

IHS EMC Report: August 2022

About Us



- Be the official voice of the IHS in social media
- Promote the IHS and its activities globally through social media channels
- Increase visibility, awareness and credibility of IHS as the global learned society among health professionals and researchers
- Increase awareness of headache conditions globally
- Promote *J Cephalgia* content



@ihs_official



@IHSHeadache



@ihsheadache



International Headache Society

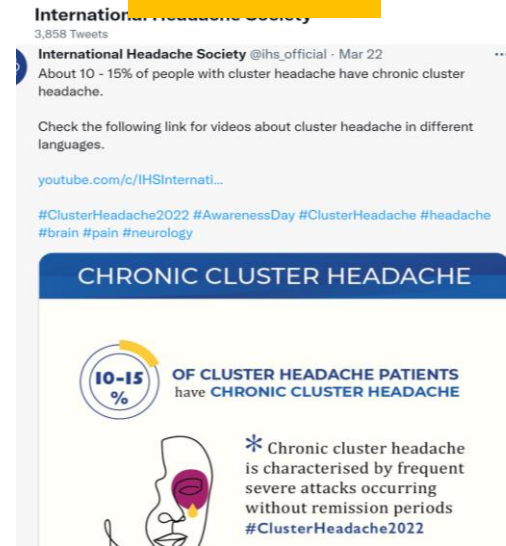


IHS International Headache Society

Educational/ICHD3



Awareness



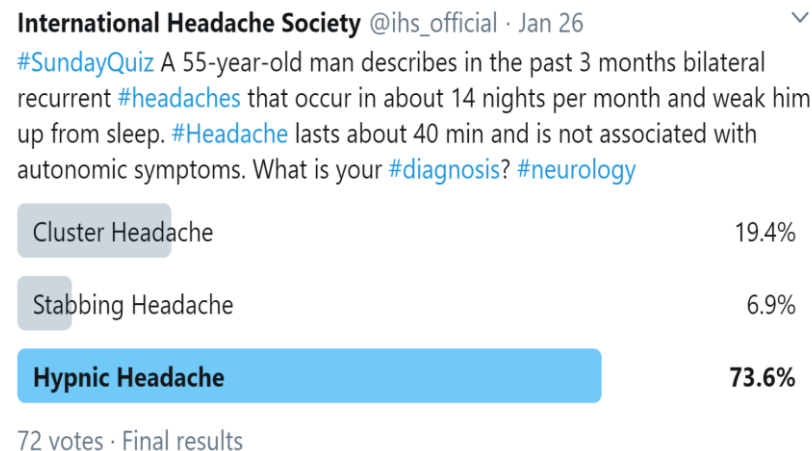
J Cephalalgia



News/Guidelines



Case Studies/Quiz



Brand Promotion



IHS Junior Headache Research Grants

Deadline for applications: 12 May 2022



International
Headache Society

www.ihs-headache.org

Cephalalgia

An International Journal of Headache

THE PREVALENCE OF HEADACHE DISORDERS
IN POSTURAL TACHYCARDIA SYNDROME: A
SYSTEMATIC REVIEW AND META-ANALYSIS
OF THE LITERATURE



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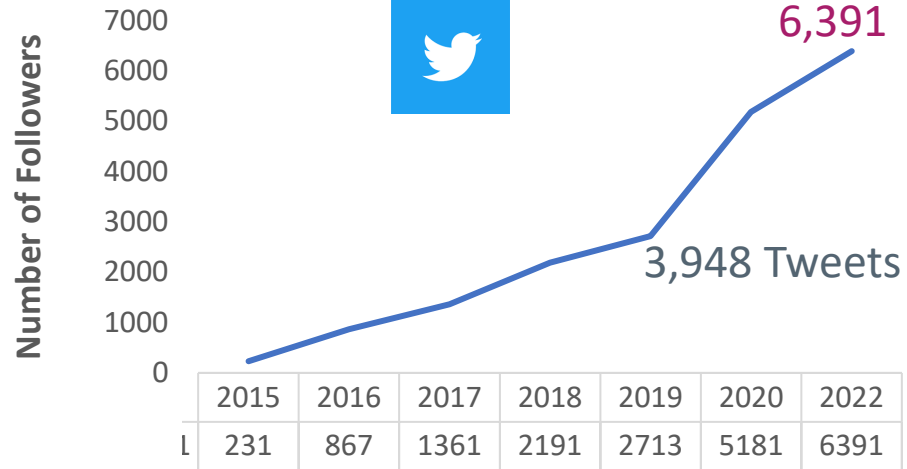


- 1- WHAT IS CLUSTER HEADACHE?
- 2- HOW TO DIAGNOSE CLUSTER HEADACHE.
- 3- HOW TO TREAT CLUSTER HEADACHE.

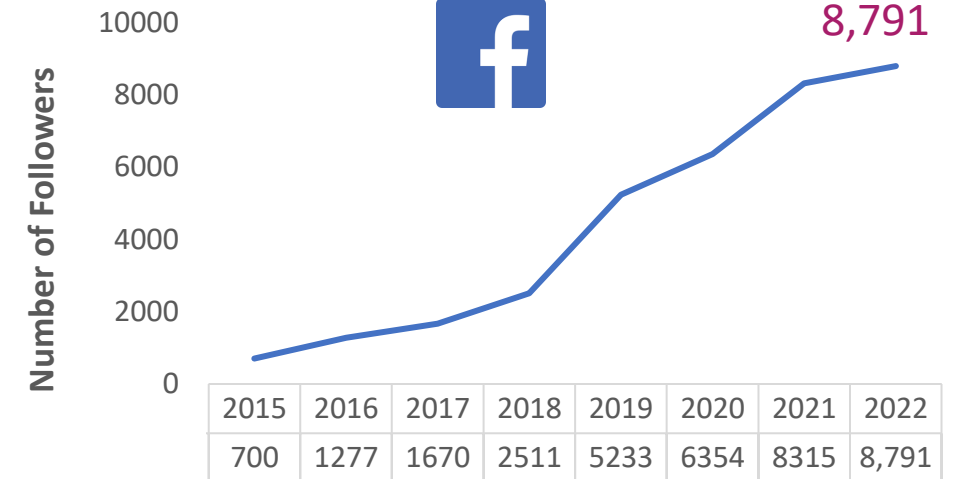
IN OUR YOUTUBE CHANNEL, YOU CAN FIND
VIDEOS IN DIFFERENT LANGUAGES ON
THESE TOPICS.



