



NATIONAL ASSOCIATION OF UNCLAIMED PROPERTY ADMINISTRATORS

NATIONAL UNCLAIMED PROPERTY DAY MEDIA SUMMARY

This document provides an overview of media activity related to National Unclaimed Property Day – including local news coverage, NAST social media activity, and NAST and NAUPA Member social media activity as of February 16.

LOCAL NEWS COVERAGE

Thanks to NAST and state press releases, NAST tracked **428 local media stories that directly mentioned unclaimed property day** from January 23-February 4th. 250 of those were in the 9 days prior to the event, and the big day had 119 stories published! There was a long tail to the activity with another 59 stories throughout the rest of the week through the 4th.

There are so many great stories across the nation, please check out a brief sample showcasing the variety of ways states got involved this year.

Colorado earned television coverage with a vault show and tell and saw their website traffic increase over 1000 %!

Louisiana's media campaign included a [new Unclaimed Property mascot named "Cash."](#)

Oregon utilized the day to conduct their most successful auction ever and saw a 150% increase in Fast Track claims.

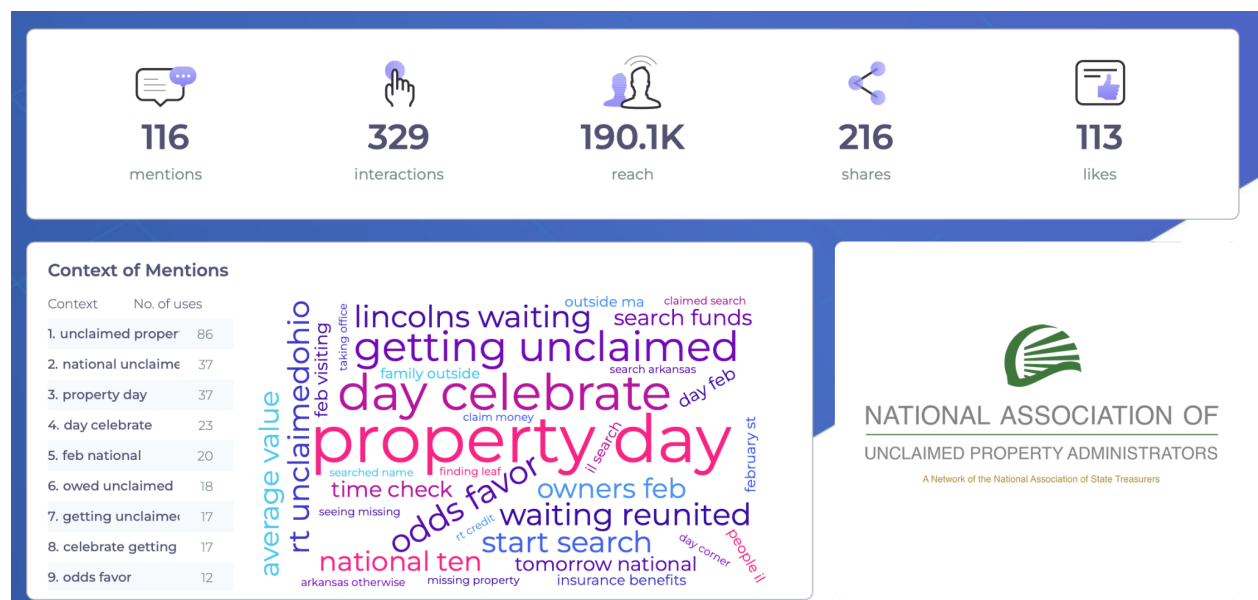
Iowa reached their highest claims in five years and found success by focusing on recently reported property and individualizing press releases with the top 25 names for each County.

Illinois sent an email to their House and Senate members encouraging them to get involved and providing a video and social media graphics.

Maine is keeping the celebration going all month! Congratulations on the [Governor's proclamation that February 21st through February 28th is officially Unclaimed Property Week](#) and good luck with your telethon to celebrate.

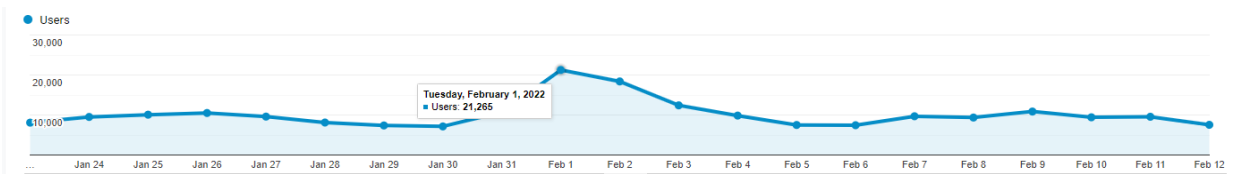


On February 1st, NAST and states posted over 100 times on Twitter about National Unclaimed Property Day. Several states used one of the 3 campaigns we provided, the Odds are Greater was the top performing campaign, or created their own. Twitter analytics show that [#unclaimedpropertyday](#) reached 190,000 users and resulting in 100s of shares, likes, and interactions. [Check them out yourself](#) or view a sampling below.



WEBSITE ACTIVITY

[Unclaimed.org](#) saw a spike that doubled our traffic, with 21,000 users on February 1st and 39,076 unique pageviews.



Our partners at [Missingmoney.com](#) had nearly triple the searches with 143,447 searches on Unclaimed Property Day compared to 54,674 the previous tuesday. 17 states saw increases of at least 40% on the day.

State / Province	Sessions	Searches	Searches Prev Day	Change	Total Claims	Claim Forms	Redirect Claims	Resident Claims	Non-Resident Claims	Resident Claims to Others
TOTAL	39,754	143,447	75,855	▲▲	5,797	3,239	2,558	3,892	1,905	1,905

Thank you to everyone who contributed to making this year a success.
We look forward to celebrating again on February 1, 2023!