



Summer Water Safety

Jun 15, 2026 - Aug 31, 2026

Performance Summary

The Summer Water Safety campaign maintained strong audience quality and content relevance throughout the 2026 season, even as reach was affected by an Army-wide shift in official social media presence. New users grew to 898 (+3.1% YoY), reflecting continued success in reaching first-time visitors to swim safety and readiness resources. Total users reached 1,317, sessions totaled 1,424, and views reached 1,949, with the decline concentrated in the back half of the campaign window as installation-level social media channels were consolidated (see note below).

Engagement remained exceptionally strong across the season. The engagement rate held at 79%, nearly matching last year's elevated benchmark of 80%, showing that the visitors who reached the campaign continued to find it highly relevant. Average session duration reached 1 minute 8 seconds (-12.02% YoY), consistent with a more focused, intent-driven audience locating pool and program information quickly and efficiently.

- **Total link clicks reached 1,105**, led by "On-post pools and aquatic centers" (156 clicks) and the Ripple Rookies and Wave Watchers age-group classes, confirming that visitors sought out the program's core offerings.
- The Summer Water Safety campaign achieved **548,878 total stripe impressions** across Army installations worldwide, reflecting continued broad visibility for the program despite the social media disruption.
- Mobile devices drove 73% of all views, reflecting strong on-the-go accessibility for Families during peak swim season.

Table 1: Top Installations by Stripe Impressions

Installation	Total ▾
jblm.armymwr.com	87,870
rockisland.armymwr.com	65,255
hood.armymwr.com	52,039
kaiserslautern.armymwr.com	18,275
wainwright.armymwr.com	16,490
carson.armymwr.com	15,811
bliss.armymwr.com	15,755
leonardwood.armymwr.com	15,415
bluegrass.armymwr.com	15,333
belvoir.armymwr.com	13,215
meade.armymwr.com	13,180
redstone.armymwr.com	12,258
rucker.armymwr.com	12,186
detrick.armymwr.com	9,810
mcalester.armymwr.com	9,263
redriver.armymwr.com	9,012
humphreys.armymwr.com	7,802
knox.armymwr.com	7,693
baumholder.armymwr.com	7,500
tobyhanna.armymwr.com	7,064

Table 2: Link Clicks

Click Text	Total ▾
On-post pools and aquatic centers	156
Ripple Rookies – (Age group 1-4 years old)	105
Ripple Rookies – 1-4 years old	104
Wave Watchers – (Age group 5-14 years old)	87
Wave Watchers – 5-14 years old	85