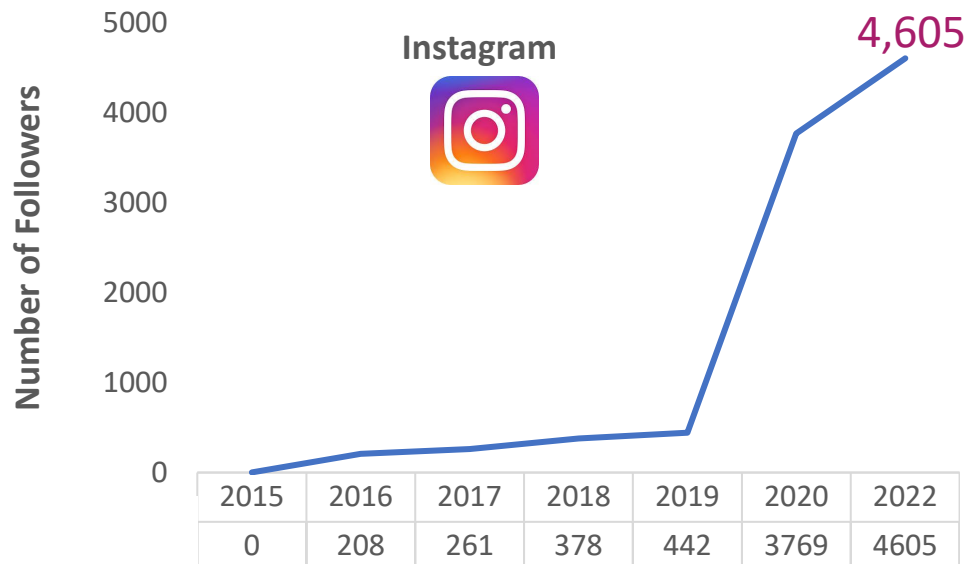
Twitter



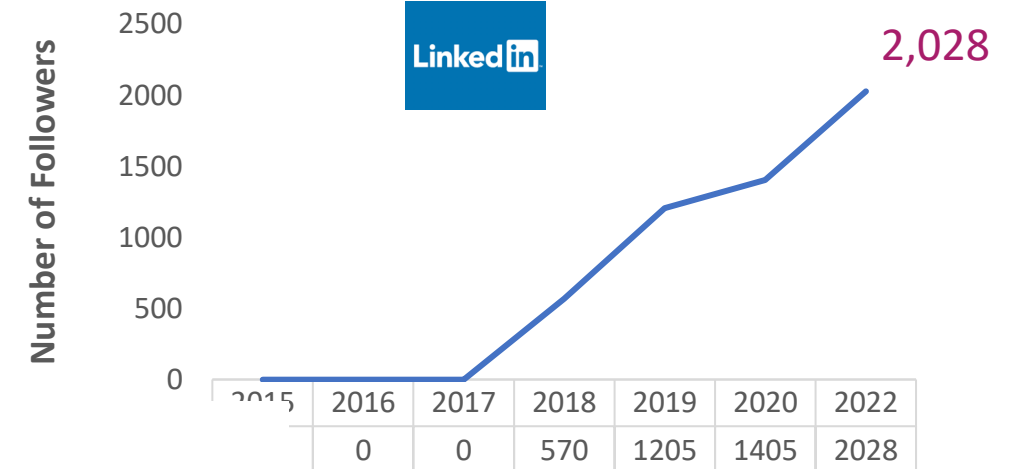
Facebook

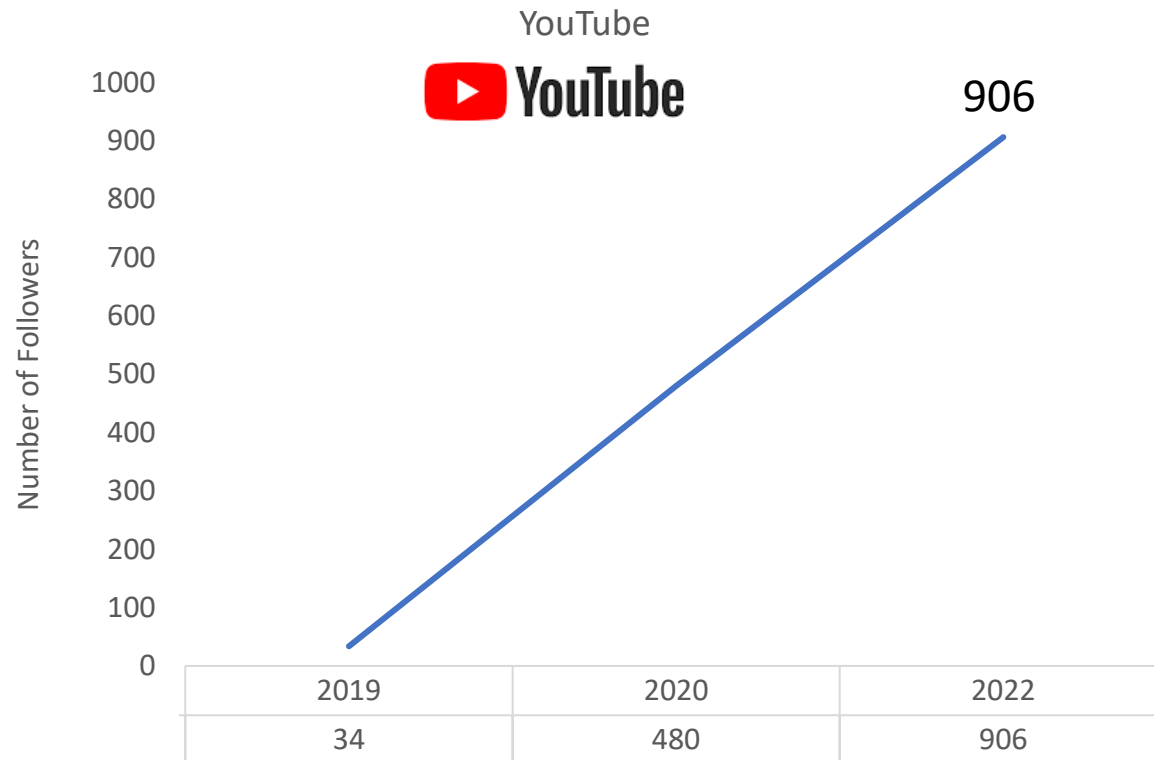


