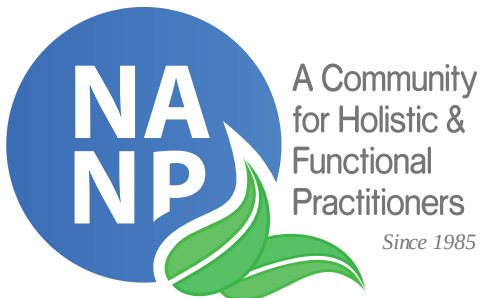


2024

ANNUAL REPORT

A Look Back at 2024



National Association of Nutrition Professionals



HIGHLIGHTS

Certifications

- Board Exam in Holistic Nutrition taken 86 times; 71 members passed
- 443 members Board Certified in Holistic Nutrition® (BCHN®); 58 BCHN® Candidates
- Certified Dietary Supplement Professional™ (CDSPTM) exam taken 16 times; 13 members passed

Education

- 6 Clinically-focused & 1 business-focused Scoop Masterclasses
- 35 new Continuing Education Programs approved

Membership

1,247 total members
498 new members
492 members renewed

myNANP

- 1,005 Active Users
- 624 Activities (Circles Activities, Forum Discussions, Friends Requests Accepted)

HEALCon

- 234 Annual Conference attendees
- 40 Exhibitors – SOLD OUT!

HEALCon 2024 had the largest registration to date, and we sold out the Expo Hall for the second year in a row.



Our mission is to enrich the journey of holistic and functional health professionals by advocating for and empowering a diverse community dedicated to the principles of whole food and evidence-informed nutrition. We do this through curated educational opportunities, advanced certifications, essential resources, and peer-to-peer support to elevate and cultivate passion-driven careers within the industry.

Our Vision is to serve as the leading and trusted resource for holistic and functional health professionals dedicated to optimizing the nutrition and well-being of their communities.

NOURISHING YOU

PODCAST

- Released 12 Audio & Video Episodes:
- YouTube; 3.3K Watch Hours (31% increase over 2023) Views & 638 New Subscribers
- 210K Impressions
- Audio: launched new platform late 2024
 - 579 downloads

SOCIAL MEDIA

Facebook

- 132.8K Facebook Page Reach (+43%)
 - 25,297 organic
 - 200 posts
 - 4.3K content interactions
 - 10.7K followers (+6%)

LinkedIn

- 1,500 reactions (2023-98 reactions)
- 69,648 impressions (+312%)
- 1,510 followers (+143%)
- 119 comments

Instagram

- 25K Instagram Reach (+75%)
 - 20.6K views
 - 454 posts & 69 stories
 - 838 content interactions
 - 4.1K followers (+15%)
 - 170 link clicks

EMAIL

Communications

- 16,073 Year End Email Subscribers (+3%)
- 2,338,191 Sends (+10.6%)
- 926,440 Opens (+11%)
 - 45% Avg. Open Rate
- 22,717 total Clicks (+8%)
- 247 Campaigns Sent (+10%)
 - NANP correspondence
 - 54-News
 - 13-Podcast
 - 8-Scoop
 - 26-Nourishing Bytes
 - 82-Partner Share (+32%)
 - 6-Career Center News
 - 58-HEALCon related