



Social Media Analytics Report 2023

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ilae.org



ILAE_epilepsy



IlaeWeb



ilae_epilepsy



international-league-against-epilepsy



ILAEInternationalLeagueAgainstEpilepsy

PRESENTATION ROADMAP

INTRODUCTION

- Executive summary
- Terminology
- Global social media trends

WEBSITE

NEWSLETTER

SOCIAL MEDIA

- Instagram
- Facebook
- X (Twitter)
- LinkedIn
- YouTube



EXECUTIVE SUMMARY

The impact of ILAE activities online continued to flourish in 2023 with a 7.4% increase in total webpage views since 2022. Pageviews on www.ilae.org to key sections – including the homepage, guidelines and congresses landing pages – have steadily increased over recent years. As the first in-person international congress since the pandemic, the 35th International Epilepsy Congress (IEC 2023) webpage received large amounts of traffic leading up to and during the event, temporarily holding the top spot for pageviews in 2023 Q3. Across the whole year, the Classification and Definition of Epilepsy Syndromes also received high pageviews as more translations of the position papers were added.

With 21 issues distributed in 2023 to a growing audience of over 21,000 subscribers, the newsletter remains a primary means of communication for ILAE. In addition to these general mailings, 23 Epigraph issues were published along with 16 special editions focusing on award announcements, educational offerings, congress updates and more.

Outreach via social media expanded further into 2023 with over 1,000 goal-oriented posts shared on Facebook, Instagram and X (Twitter). Followers on all pages continued to rise, as well as link clicks directing traffic to the ILAE website. Instagram stories containing clickable links were used more consistently to promote webinar registration, Epilepsy Day and IEC 2023.

In February 2023, ILAE began posting on LinkedIn for the first time. To follow LinkedIn best practice of posting less often than other platforms, content was curated to only 124 posts, which received over 77,000 impressions and earned the professional page 1,200 new followers in the first year active.

The YouTube channel experienced massive growth thanks to interest in webinars and the second round of the ILAE e-Forum series. These recordings and other educational offerings added up to 71 new videos for the year, most organized into topical playlists. Channel subscribers and total watch time more than doubled since 2022.

TERMINOLOGY

ENGAGEMENT >>> A measure of how people are interacting with your social media accounts and content (likes, comments, DMs, replies, shares, saves, clicks, etc...)

ENGAGEMENT RATE >>> The total number of interactions your content receives divided by your total number of followers, x 100%

IMPRESSIONS >>> The number of times your content was seen, including multiple views from individual users

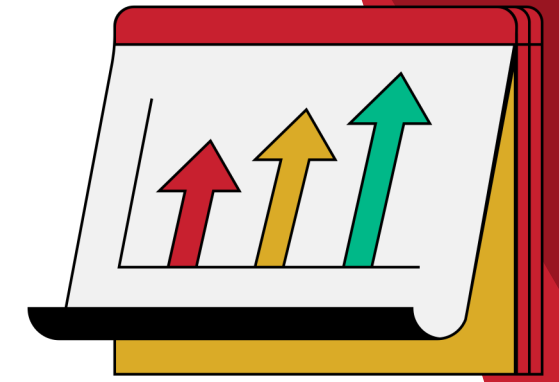
REACH >>> A metric that measures the number of unique people that saw a piece of media content

NAVIGATION >>> A display showing how users viewed Instagram stories, including the number of people who clicked “back,” “forward,” “next story” and “exit”

SESSIONS >>> The number of times a person visits a website which tells you how engaged users are with your website

CTR >>> The click through rate (CTR) is the number of clicks that your post receives divided by the number of times your ad is shown

GLOBAL SOCIAL MEDIA TRENDS



LinkedIn is on the rise

People spent on average more time on LinkedIn in 2023 than any year prior. LinkedIn reported “record levels” of engagement within parent company Microsoft’s quarterly reports.

X is losing popularity

X has seen a 30% decline in the number of people actively tweeting, according to the Washington Post. X’s name change from Twitter also remains unpopular based on surveys, and most people rejected the rebrand.

Instagram remains very popular

Based on a LinkedIn poll with 3,200+ responses, Instagram is the platform that people are still using more often than any other app.



Website Analytics



OVERVIEW

Website

Pageviews » 2,236,005

7.4%
increase
since
2022

Visits (sessions) » 983,823

Avg pages/visit » 2.3

4.5%
decrease
since
2022

Avg time on page » 1:19

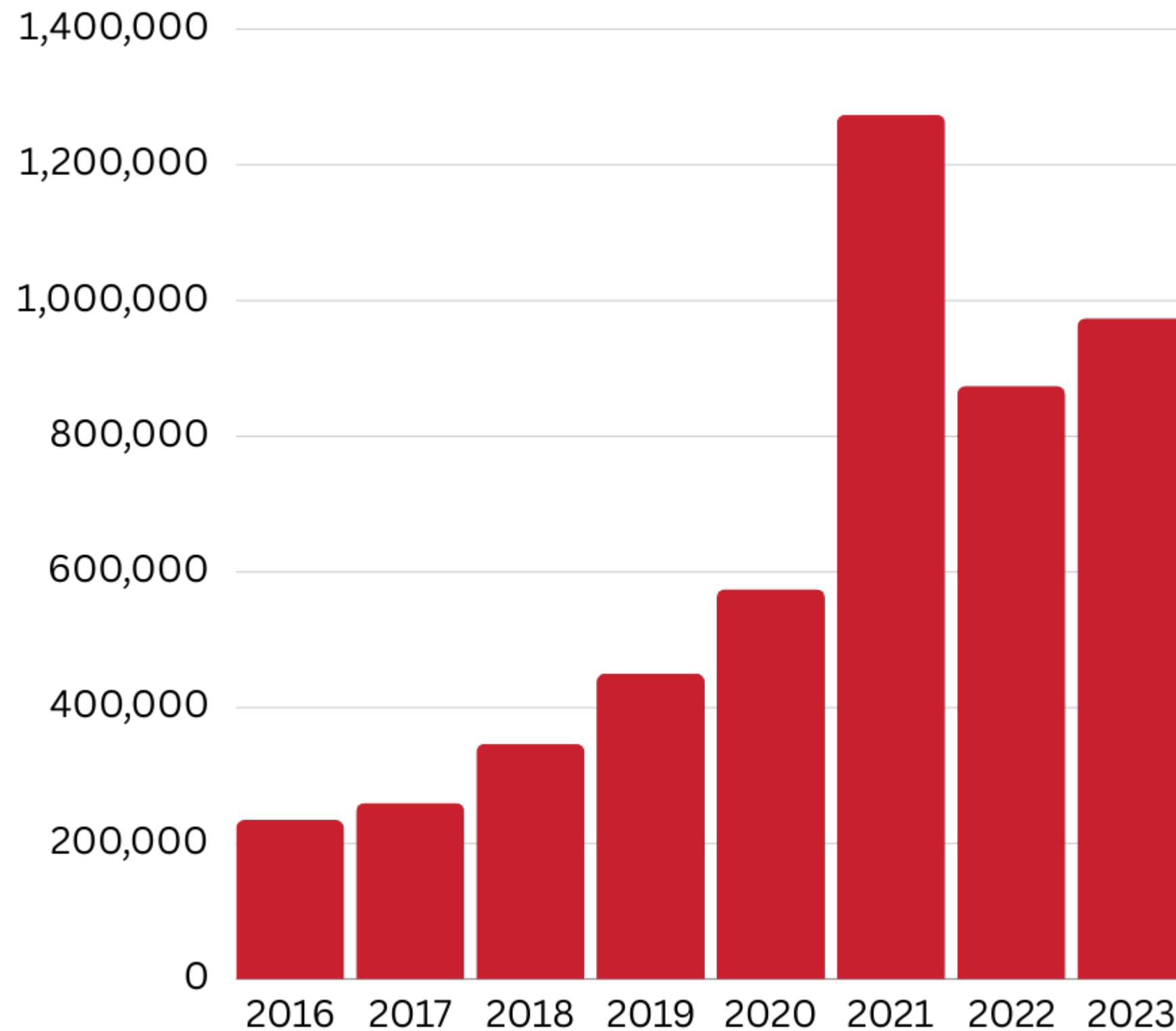
12 sec
decrease
since
2022

TOTAL VISITS (SESSIONS)

Website

» 11.4% increase in page visits since 2022

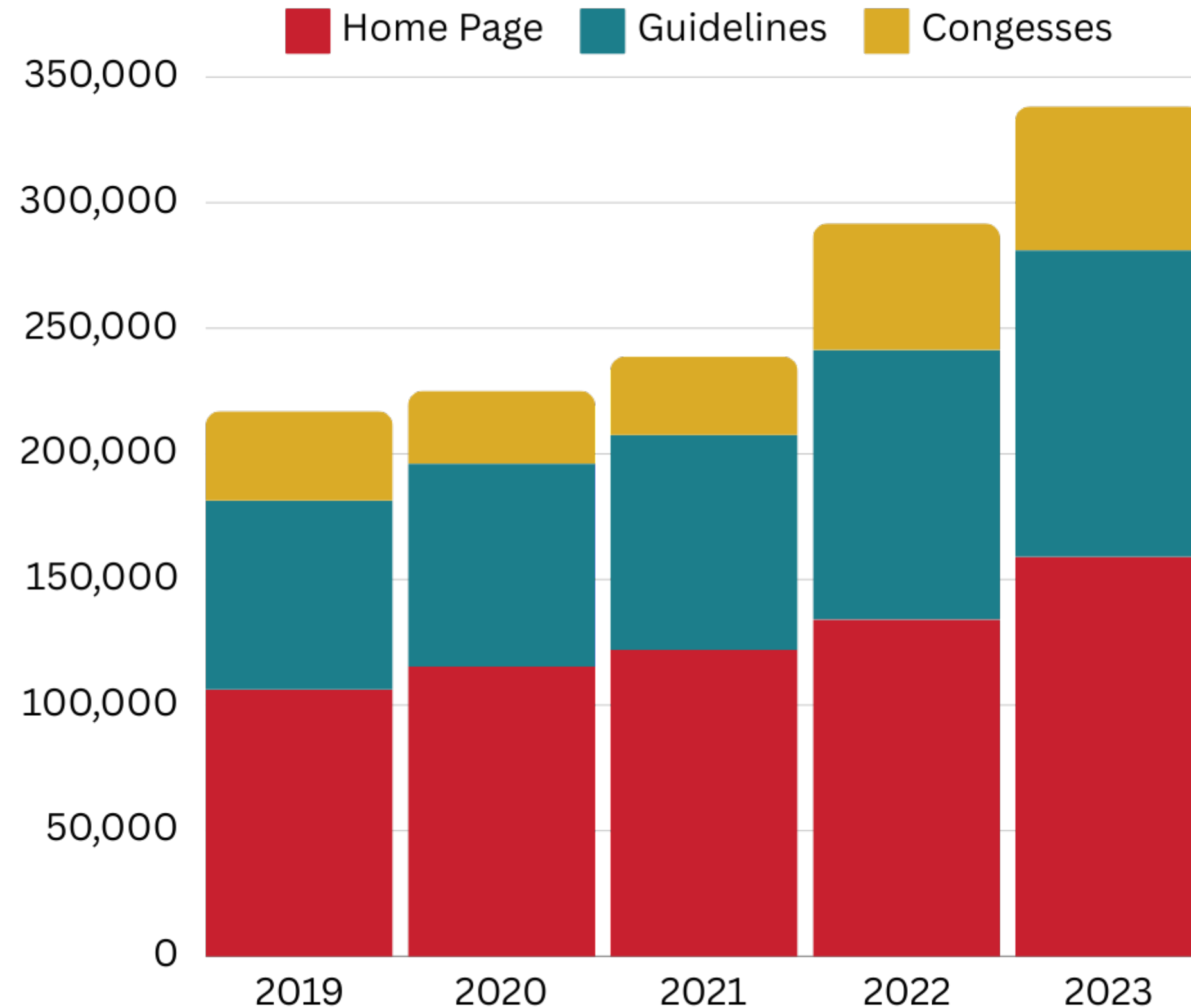
» 316% increase in page visits since 2016



WEBPAGE VIEWS

Website

- » Home Page: 18% increase since 2022
- » Guidelines: 14% increase since 2022
- » Congresses: 14% increase since 2022



TOP PAGES BY VIEWS

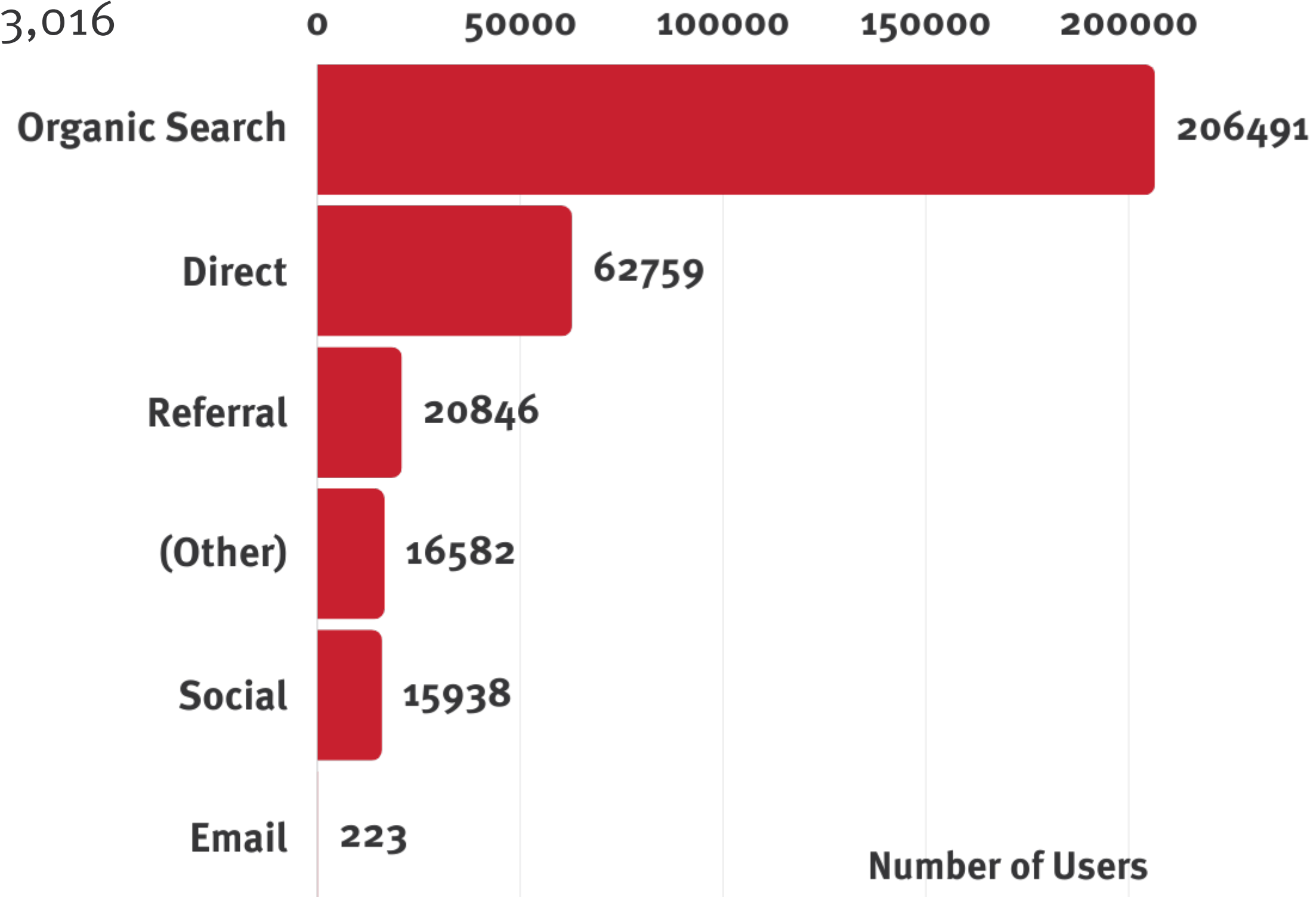
Website

	Webpage	Page Views	Change from 2022
1	Home Page	159,012	19.6%
2	Guidelines	121,958	14.0%
3	Definition & Classification	117,633	12.9%
4	Classification of Epilepsies (2017)	53,934	-8.7%
5	Classification and Definition of Epilepsy Syndromes	81,977	60.0%
6	Education	38,689	3.0%
7	Guidelines & Reports	41,969	14.0%
8	Congresses	57,375	14.1%