Instagram



LinkedIn

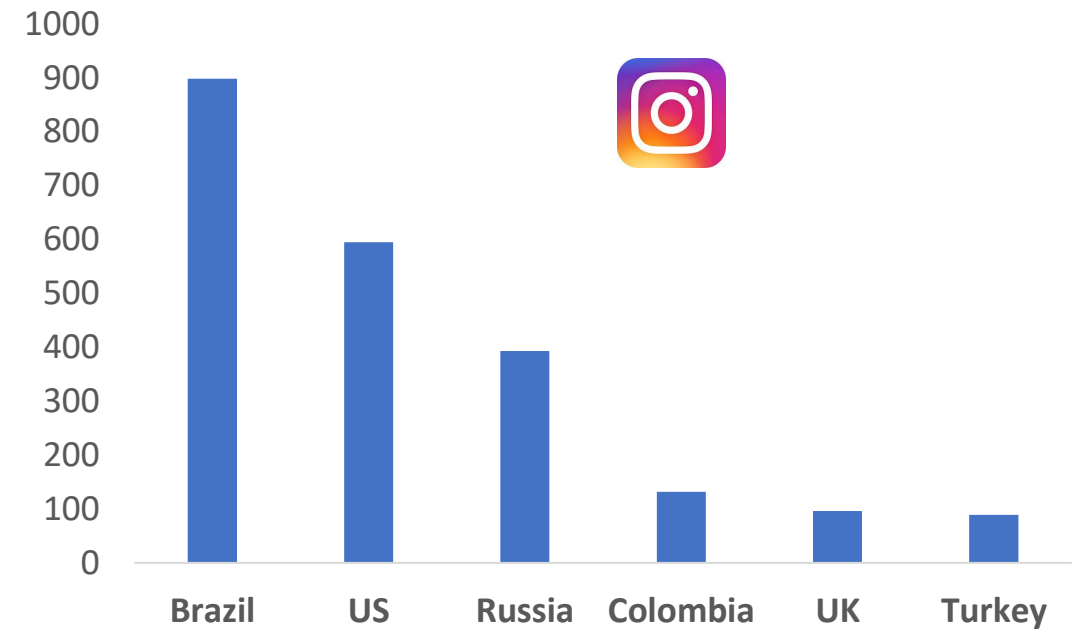
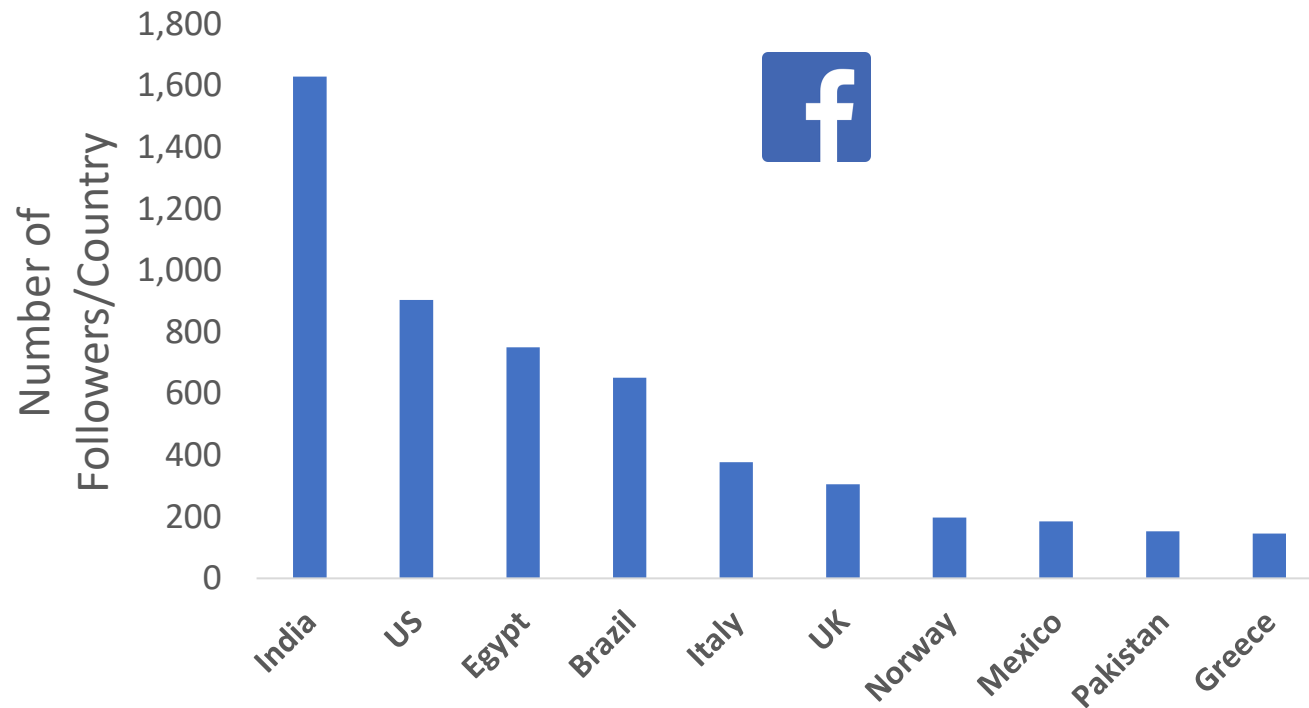




