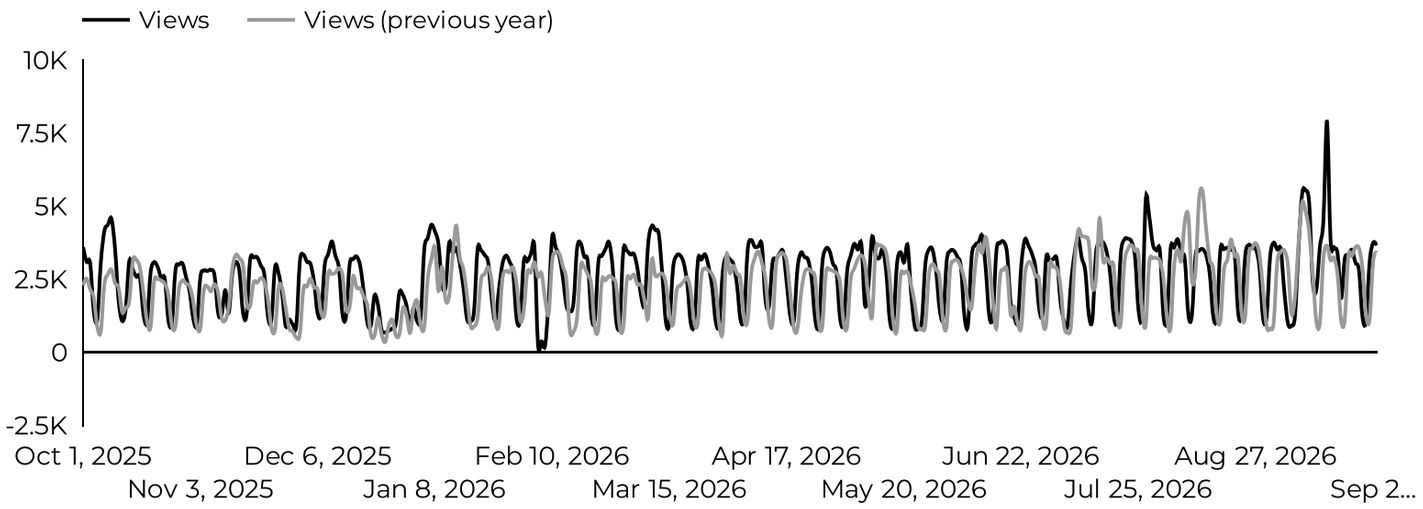
ARMY MWR

Army Community Service

Views
951,890
Visits (pageviews) to your page

Engagement rate
57%
User Activity Level

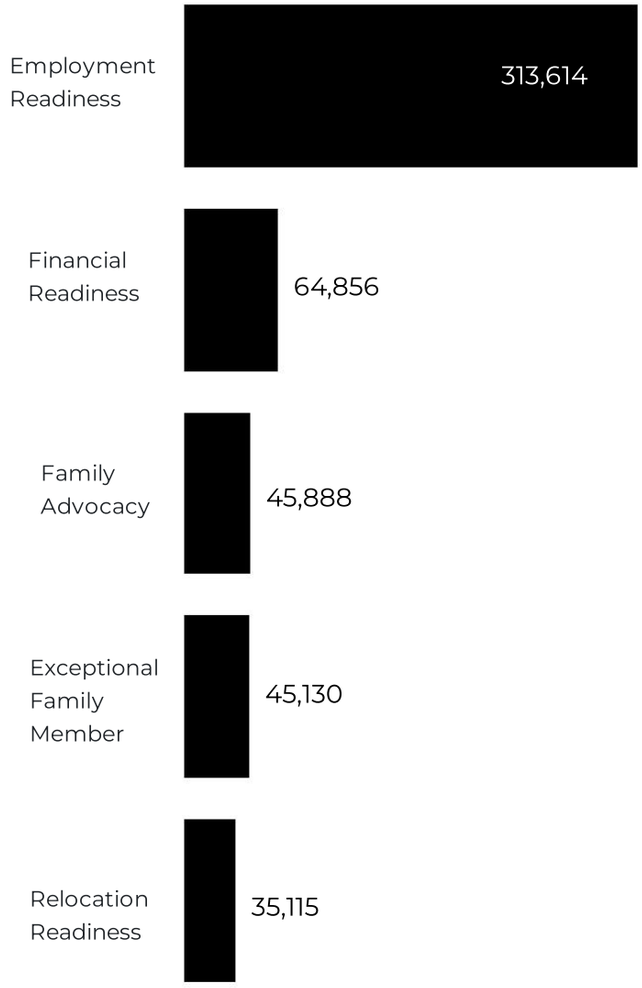
Total users
526,147
The total number of users who visited your website



Visits from social media.

Social Media	Sessions ▾	% Δ
Facebook	9,807	-30.7%
X	1,573	98.9%
Instagram	111	-29.7%
LinkedIn	58	-55.4%
YouTube	6	-50.0%
Reddit	2	-60.0%

What programs are users visiting?



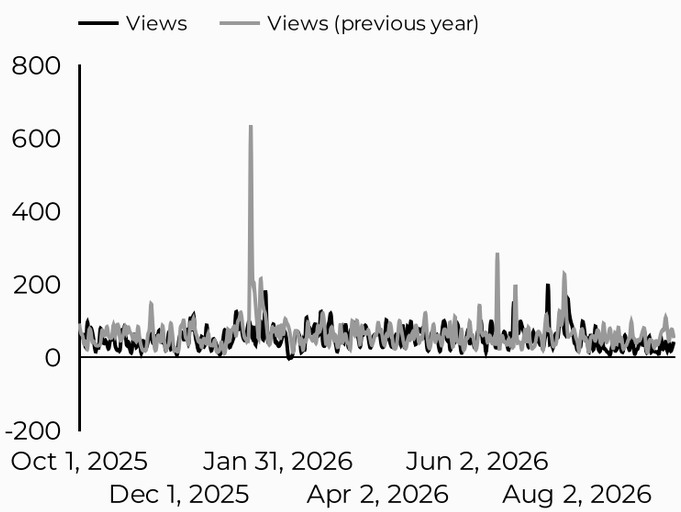
Oct 1, 2025 - Sep 30, 2026

Social Media

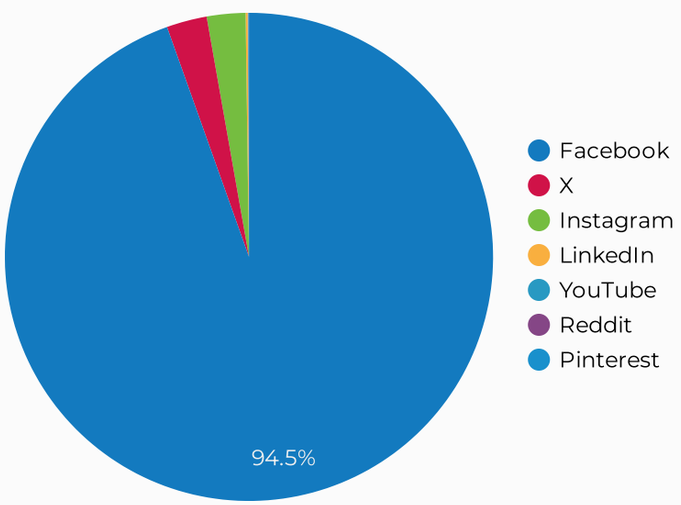
Views	Sessions	Total users	New users	Engagement rate
19,260	14,301	13,431	8,538	54%
-16.9%	-21.4%	-15.5%	-13.2%	-9.9%

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	821	223.2%
/categories/community-support	665	72.3%
/programs/acs	609	53.8%
/programs/army-community-service	446	-3.9%
/acs-relocation-readiness	383	16.4%
/programs/employment-	338	3,655.6...

Sessions by Platform

Social Media	Sessions	% Δ
Facebook	9,807	-30.7%
X	1,573	98.9%
Instagram	111	-29.7%
LinkedIn	58	-55.4%
YouTube	6	-50.0%
Reddit	2	-60.0%

Actions from Social Visitors

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

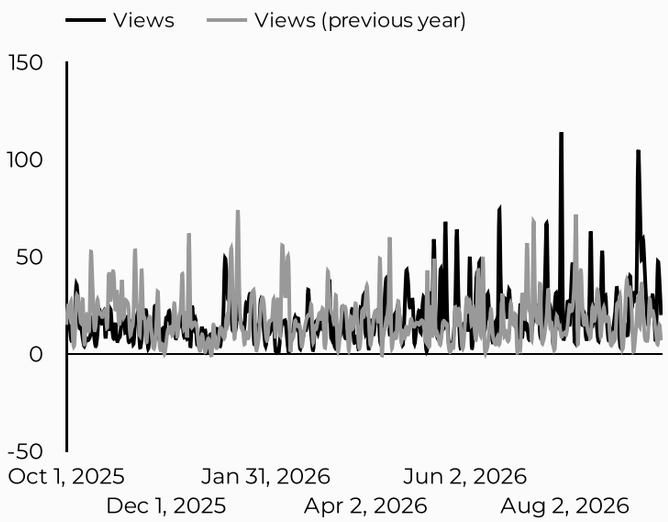
Action	Event count	% Δ
links	11,024	-27.2%
downloads	1,036	-73.4%
mail	246	-8.2%
phone	124	-47.7%
Grand total	**12,430**	**-36.4%**

ARMY MWR Army Family Team Building (AFTB)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
6,697	6,558	5,533	2,507	01:30	57%
↑ 1.3%	↑ 22.8%	↑ 26.8%	↑ 31.3%	↓ -29.1%	↓ -14.6%

Compared Y-o-Y

How is site traffic trending?



Top Pages

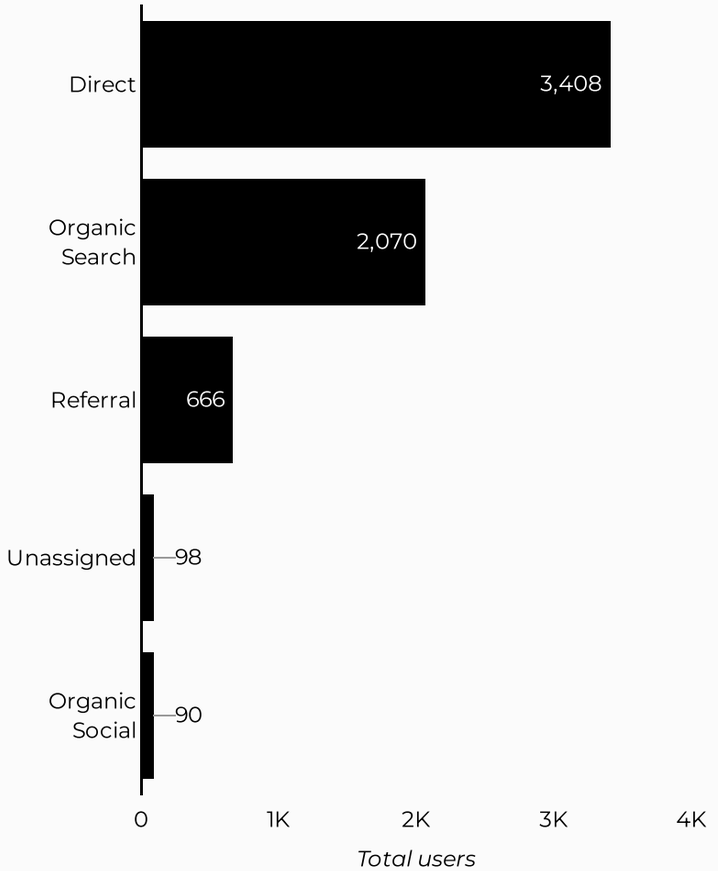
Sorted by Total Users

Page	Total users ▾	% Δ
Army Family Team Building	5,374	18.7% ↑
Course Overview and Sign Up	351	-
Volunteer	215	-
Contact Us	138	-

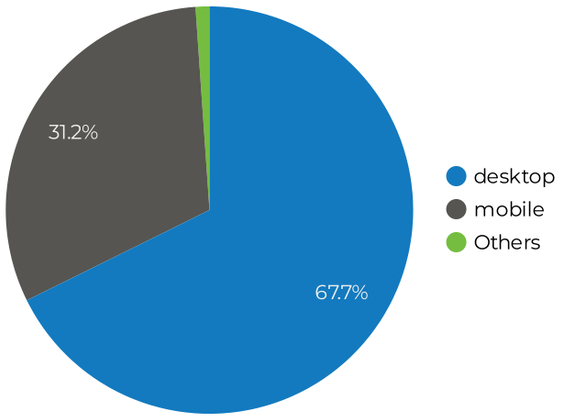
What are the top sources?

