

Re: IHS Electronics Media Committee Report Sep 2020

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. Followers:

Our followers have significantly increased since we introduced the new strategy of a post-a-day (average number of posts/month: 38).

- Twitter Followers: 4,334 (from 2,713 in Jul 2019)
- Facebook followers: 7,641 (from 5,233 in Jul 2019)
- LinkedIn followers: 928 (from 442 in Jul 2019)
- Instagram followers: 2,620 (from 1205 in Jul 2019)

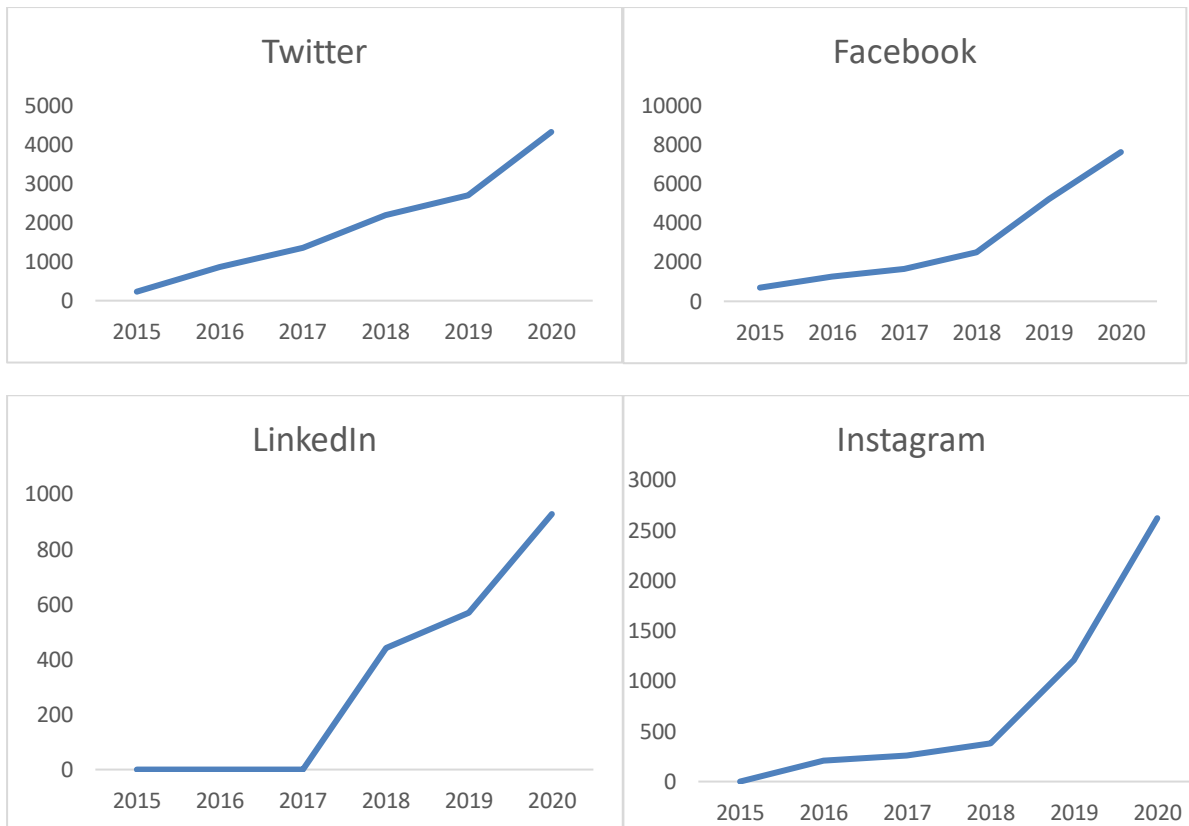


Figure 1: Followers in social media since EMC was formed

B. Youtube Channel I(HS International Headache Society):

In June 2020 we launched the IHS YouTube channel and currently counts 205 subscribers. The Channel uses the new IHS visual ID and aims to promote IHS through educational videos. Currently, the channel features videos from webinars. The YouTube channel is personalized and can be additionally accessed through the new IHS website by members only.

We are currently exploring ways to increase visibility among the wider public, while keeping the members only benefits.



Figure 2: IHS Youtube channel- vivibility of non-IHS members

C. Social Media Promotions:

a. New IHS Website- June 2020

Our SIG assisted in the development of the new IHS website, as well as, in actively advertising its new content, generating 1000s of interactions.

Likes	782
Replies	17
Direct messages	0
Retweets	293
Total Engagement	1,092


 The total engagement is
1,092 interactions
 representing a variation of **+ 23.7%**
 compared to Apr 28, 2020 - May 29, 2020

Figure 3: Direct interactions in Twitter for the period May 29th-June 30th through likes, replies and retweets.

b. Cluster Awareness Day SM campaign

We prepared a social media campaign for the Cluster Headache Day 2020 (March 21st) with videos and posts in different languages. Due to COVID-19 outbreak we decided to minimize the campaign to just the IHS social media without the participation of affiliated societies.

