

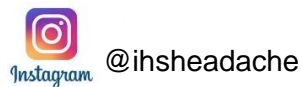
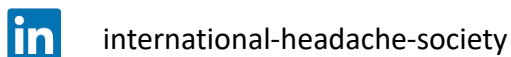
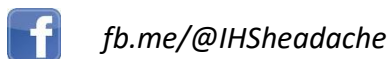


## **IHS Electronic Media Committee**

### **Annual Report 2021**

#### ***Social Media Accounts***

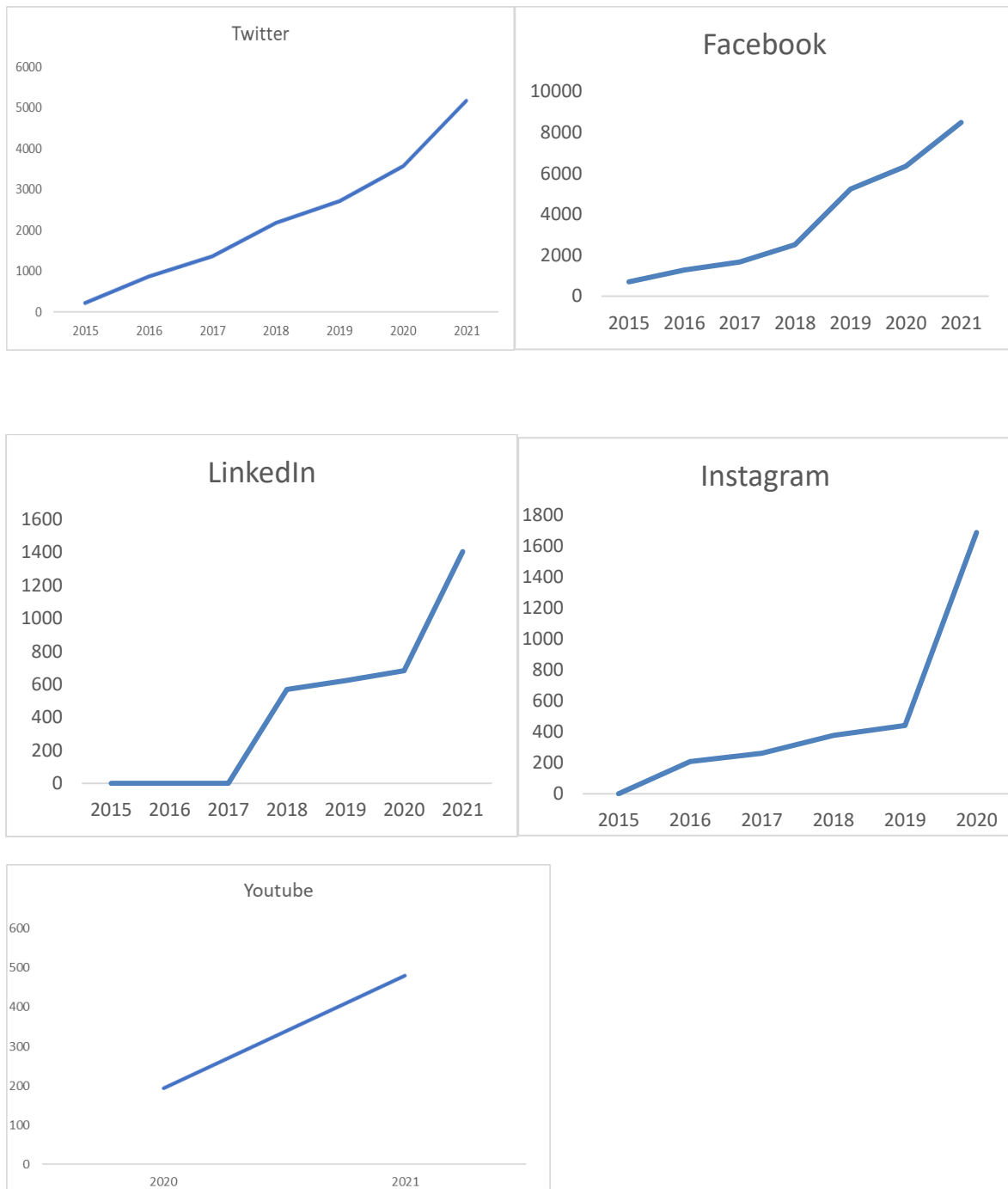
Our committee is currently administrating the following social media accounts on behalf of the IHS. From the four accounts, our main priority is the Twitter account, as it has been identified the main media for promoting activities.



#### **A. Followers:**

Our followers have significantly increased since we introduced the new strategy of a post-a-day.

- Twitter Followers: 5,181 (from 4,334 in Sep 2020)
- Facebook followers: 8,490 (from 7,641 in Sep 2020)
- LinkedIn followers: 1,405 (from 928 in Sep 2020)
- Instagram followers: 3,769 (from 2,620 in Sep 2020)
- Youtube subscribers: 480 (from 194 in Sep 2020)



**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 480 subscribers. The Channel uses the new IHS visual ID and aims to promote IHS through educational videos. Currently, the channel features videos from webinars and awareness campaigns.

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. Cluster Awareness Day / Brain Awareness Week 2021 SM campaign

We prepared a social media campaign for the Cluster Headache Day 2020 (March 21<sup>st</sup>) 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.

Table 1: Engagement, impressions and posts during cluster headache awareness campaign

	Engagement	Impressions	Posts
<b>Cluster Headache Day 2021</b>	5,286	117,446	128

## b. Migraine Awareness Month campaign

We prepared a social media campaign for the Migraine Awareness Month 2021 (June 1<sup>st</sup>- June 30<sup>th</sup> 2021) with videos and posts in different languages. Primary focus was to share videos in our Youtube channel and increase visibility in all IHS SM channels. A total of 43 educational and campaign awareness videos were created in collaboration with the Educational committee in different languages. A specific visual ID was used for the campaign.



**Figure 3: Migraine Awareness Month campaign visual ID**

Table 2: Engagement, impressions and posts during migraine month awareness campaign across all social media channels

All Social media channels	Total Reach	Engagement	Impressions	Posts
<b>Migraine Awareness Month 2021</b>	121,250	5,976	144,850	179

Table 3: Reach in YouTube channel during migraine month awareness campaign

YouTube	Channel views	Impressions	New unique viewers
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<b>Migraine Awareness Month 2021</b>	2,721	26,613	1,477
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**c. International Headache Congress 2021**

This campaign is ongoing with higher emphasis in the coming weeks up to end of Sep 2021.

We have also created a visual ID for the #IHC2021 campaign. We are working with conventus and @EHF social media team to develop the campaign for #IHC2021 using shared resourses.



**Figure 4: #IHC2021 visual ID in IHS and EHF social media channels**

Anna Andreou & Araq Oliveira

Chairs