Session source	Sessions ▾
(direct)	3,622
google	1,984
bing	512
armyresilience.army.mil	189
armyfamilywebportal.com	188

Which channels are driving traffic?



Users by Device Type



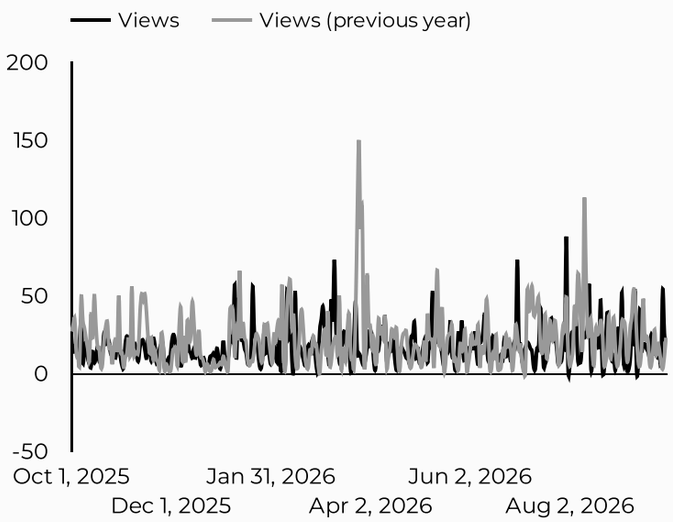
ARMY MWR

Army Family Action Plan (AFAP)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
6,309	5,211	4,604	255	00:32	63%
-20.8%	-14.6%	-13.1%	No data	N/A	-5.0%

Compared Y-o-Y

How is site traffic trending?



Top US Army Installations

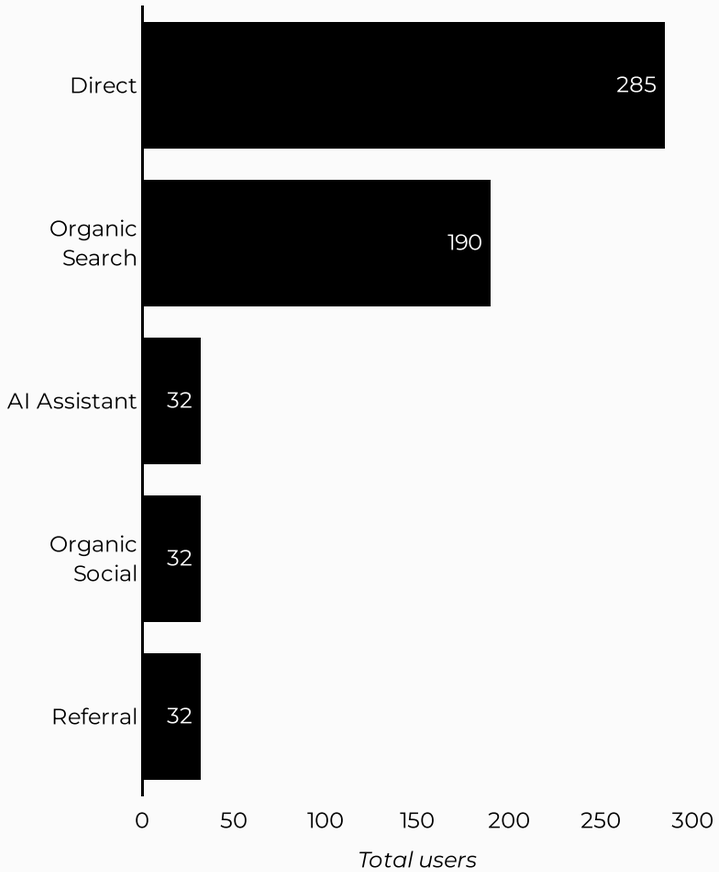
Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	1,308	-44.6%
wiesbaden.armymwr.com	437	-8.6%
campbell.armymwr.com	388	53.4%
bliss.armymwr.com	201	-2.0%
jblm.armymwr.com	194	23.6%

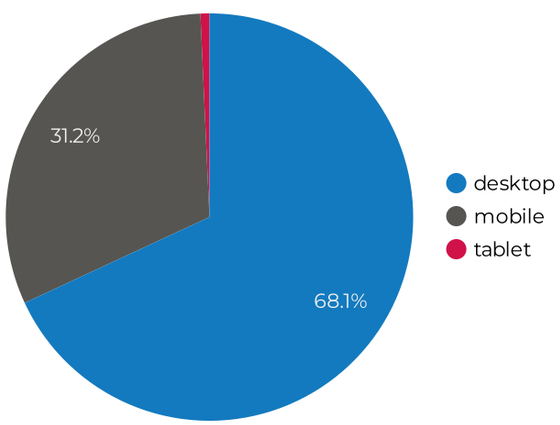
What are the top sources?

Session source	Sessions
(direct)	285
google	127
bing	32
chatgpt.com	32
duckduckgo	32

Which channels are driving traffic?



Users by Device Type



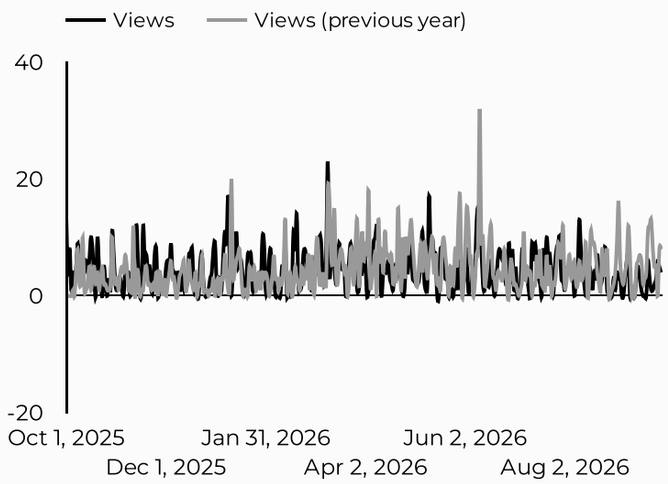
ARMY MWR

Army Family Web Portal (AFWP)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,546	1,585	1,369	735	02:36	65%
-7.0%	-0.9%	-1.4%	9.2%	80.7%	-7.9%

Compared Y-o-Y

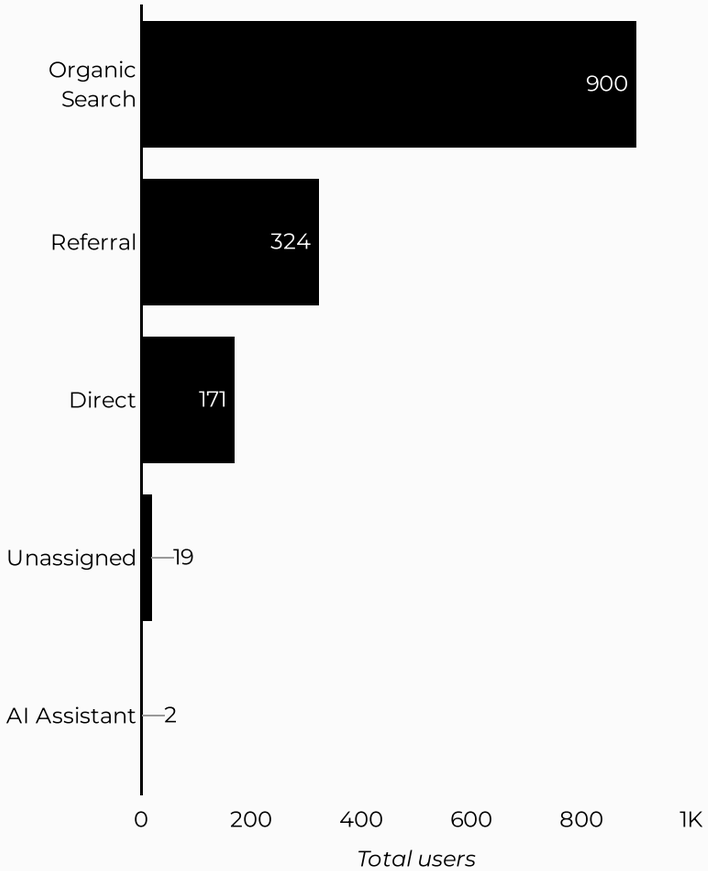
How is site traffic trending?



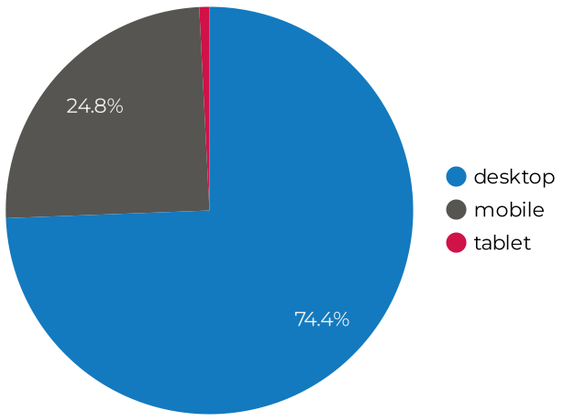
What are the top sources?

Session source	Sessions
google	814
armyfamilywebportal.com	237
bing	219
(direct)	182
myarmybenefits.us.army.mil	61

Which channels are driving traffic?



