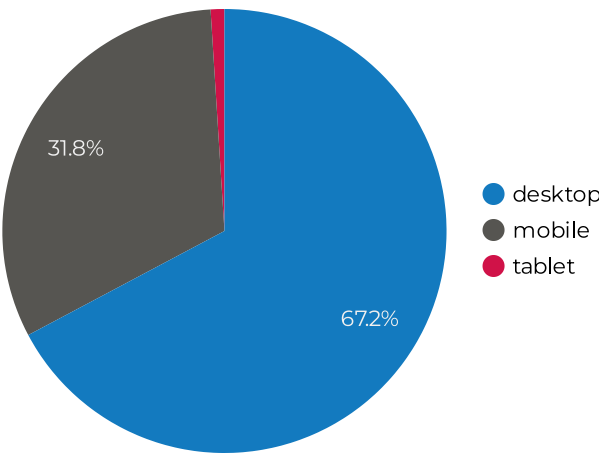
Which channels are driving traffic?



What are the top sources?

Session source	Sessions ▾
(direct)	976
google	488
bing	157
jkodirect.jten.mil	148
facebook.com	93

Users by Device Type





Views

15,597

↑ 35.7%

Sessions

13,802

↑ 33.6%

Total users

11,613

↑ 39.2%

New users

5,919

↑ 50.3%

Avg. Session Time

02:06

↓ -5.7%

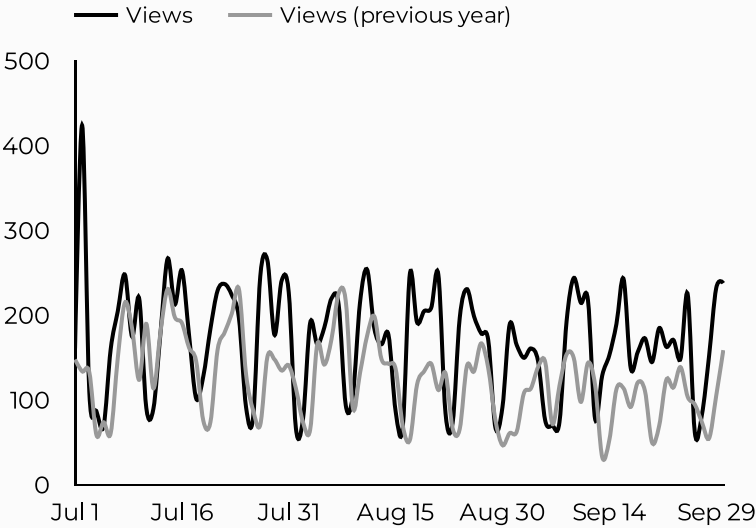
Engagement rate

60%

↓ -8.5%

Compared Y-o-Y

How is site traffic trending?