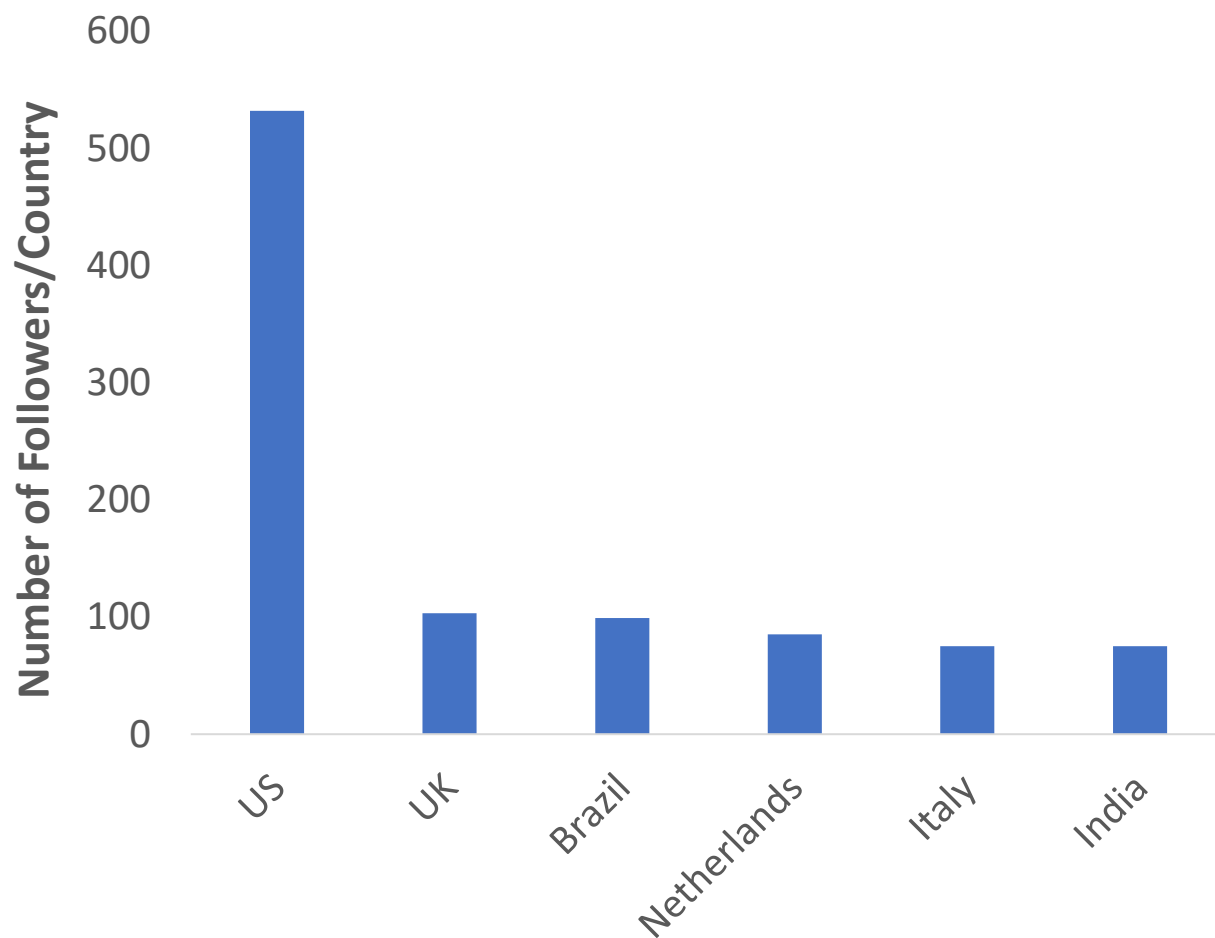
295 videos
(151 private*, 144 public)

* Available for IHS members only-
access via the IHS website

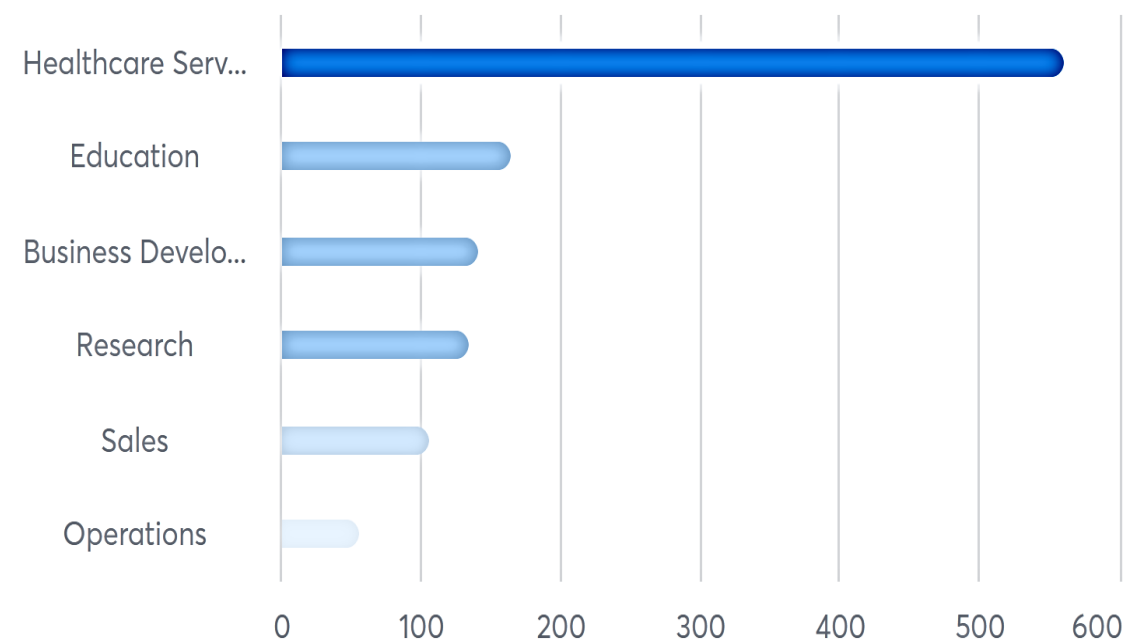
Demographics of IHS Facebook & Instagram Followers



