IHS Communications Committee Report: August 2023

About Us

Chairs: Anna Andreou, UK*
Arao Oliveira, Brazil

*AA will be stepping down at IHC2023 and Jr Wei, Taiwan, will be the new committee co-chair

IHS Social Media Accounts

@ihs_official

@IHSHeadache

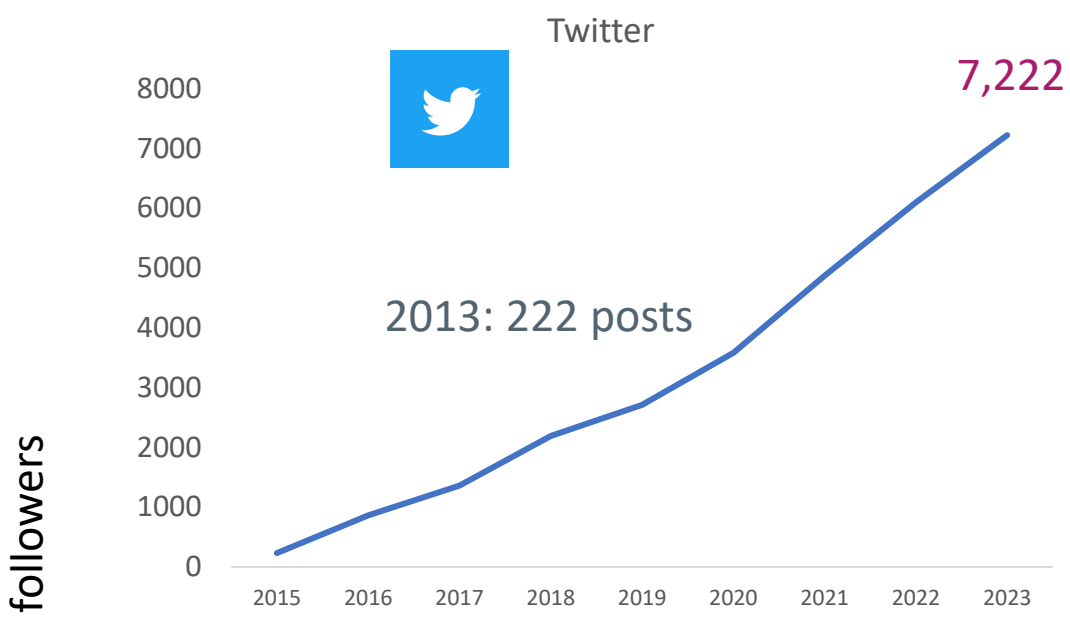
@ihsheadache

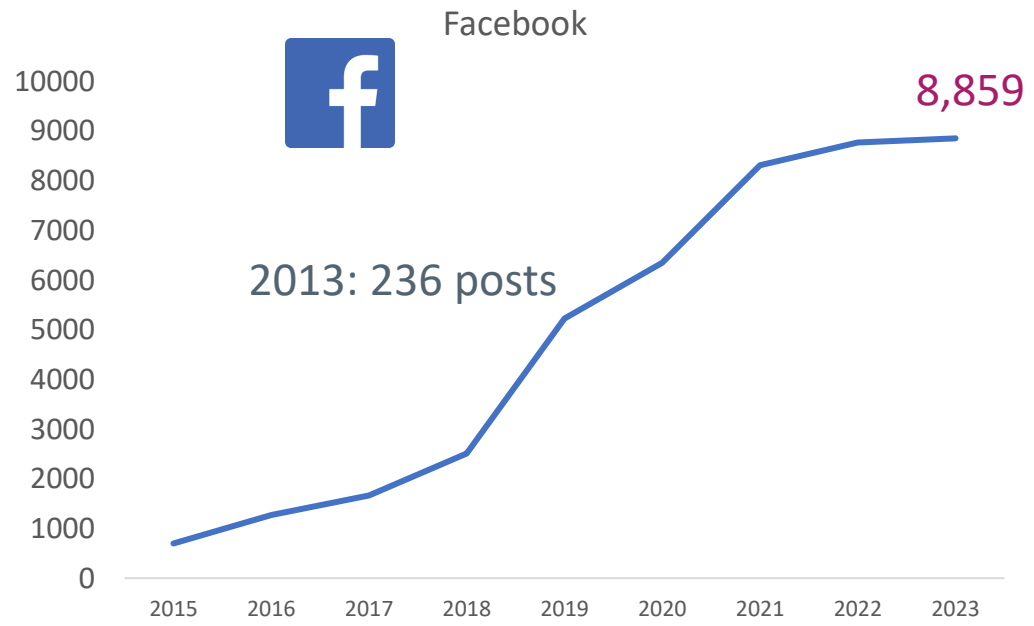
International Headache Society

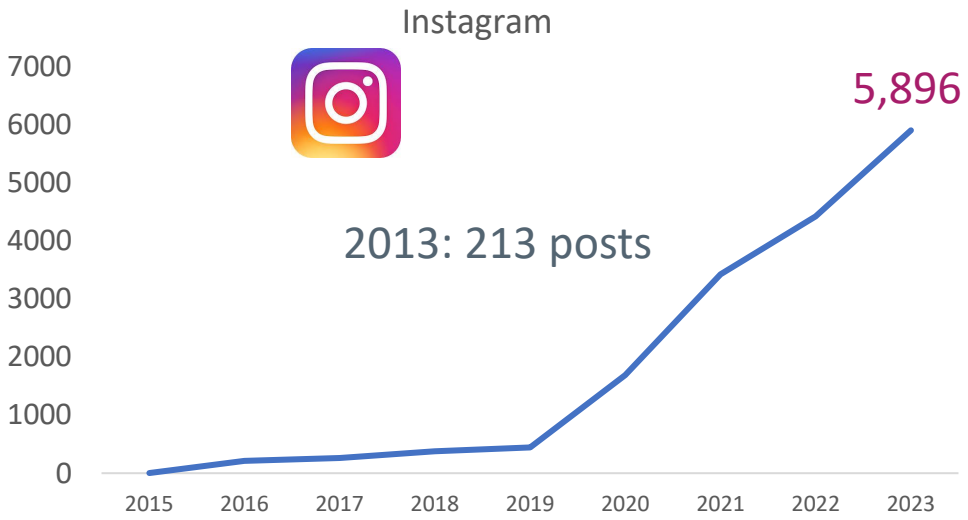
IHS International Headache Society

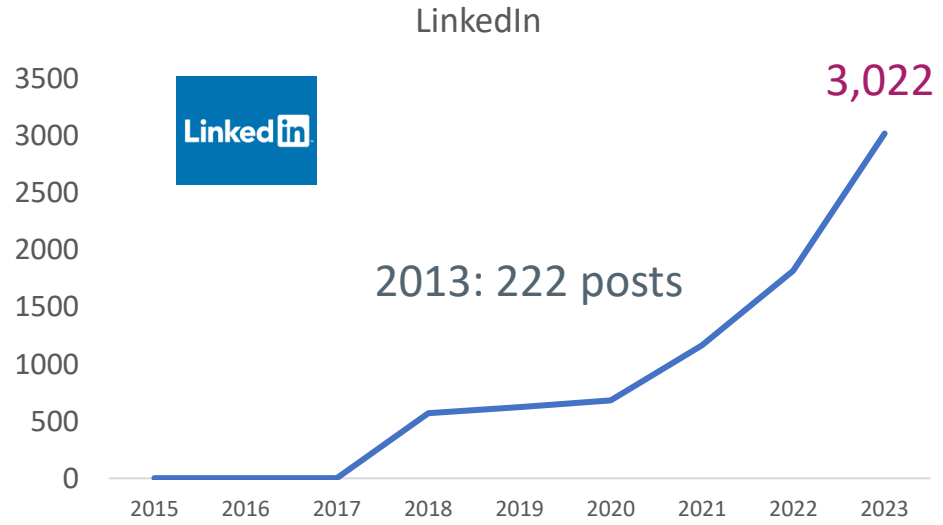
Managed through:

Followers

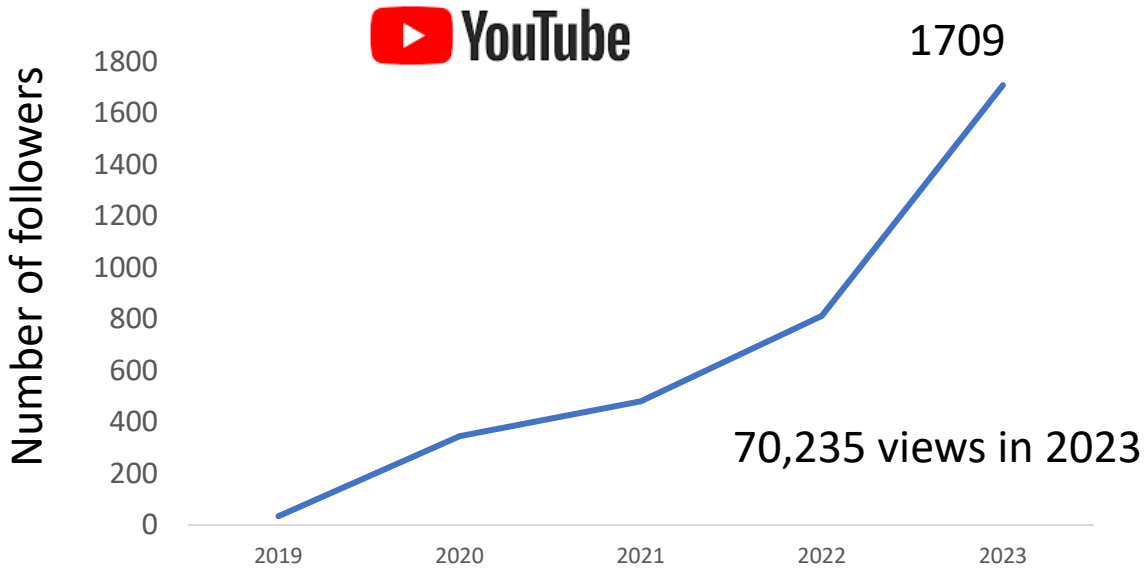

Twitter
Number of followers
8000
7000
6000
5000
4000
3000
2000
1000
0
2015
2016
2017
2018
2019
2020
2021
2022
2023
7,222
2013: 222 posts


Facebook
10000
9000
8000
7000
6000
5000
4000
3000
2000
1000
0
2015
2016
2017
2018
2019
2020
2021
2022
2023
8,859
2013: 236 posts


Instagram
7000
6000
5000
4000
3000
2000
1000
0
2015
2016
2017
2018
2019
2020
2021
2022
2023
5,896
2013: 213 posts


LinkedIn
3500
3000
2500
2000
1500
1000
500
0
2015
2016
2017
2018
2019
2020
2021
2022
2023
3,022
2013: 222 posts

Followers



312 videos
42 private*, 270 public

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

Your top content in this period

Content	Views	Average view duration
International Headache Congress 2023 Seoul 20 Apr 2023	3,104	1:04 (81.8%)

Brand and Awareness Campaigns (2021-2022)

AIM: Increase awareness and education around IHS and Headache Conditions

- #IHC2023
- #MigraineAwareness*
- #TTH*
- #ClusterHeadache*
- #MOH

in collaboration with IHS Educational Committee

* re-publish English content from 2022 campaigns

#MOH Campaign

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

- 146 Posts
- 3 Infographics
- 24 Educational and campaign awareness videos: Campaign and IHS awareness / What is MOH? / How to diagnose MOH / How to treat MOH
- 7 languages: English, Portuguese, Spanish, Italian, Arabic, French, Japanese

J Cephalalgia & Cephalalgia Reports (2023)

Total number of JCephalalgia publications posted: 40

Total number of Cephalalgia Reports publications posted:4

Total number of posts : 76