Users by Device Type

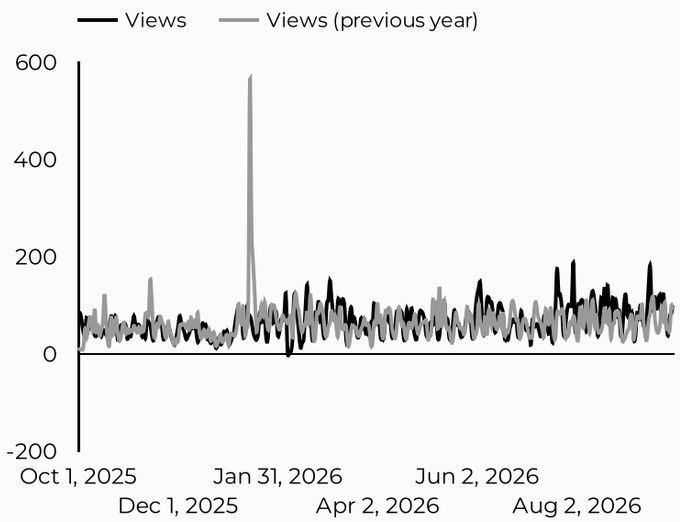


ARMY MWR Army Volunteer Corps (AVC)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
24,169	21,451	18,016	10,820	03:00	64%
▲ 3.8%	▲ 7.5%	▲ 6.4%	▼ -3.6%	▲ 21.4%	▼ -7.8%

Compared Y-o-Y

How is site traffic trending?



Top Pages

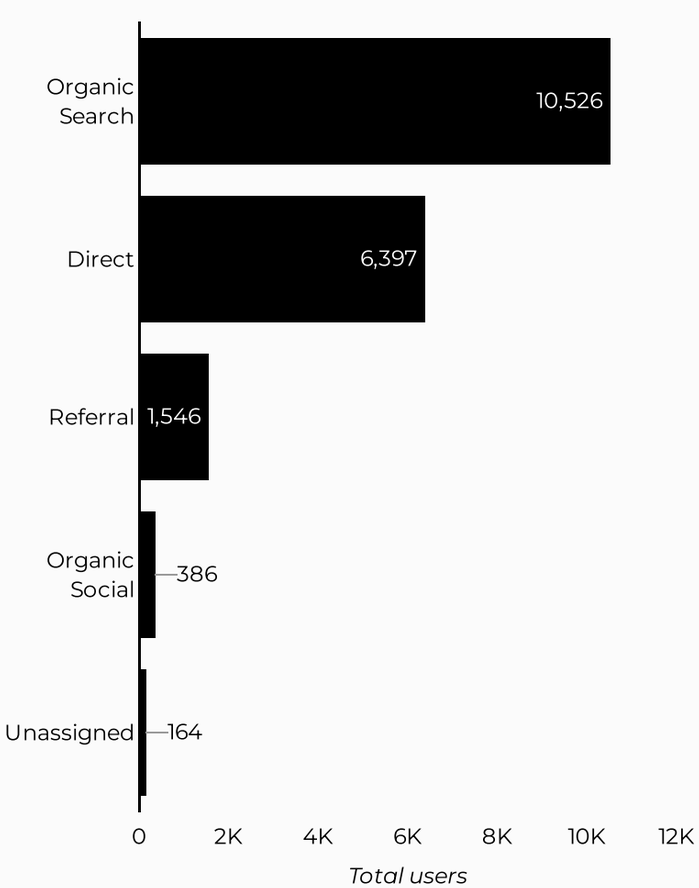
Sorted by Total Users

Page	Total users ▼	% Δ
Army Volunteer Corps	17,537	1.2% ▲
Volunteer Opportunities	749	-
Contact	428	-
VMIS & Tracking Hours	336	-
How to Volunteer	303	-
Forms	190	-
Benefits & Recognition	176	-

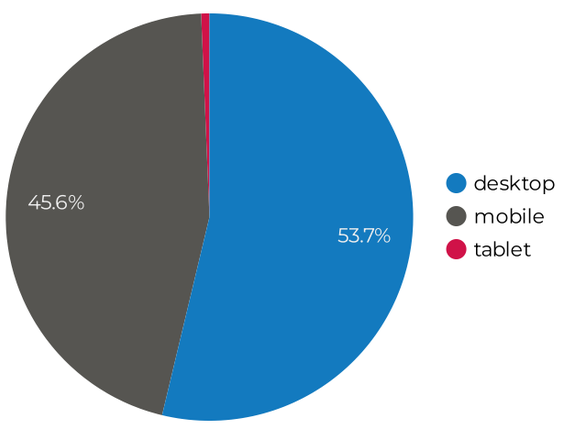
What are the top sources?

Session source	Sessions ▼
google	10,952
(direct)	6,953
bing	1,842
armyfamilywebportal.com	633
home.army.mil	620

Which channels are driving traffic?



Users by Device Type

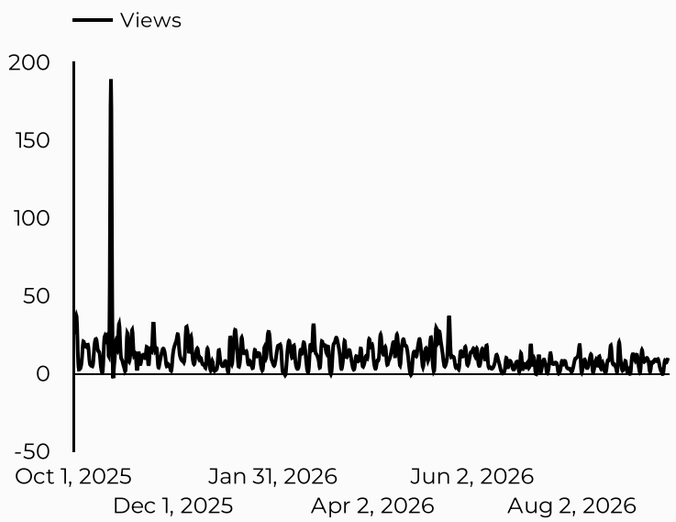


ARMY MWR Volunteer Appreciation Week

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
4,067	3,800	3,180	1,875	01:51	61%
-35.1%	-29.3%	-29.3%	-30.1%	-18.5%	-0.5%

Compared Y-o-Y

How is site traffic trending?

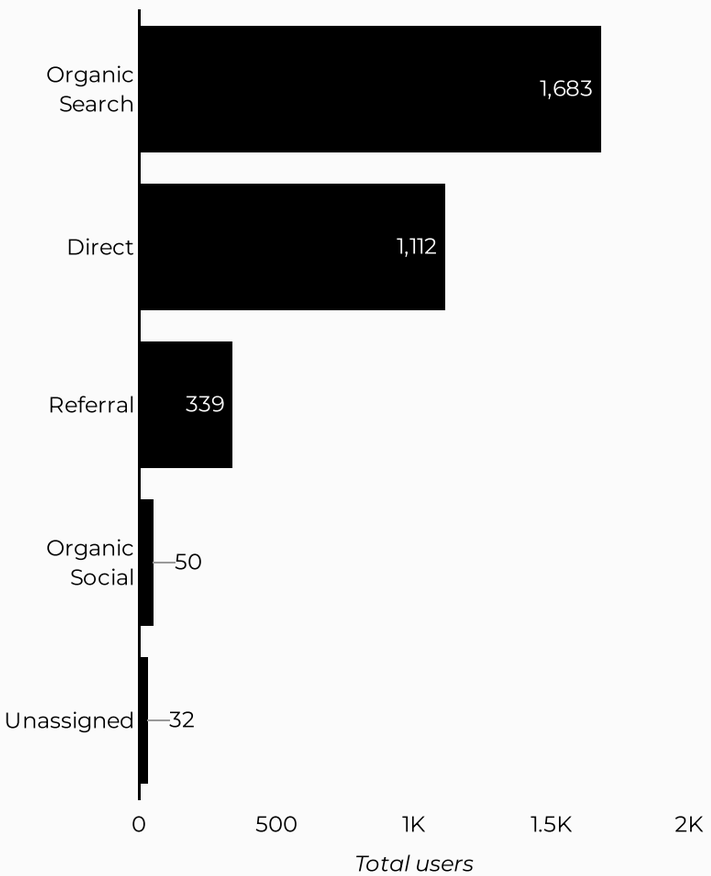


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	1,569	-26.0%
bragg.armymwr.com	443	-38.6%
gordon.armymwr.com	135	-34.8%
sill.armymwr.com	79	2.6%
bliss.armymwr.com	78	-53.0%
humphreys.armymwr.com	78	105.3%
benning.armymwr.com	64	-34.7%
drum.armymwr.com	48	-31.4%
grafenwoehr.armymwr.com	48	-52.9%
presidio.armymwr.com	40	-7.0%

Which channels are driving traffic?



What are the top sources?

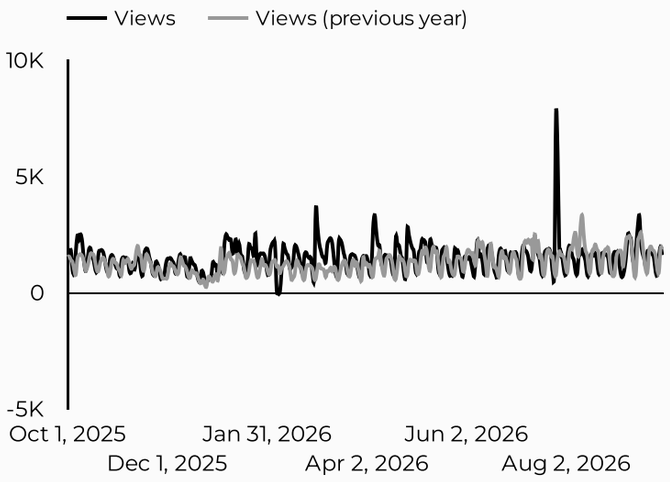
Session source	Total users
google	1,305
(direct)	1,112
bing	350
armyresilience.army.mil	155
installations.militaryone...	43
home.army.mil	29
safe.menlosecurity.com	25
(not set)	22
armyfamilywebportal.co...	22
myarmybenefits.us.army...	22

ARMY MWR Employment Readiness Program (ERP)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
549,298	383,829	313,614	204,018	02:10	63%
▲ 16.6%	▲ 12.9%	▲ 20.1%	▲ 29.1%	▼ -3.0%	▼ -7.2%

Compared Y-o-Y

How is site traffic trending?

