

To: IHS Board

Re: IHS Electronics Media Committee Report 2019

Social Media Accounts

Our committee is currently administrating the following social media accounts on behalf of the IHS. From the four accounts, our main priority is the Twitter account, as it has been identified the main media for promoting activities.



@ihs_official



fb.me/@IHSheadache



international-headache-society



@ihsheadache

A. *Visibility:*

Followers:

Our followers have significantly increased since we first created our social media accounts and trends show a significant increase during IHC meetings.

- Twitter Followers: 2,713 (from 1, 213 in Sep 2018)
- Facebook followers: 5,233 (from 2,511 in Sep 2018)
- LinkedIn followers: 442 (from 378 in Sep 2018)
- Instagram followers: 1205 (from 570 in Sep 2018)

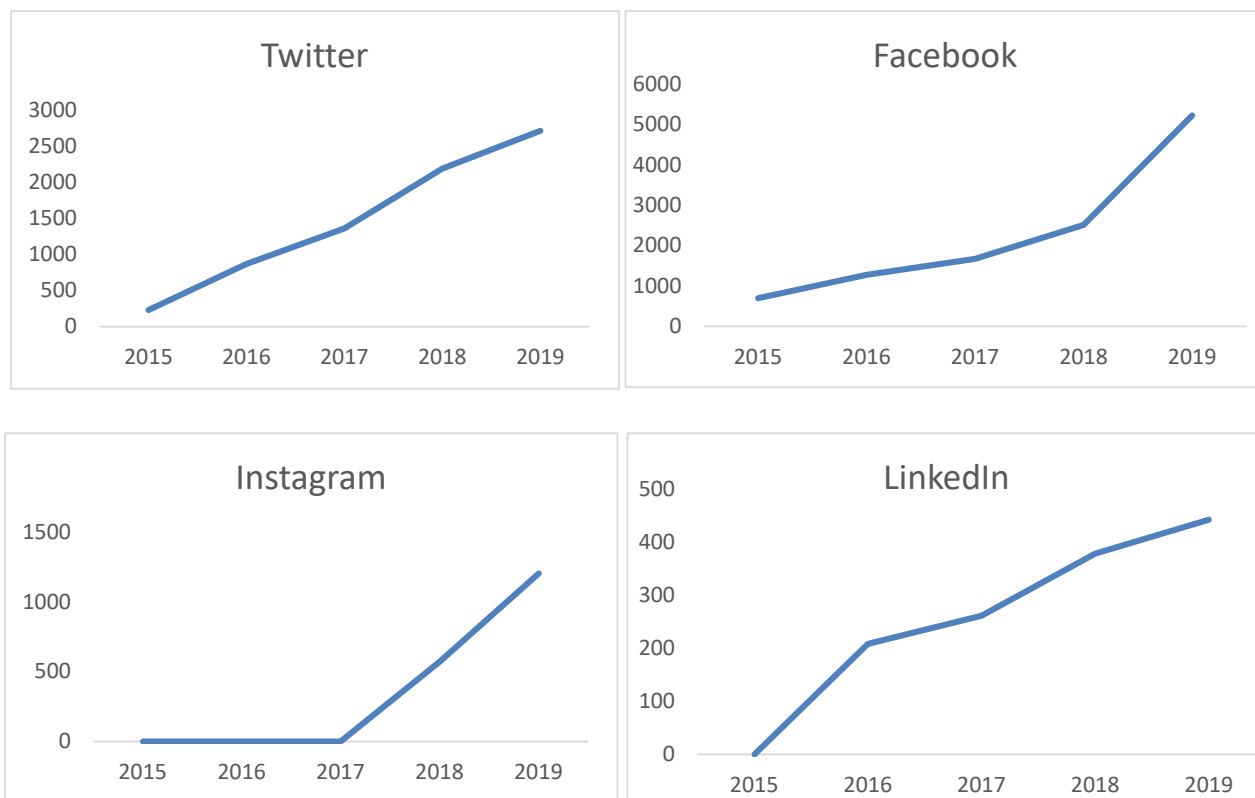


Figure 1: Followers in social media since EMC was formed in 2015

Promotions (Sep 2018 - Aug 2019):

The following hashtags have been registered by our committee for medical analytics.