TRAFFIC SOURCES

Website

Total Users: 303,016



TOP LANGUAGES OF USERS

Website

	Language	% of Users
1	English	54.7%
2	Spanish	17.9%
3	Portuguese	3.0%
4	Italian	3.6%
5	French	3.5%
6	Russian	2.5%
7	Japanese	2.4%
8	German	2.4%



TOP COUNTRIES OF USERS

Website



	Country	% Users		Country	% Users
1	United States	18.7%	6	Spain	2.9%
2	United Kingdom	6.1%	7	Japan	2.6%
3	Mexico	5.7%	8	Germany	2.5%
4	India	5.7%	9	Brazil	2.5%
5	Italy	3.7%	10	Colombia	2.4%

TOP TECHNOLOGY OF USERS

Website

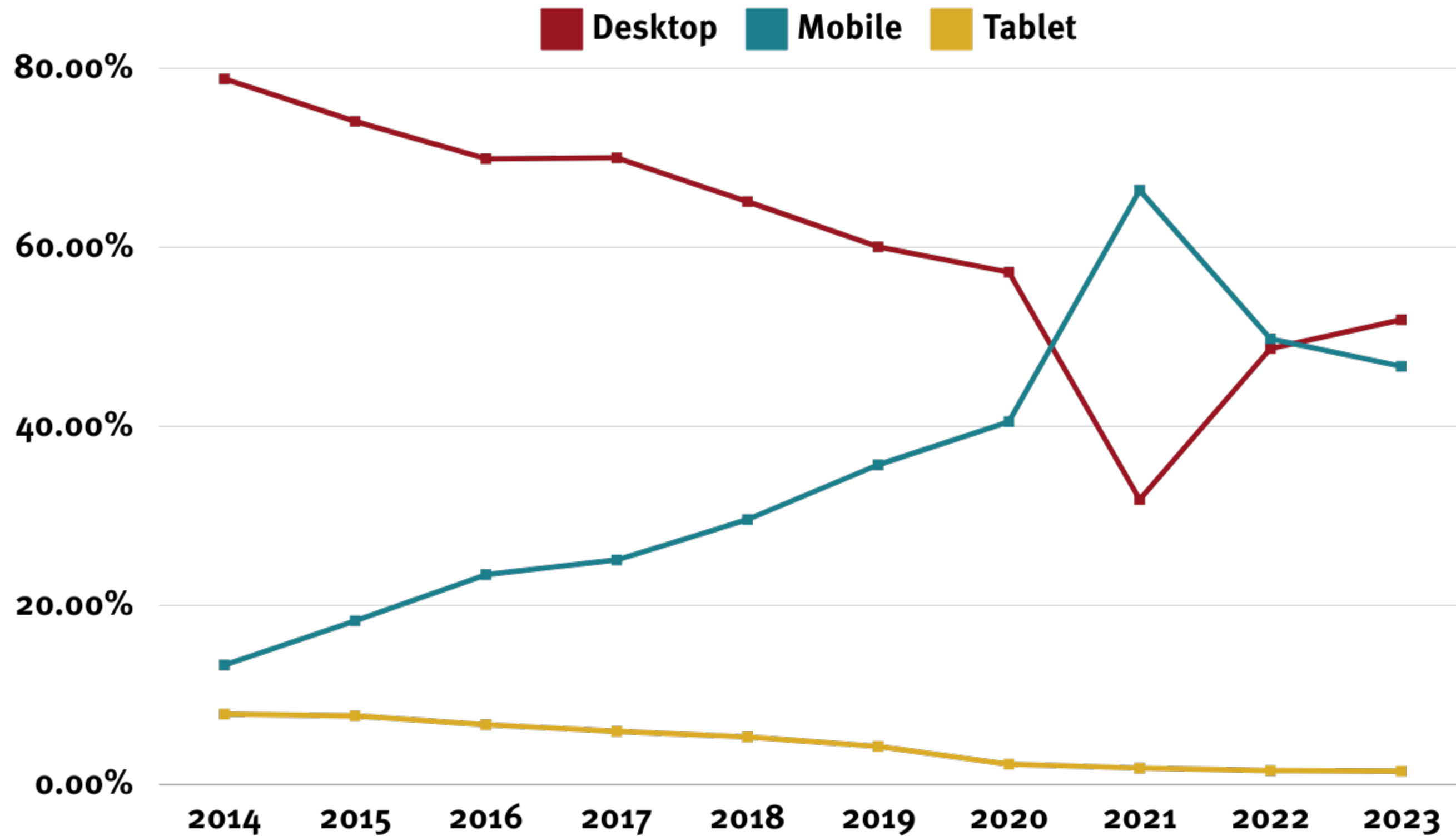
Browser & OS	% Users
Chrome	57.0%
Safari	26.5%
Edge	7.9%
Firefox	2.5%
Samsung Internet	2.%