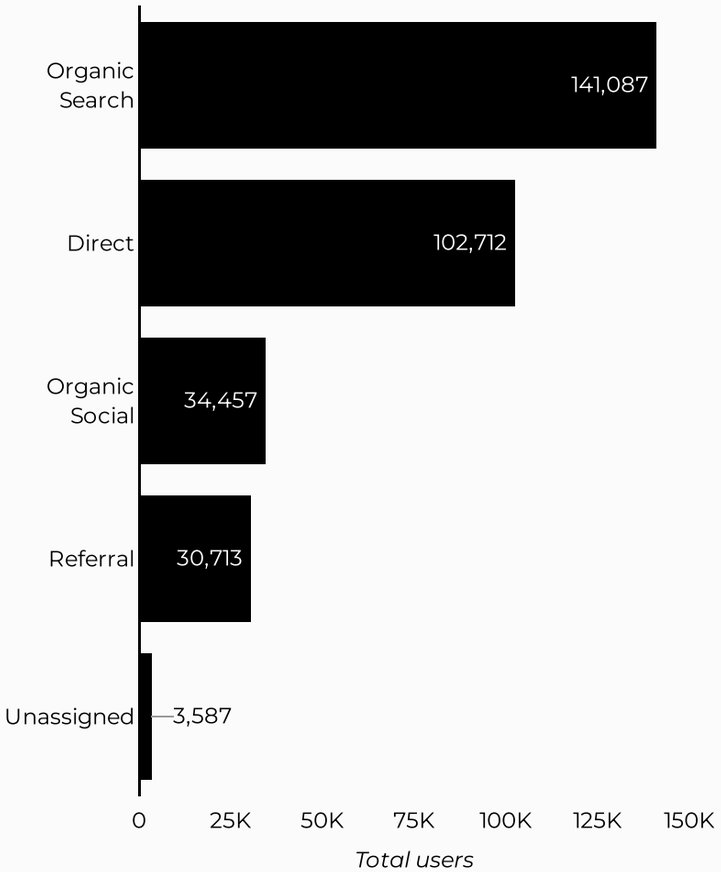


Top Pages

Sorted by Total Users

Page	Total users	% Δ
Employment Readiness Program	302,400	9.7% ▲
Spouse Employment	36,832	48.0% ▲
Home Based Business	33,692	25.9% ▲
Job Search and Support	14,344	830.8% ▲
Federal and On-Post Jobs	8,977	372.7% ▲
Transition and Veterans	7,266	461.9% ▲
Contact	1,217	-

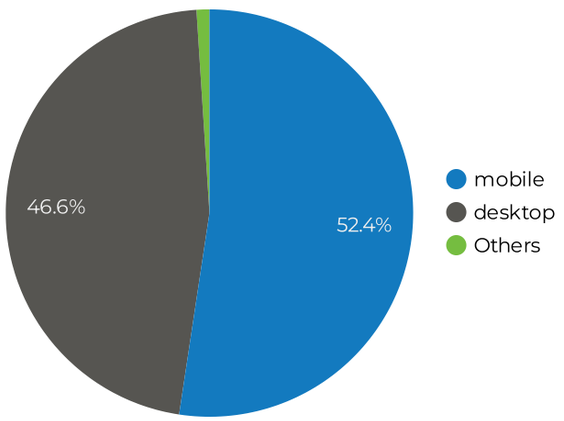
Which channels are driving traffic?



What are the top sources?

Session source	Sessions
google	171,420
(direct)	116,939
bing	18,409
m.facebook.com	17,151
nafbenefits.com	11,629

Users by Device Type



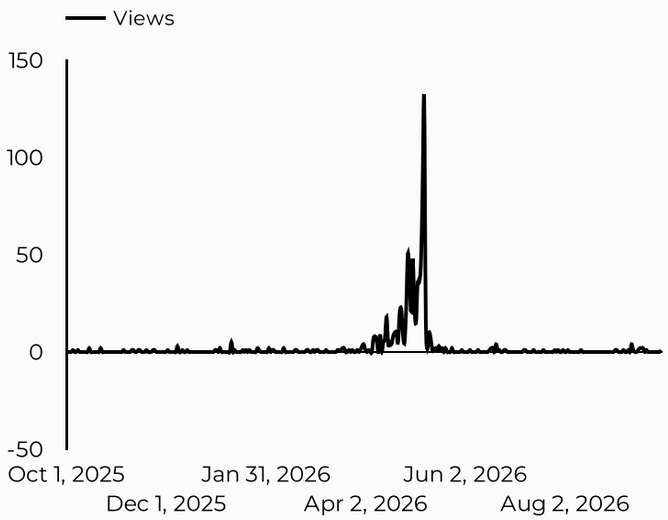
ARMY MWR

Military Spouse Appreciation Day

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
878	917	753	280	01:15	62%
▲ 104.7%	▲ 130.4%	▲ 116.4%	▲ 97.2%	▼ -22.8%	▼ -9.0%

Compared Y-o-Y

How is site traffic trending?

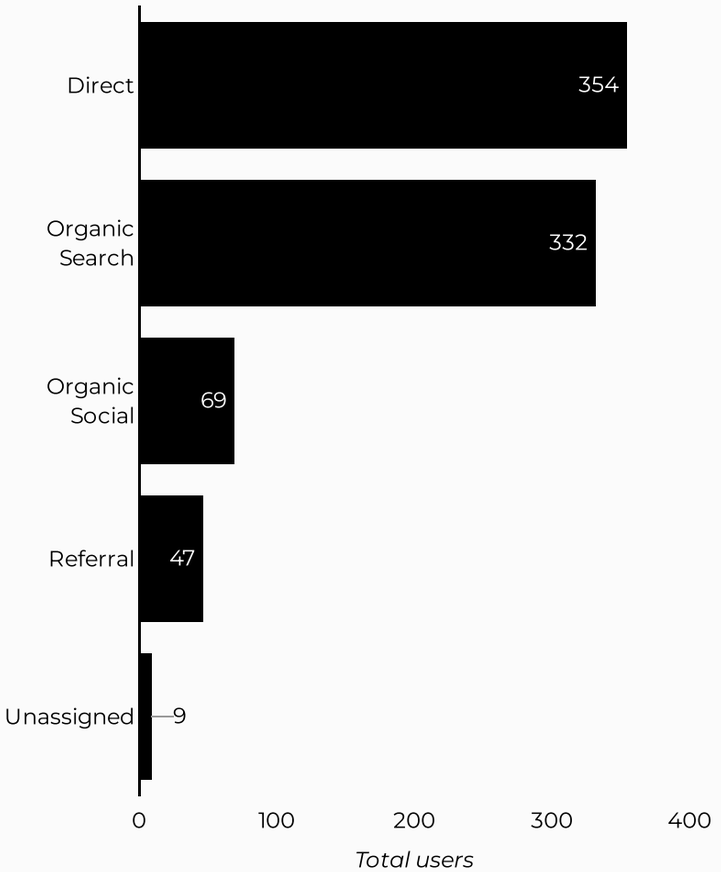


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
benning.armymwr.com	171	-
leonardwood.armymwr.com	132	-
www.armymwr.com	126	-22.7%
campbell.armymwr.com	81	1,250.0...
hood.armymwr.com	60	275.0%
lee.armymwr.com	46	-
polk.armymwr.com	31	-
whitesands.armymwr.com	14	-
sill.armymwr.com	13	160.0%
jblm.armymwr.com	12	-7.7%

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	354
google	304
facebook.com	32
bing	27
m.facebook.com	18
home.army.mil	12
l.facebook.com	9
lm.facebook.com	8
na.network-auth.com	7
chatgpt.com	6

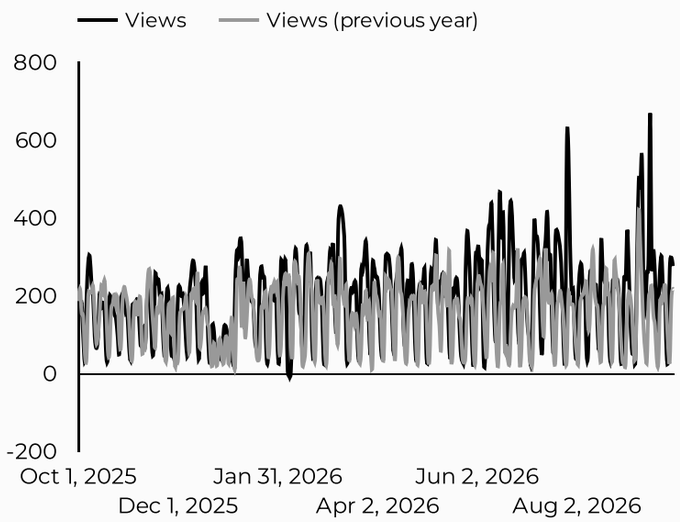
ARMY MWR

Exceptional Family Member Program (EFMP)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
71,357	58,125	45,130	31,804	02:29	55%
▲ 28.9%	▲ 24.0%	▲ 26.7%	▲ 29.8%	▼ -2.4%	▼ -5.0%

Compared Y-o-Y

How is site traffic trending?

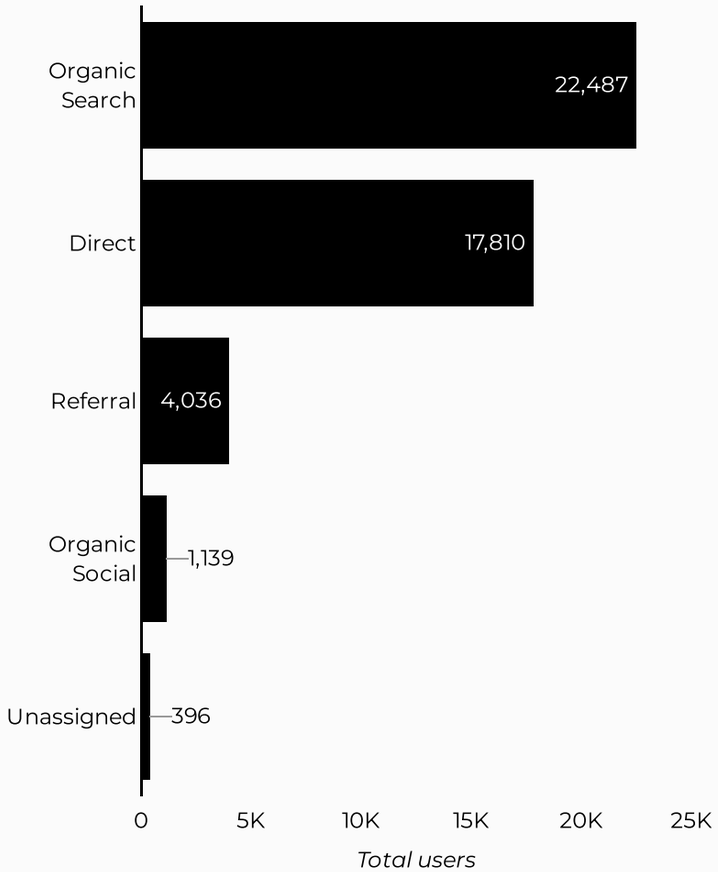


Top Pages

Sorted by Total Users

Page	Total users ▼	% Δ
Exceptional Family Member Program	44,519	18.6% ▲
Contact	3,343	-
Medical EFMP	1,089	-
Resources and Forms	1,008	-
Get EFMP Support	776	-
Classes, Events, and Support Groups	430	-
Respite Care	398	-
Child and Youth Access	357	-
School Support	325	-

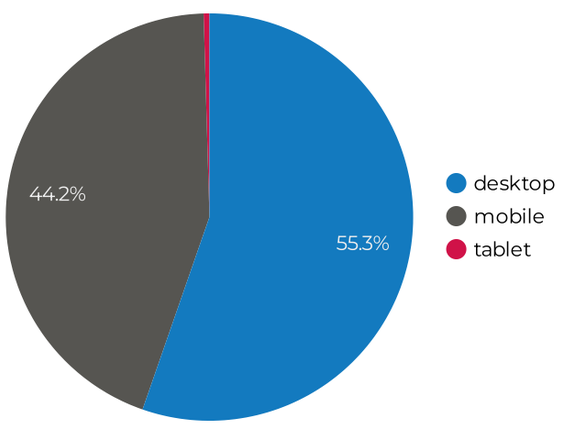
Which channels are driving traffic?



What are the top sources?