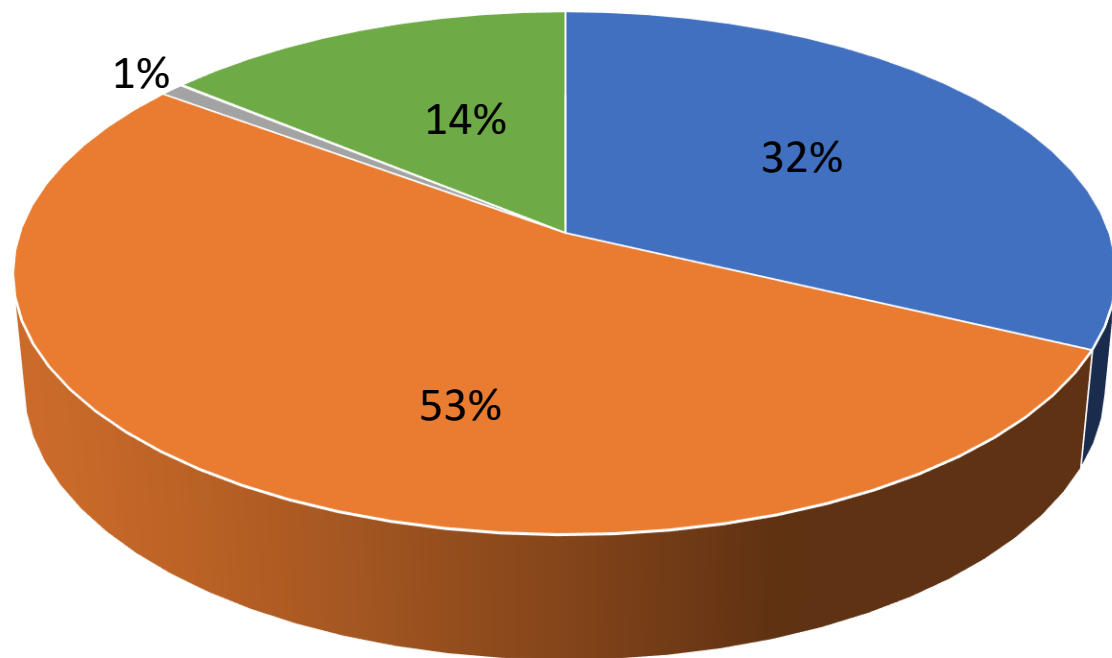
Demographics of IHS LinkedIn Followers



By position



Who Are Our Followers



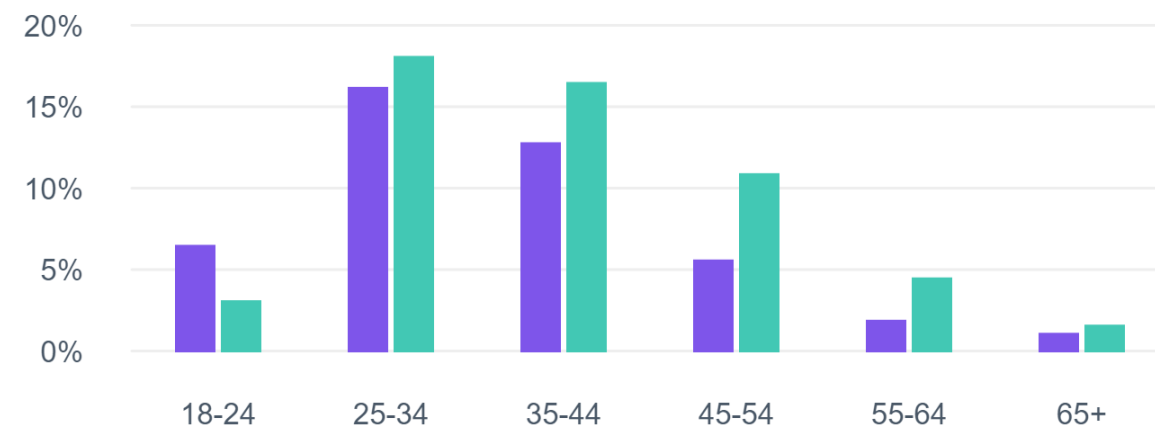
- HCP & Scientists (32%)
- Public/Patients (53%)
- Professional Societies (0.8%)
- Charities (0.03%)
- Pharma Industry (0.03%)
- Others (14%)

* Based on a sample of 200 twitter followers (chosen at the beginning, middle and recent account activity)

Age and gender

Men 44.80%

Women 55.20%



* Based on Facebook followers

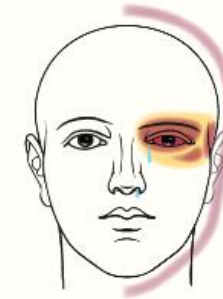
AIM: Increase awareness and education around IHS and Headache Conditions

- #IHC2021 (in collaboration with EHF media team)
 - #MigraineAwareness2021
 - #TTH2022
 - #ClusterHeadache2022
- in collaboration with IHS Educational Committee

AIM: Increase awareness and education around Cluster Headache
- in collaboration with the Educational Committee

- 146 Posts
- 3 Infographics
- 41 Educational and campaign awareness videos: Campaign and IHS awareness / What is Cluster Headache? / How to diagnose Cluster Headache / How to treat Cluster Headache
- 13 languages: English, Portuguese, Spanish, Turkish, Italian, Arabic, Mandarin, Greek, German, Urdu, French, Korean, Japanese, Farsi

DIAGNOSIS OF CLUSTER HEADACHE



PAIN LOCATION

Unilateral orbital, supraorbital and/or temporal

INTENSITY

Severe or very severe

ATTACK DURATION

Lasting **15-180 min** (when untreated)