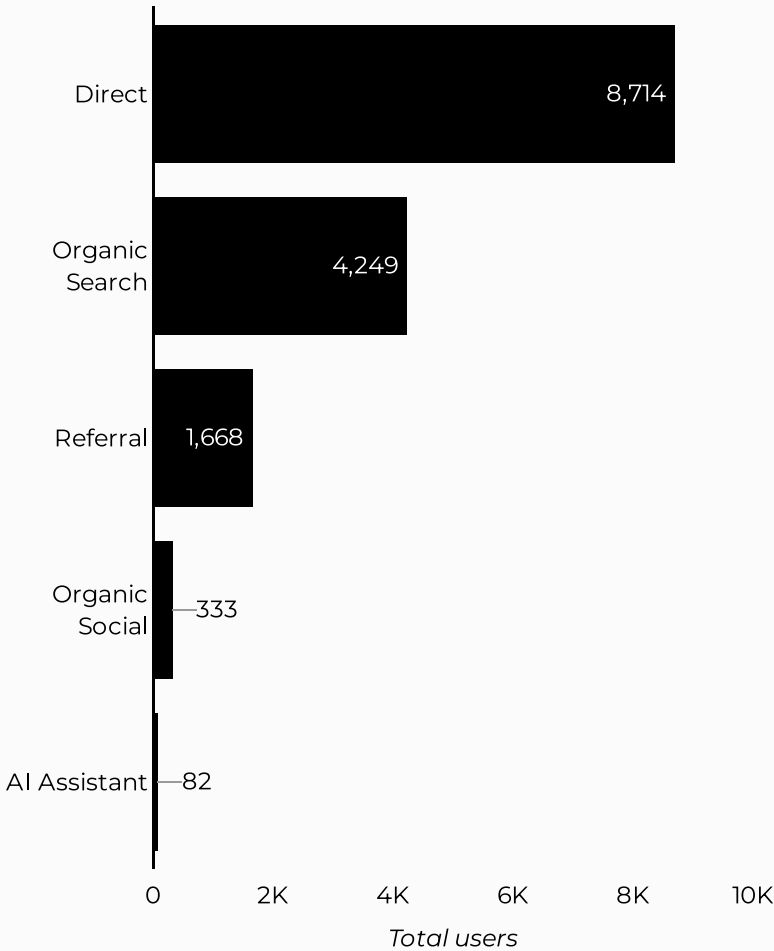


Top Pages

Sorted by Total Users

Page	Total users ▾	% Δ
Relocation Readiness	6,002	-11.7% ↓
Newcomer Orientation	2,764	71.9% ↑
Lending Closet	1,110	305.1% ↑
Extra Support Services	899	-
Planning Your Move	709	369.5% ↑
Relocation Resources and Tools	677	-
Contact	450	-
Language and Cultural Support	409	411.3% ↑
Sponsorship Support	381	-

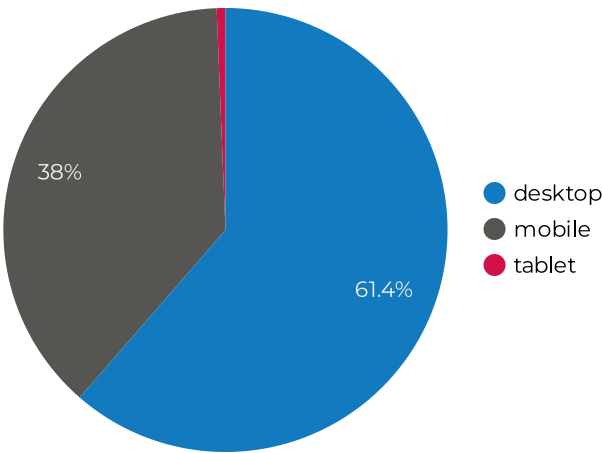
Which channels are driving traffic?



What are the top sources?

Session source	Sessions ▾
(direct)	9,105
google	4,709
home.army.mil	1,059
bing	694
installations.militaryonesource.mil	472

Users by Device Type





Views

1,087

↓ -20.3%

Sessions

1,141

↓ -16.0%

Total users

1,026

↓ -13.6%

New users

648

↓ -9.7%

Avg. Session Time

02:29

↓ -41.7%

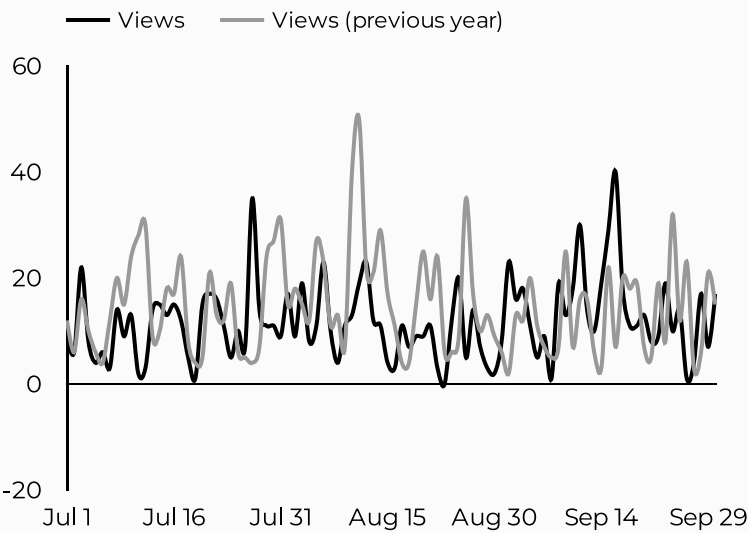
Engagement rate

56%

↓ -1.0%

Compared Y-o-Y

How is site traffic trending?