Device Usage	% Users
Desktop	51.9%
Mobile	46.7%
Tablet	1.5%



DEVICE USE HISTORY

Website

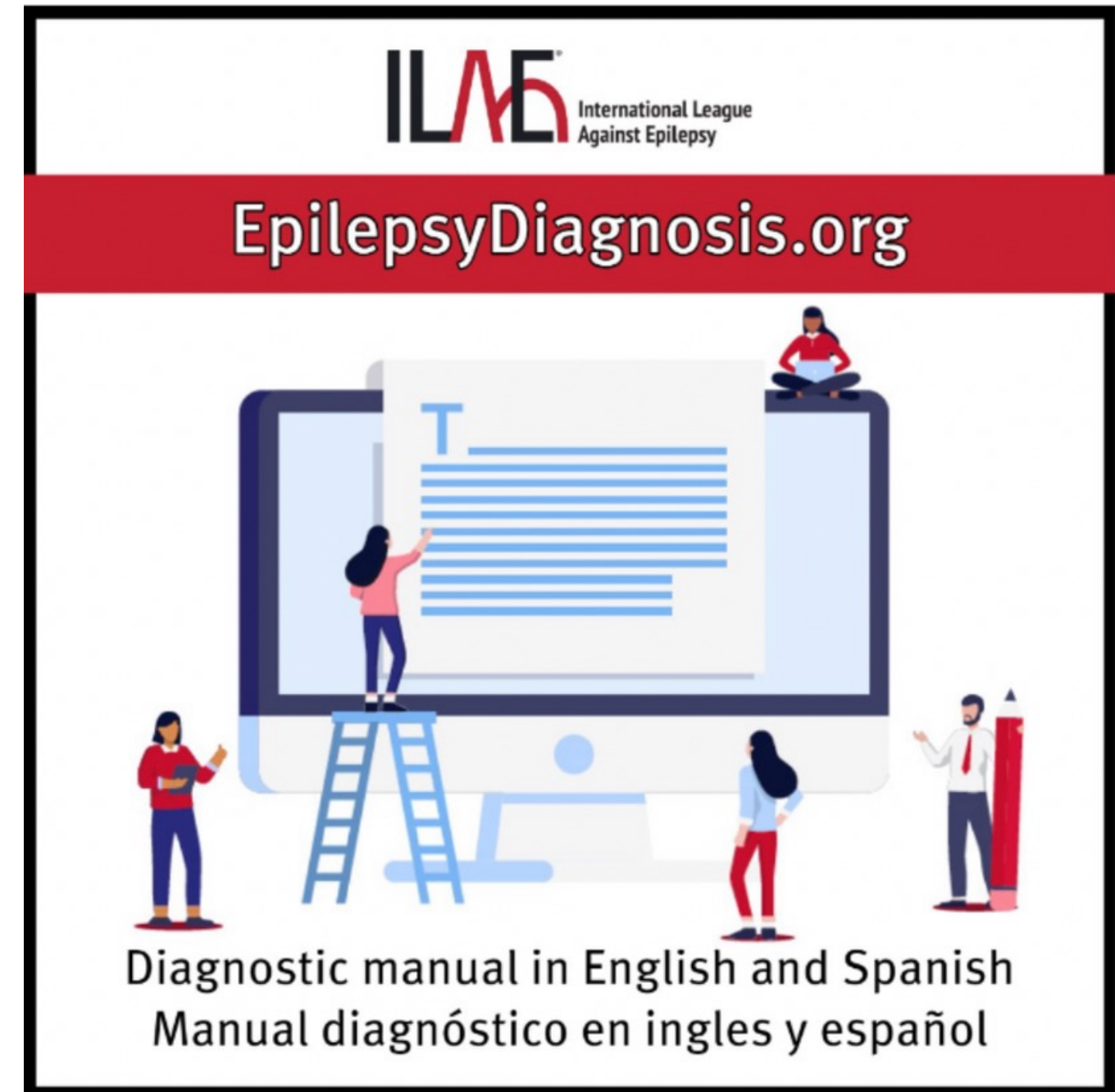


EPILESPYDIAGNOSIS.ORG

Website

Total users » 12,000/month

New users » 3,000 in 2023





Newsletter Analytics



OVERVIEW

Newsletter

All Newsletters

ILAE » 21

Epigraph » 23

Special » 16



ILAE Newsletter

Avg links/issue » 142

Avg open rate » 43%

Avg click to open rate » 44%

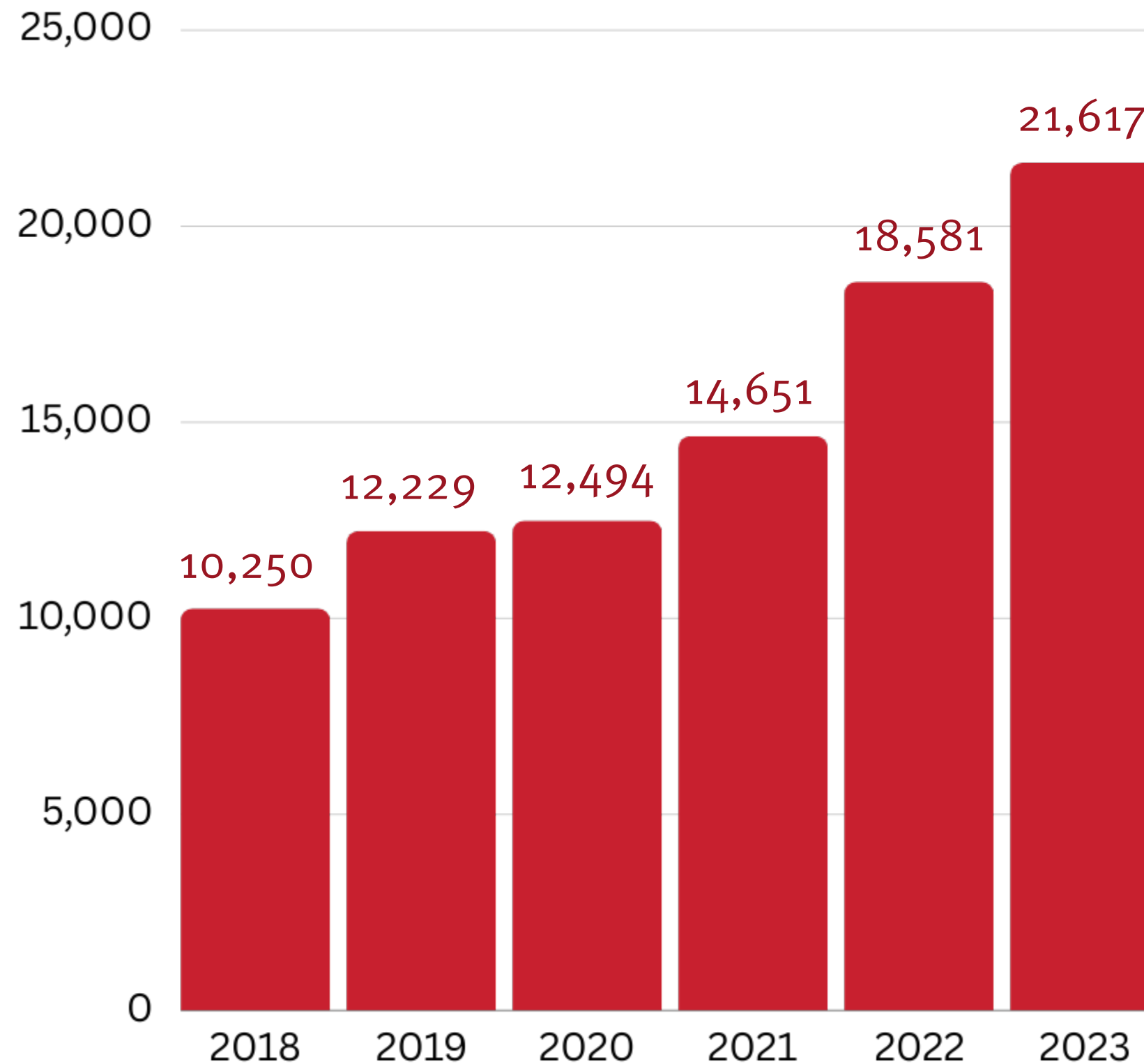
MAILING LIST SUBSCRIBERS

Newsletter

» New subscribers: 3,036

» 16.3% increase in subscribers since 2022

» 111% increase in subscribers since 2018





Instagram Analytics



OVERVIEW

Instagram

Total posts » 966

New likes » 19,505

Page reach » 611,547

Profile visits » 10,955

New followers » 1,472

Total followers » 5,378

32%
increase
since
2022

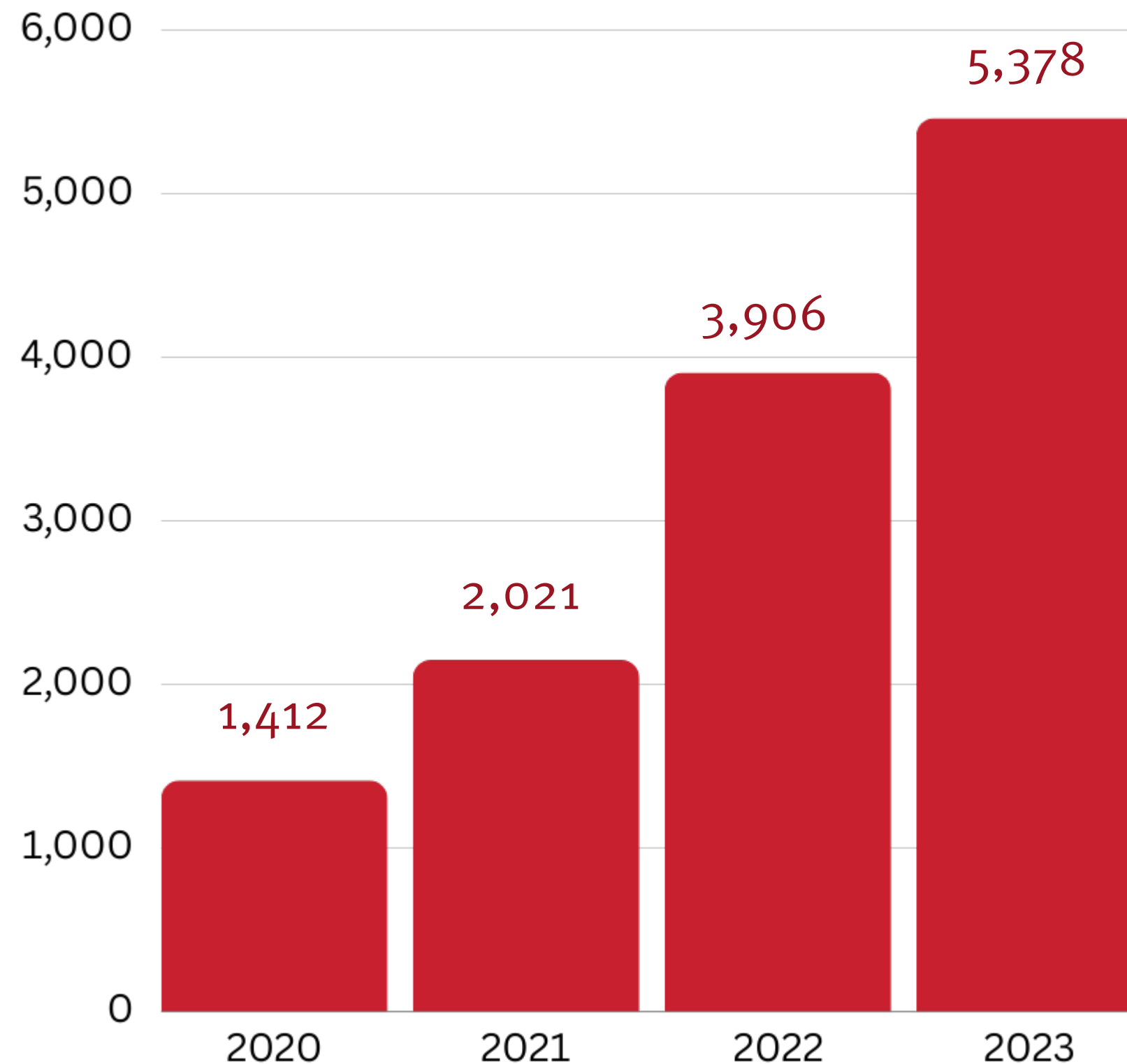
56%
increase
since
2022

TOTAL FOLLOWERS

Instagram

» 38% increase in followers since 2022

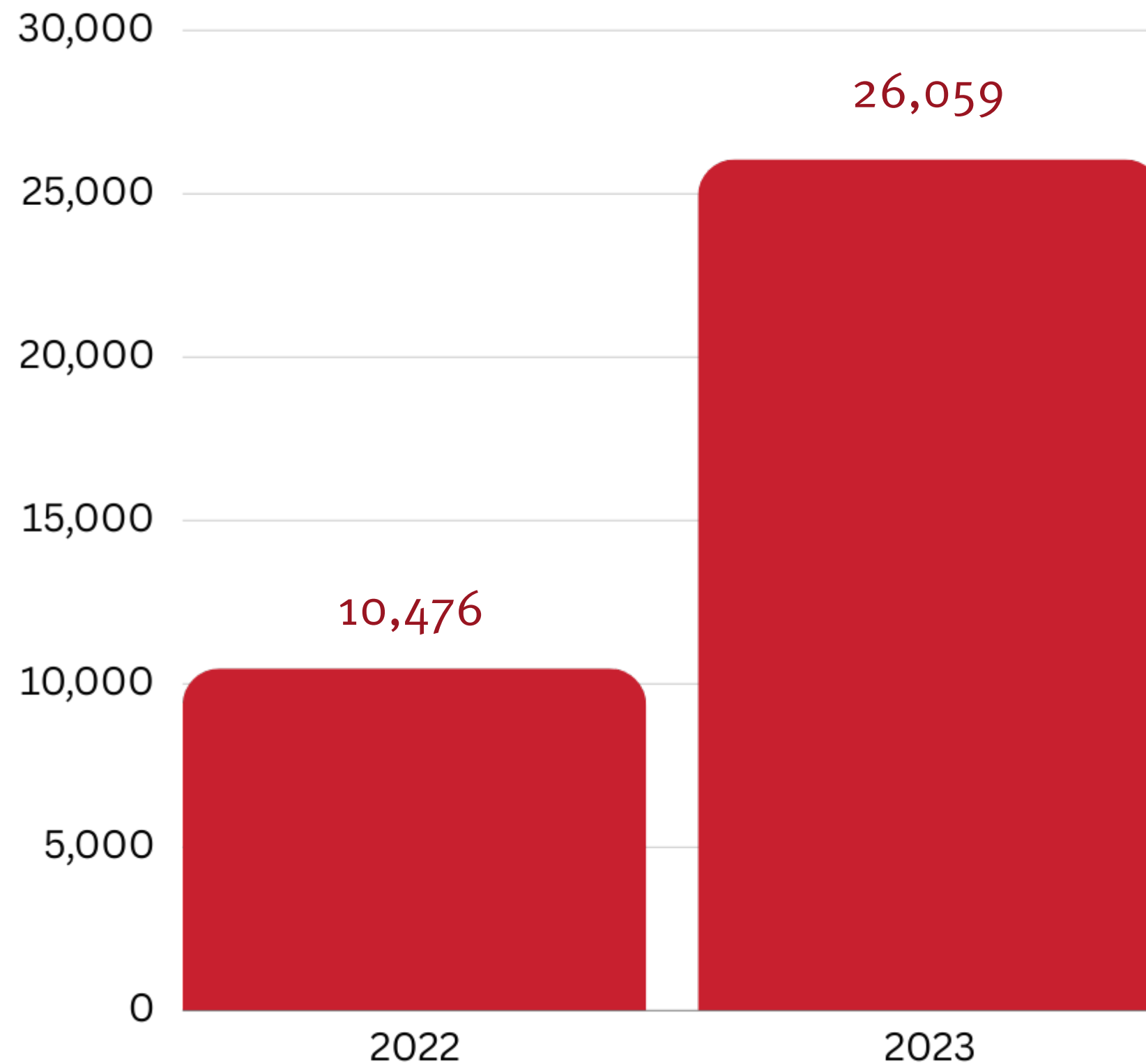
» 280% increase in followers since 2020



TOTAL PAGE REACH

Instagram

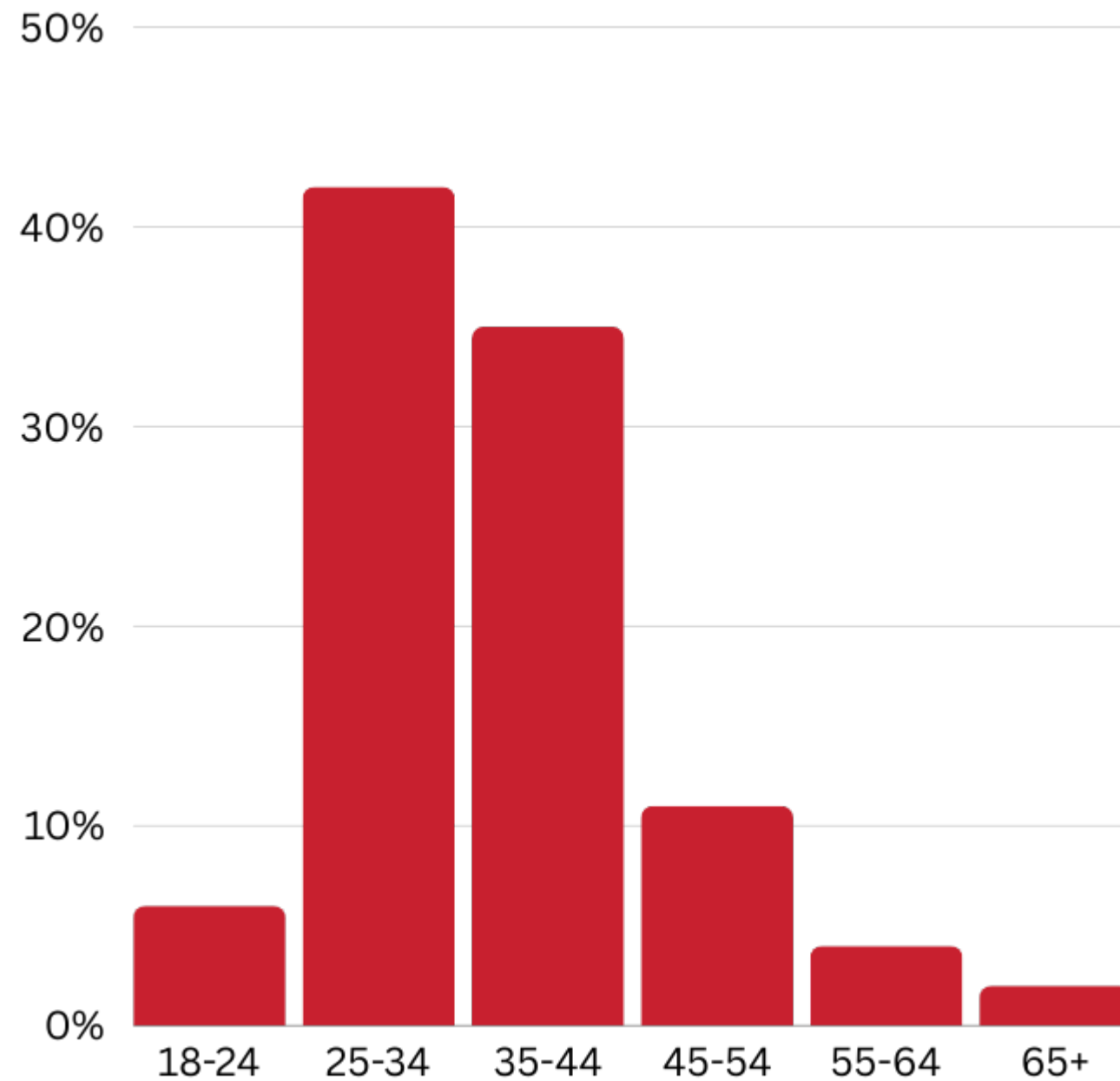
» 149% increase in page reach since 2022



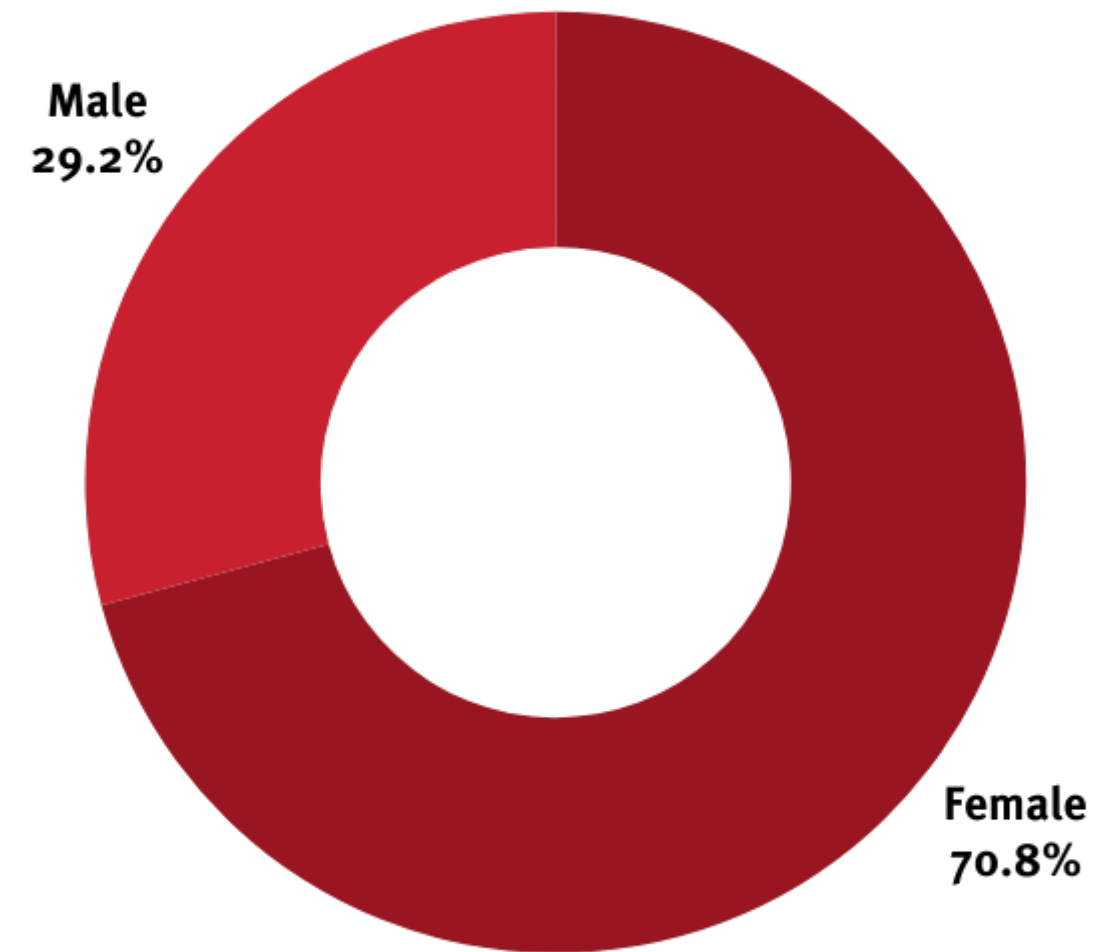
DEMOGRAPHICS

Instagram

Age Distribution

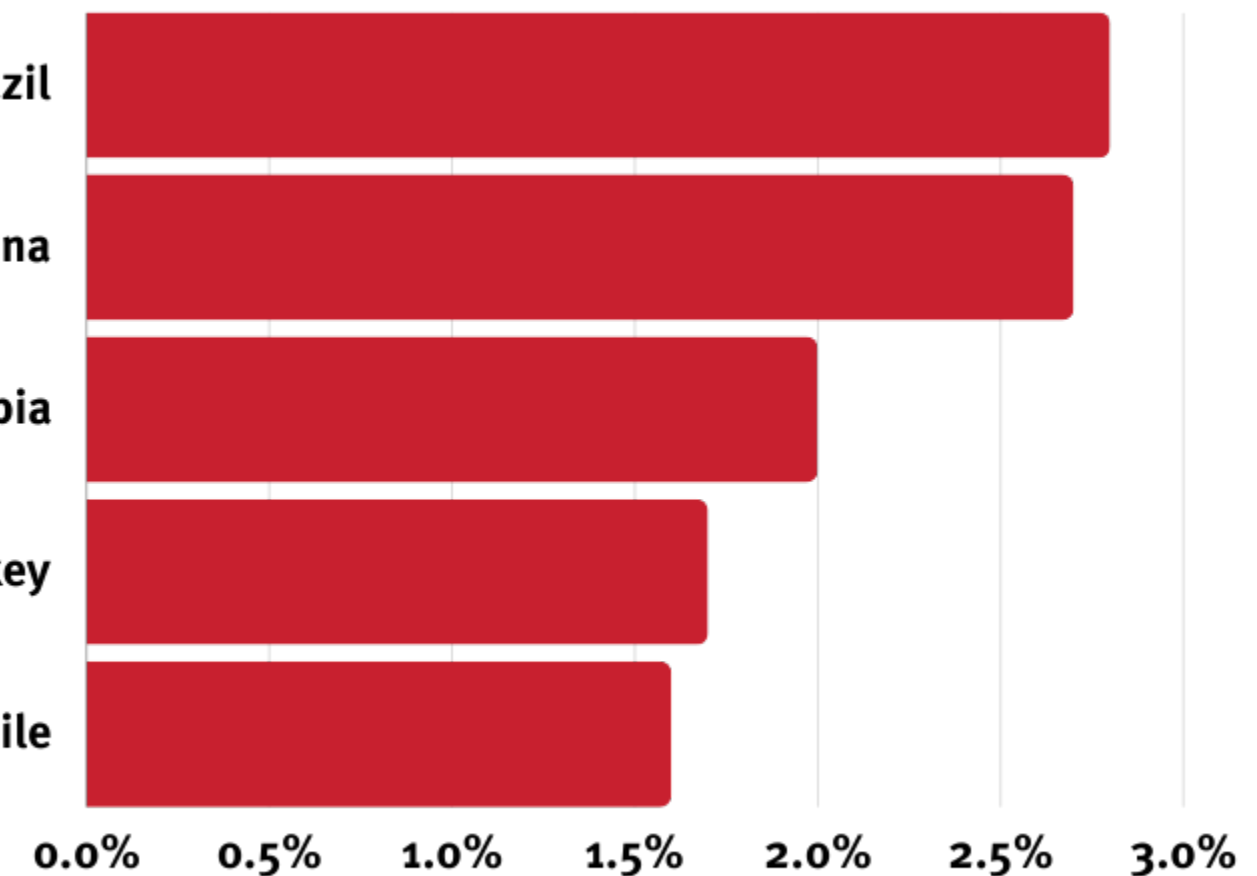


Gender Distribution



Top Cities

- (1) São Paulo, Brazil
- (2) Buenos Aires, Argentina
- (3) Bogotá, Colombia
- (4) Istanbul, Turkey
- (5) Santiago, Chile



TOP POST BY REACH #1

Instagram

Happy International #EpilepsyDay! #EpilepsyIs a treatable condition. As many as 70% of people with epilepsy could live seizure free with appropriate diagnosis and use of cost-effective and commonly available anti-seizure medicines.