FREQUENCY

- Attacks occur in bouts (usually **2-6 weeks**), separated by remission periods

- One attack every other day **up to 8 per day**

At least one unilateral autonomic symptom

ACCOMPANYING
SYMPTOM/S



Conjunctival injection and/or lacrimation



Eyelid oedema miosis and/or ptosis



Nasal congestion and/or rhinorrhoea



Forehead And facial sweating



A sense of restlessness or agitation

#ClusterHeadache2022

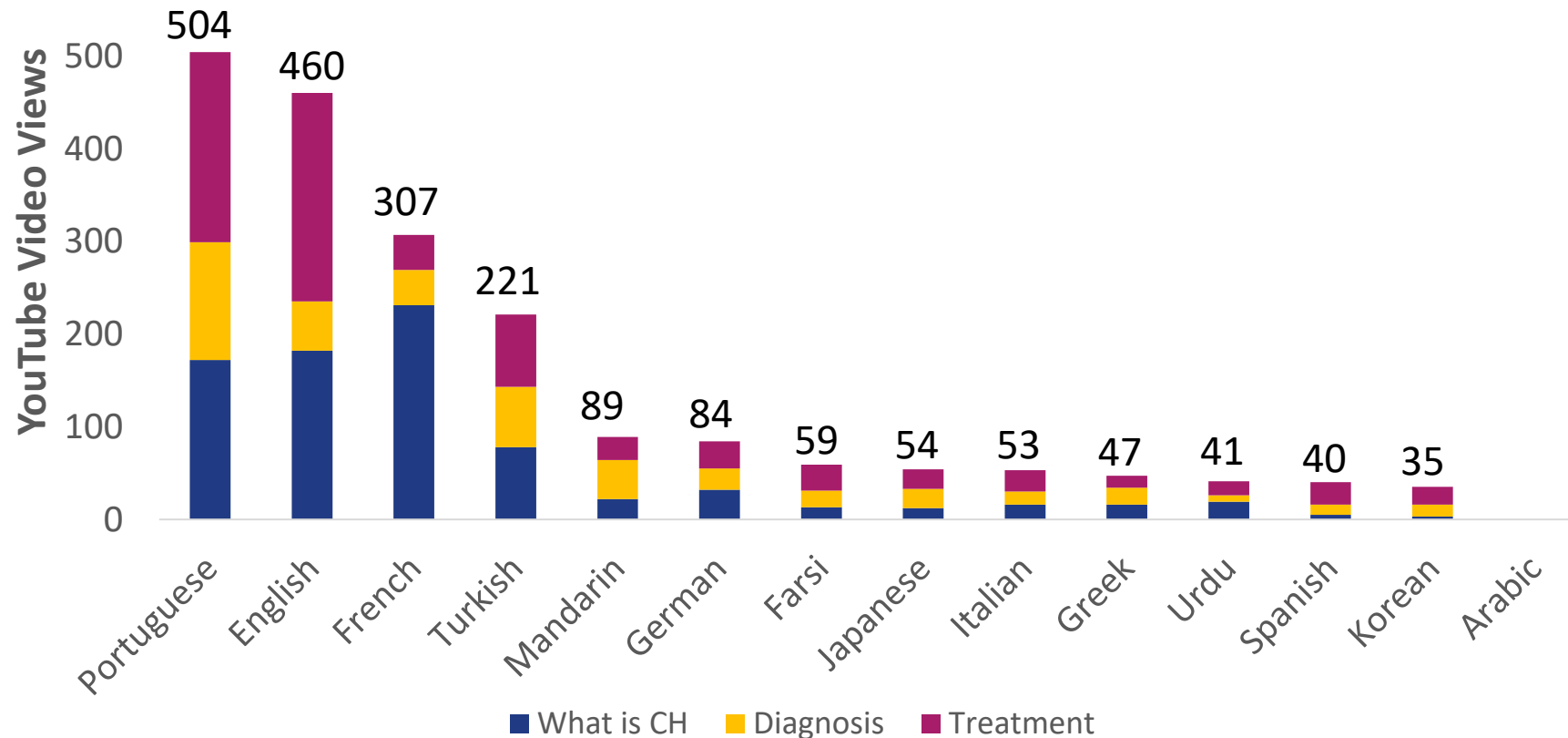


International
Headache Society

WWW.IHS-HEADACHE.ORG

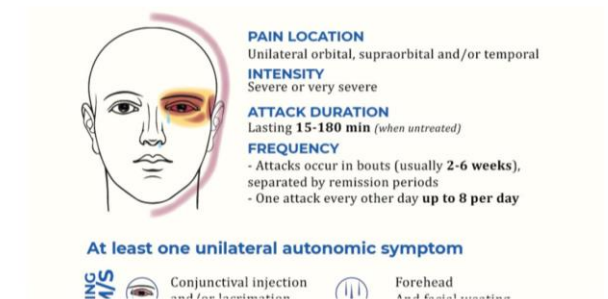
#ClusterHeadache2022 Campaign

- Total Impressions (profile's content views): **178,856**
- Total interactions (# and @IHS engagement): **14,440**
- Total new followers (across all SM channels): **1,004**
- Total YouTube videos views: **2,069**



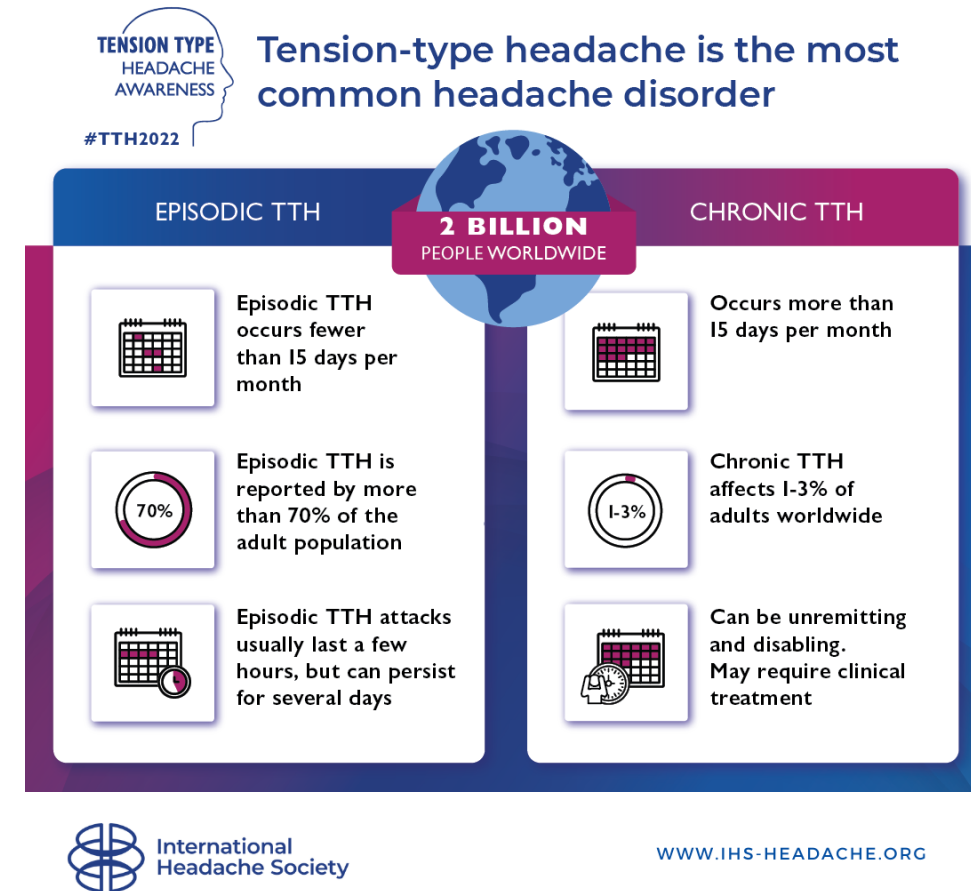
youtube.com/c/IHSInternati...