Top Pages

Sorted by Total Users

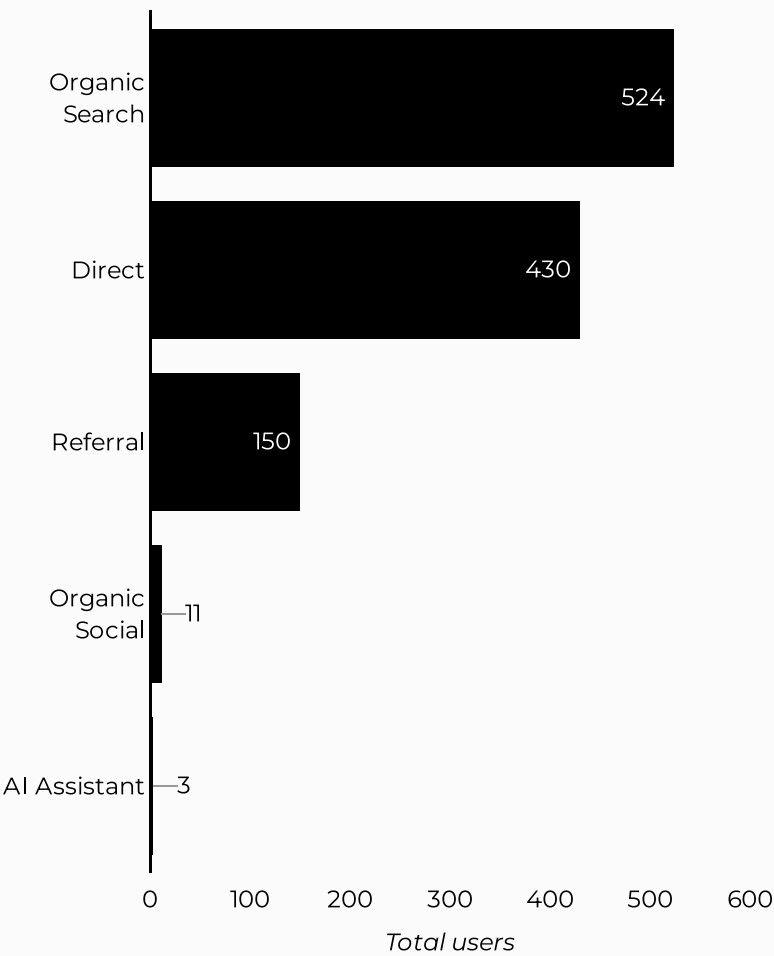
	Full page URL	Vi...
1.	bragg.armymwr.com/programs/sexual-har...	150
2.	picatinny.armymwr.com/programs/sharp	85
3.	www.armymwr.com/programs-and-servic...	78
4.	www.armymwr.com/programs-and-servic...	72
5.	jackson.armymwr.com/programs/sharp	65
6.	knox.armymwr.com/programs/sharp	46

1 - 33 / 33

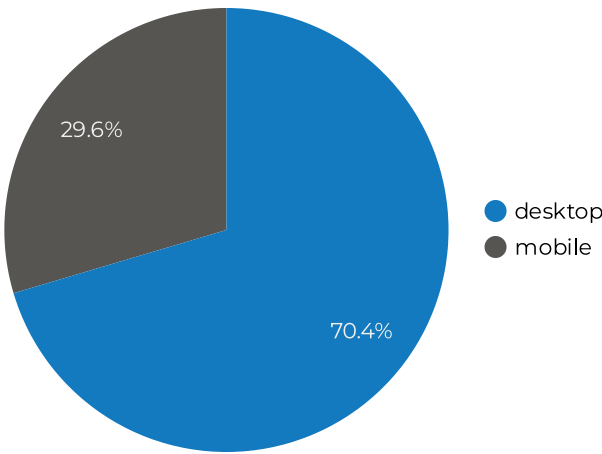
What are the top sources?