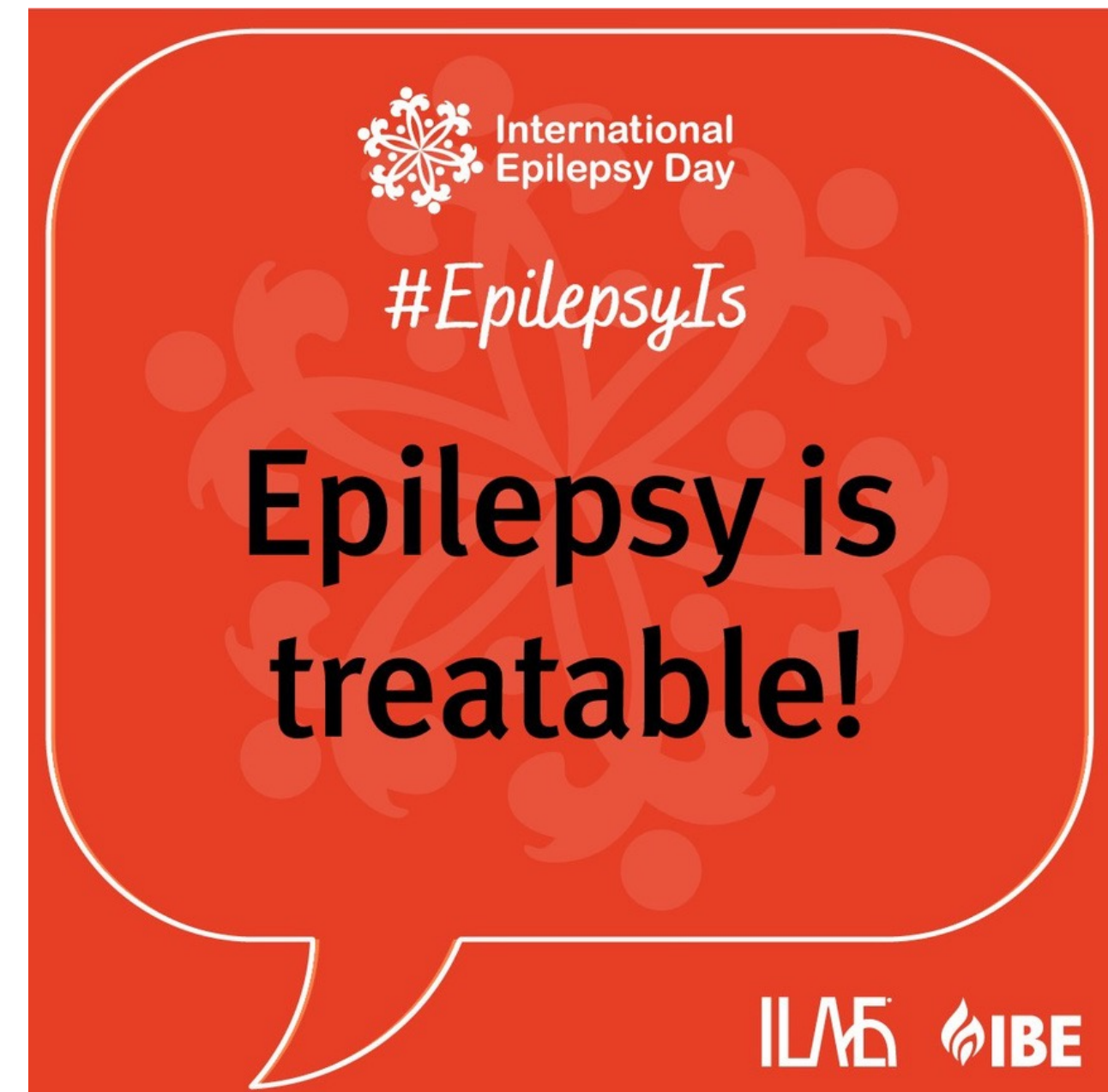
#StampOutStigma | internationalepilepsyday.org

Impressions	3,066
Reach	2,719
Likes	233

Why so popular?

- Epilepsy Day is celebrated worldwide by the epilepsy community
- Vibrant, eye-catching color
- Saying 'epilepsy is treatable' shows hopefulness and positivity

13 February 2023



TOP POST BY REACH #2

Instagram

"Correctly diagnosing and classifying seizures and epilepsies is paramount to ensure the delivery of optimal care to patients with epilepsy. Focal seizures, defined as those that originate within networks limited to one hemisphere, are primarily subdivided into focal aware, focal impaired awareness, and focal to bilateral tonic-clonic seizures..." Find this featured article from *Epileptic Disorders* at doi.org/10.1002/epd2.20045.

Impressions	2,783
Reach	2,577
Likes	130

Why so popular?

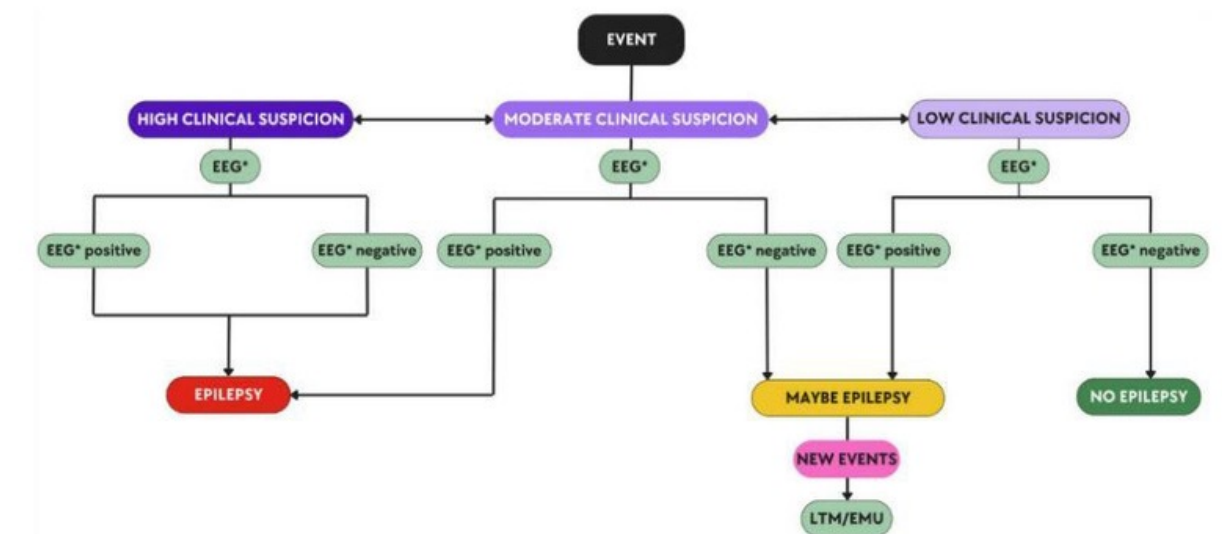
Journals appeal to our audience which is mostly doctors and healthcare professionals who are interested in learning more about epilepsy. They are likely to be intrigued by new research like this one.

25 April 2023

Focal epilepsies: Update on diagnosis and classification

Fábio A. Nascimento, Daniel Friedman, Jurriaan M. Peters, Meriem K. Bensalem-Owen, Fernando Cendes, Stefan Rampp, Elaine Wirrell, Ingmar Blümcke, William Tatum, Sándor Beniczky

First published: 20 March 2023



Epileptic
Disorders

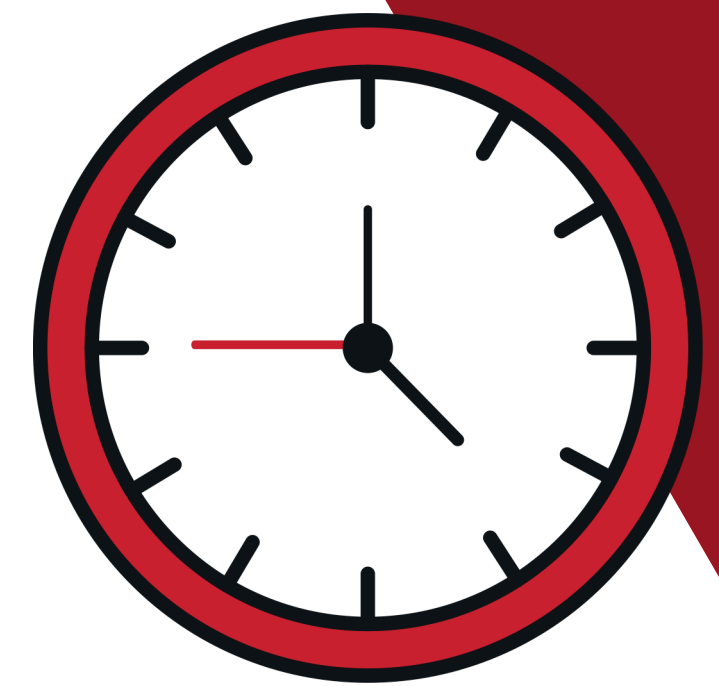
ILAE

BEST TIMES TO POST

Instagram

Based on highest average impressions per post

Time zone: Eastern Standard Time (EST)



4am

5am

6am

Conclusion: The mornings EST are the best times to post.

Outside of the USA, many users are from Africa, the Eastern Mediterranean, and Europe, so posts are still shared and viewed during daytime hours in these locations.

STORY STATISTICS

Instagram

NEW IN
2023!