- a. *Impressions*: The number of users who have posted content mentioning hashtags # promoted by IHS or @ in Twitter:
 - @IHS_official: 351,292 (Data for Sep 2018-Aug 2019)
 - @JCephalalgia: 2,883 (Data available for 7-21/8/2019)
 - #IHC2019: 13,184 (Data available for 7-21/8/2019)
 - #worldbrainday: 42,796 (Data available for July 21st-Aug 21st 2019)
 - #gpas: Data unavailable as gpas acronym has been used for different contents

- b. *Reach*: The number of unique users who have seen posts containing the hashtahs # or @ in Twitter:
 - @IHS_official: 4,419 (Data for Sep 2018-Aug 2019)
 - @JCephalalgia: 2,883 (Data available for 7-21/8/2019)
 - #IHC2019: 8,651 (Data available for 7-21/8/2019)
 - #worldbrainday: 42,796 (Data available for July 21st-Aug 21st 2019)
 - #gpas: Data unavailable as gpas acronym has been used for different contents

- c. Top hashtags by enegagement (retweets, likes, comments) for July-Aug 2019:

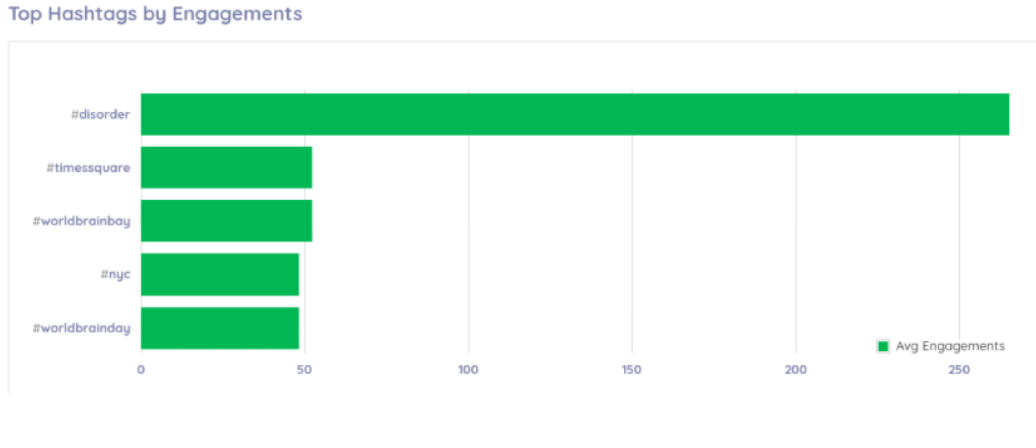


Figure 2: Top hashtags by averaged enegegement/month used in our Twitter account between July-Aug 2019.

B. Twitter Usage 2018-2019:

The IHS Twitter account is our main priority, as it has been identified as the main media for promoting activities.

Total posts in Twitter for 2019: 2,368

Original posts: 1,103 (46,56%)

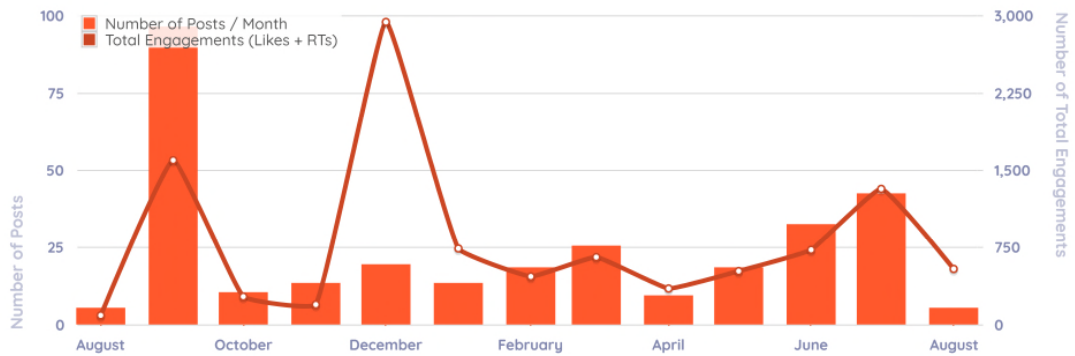


Figure 3: Number of posts and engagement/month for Aug 2018-Aug 2019.

Most Frequent Post Types

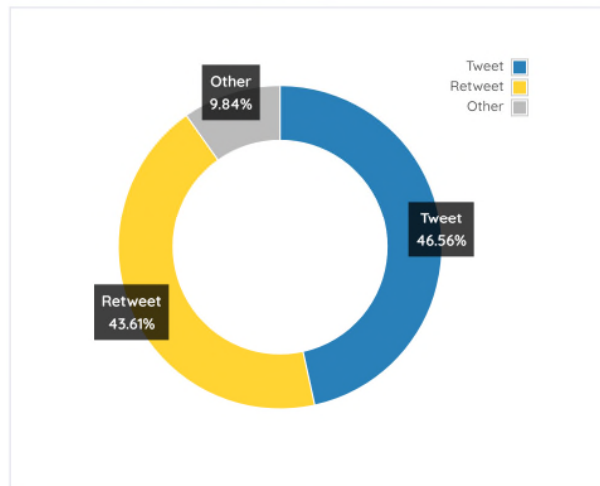
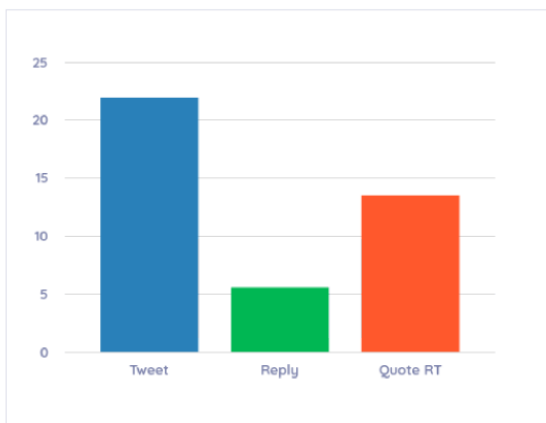