Session source	Sessions
google	484
(direct)	440
bing	110
home.army.mil	110
myarmybenefits.us.army.mil	32

Which channels are driving traffic?



Users by Device Type





Views

3,751

↓ -6.0%

Sessions

3,144

↓ -4.4%

Total users

2,863

↑ 1.0%

New users

1,777

↑ 2.9%

Avg. Session Time

02:01

↓ -13.1%

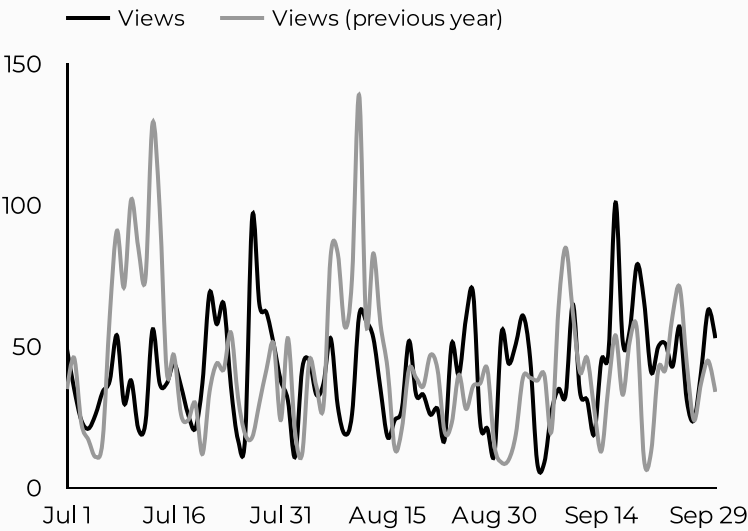
Engagement rate

56%

↓ -8.0%

Compared Y-o-Y

How is site traffic trending?



Top Pages

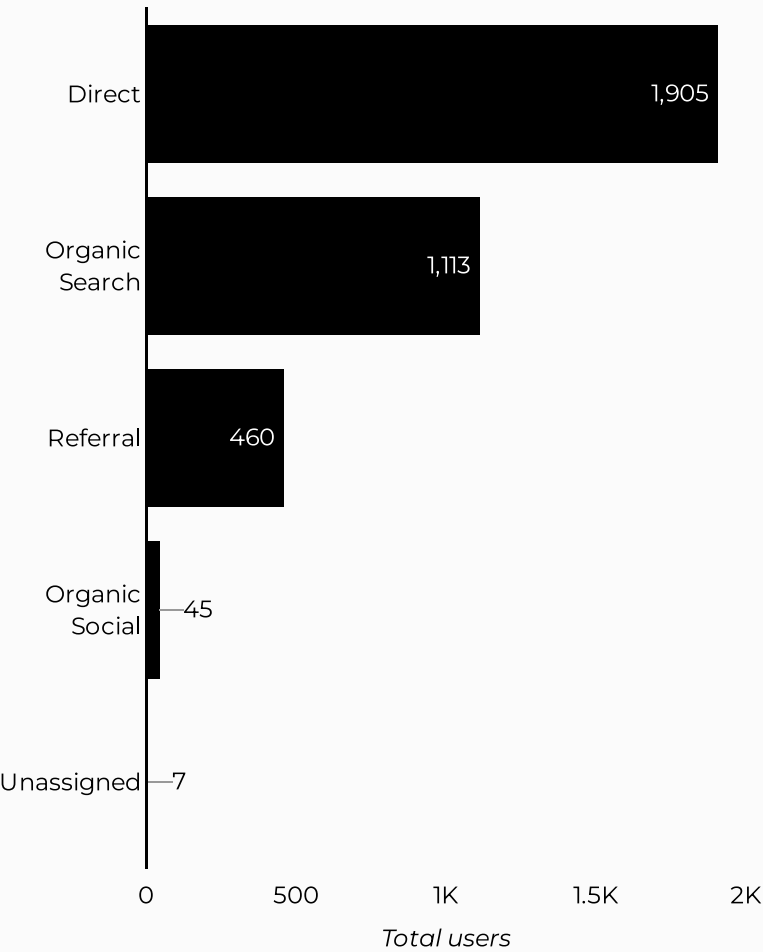
Sorted by Total Users

Page	Total users ▾	% Δ
Survivor Outreach Services	2,172	-22.3% ↓
Gold Star Pins	343	174.4% ↑
Contact	229	-
Support Services	225	-
Eligibility	208	-
Resources	172	8,500.0% ↑