Total stories » 370

Link clicks » 531

Navigation » 25,525

Impressions » 23,520

87

700

10k



Facebook Analytics



OVERVIEW

Facebook

Total posts » 1,072

New likes » 20,800

Page reach » 236,204

Total followers » 17,845

Page visits » 42,399

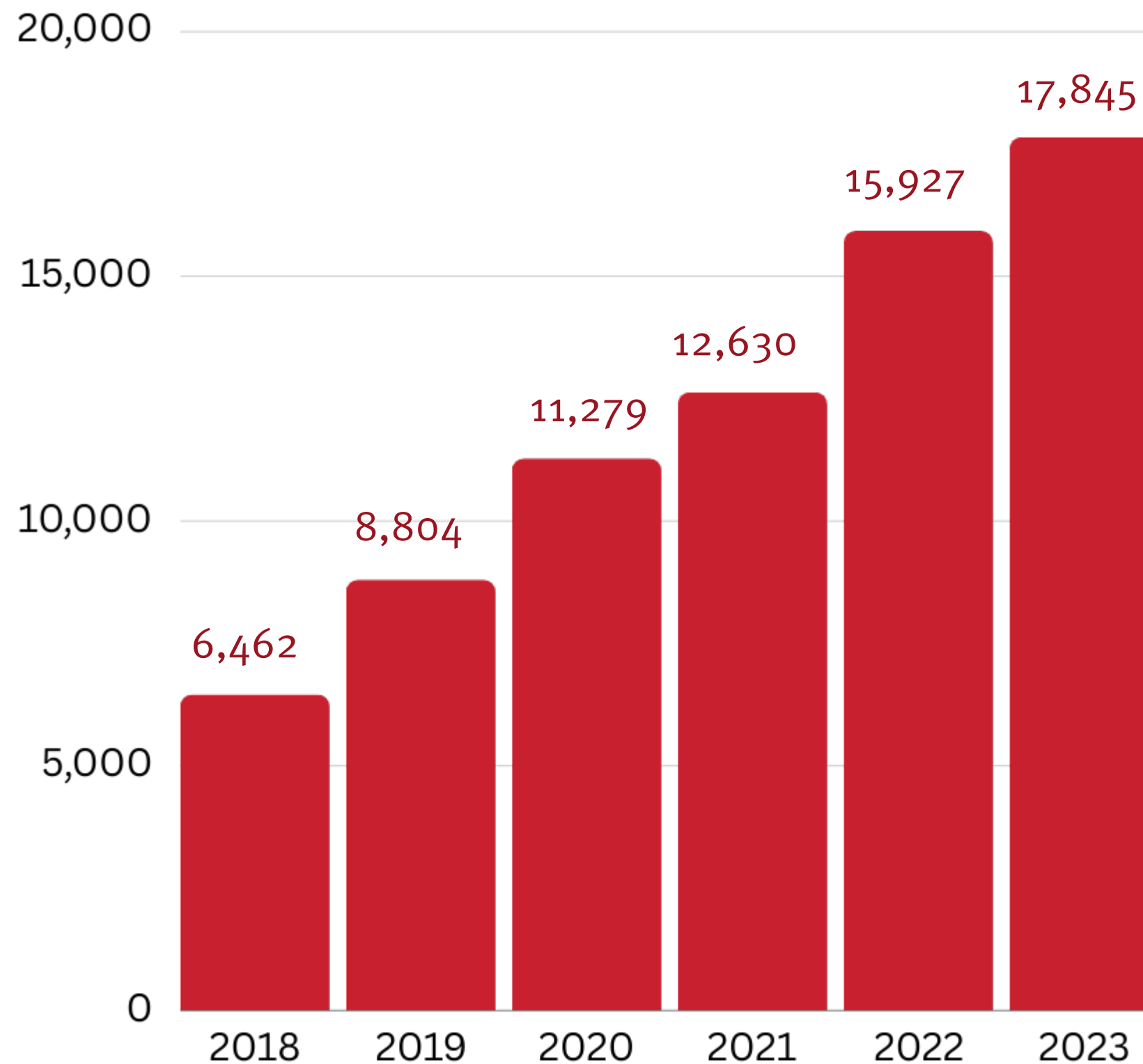
135%
increase
since
2022

TOTAL FOLLOWERS

Facebook

» 12% increase in followers since 2022

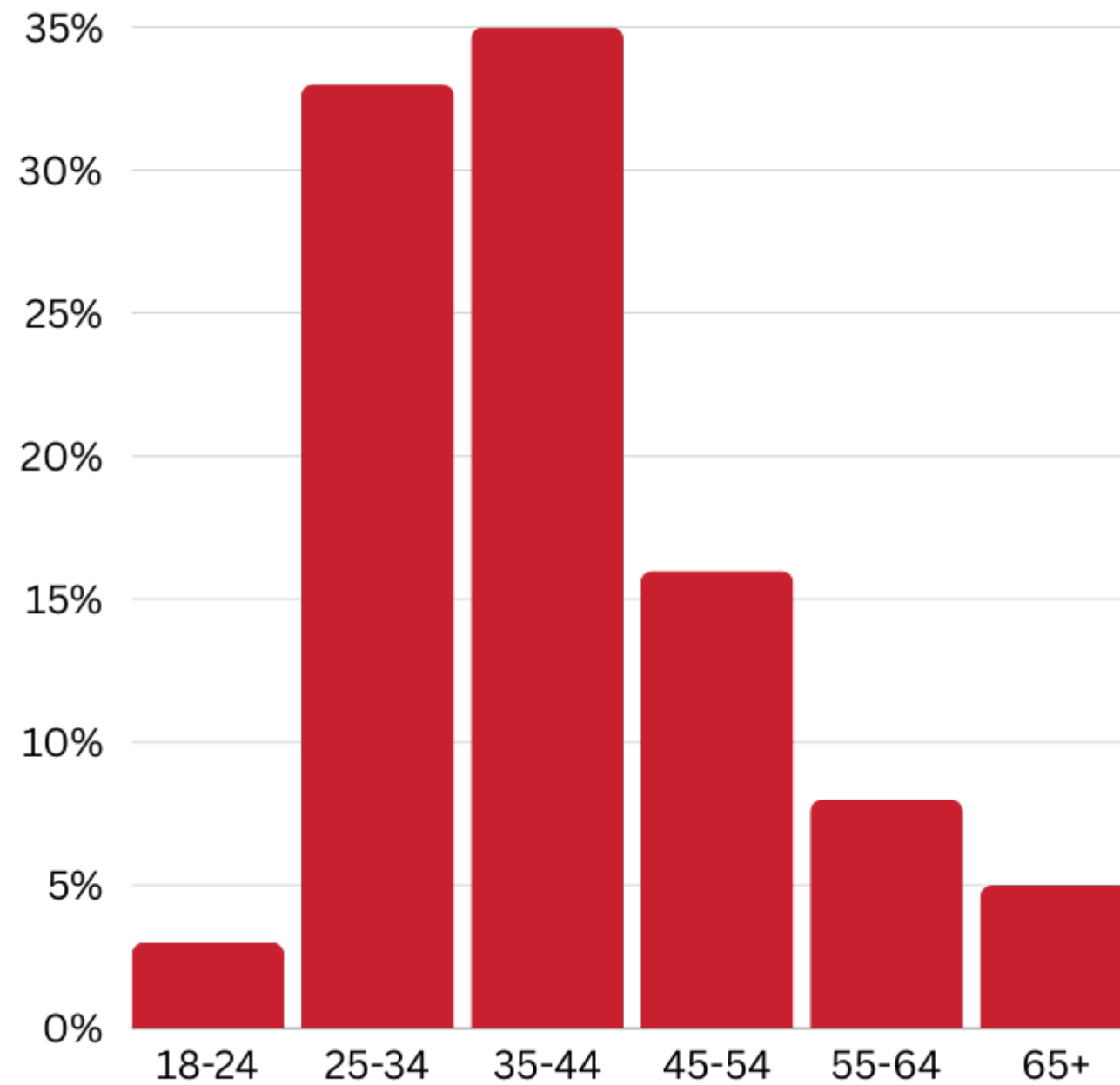
» 176% increase in followers since 2018



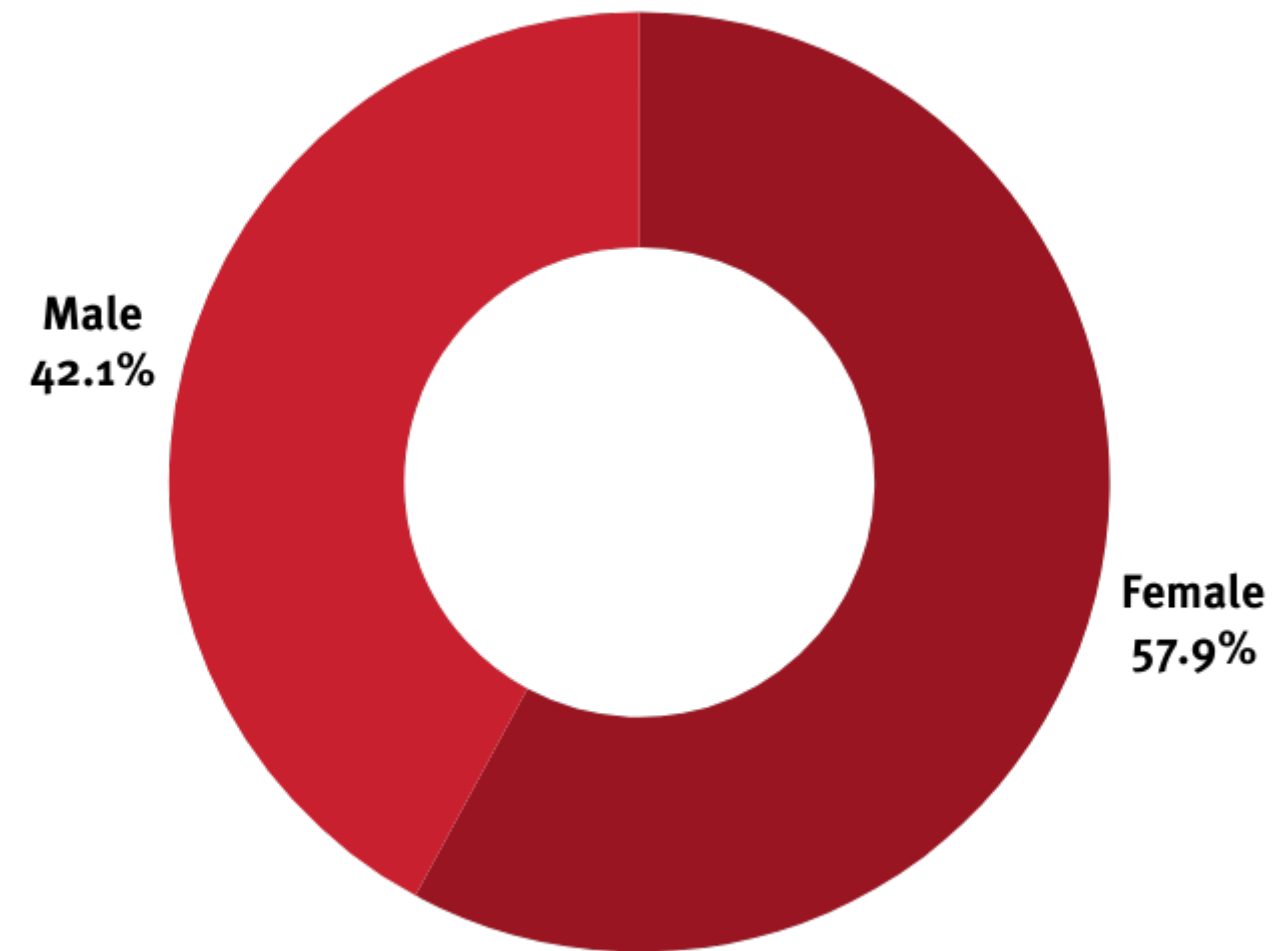
DEMOGRAPHICS

Facebook

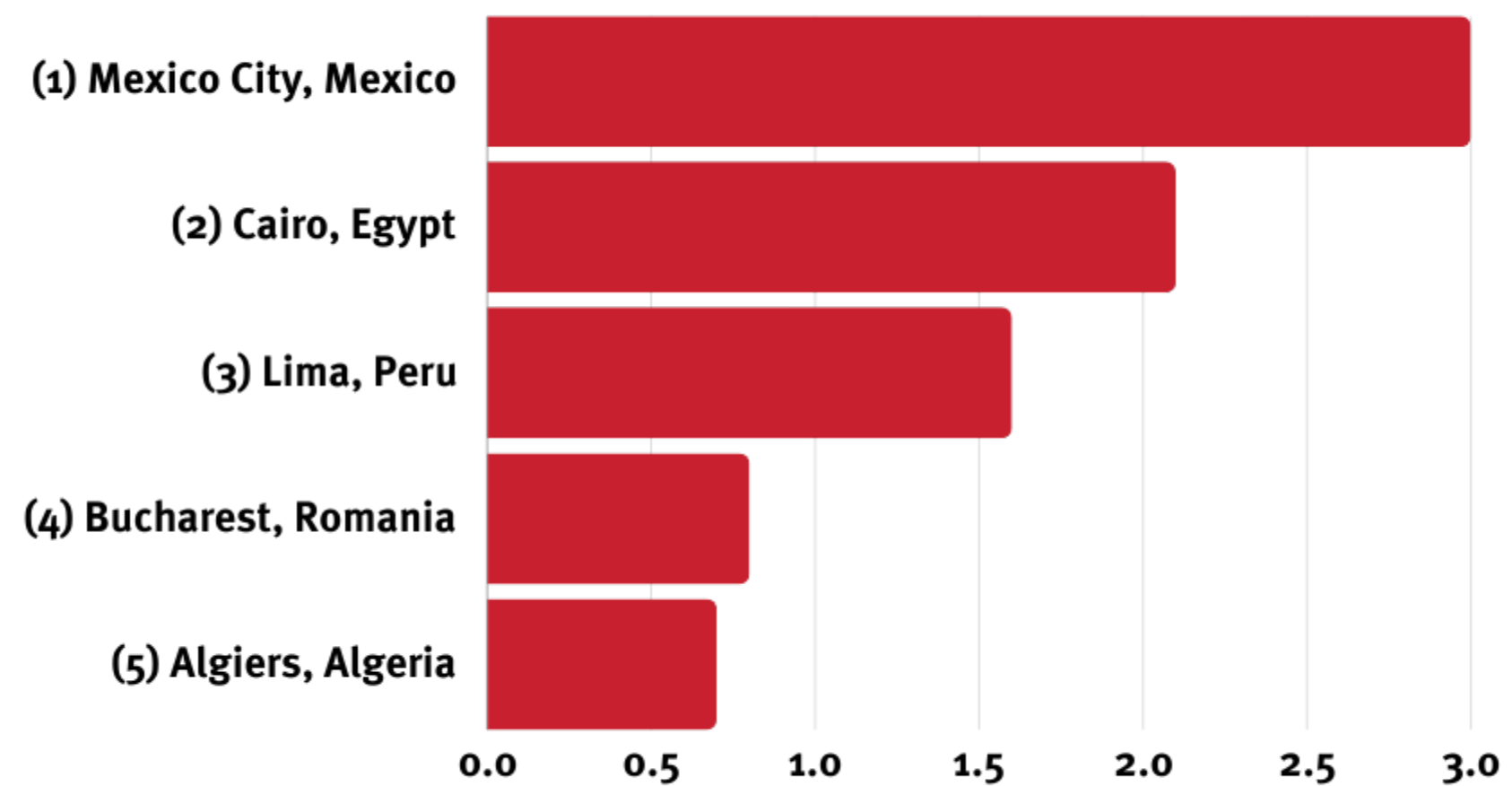
Age Distribution



Gender Distribution



Top Cities



TOP POST BY REACH #1

Facebook

"Correctly diagnosing and classifying seizures and epilepsies is paramount to ensure the delivery of optimal care to patients with epilepsy. Focal seizures, defined as those that originate within networks limited to one hemisphere, are primarily subdivided into focal aware, focal impaired awareness, and focal to bilateral tonic–clonic seizures..."

Find this featured article from *Epileptic Disorders* at doi.org/10.1002/epd2.20045.

Reach	19,828
Impressions	20,361
Engagement	461
Shares	93
Likes	361

Why so popular?

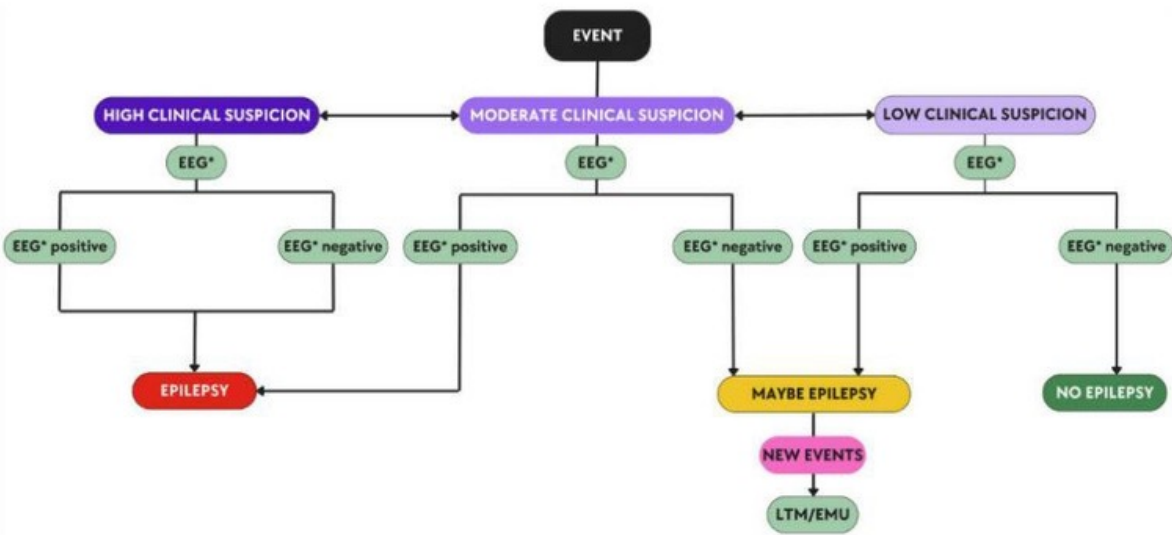
Journals appeal to our audience which is mostly doctors and healthcare professionals who are interested in learning more about epilepsy. They are likely to be intrigued by new research like this one.

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First published: 20 March 2023



Epileptic
Disorders

ILAE

TOP POST BY REACH #2

Facebook

"Sudden unexpected death in epilepsy (SUDEP) is a major cause of death in people with epilepsy (PWE). Postictal apnea leading to cardiac arrest is the most common sequence of terminal events in witnessed cases of SUDEP, and post-convulsive central apnea has been proposed as a potential biomarker of SUDEP susceptibility. [...] Therefore, we hypothesize that serotonergic or direct activation of this brainstem site may be a useful approach for SUDEP prevention."

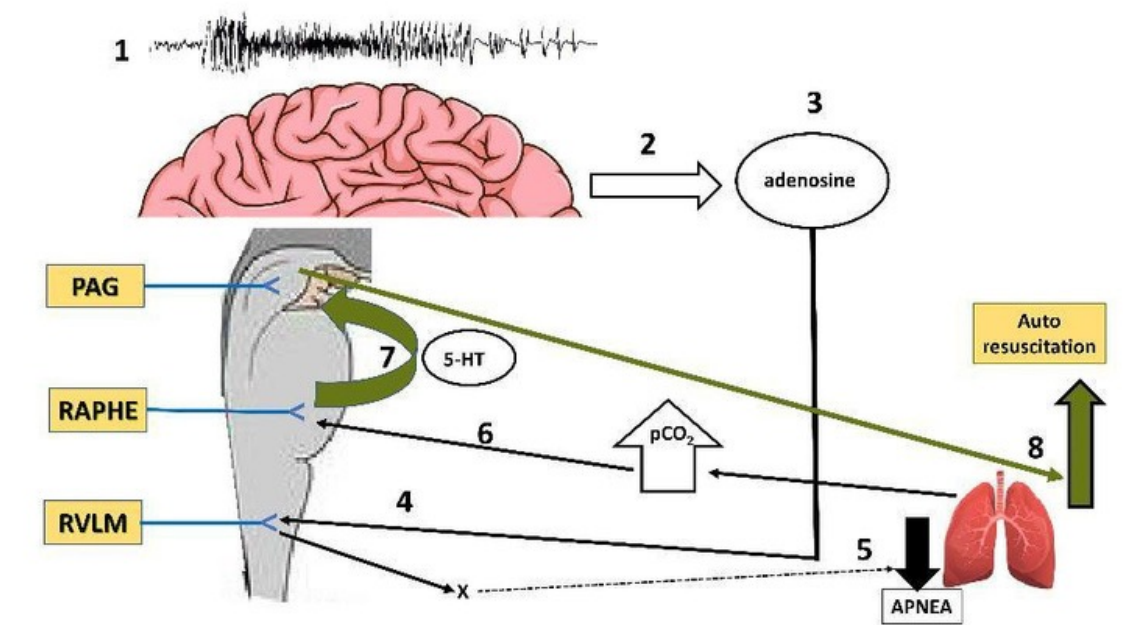
Reach	15,717
Impressions	16,696
Engagement	426
Shares	91
Likes	328

Why so popular?

- Informational post
- New hypothesis leads to more viewer interest, engagements, and shares

A unified hypothesis of SUDEP: Seizure-induced respiratory depression induced by adenosine may lead to SUDEP but can be prevented by autoresuscitation and other restorative respiratory response mechanisms mediated by the action of serotonin on the periaqueductal gray

Carl L. Faingold, Hua-Jun Feng First published: 30 January 2023



Epilepsia

ILAE

TOP POSTS BY LINK CLICKS

Facebook

ILAE School on Neuroimaging

15-17 June 2023 | Online
(AMIE & SuSIE)

**REGISTER NOW
FOR FREE!**



www.ilae.org/neuroimaging2023

Link Clicks: 415

[Permalink](#)

1

ILAE YOUNG EPILEPSY SECTION

1st YES-ILAE Course on Advanced Neuroimaging Techniques in Epilepsy

JUNE 1 - AUGUST 10, 2023
Applications open!