Figure 4: Percentage of original tweets, retweets, replies and quoted re-tweets @ihs_official

C. Most engaging post and media types in Twitter for @ihs_official

This graph clearly shows that original posts with photos, Gif illustrations and links have significantly higher reach and engagement (likes, retweets, comments by followers) than posts with simple text.

Most Engaging Post Types



Most Engaging Media Types

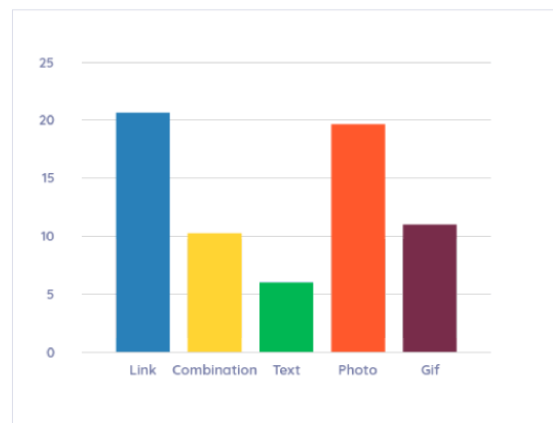


Figure 4: Most engaging post and media types in Twitter in July-Aug 2019

D. Top Tweets (latest 5)

Today is **#WorldBrainDay** dedicated on **#migraine**, a common, yet underdiagnosed and undertreated **#brain #disorder** and cause of **#Disability!** Help raise **#Awareness** about the **#PainfulTruth** of billions of sufferers across the globe!
@wfneurology #neurology
@JCephalalgia
pic.twitter.com/qOWGX8hklz

WORLD BRAIN DAY | July 22, 2019



Impressions (views): 20,078

Total engagement (interactions): 473

#Migraine is one of the leading causes of disability worldwide, impacting every aspect of a person's life—sleep, relationships, work and more. This **#WorldBrainDay**, let's raise awareness 'n share **#thepainfultruth**. How has migraine impacted your life?
wfneurology.org/world-brain-da...
pic.twitter.com/qLR7hK7GmU



Impressions (views): 10, 756

Total engagement (interactions): 259

We are pleased to announce that Prof Christina Tassorelli will be the next president-elect of [@ihs_official](#). Congratulations!
pic.twitter.com/gEO7FQG23J



↩ 4 ↻ 16 ❤ 61

Impressions (views): 4, 238

Total engagement (interactions): 161

Tomorrow is the [#deadline](#) for submitting your [#abstract](#) at [#IHC2019](#) in [#Dublin](#). Visit ihc2019.com and submit your [#abstract](#). [#research](#) [#neurology](#) [#migraine](#) [#headaches](#) [#treatments](#) [#diagnosis](#) [#education](#) [#ClusterHeadache](#)
pic.twitter.com/GsBqrFtzhi



↩ 1 ↻ 10 ❤ 13

Impressions (views): 3,516

Total engagement (interactions): 51

It's [#RareDiseaseDay](#)
[#clusterheadache](#) is rare, but not less important. Huge impact, not fully understood, poorly studied...
[#Awareness](#) pic.twitter.com/Vn6P4hLqWj



February 28
it's
[#rare diseaseday](#)



↩ 3 ↻ 22 ❤ 24

Impressions (views): 5,692

Total engagement (interactions): 109

E. Current and Future EMC activities:

a. Members:

We are pleased to welcome Dr Pyari Bose as a new member of our committee.

We are recruiting new committee members with the aim to reach 10-12 members, who will actively help with the increased demand of our social media activities.

b. Create IHC2019 and @IHS_official visual ID for social media:

We are preparing graphics that will enable us to have a unique visual ID in social media for both #IHC2019, as well as, for the general posts of IHS social media accounts.

c. A post per day:

We aim to publish a post/day in our social media accounts. To this end we are preparing awareness/ educational material and we hope to be able to collaborate closely with the educational committee in order to prepare further material that could be used in social media.

d. HIS_official YouTube Channel:

We are exploring the possibility of creating a YouTube Channel for the IHS activities.

The Chairs,

Anna Andreou & Arao Oliveira