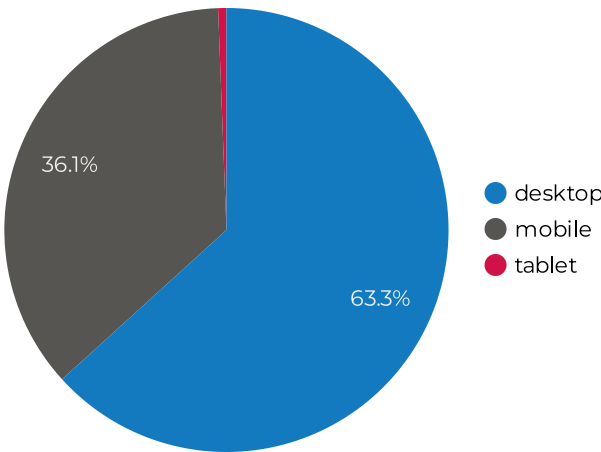
What are the top sources?

Session source	Sessions ▾
(direct)	1,965
google	1,105
home.army.mil	306
bing	202
armyfamilywebportal.com	22

Which channels are driving traffic?



Users by Device Type





Views

2,876

↑ 18.9%

Sessions

2,605

↑ 19.7%

Total users

2,324

↑ 20.4%

New users

838

↑ 18.7%

Avg. Session Time

02:09

↑ 43.8%

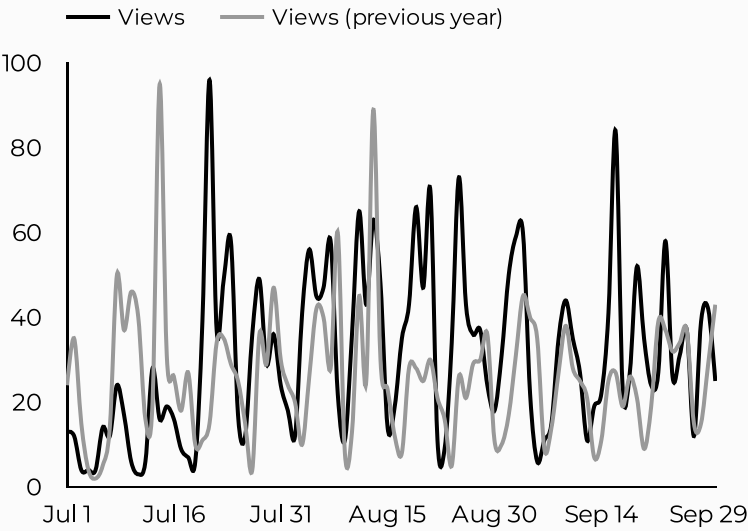
Engagement rate

64%

↓ -11.8%

Compared Y-o-Y

How is site traffic trending?