Session source	Sessions ▼
google	26,753
(direct)	18,692
bing	4,061
efmp.army.mil	1,101
home.army.mil	859

Users by Device Type

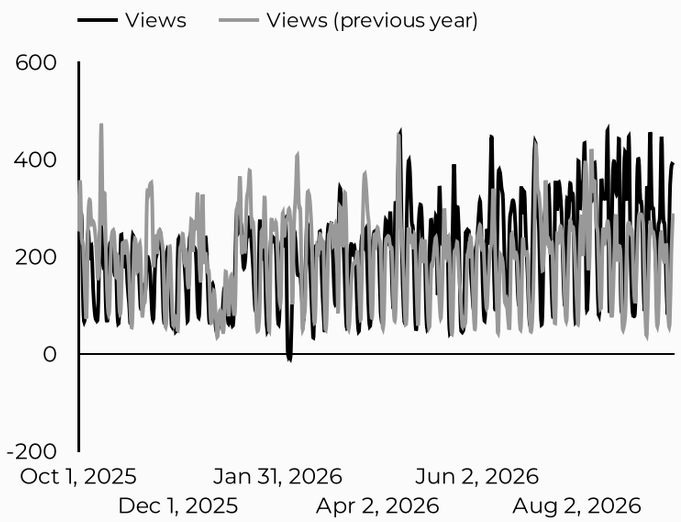


ARMY MWR Family Advocacy Program (FAP)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
74,971	58,411	45,888	27,011	02:53	56%
▲ 4.5%	▲ 0.2%	▲ 2.5%	▼ -5.3%	▲ 12.0%	▼ -2.7%

Compared Y-o-Y

How is site traffic trending?

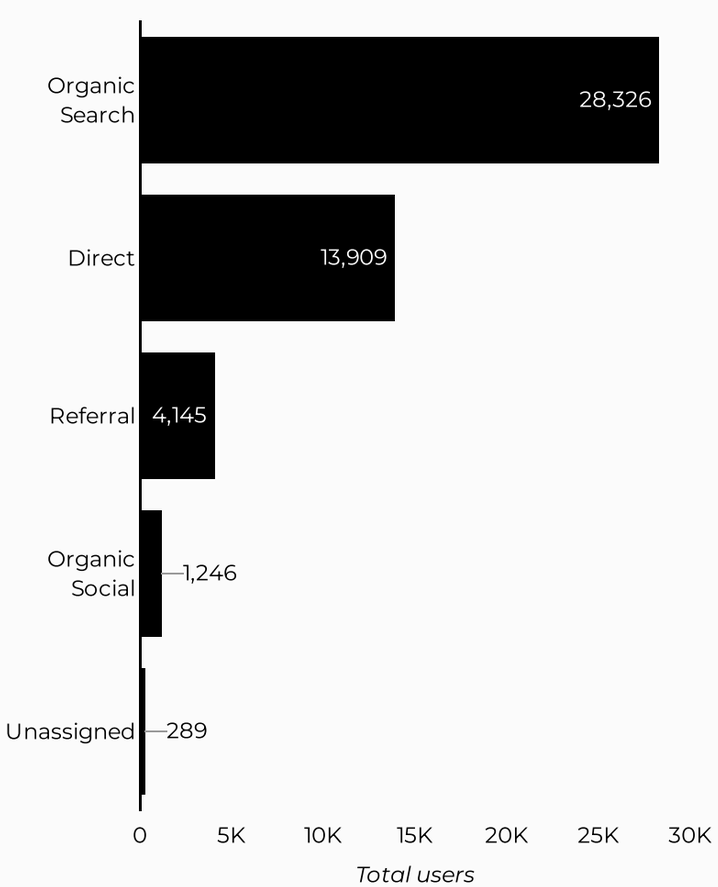


Top Pages

Sorted by Total Users

Program Name	Total users ▼	% Δ
Family Advocacy Program	40,329	-1.8% ▼
New Parent Support Program (NPSP)	4,436	10.2% ▲
Contact	2,851	-
Classes and Workshops	2,711	-
Victim Advocacy	2,630	-7.9% ▼
Transitional Compensation (TC)	746	34.9% ▲
Reporting Options	583	-
Command and Unit Training	369	-

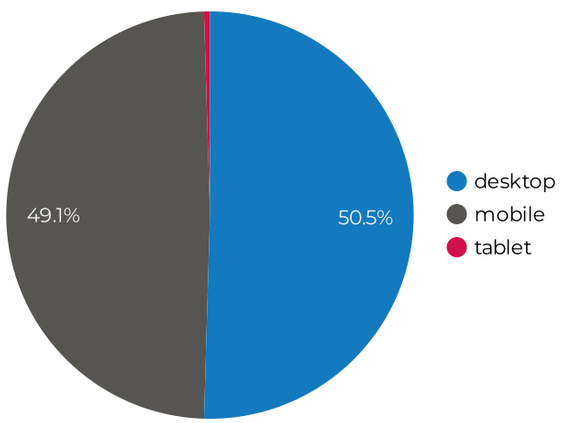
Which channels are driving traffic?



What are the top sources?

Session source	Sessions ▼
google	33,238
(direct)	15,028
bing	4,554
home.army.mil	1,428
installations.militaryonesource.mil	1,172

Users by Device Type

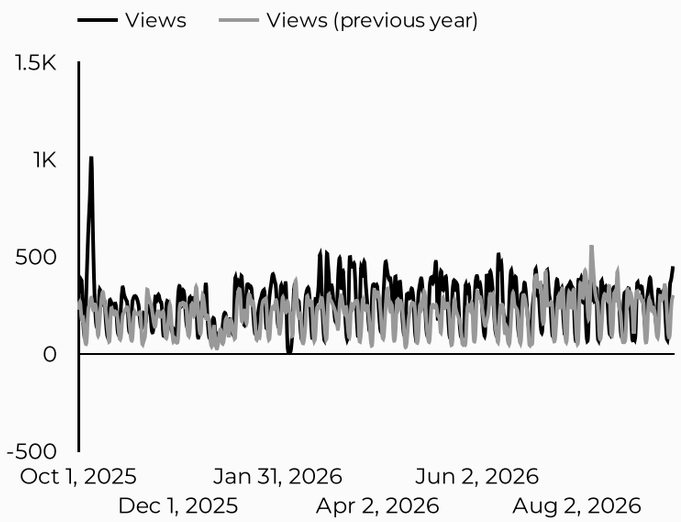


ARMY MWR Financial Readiness Program (FRP)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
96,378	80,843	64,856	36,044	02:42	55%
▲ 28.7%	▲ 23.6%	▲ 37.9%	▲ 41.9%	▲ 9.5%	▼ -11.2%

Compared Y-o-Y

How is site traffic trending?

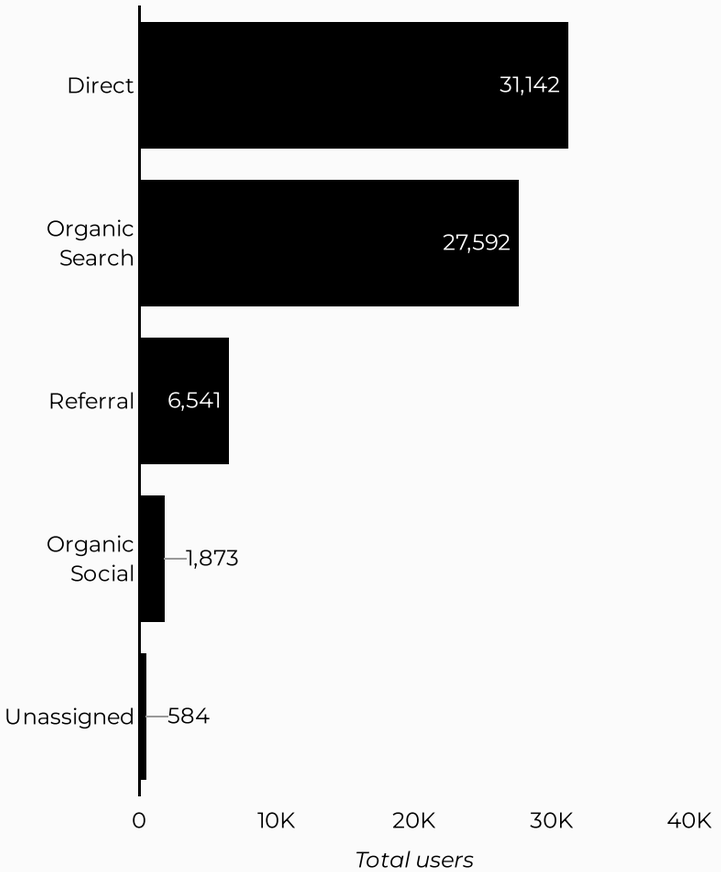


Top Pages

Sorted by Total Users

Page	Total users ▼	% Δ
Financial Readiness Program	46,547	44.8% ▲
Emergency Financial Assistance	16,680	5.9% ▲
Contact	3,699	369,80...
Credit and Debt Assistance	2,194	131.2% ▲
Master Your Money	1,733	140.4% ▲
Financial Education and Training	1,622	32,340....
Retirement and Financial Planning	860	2,674.2...

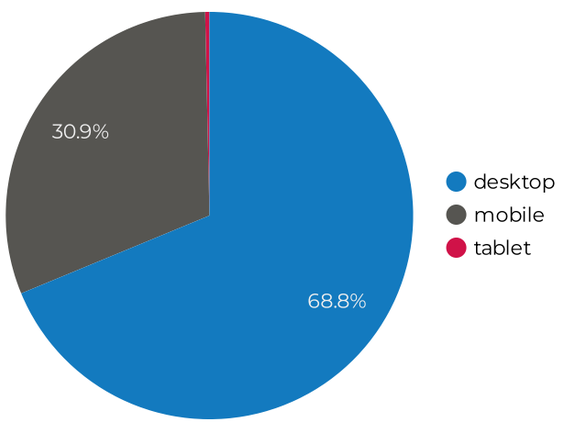
Which channels are driving traffic?



What are the top sources?

Session source	Sessions ▼
(direct)	34,009
google	33,610
bing	5,815
home.army.mil	2,754
armyfamilywebportal.com	1,796

Users by Device Type

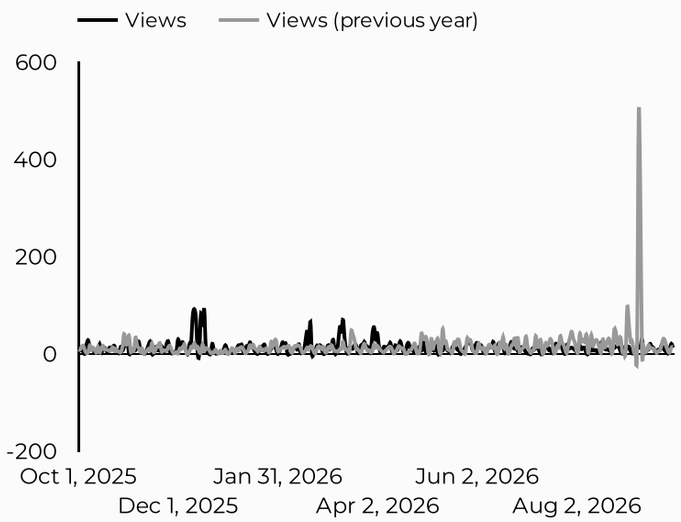


ARMY MWR Information and Referral

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
4,721	4,949	4,506	1,581	01:12	73%
-18.7%	-9.4%	-8.5%	-19.5%	9.1%	-3.2%

Compared Y-o-Y

How is site traffic trending?



