

NATIONAL  
ASSOCIATION OF  
NUTRITION  
PROFESSIONALS



# ANNUAL REPORT

## 2023

Reflecting on our journey.





# HIGHLIGHTS FROM 2023

Our Mission is to advocate for and empower you, our flourishing and diverse community of professionals dedicated to holistic nutrition principles. We envision a future where people choose food as their medicine.

HEALCon 2023 was our most successful conference yet. In addition to our highest conference attendance to date, we also sold out the Expo Hall, providing more vendors and value to our event than ever before.

## Membership

- 1,376 total members
- 639 new members
- 511 members renewed

## Podcast

- Released 12 Audio & Video Episodes:
  - YouTube; 28,487 Views & Reached 701 New Subscribers
  - Total Subscribers-
  - Audio: 11,131 Show Listens

## myNANP

- 1,112 Active Users
- 583 Activities (New Friend Requests Accepted, Groups Activities, Forum Discussions)

## nanp.org

- 121,000+ New Visitors; 24,000+ Returning Visitors to NANP.org
- Integration of the new G4 analytics

## 2023 HEALCon

- 224 Annual Conference attendees
- 41 Exhibitors - SOLD OUT!

## Certifications

- Board Exam in Holistic Nutrition taken 74 times; 52 members passed
- 401 members Board Certified in Holistic Nutrition® (BCHN®); 52 BCHN® Candidates
- Certified Dietary Supplement Professional™ (CDSP™) exam taken 16 times; 15 members passed





In 2023, we vetted and onboarded 23 partners who support our mission and vision.

- 3 Platinum Partners
- 4 Gold Partners
- 4 Silver Partners
- 12 Partner Schools



## SOCIAL MEDIA & COMMUNICATIONS

### Facebook



- 101.8K Facebook Page Reach
  - 25,614 organic
  - 280 posts
  - 7.8K content interactions
  - 10.5K followers
  - 1.2K link clicks

### LinkedIn



(began November 2023)

- 91 reactions
- 1,812 organic impressions
- 1,150 followers

### Instagram



- 14.1K Instagram Reach
  - 5,244 from organic
  - 226 posts & 231 stories
  - 870 content interactions
  - 3.6K followers

### Email Communications



- 15,501 Year End Email Subscribers
- 2,114,152 Sends
- 814,190 Opens
  - 45% Avg. Open Rate
- 19,182 total Clicks
- 226 Campaigns Sent
  - NANP correspondence
    - 59-News
    - 14-Podcast
    - 13-Scoop
    - 27-Nourishing Bytes
  - 54-Partner Share
  - 6-Career Center News
  - 53-HEALCon related