#ClusterHeadache2022 #AwarenessDay
 #ClusterHeadache #headache #brain
 #pain #neurology #neuroscience
pic.twitter.com/qExoRyk4Xe

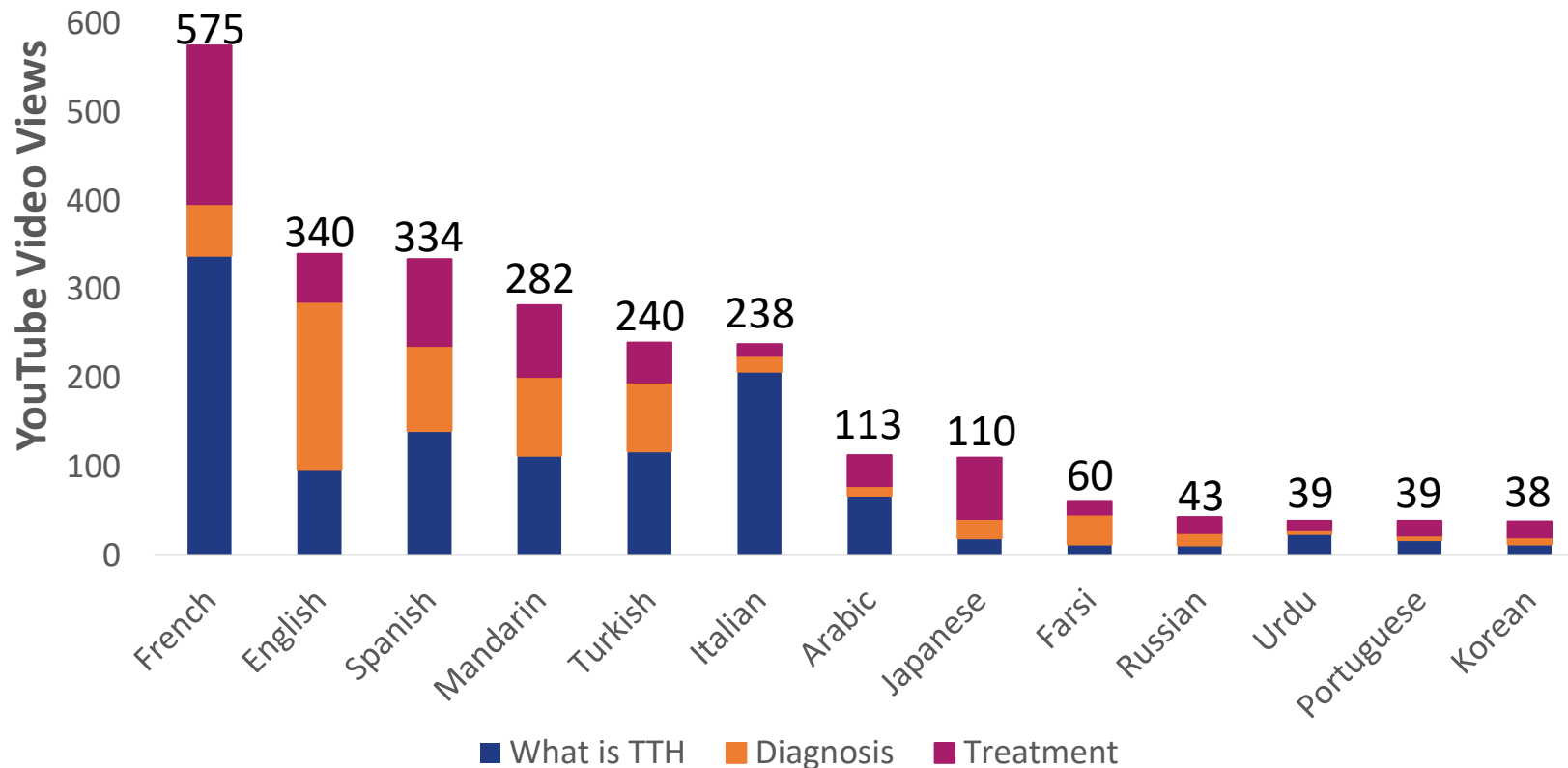


AIM: Increase awareness and education around Tension Type Headache - in collaboration with the Educational Committee

- 133 Posts
- 3 Infographics
- 42 Educational and campaign awareness videos: Campaign and IHS awareness / What is Cluster Headache? / How to diagnose Cluster Headache / How to treat Cluster Headache
- 13 languages: French, English, Spanish, Mandarin, Turkish, Italian, Arabic, Japanese, Farsi, Russian, Urdu, Portuguese, Korean



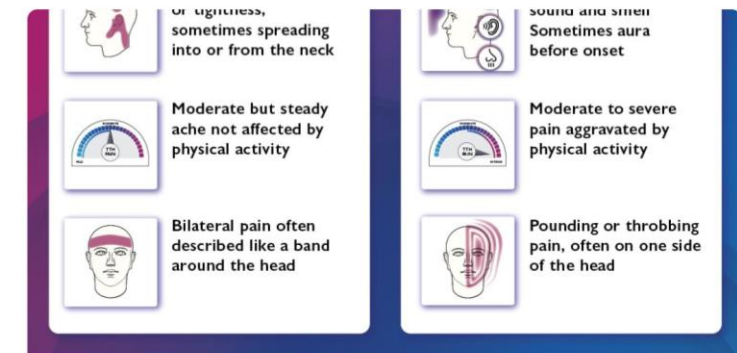
- Total Impressions (profile's content views): 143,997
- Total interactions (# and @IHS engagement): 11,325
- Total new followers (across all SM channels): 624
- Total YouTube videos views: 2,561



Top Tweet earned 2,752 impressions

Find out differences that might help in the differential diagnosis of Tension-type headache vs. Migraine.