Top US Army Installations

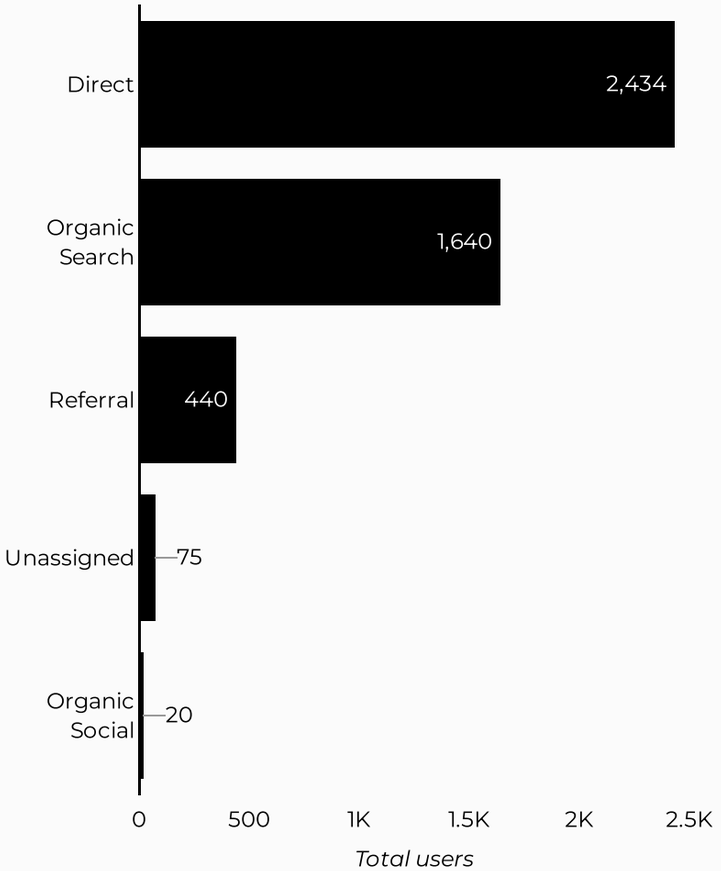
Sorted by Total Users

Installation	Total users	% Δ
hood.armymwr.com	2,548	-13.2%
www.armymwr.com	664	-19.6%
jblm.armymwr.com	276	64.3%
bragg.armymwr.com	257	7.5%
gordon.armymwr.com	179	-17.5%

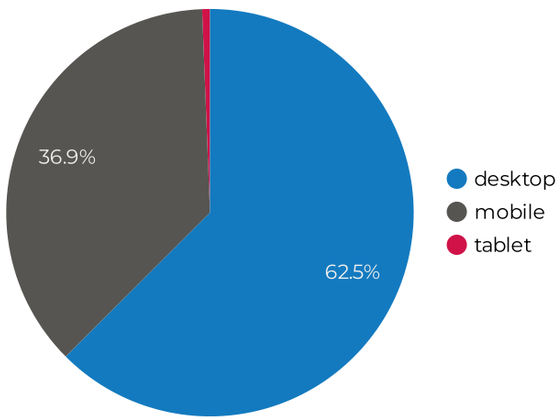
What are the top sources?

Session source	Sessions
(direct)	2,530
google	1,584
bing	336
installations.militaryonesource.mil	193
home.army.mil	122

Which channels are driving traffic?



Users by Device Type



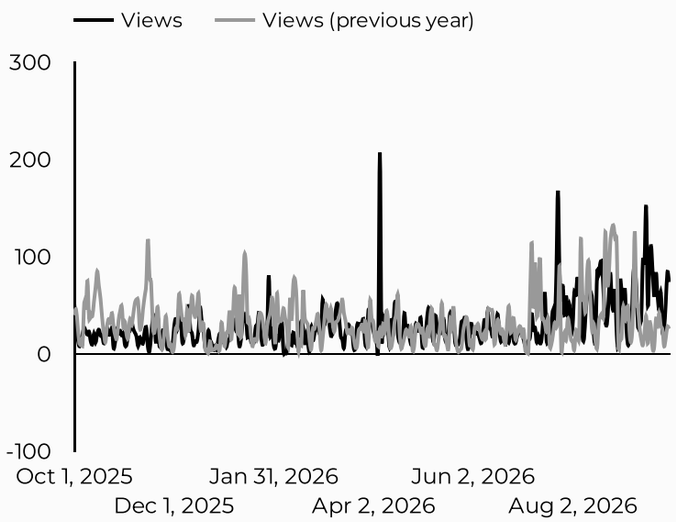
ARMY MWR

MD&SSO

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
10,805	10,168	9,145	4,081	02:05	60%
-10.4%	0.4%	7.6%	-8.2%	11.5%	-5.1%

Compared Y-o-Y

How is site traffic trending?

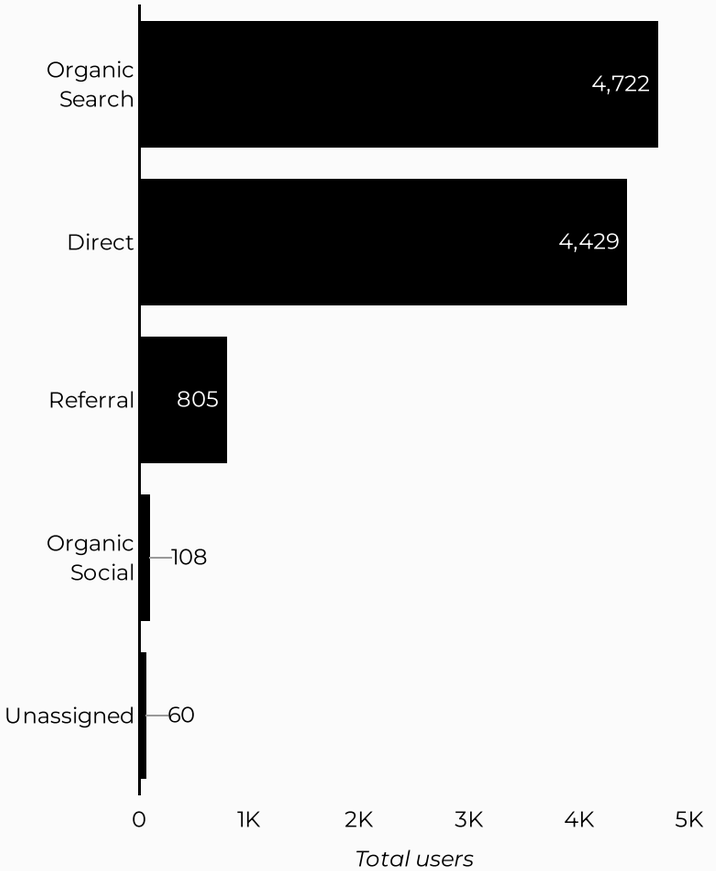


Top Pages

Sorted by Total Users

Top Pages	Total users	% Δ
Mobilization, Deployment & Stability Support Operations	7,364	-15.5%
Soldier & Family Readiness Groups (SFRGs)	597	-
Training & Classes	465	-
Contact	411	-
Care Teams & Casualty Response	198	-
Resources & Helpful Links	186	-
Preparing for Deployment	184	-
Emergency & Disaster Support	181	-
Homecoming & Reintegration	152	-
Support During Deployment	144	-

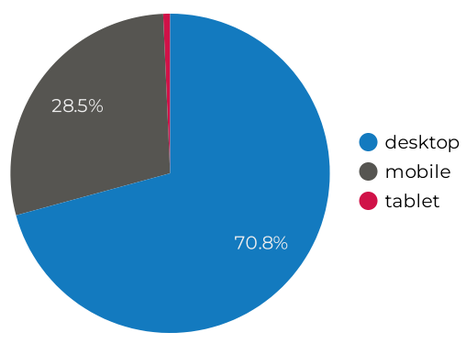
Which channels are driving traffic?



What are the top sources?

Session source	Sessions
google	4,616
(direct)	4,490
bing	1,036
home.army.mil	200
installations.militaryonesource.mil	193

Users by Device Type



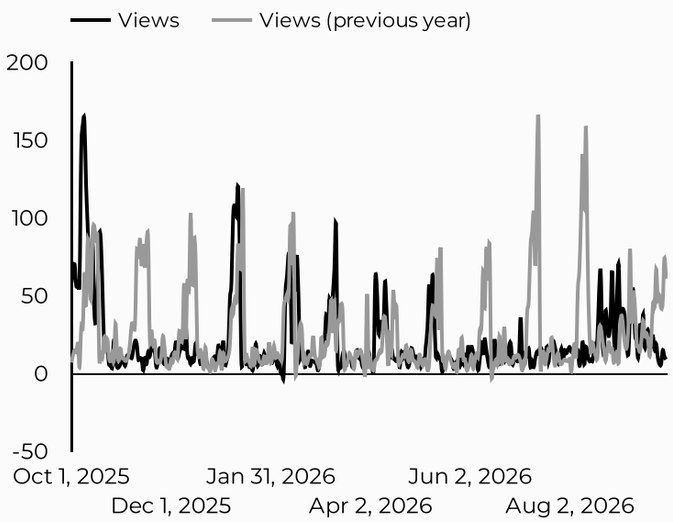
ARMY MWR

Suicide Prevention

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
7,699	6,409	5,957	3,237	01:01	50%
-19.1%	2.6%	6.9%	12.9%	-10.4%	-18.7%

Compared Y-o-Y

How is site traffic trending?

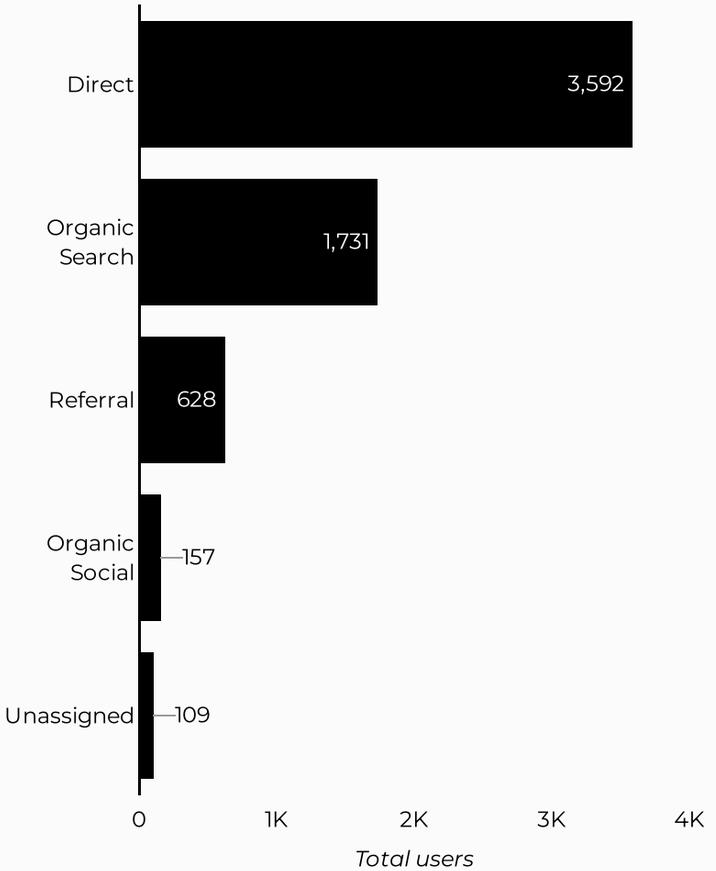


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	3,582	0.1%
leonardwood.armymwr.com	393	2,083.3...
campbell.armymwr.com	248	161.1%
detroit.armymwr.com	133	-41.7%
bragg.armymwr.com	82	228.0%
casey.armymwr.com	58	18.4%
polk.armymwr.com	54	671.4%
jblm.armymwr.com	46	43.8%
benning.armymwr.com	43	-21.8%
carson.armymwr.com	42	200.0%

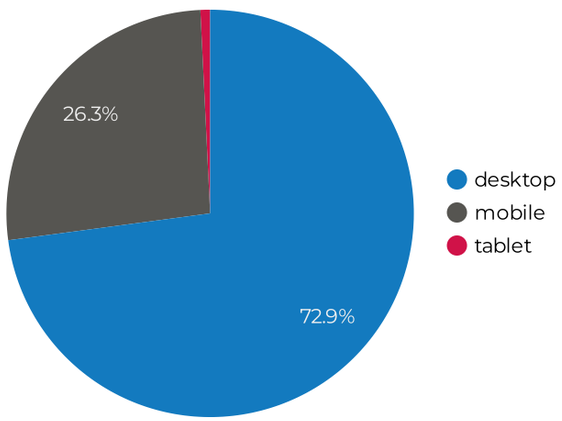
Which channels are driving traffic?