Send your CV and short letter of intent to
neuroimagingyes@gmail.com
DEADLINE: MAY 5, 2023

For details, scan or see the link in the post

Link Clicks: 283

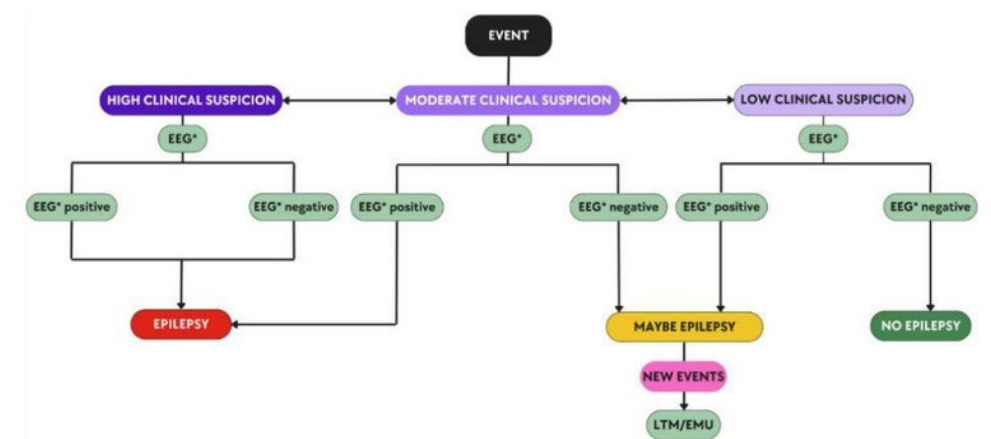
[Permalink](#)

2

Focal epilepsies: Update on diagnosis and classification

Fábio A. Nascimento, Daniel Friedman, Jurriaan M. Peters, Meriem K. Bensalem-Owen, Fernando Cendes, Stefan Rampp, Elaine Wirrell, Ingmar Blümcke, William Tatum, Sándor Beniczky

First published: 20 March 2023



Epileptic
Disorders



Link Clicks: 236

[Permalink](#)

3

TOP SHARED URLS

From Facebook to Website

(For Q1 & Q2)

URL	Page Title	Sessions	Pageviews	Pages/ Session
www.ilae.org/guidelines/definition-and-classification/classification-and-definition-of-epilepsy-syndromes/classification-and-definition-of-epilepsy-syndromes	Classification and Definition of Epilepsy Syndromes	430	617	1.4
www.ilae.org/regions-and-countries/regions/ilae-latin-america/custom	ALADE (Academia Latinoamericana de Epilepsia)	338	733	2.3
www.ilae.org/congresses/ilae-school-on-neuroimaging-2023-amie-and-susie	ILAE School on Neuroimaging 2023	323	454	1.4

X (Twitter) Analytics



OVERVIEW

X (Twitter)

Total tweets » 1,104

New likes » 9,918

Link clicks » 9,625

Total followers » 10,541

New followers » 1,565

Impressions » 1.54M

33%
decrease
since
2022

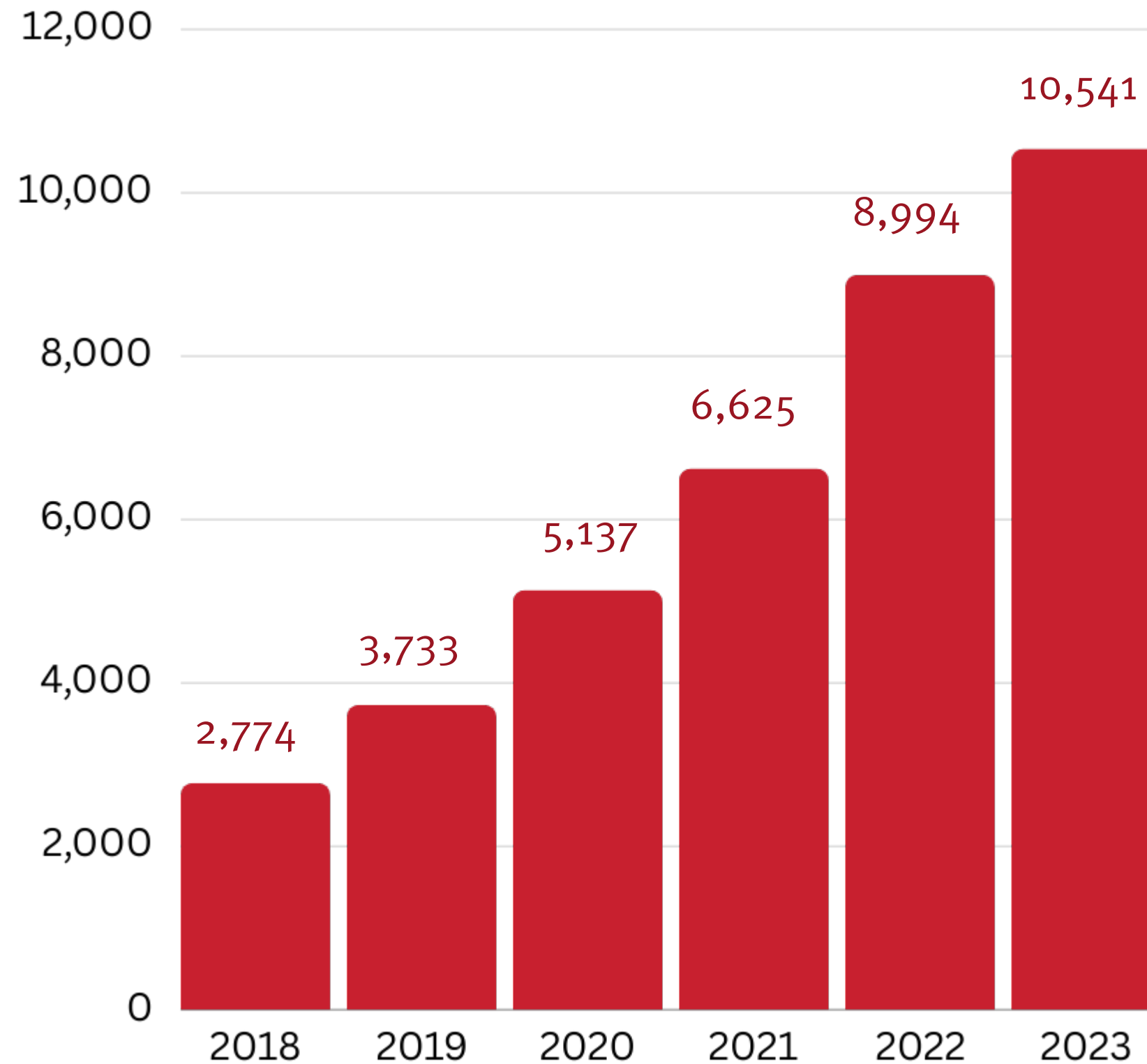
25%
increase
since
2022

TOTAL FOLLOWERS

X (Twitter)

» 17.2% increase in followers since 2022

» 280% increase in followers since 2018



TOP POST BY IMPRESSIONS #1

X (Twitter)

#IEC2023, taking place on 2-6 September in Dublin, Ireland, is rapidly approaching! Attend online or in-person for over five days of great sessions, networking, posters & meetings. Visit www.ilae.org/iec2023 for the programme & registration! @IBESocialMedia @epilepsyireland

23 August 2023

Impressions	18,643
Engagement	406
Likes	56
Retweet	30



TOP POST BY IMPRESSIONS #2

X (Twitter)

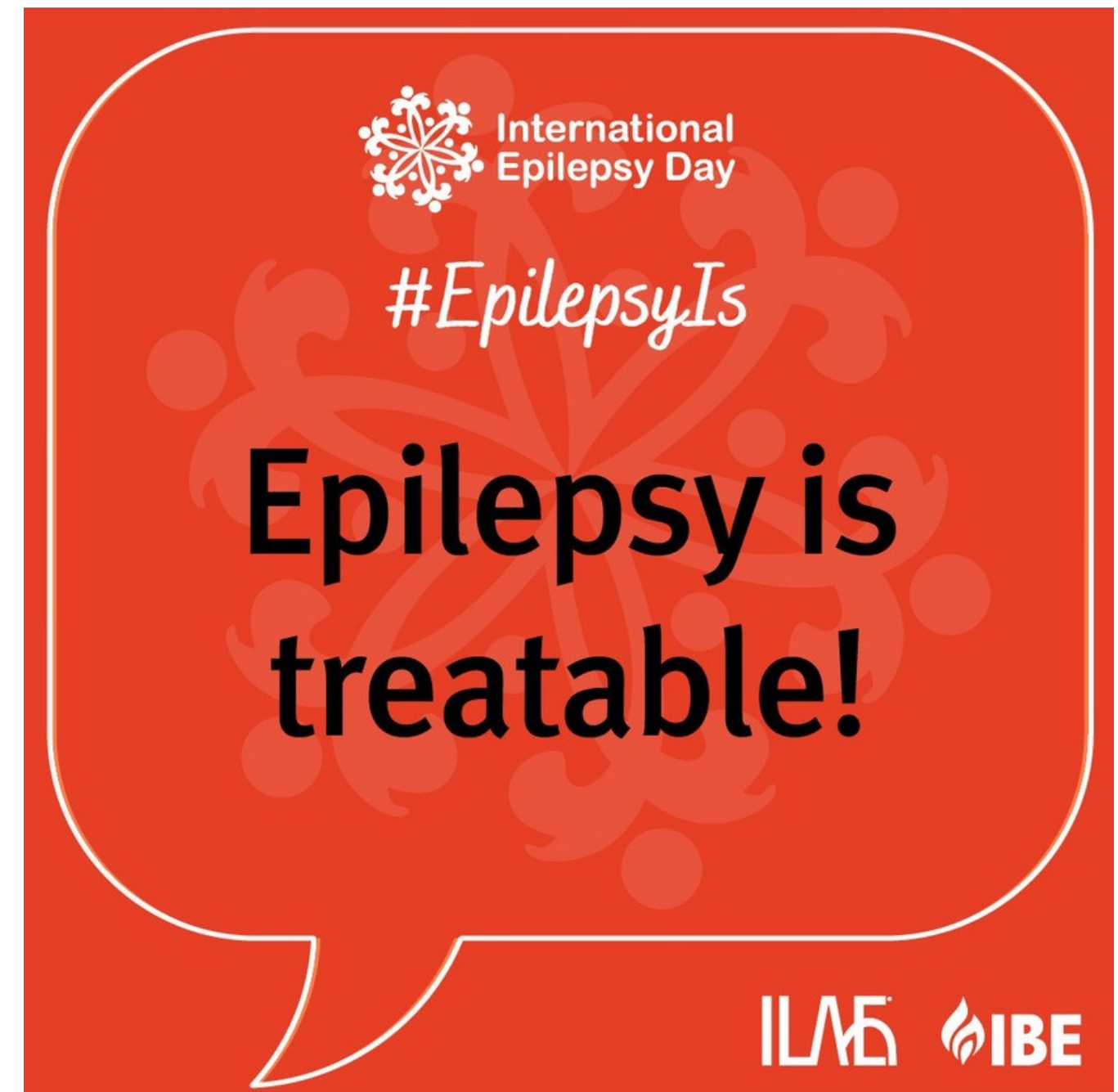
13 February 2023

Happy International #EpilepsyDay! #EpilepsyIs a treatable condition. As many as 70% of people with #epilepsy could live seizure free with appropriate diagnosis & use of cost-effective & commonly available antiseizure medicines. #StampOutStigma #IGAP @yesILAE @IBESocialMedia

Impressions	15,700
Engagement	362
Likes	142
Retweet	86

Why so popular?

- Epilepsy Day is celebrated worldwide by the epilepsy community
- Vibrant, eye-catching color
- Saying 'epilepsy is treatable' shows hopefulness and positivity



Top 3 Shared URLs

From X to Website

(For Q1 & Q2)

URL	Page Title	Sessions	Pageviews	Pages/ Session
www.ilae.org/guidelines/definition-and-classification/classification-and-definition-of-epilepsy-syndromes/classification-and-definition-of-epilepsy-syndromes	Classification and Definition of Epilepsy Syndromes	<u>331</u>	<u>430</u>	<u>1.3</u>
www.ilae.org/congresses/ilae-school-on-neuroimaging-2023-amie-and-susie	ILAE School on Neuroimaging 2023	181	229	1.3
www.ilae.org/congresses/webinars/ilae-e-forum-selecting-the-first-anti-seizure-medication	ILAE e-Forum: Selecting the first anti-seizure medication	137	169	1.2

NON-ENGLISH CHANNELS

X (Twitter)

Spanish Account

Tweets: 63

Impressions: 99,745

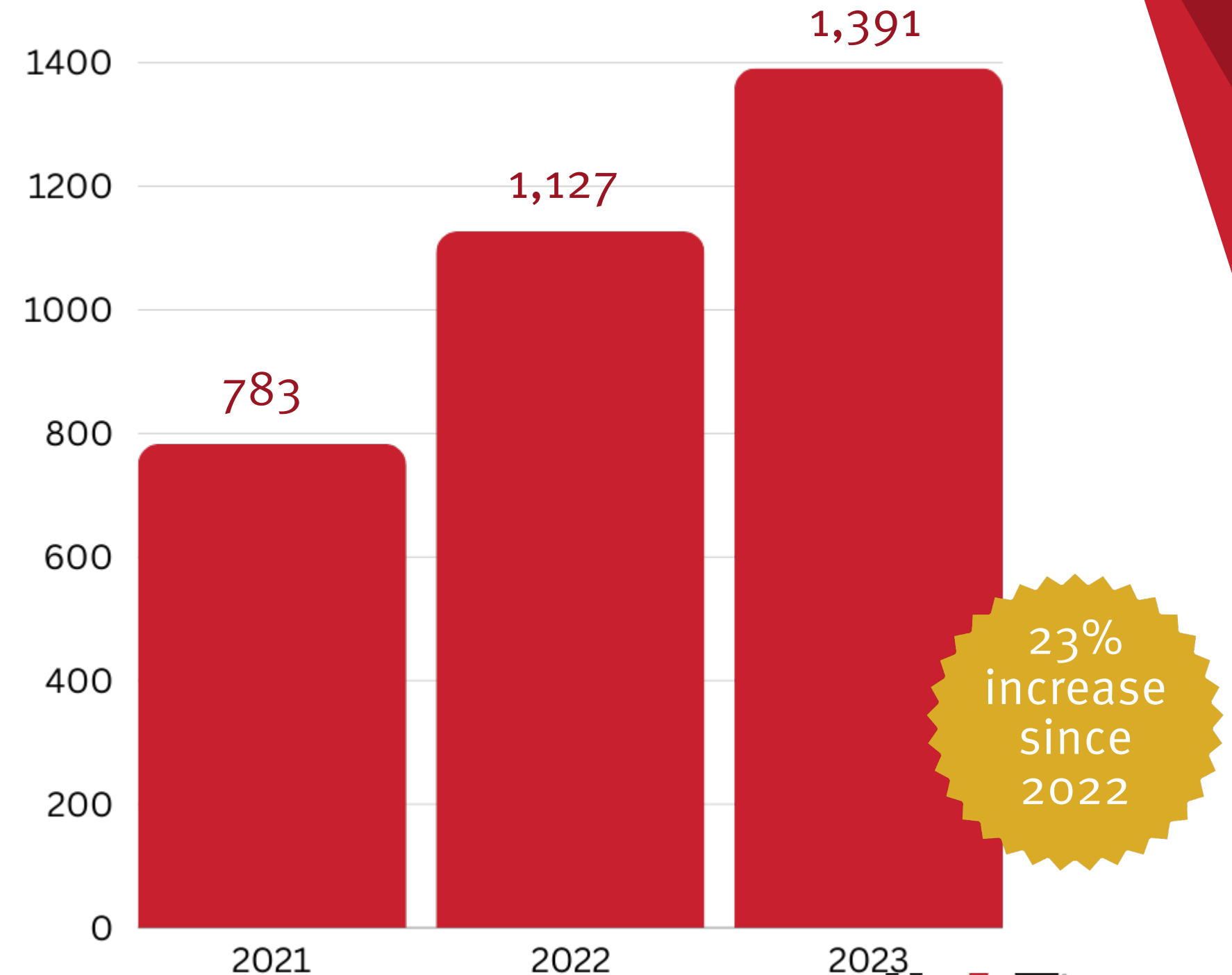
Engagement rate: 3.1%

Total likes: 651

New followers: 264

Total followers: 1,391

Total Followers Over Time



NON-ENGLISH CHANNELS

X (Twitter)

