IHS EMC Report: August 2022
Aims of the Electronics Media Committee

• 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 Social Media Accounts

@ihs_official
@IHSHeadache
@ihsheadache
International Headache Society

IHS International Headache Society
2019 | 2020 | 2022
---|---|---
34 | 480 | 906

295 videos (151 private*, 144 public)

* Available for IHS members only-access via the IHS website
Demographics of IHS Facebook & Instagram Followers

About Us

Number of Followers/Country

<table>
<thead>
<tr>
<th>Country</th>
<th>Followers</th>
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</thead>
<tbody>
<tr>
<td>India</td>
<td>1,600</td>
</tr>
<tr>
<td>US</td>
<td>1,000</td>
</tr>
<tr>
<td>Egypt</td>
<td>800</td>
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<tr>
<td>Brazil</td>
<td>600</td>
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<tr>
<td>Italy</td>
<td>400</td>
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<tr>
<td>UK</td>
<td>300</td>
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<tr>
<td>Norway</td>
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<tr>
<td>Mexico</td>
<td>200</td>
</tr>
<tr>
<td>Pakistan</td>
<td>100</td>
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<tr>
<td>Greece</td>
<td>100</td>
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<table>
<thead>
<tr>
<th>Country</th>
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</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>900</td>
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<tr>
<td>US</td>
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<tr>
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<td>Colombia</td>
<td>300</td>
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<tr>
<td>UK</td>
<td>100</td>
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<tr>
<td>Turkey</td>
<td>100</td>
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</tbody>
</table>
Demographics of IHS LinkedIn Followers

By position
- Healthcare Services: 500+ followers
- Education: 200 followers
- Business Development: 150 followers
- Research: 100 followers
- Sales: 50 followers
- Operations: 20 followers
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
Brand and Awareness Campaigns (2021-2022)

AIM: Increase awareness and education around IHS and Headache Conditions

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

- 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

![YouTube Video Views Graph]

*Top Tweet* earned 2,752 impressions
Find out differences that might help in the differential diagnosis of Tension-type headache vs. Migraine.

#ichd3matters #tth2022
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
#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
J Cephalalgia Promotions (2021-2022)

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