What are the top sources?

Session source	Sessions
(direct)	3,668
google	1,454
jkodirect.jten.mil	467
bing	465
facebook.com	97

Users by Device Type

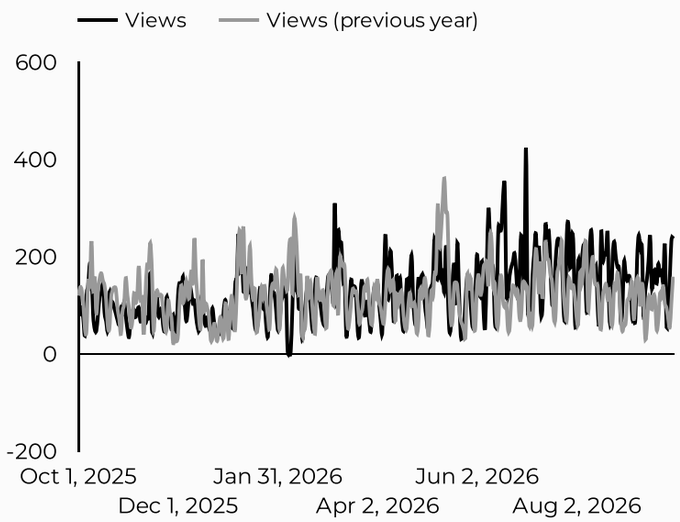


ARMY MWR Relocation Readiness

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
46,954	41,877	35,115	18,440	02:07	57%
▲ 5.9%	▲ 10.4%	▲ 15.2%	▲ 11.2%	▼ -5.9%	▼ -12.7%

Compared Y-o-Y

How is site traffic trending?

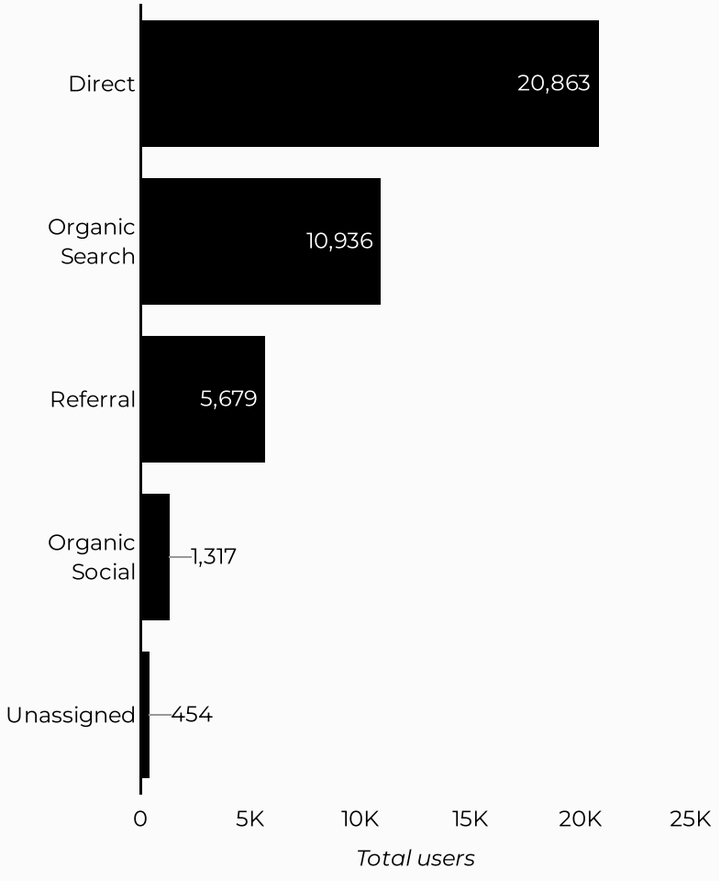


Top Pages

Sorted by Total Users

Page	Total users ▼	% Δ
Relocation Readiness	23,002	-6.3% ▼
Newcomer Orientation	8,534	52.0% ▲
Lending Closet	1,997	100.1% ▲
Planning Your Move	1,490	167.0% ▲
Extra Support Services	1,145	-
Relocation Resources and Tools	916	-
Language and Cultural Support	723	154.6% ▲
Contact	720	-
Sponsorship Support	570	-

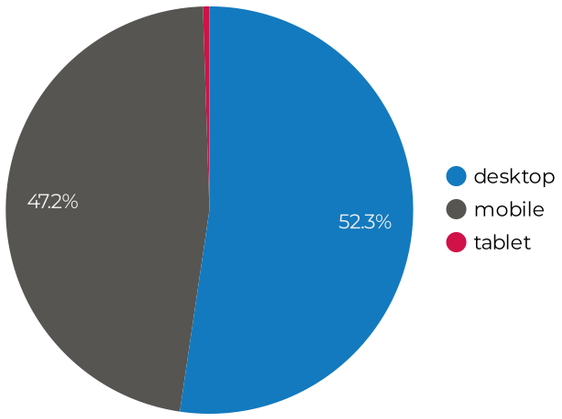
Which channels are driving traffic?



What are the top sources?

Session source	Sessions ▼
(direct)	22,629
google	12,169
home.army.mil	3,529
installations.militaryonesource.mil	1,710
bing	1,667

Users by Device Type

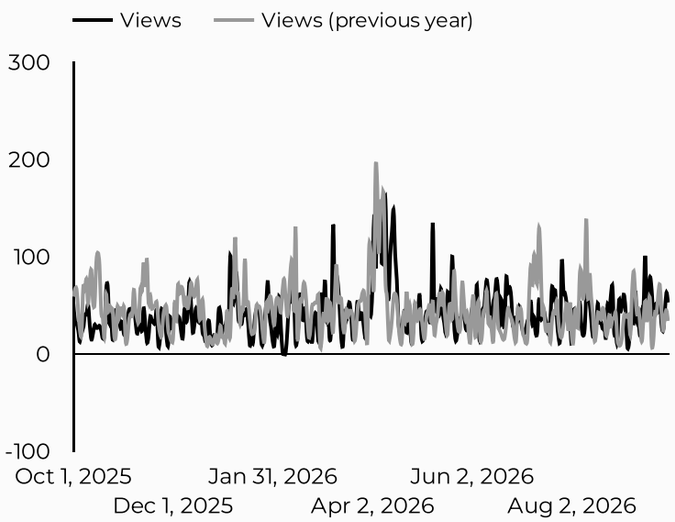


ARMY MWR Survivor Outreach Services (SOS)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
15,183	13,431	11,939	8,036	01:44	52%
-9.8%	-4.5%	1.8%	-2.6%	-29.0%	-13.4%

Compared Y-o-Y

How is site traffic trending?



Top Pages

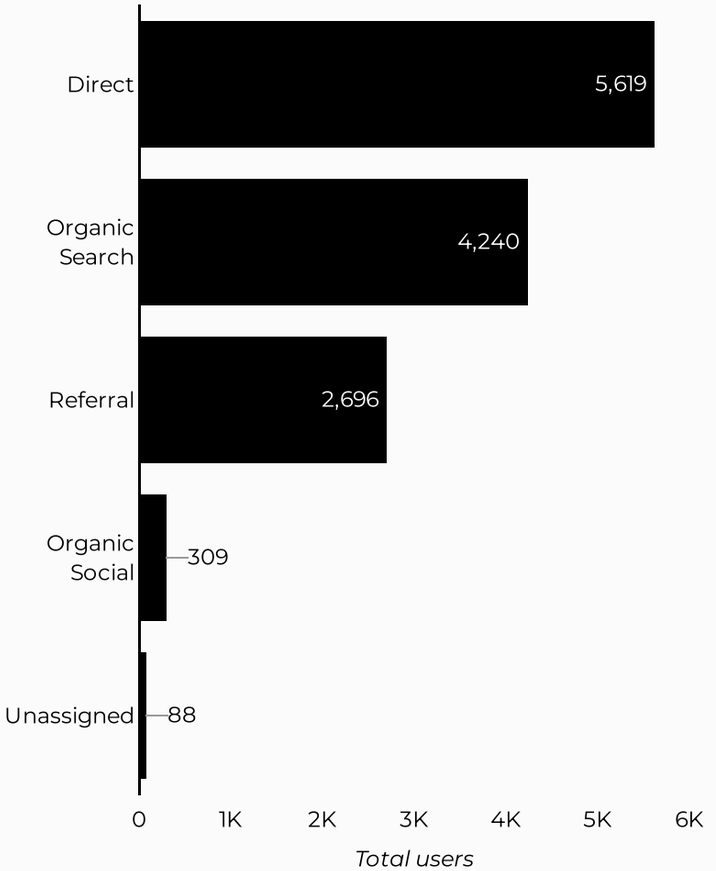
Sorted by Total Users

Page	Total users	% Δ
Survivor Outreach Services	10,617	-7.5%
Gold Star Pins	1,114	61.4%
Contact	375	-
Eligibility	343	-
Support Services	335	-
Resources	317	7,825.0%

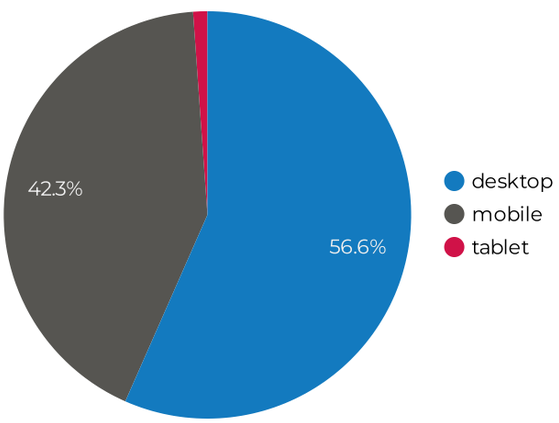
What are the top sources?