French Account

Tweets: 81

Impressions: 70,370

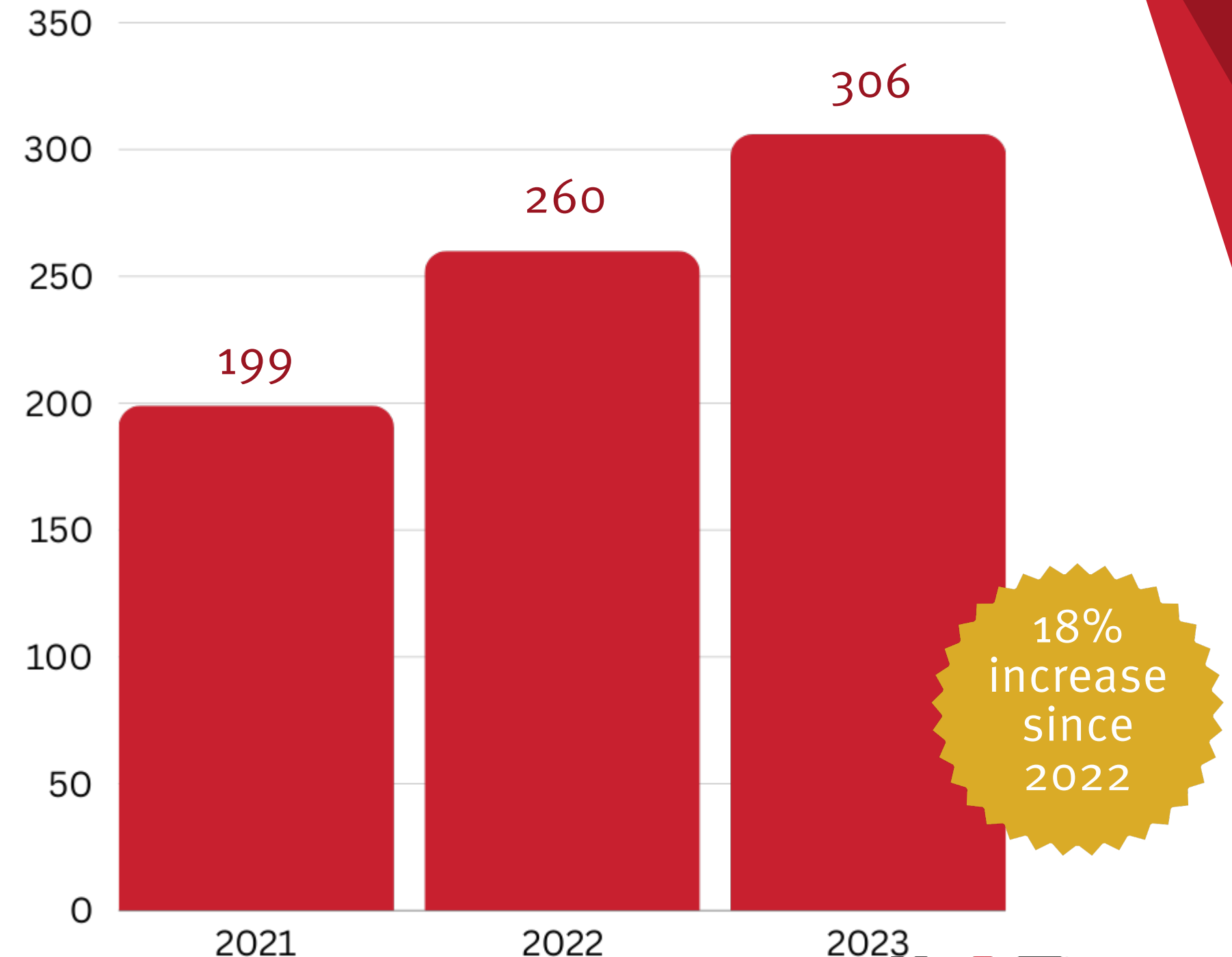
Engagement rate: 2.2%

Total likes: 115

New followers: 46

Total followers: 306

Total Followers Over Time





LinkedIn Analytics



OVERVIEW

LinkedIn

New
in
February
2023!

Impressions » 77,442

Total clicks » 3,824

Total Posts » 124

New likes » 9,918

Reactions » 2,062

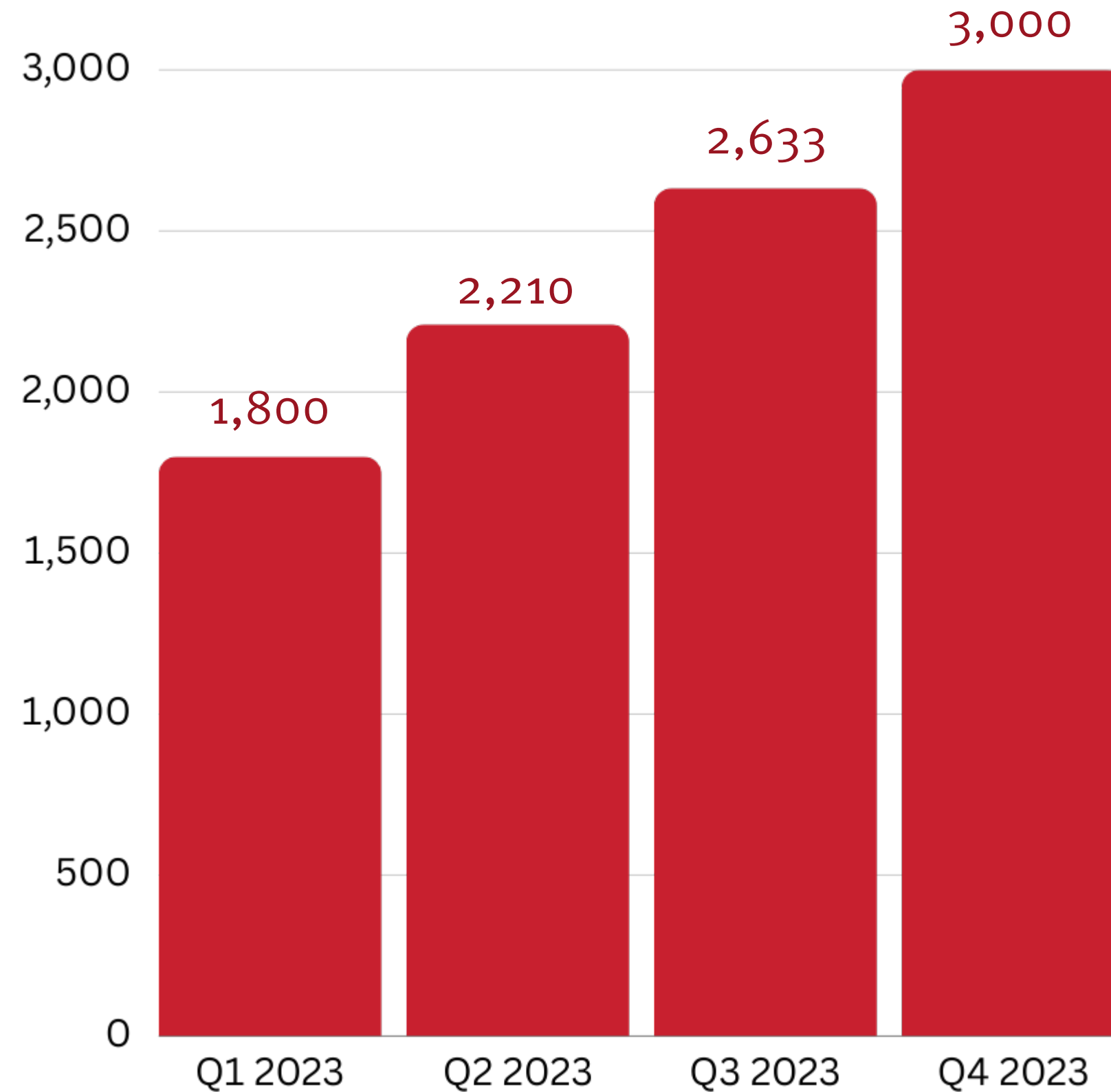
Reposts » 179

Total followers » 3,000

TOTAL FOLLOWERS

LinkedIn

» 67% increase in followers since January 2023



TOP POST BY IMPRESSIONS #1

LinkedIn

We were honored to welcome several former #ILAE presidents to Dublin, Ireland, for the 35th International Epilepsy Congress on 2-6 September 2023. Thank you to all for your fearless leadership and meaningful work toward improving lives affected by #epilepsy.

14 December 2023

Impressions	2,862
Engagement Rate	9.3%
Likes	105
CTR	5.4%



TOP POST BY IMPRESSION #2

LinkedIn

Last month, #ILAE President J. Helen Cross presented the 2023 Lifetime Achievement Award to Solomon ‘Nico’ Moshé (USA) and Peter Wolf (Denmark) during the Welcome Ceremony of the 35th International Epilepsy Congress on 1 September 2023 in Dublin, Ireland. This prize is the highest honor given by ILAE and reserved for truly exceptional work toward achieving our vision of a world where no person’s life is limited by #epilepsy.

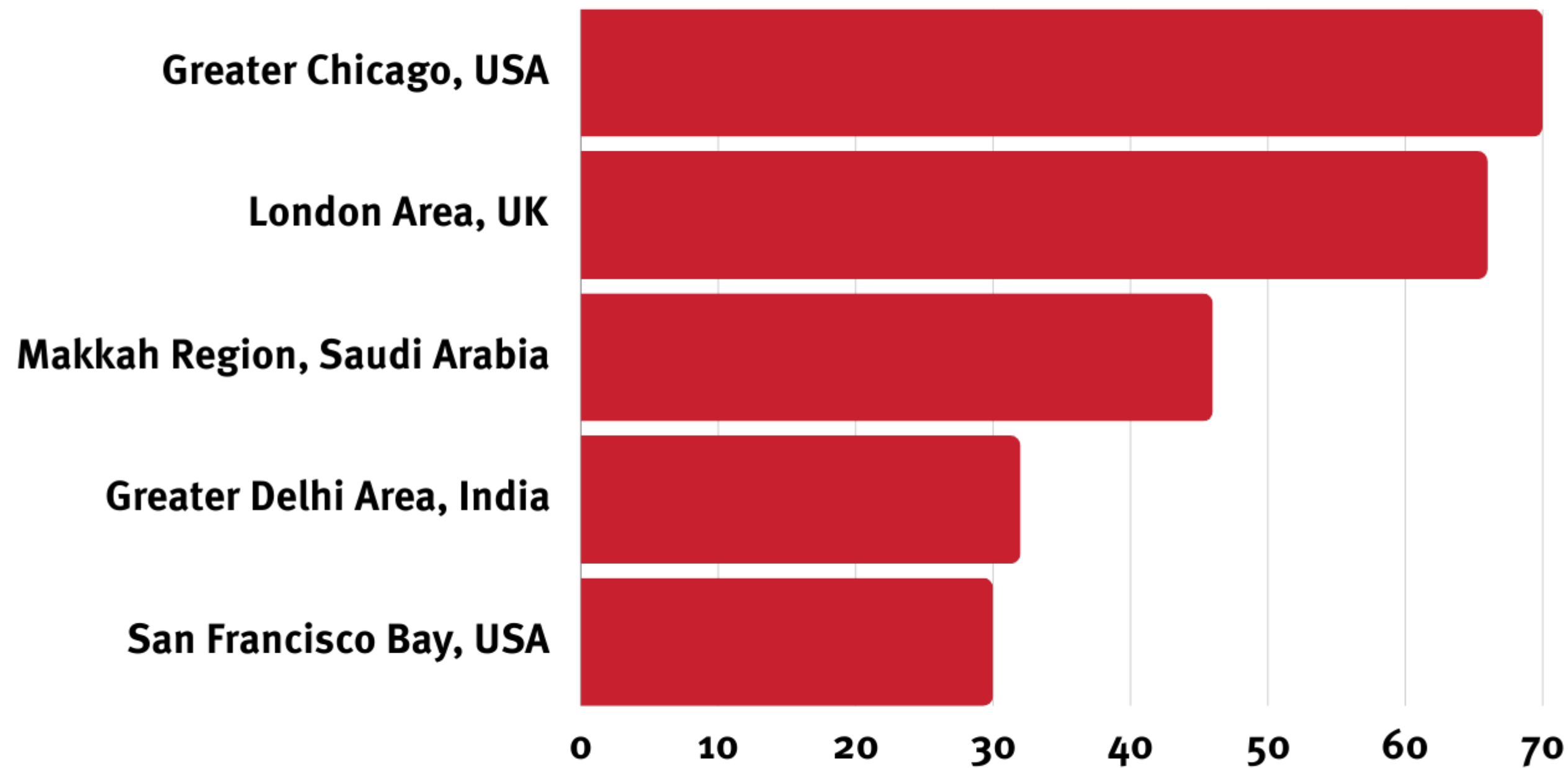
Impressions	2,552
Engagement Rate	10.5%
Likes	93
CTR	6.6%