[#ichd3matters #tth2022](https://twitter.com/HryRxg86SO)
pic.twitter.com/HryRxg86SO



AIM: Increase awareness and education around Migraine - in
collaboration with the Educational Committee

- 133 Posts
- 3 Infographics
- 42 Educational and campaign awareness videos: Campaign and IHS awareness / What is Cluster Headache? / How to diagnose Cluster Headache / How to treat Cluster Headache
- 15 languages: Italian, English, Farsi, French, Arabic, German, Spanish, Hindi, Portuguese, Russian, Urdu, Turkish, Korean, Japanese, Mandarin

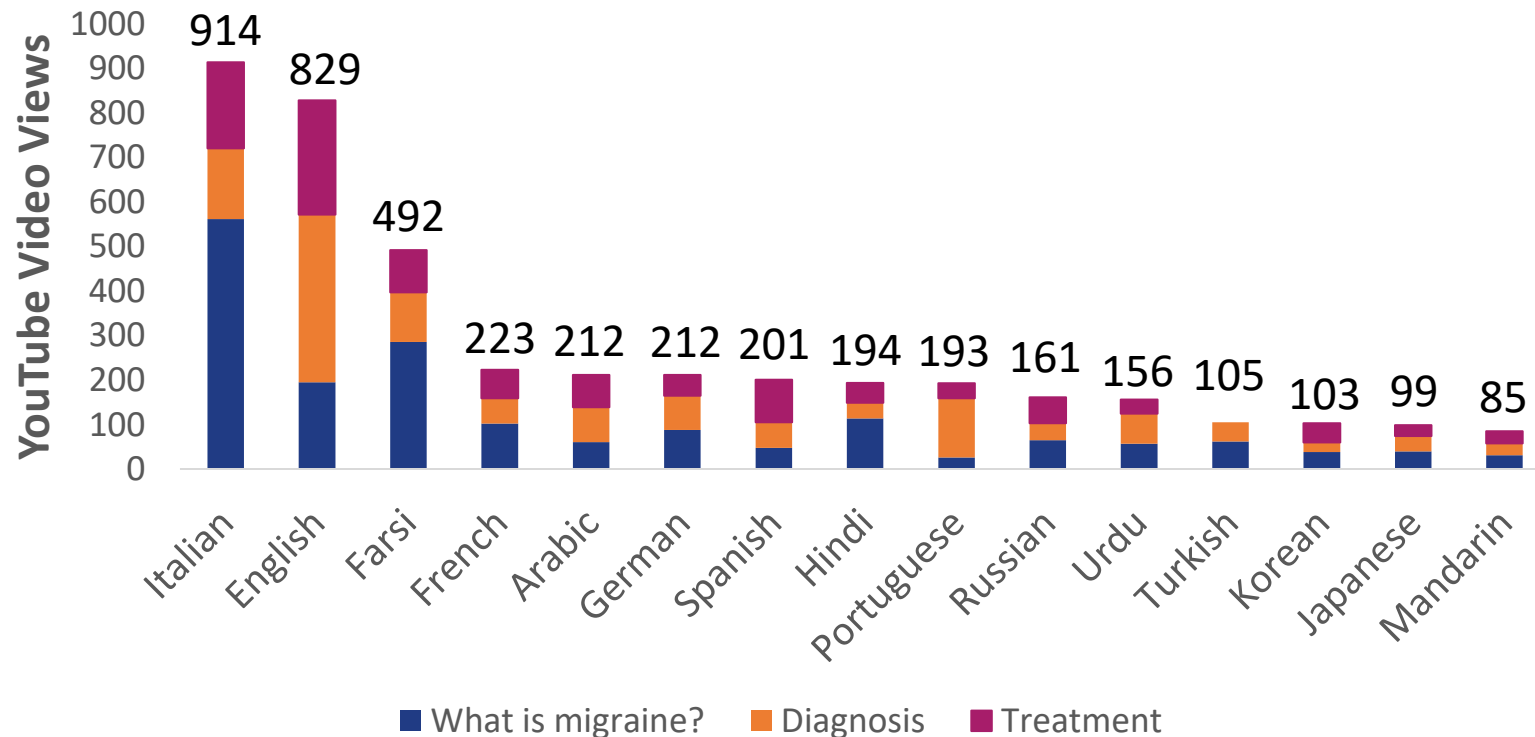
Migraine affects children adults and the elderly



JUNE 2021 | MIGRAINE AWARENESS MONTH
#migraineawareness2021

#MigraineAwareness2021 Campaign

- Total Impressions (profile's content views): 135,844
- Total interactions (# and @IHS engagement): 16,832
- Total new followers (across all SM channels): 729
- Total YouTube videos views: 4,289



Top Tweet earned 6,564 impressions

#Migraine is still underdiagnosed and undertreated. The #MigraineAwareness2021 campaign aims to offer education to healthcare providers across the world on the correct diagnosis of migraine, and on available treatments. Stay tuned! #neurology #migraineawareness #mham #mham2021
pic.twitter.com/Z75ZtVqQSC



Total number of publications promoted: 32

Total number of posts across all SM channels: 128

Total twitter impressions: 41,788

Total twitter engagements: 1,670

Total detail expands within twitter: 454

Top post with highest detail expand



International Headache Society @ihs_official · Jul 25

In a study where 84 patients tracked their migraine attacks for about 311 days, migraine attacks were almost equally distributed during the week, except for significantly fewer attacks on Sundays, suggesting less migraine attacks on days off bit.ly/3S1N4ZR 🌴🕶️





@ihs_official



@IHSHeadache



@ihsheadache



International Headache Society



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