Session source	Sessions
(direct)	5,780
google	4,535
home.army.mil	2,138
bing	634
m.facebook.com	170

Which channels are driving traffic?



Users by Device Type



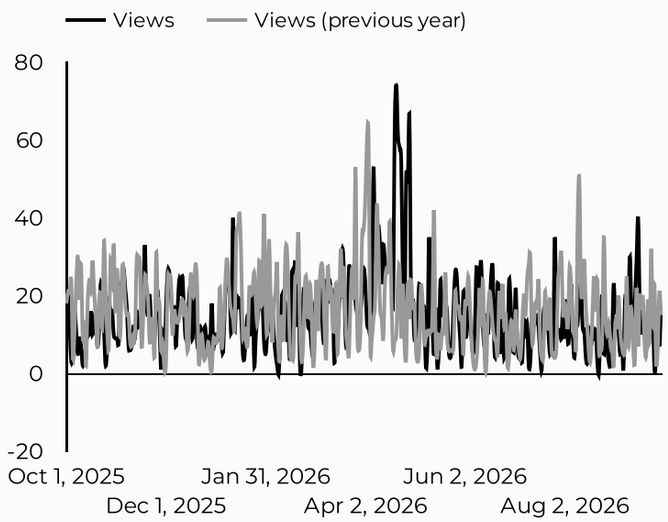
ARMY MWR

SHARP

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
5,545	5,769	5,119	3,116	01:52	51%
-6.6%	1.1%	4.9%	-6.1%	-26.9%	-9.8%

Compared Y-o-Y

How is site traffic trending?



Top Pages

Sorted by Total Users

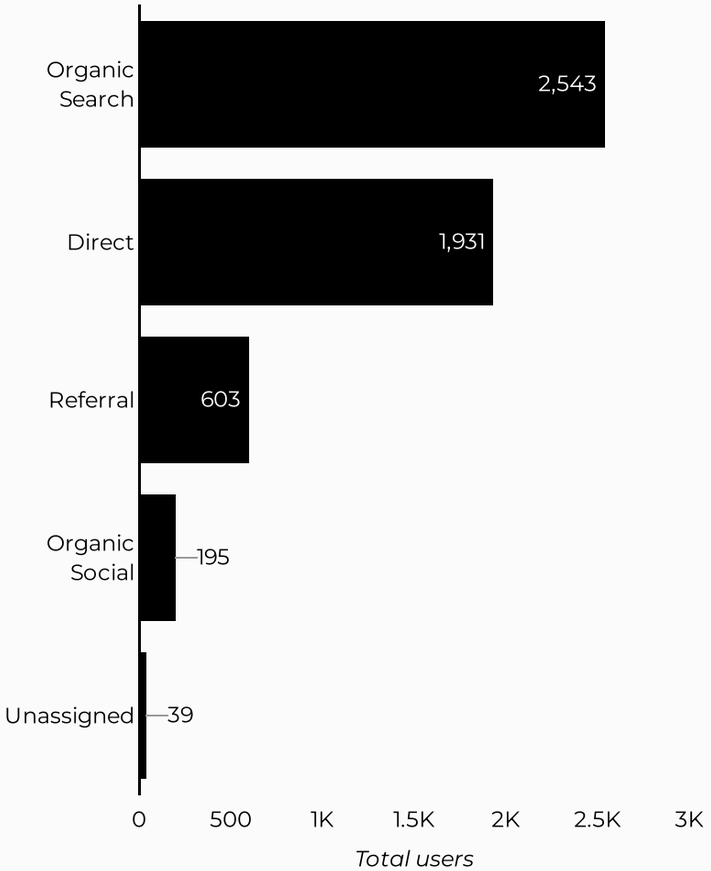
	Full page URL	Vi...
1.	knox.armymwr.com/programs/sharp	141
2.	bragg.armymwr.com/programs/sexual-har...	113
3.	picatinny.armymwr.com/programs/sharp	113
4.	aberdeen.armymwr.com/programs/sexual-...	84
5.	www.armymwr.com/programs-and-servic...	84
6.	leavenworth.armymwr.com/view-event/sh...	28

1 - 8 / 8

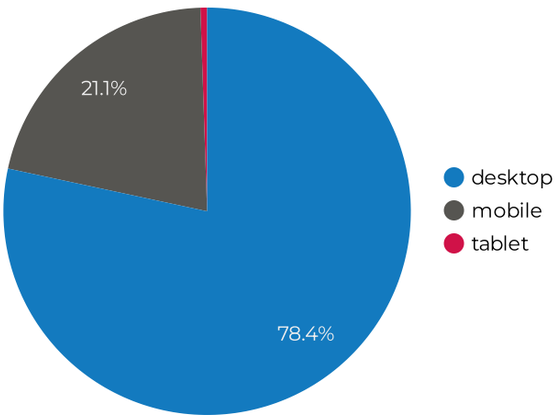
What are the top sources?

Session source	Sessions
google	2,371
(direct)	2,009
bing	660
home.army.mil	444
myarmybenefits.us.army.mil	99

Which channels are driving traffic?



Users by Device Type



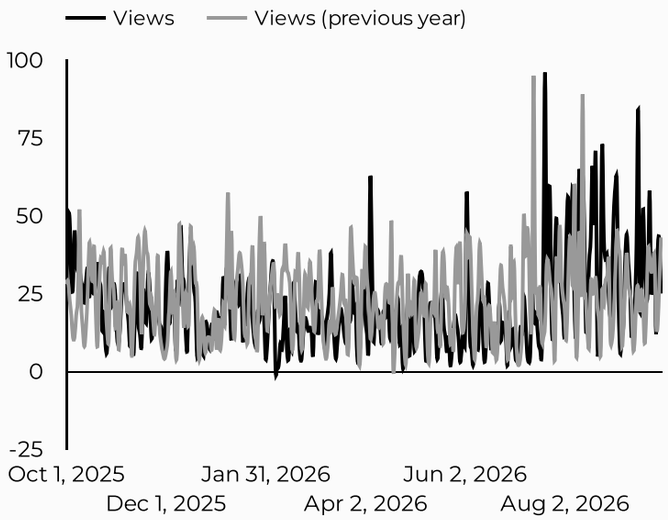
ARMY MWR

Soldier and Family Assistance Center (SFAC)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
7,796	7,248	6,568	2,506	01:42	65%
-8.6%	-4.8%	1.2%	1.2%	-5.7%	-13.5%

Compared Y-o-Y

How is site traffic trending?



Top Pages

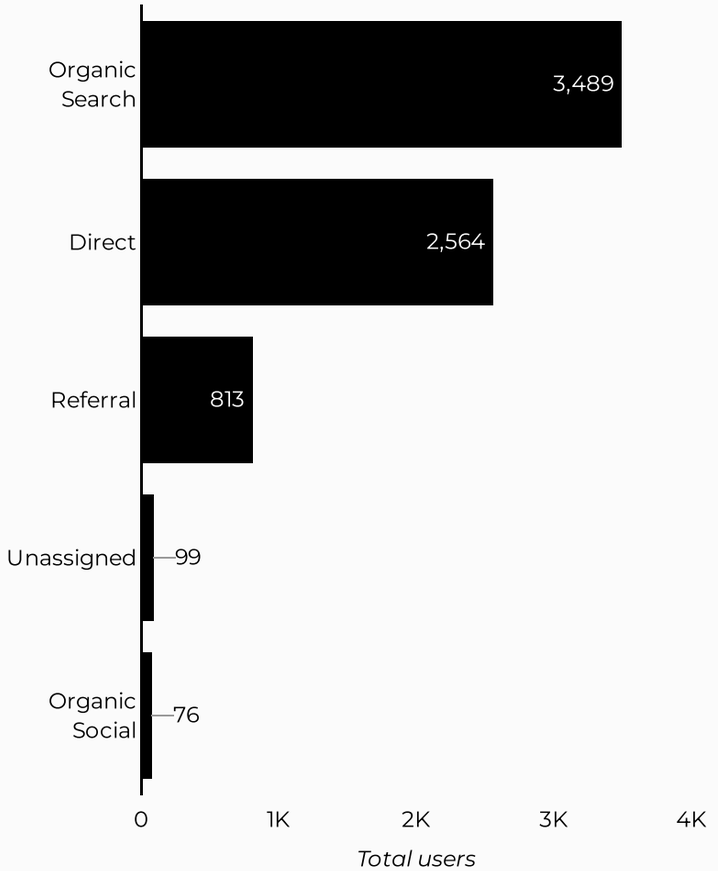
Sorted by Total Users

Top Pages	Total users	% Δ
Soldier and Family Assistance Center (SFAC)	6,324	-7.0%
Contact	287	-
SFAC Services	160	-
How SFAC Works	107	-
Who SFAC Supports	98	-

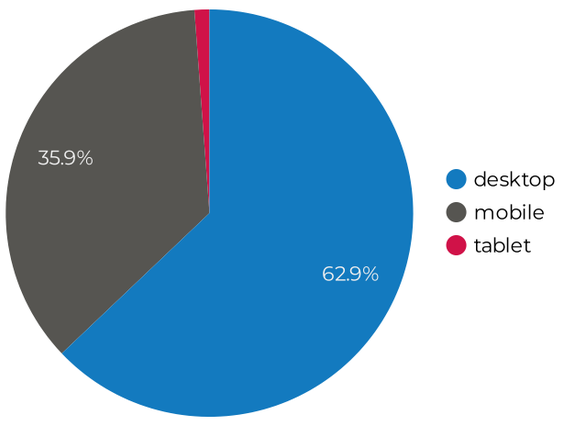
What are the top sources?

Session source	Sessions
google	3,283
(direct)	2,702
bing	653
home.army.mil	330
armyfamilywebportal.com	126

Which channels are driving traffic?



Users by Device Type



ARMY MWR

Search

Search	Total Searches ▾	Total users	Search count per user	Bounce rate
finance	174	140	1.24	2.78%
sfrg	137	120	1.14	2.4%
discovery	124	21	5.9	0%
efmp	117	98	1.19	0.98%
mflc	102	92	1.11	2.13%
aer	91	85	1.07	0%
volunteer	80	74	1.08	2.63%
jobs	67	61	1.1	0%
pcs	61	51	1.2	1.82%
job fair	56	50	1.12	0%
acs	54	43	1.26	0%
lending closet	50	40	1.25	0%
financial readiness	49	43	1.14	2.33%
financial	46	41	1.12	2.44%
anger management	44	31	1.42	5.56%
pass it on	42	33	1.27	0%
wic	38	35	1.09	0%
calendar	36	32	1.13	5.88%
fap	35	33	1.06	0%
cpr	34	28	1.21	6.25%
deployment	34	29	1.17	0%
sharp	34	33	1.03	0%
new parent support	33	32	1.03	0%
vmis	33	29	1.14	3.45%
appointment	32	31	1.03	3.13%
cfrr	32	29	1.1	3.23%
deers	27	25	1.08	4%
home based business	27	22	1.23	12.5%
baby boot camp	26	25	1.04	3.85%
classes	26	23	1.13	0%
cys	26	23	1.13	0%
Grand total	**7,932**	**6,122**	**1.3**	**2.36%**