Top Pages

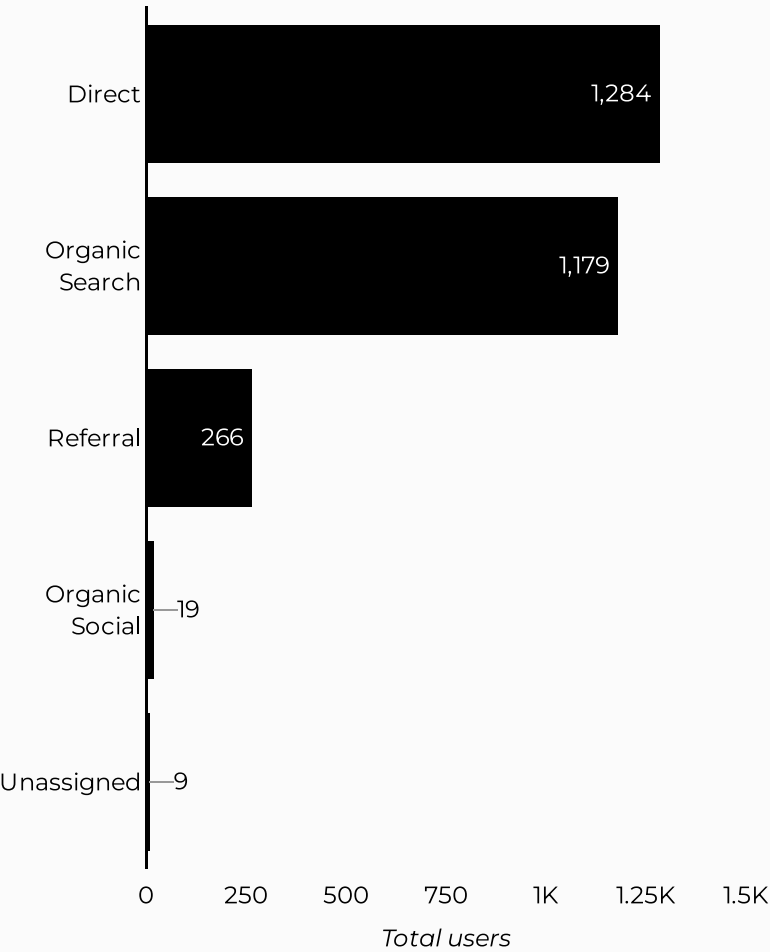
Sorted by Total Users

Top Pages	Total users	% Δ
Soldier and Family Assistance Center (SFAC)	1,980	0.3% ↑
Contact	285	-
SFAC Services	160	-
How SFAC Works	107	-
Who SFAC Supports	98	-

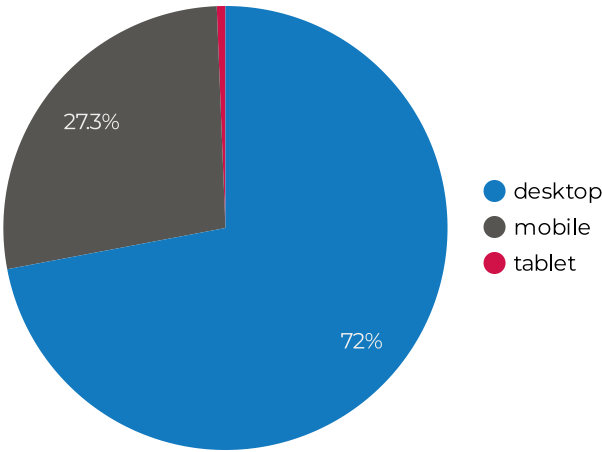
What are the top sources?

Session source	Sessions
(direct)	1,375
google	1,073
bing	250
home.army.mil	110
installations.militaryonesource.mil	45

Which channels are driving traffic?



Users by Device Type



Search	Total Searches ▾	Total users	Search count per user	Bounce rate
sfrg	39	32	1.22	2.78%
efmp	34	30	1.13	0%
aer	32	30	1.07	0%
mflc	30	27	1.11	0%
finance	30	29	1.03	0%
pcs	27	22	1.23	0%
financial readiness	17	15	1.13	0%
job fair	17	15	1.13	0%
appointment	17	17	1	0%
volunteer	16	15	1.07	0%
new parent	15	15	1	0%
jobs	15	15	1	0%
acs	14	8	1.75	0%
wic	14	11	1.27	0%
cys	12	10	1.2	0%
pass it on	12	7	1.71	0%
relocation readiness	12	8	1.5	0%
relocation	11	8	1.38	0%
deers	11	10	1.1	10%
anger management	11	8	1.38	11.11%
financial	10	10	1	0%
new parent support	10	10	1	0%
asap	9	9	1	0%
home based business	9	6	1.5	0%
father	9	1	9	42.86%
lending closet	9	8	1.13	0%
sharp	8	8	1	0%
red cross	8	7	1.14	0%
family care plan	8	7	1.14	12.5%
job	8	8	1	0%
counseling	8	7	1.14	0%
Grand total	2,153	1,671	1.29	2.39%