	Engagement	Impressions	Posts
Cluster Headache Day 2020	6392	187,543	138

Hashtags & interactions

Number of interactions generated by hashtags used in your tweets.

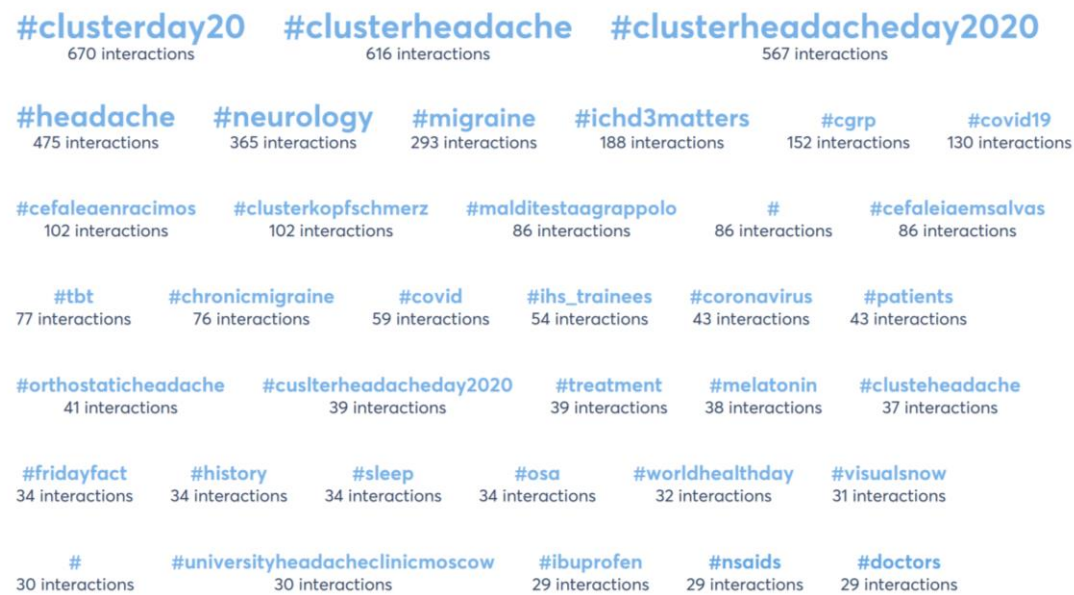
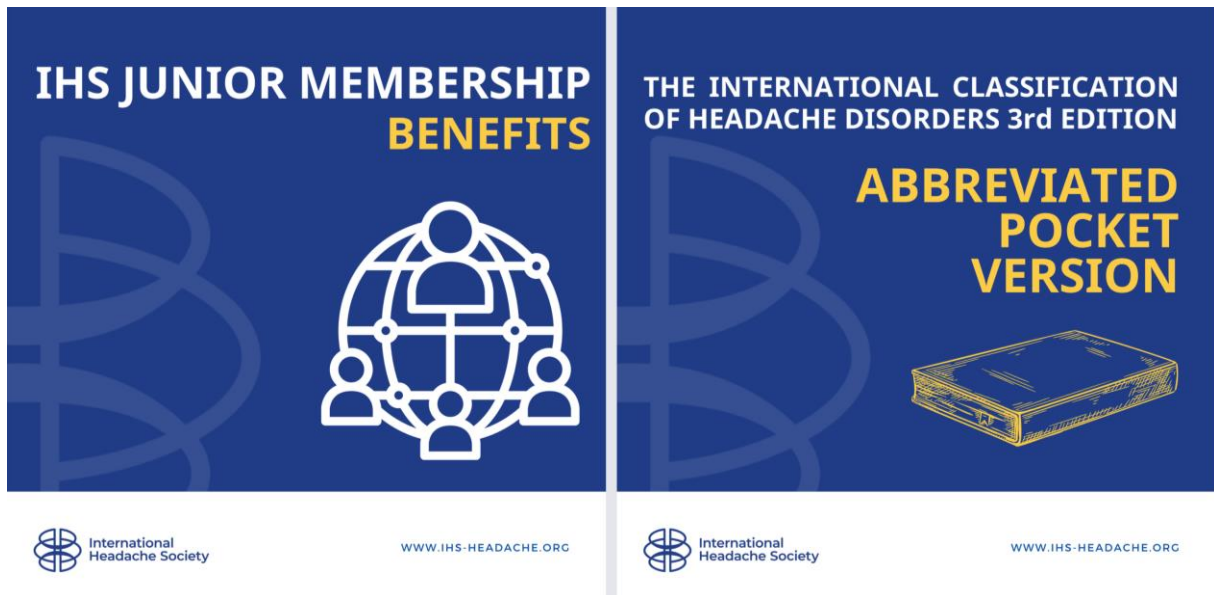


Figure 4: Total interactions in Twitter for the period May 29th-June 30th through #hashtags

D. IHS Social Media Visual ID

In line with the new IHS website we created a new visual ID for the IHS SM channels that incorporates new colours and logo of IHS.



The Chairs,

Anna Andreou & Arao Oliveira