VISITOR METRICS

LinkedIn

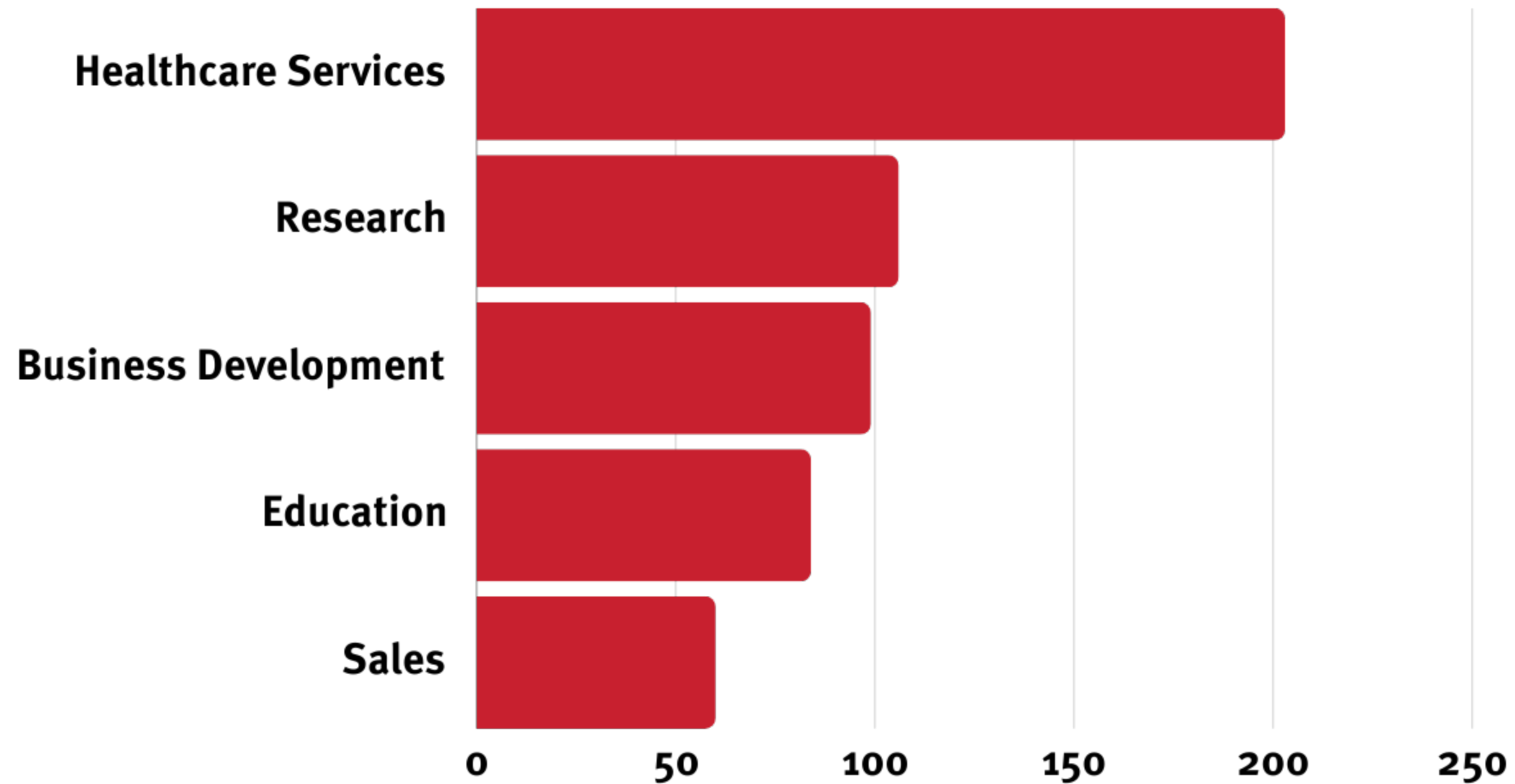
Locations with the highest total views



VISITOR METRICS

LinkedIn

Job functions with the highest total views



VISITOR METRICS

LinkedIn

Industries with the highest total views



Hospitals & Healthcare

Total views: 360



Non-Profit Organizations

Total views: 104



YouTube Analytics



OVERVIEW

YouTube

New videos » 71

Total videos » 256

Total views » 103,113

59%
increase
since
2022

Watch time » 8,078 hours

55%
increase
since
2022

Total subscribers » 5,431

New subscribers » 2,081

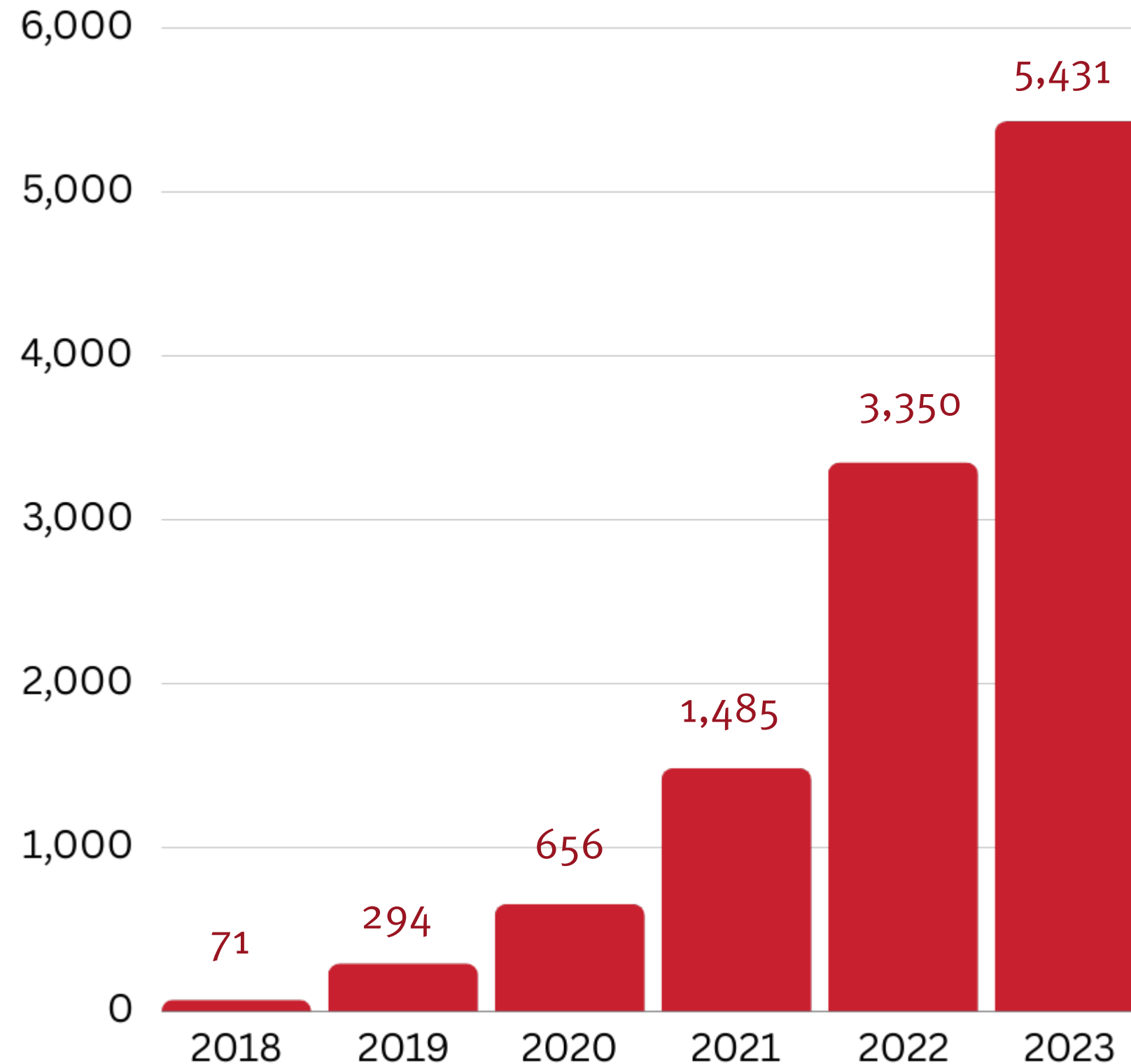
12%
increase
since
2022

TOTAL FOLLOWERS

YouTube

» 62.1% increase in followers since 2022

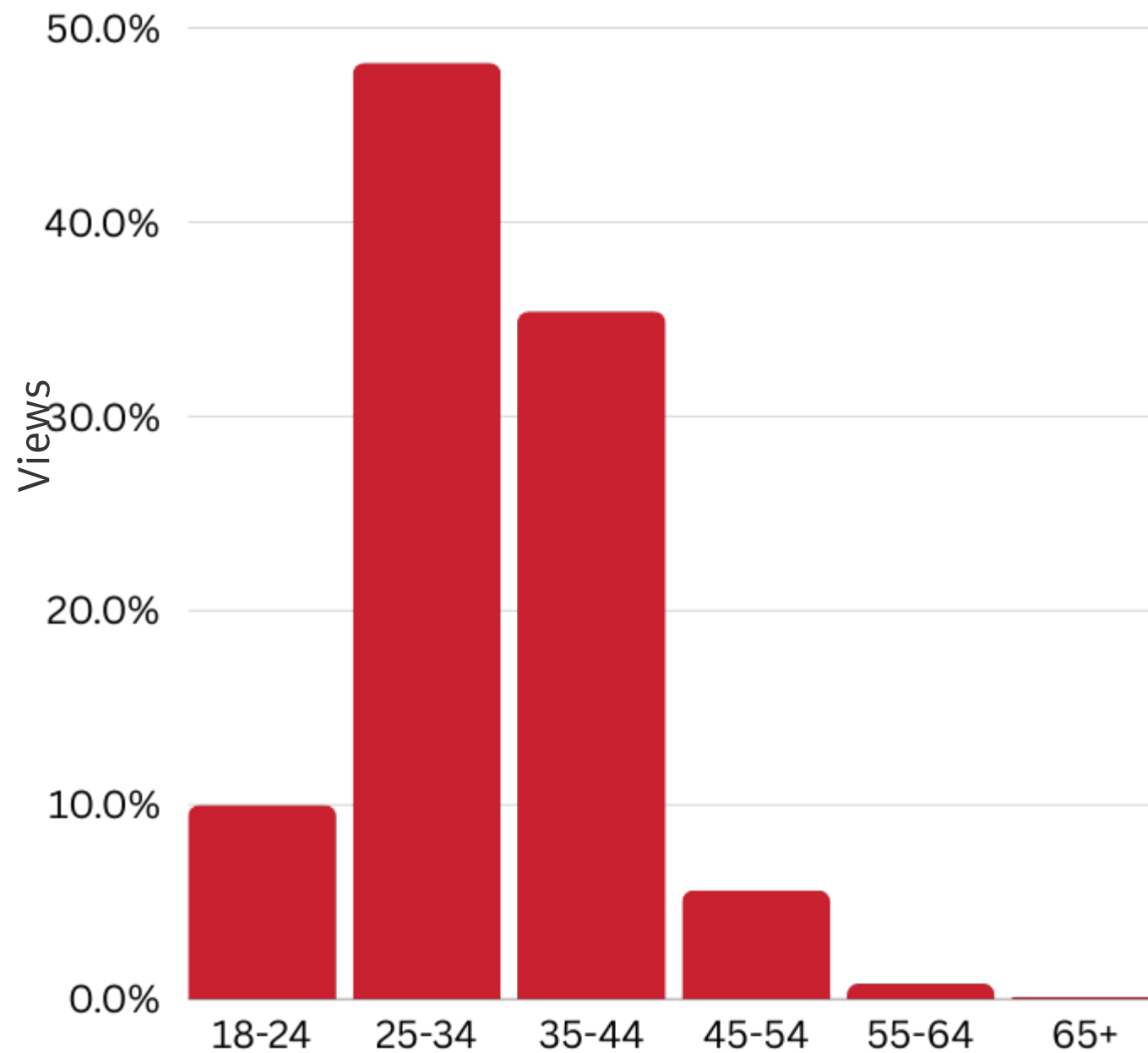
» 266% increase in followers since 2021



DEMOGRAPHICS

YouTube

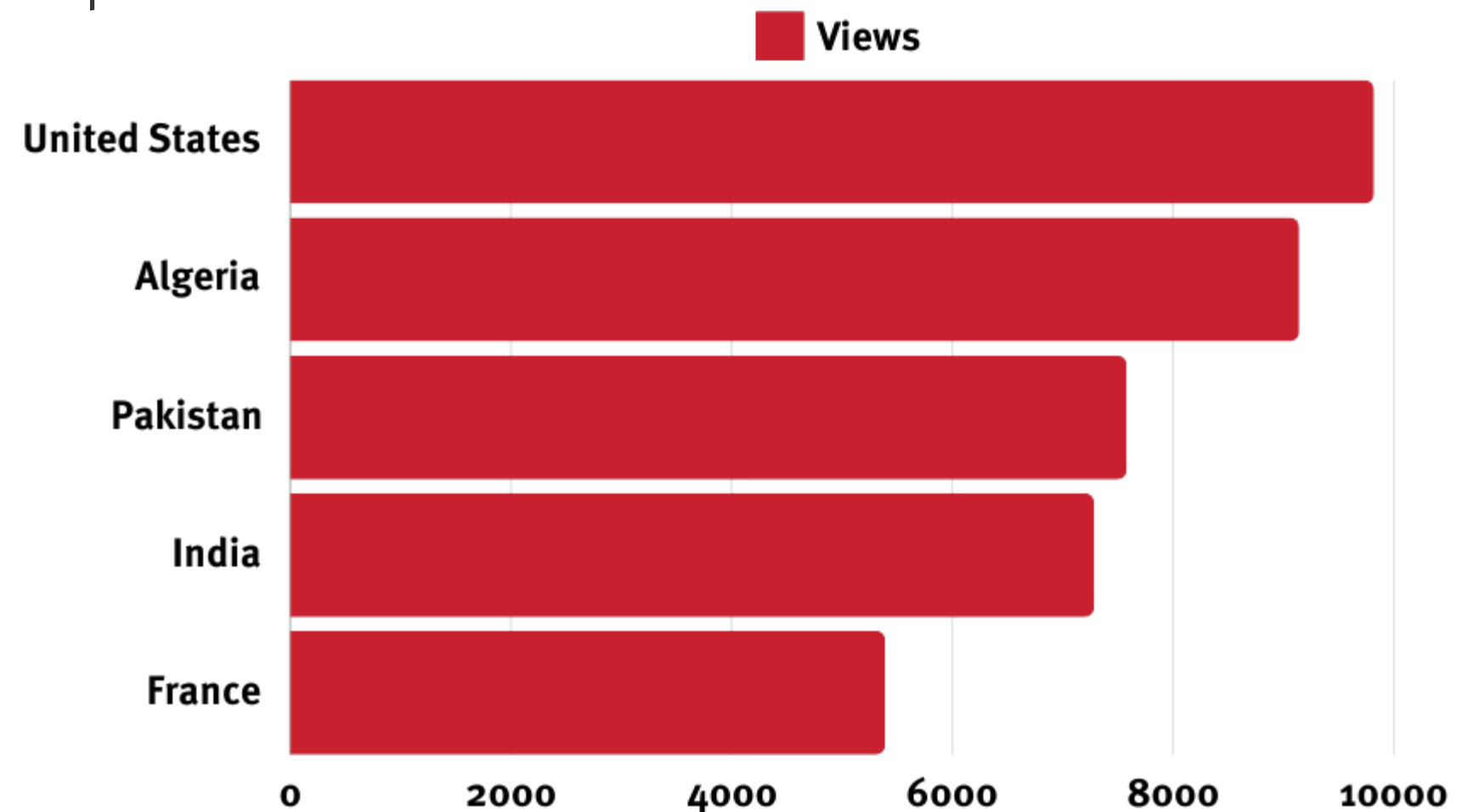
Age Distribution



Gender Distribution



Top Countries



TOP VIDEO BY VIEWS: 2023

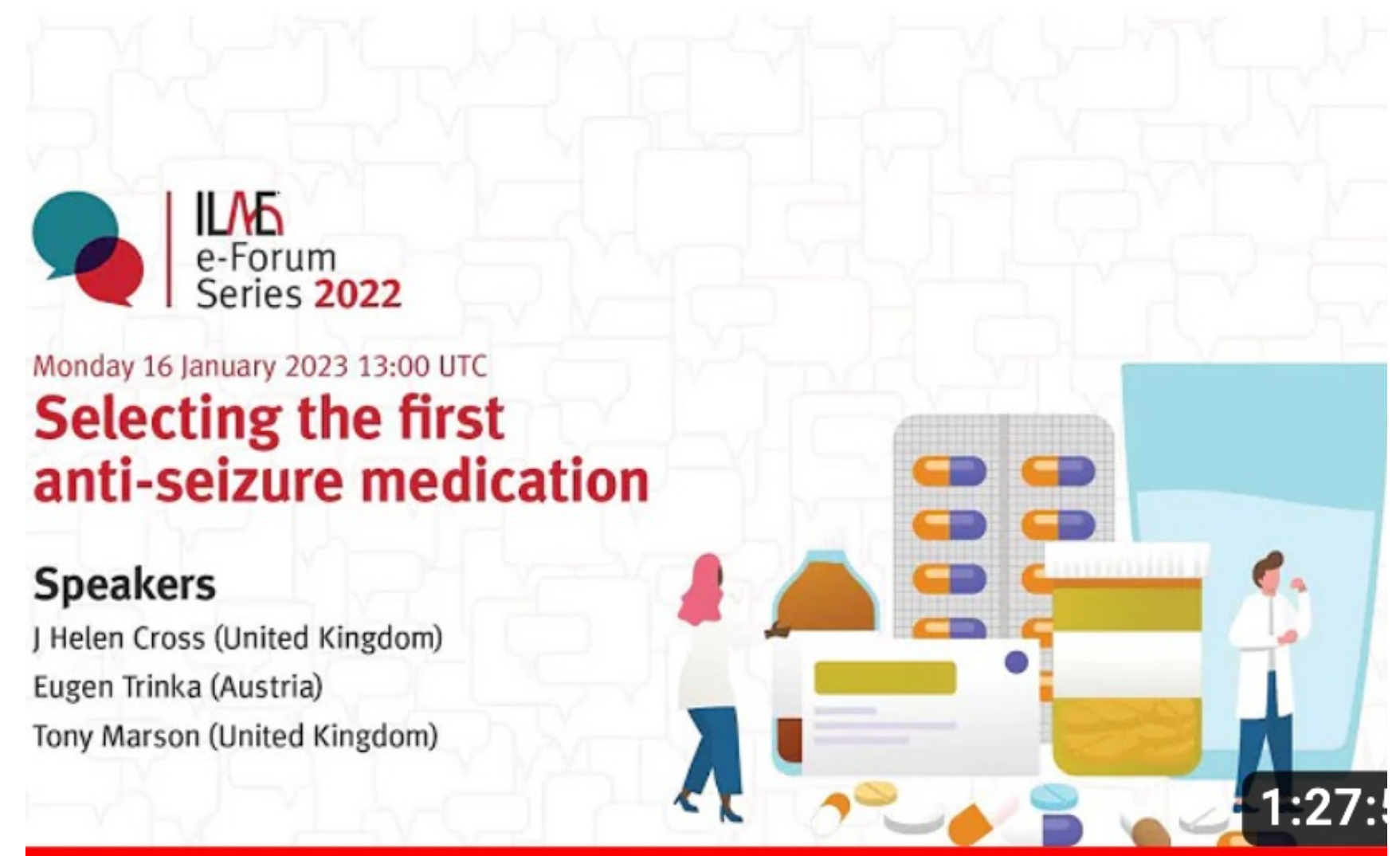
YouTube

ILAE e-Forum Series 2022 - Selecting the first anti-seizure medication

Speakers: J Helen Cross (UK), Tony Marson (UK), Eugen Trinka (Austria)

18 January 2023

Views	2,993
Impressions	28,901
Likes	84
CTR	4.4%



TOP VIDEO BY VIEWS: LIFETIME

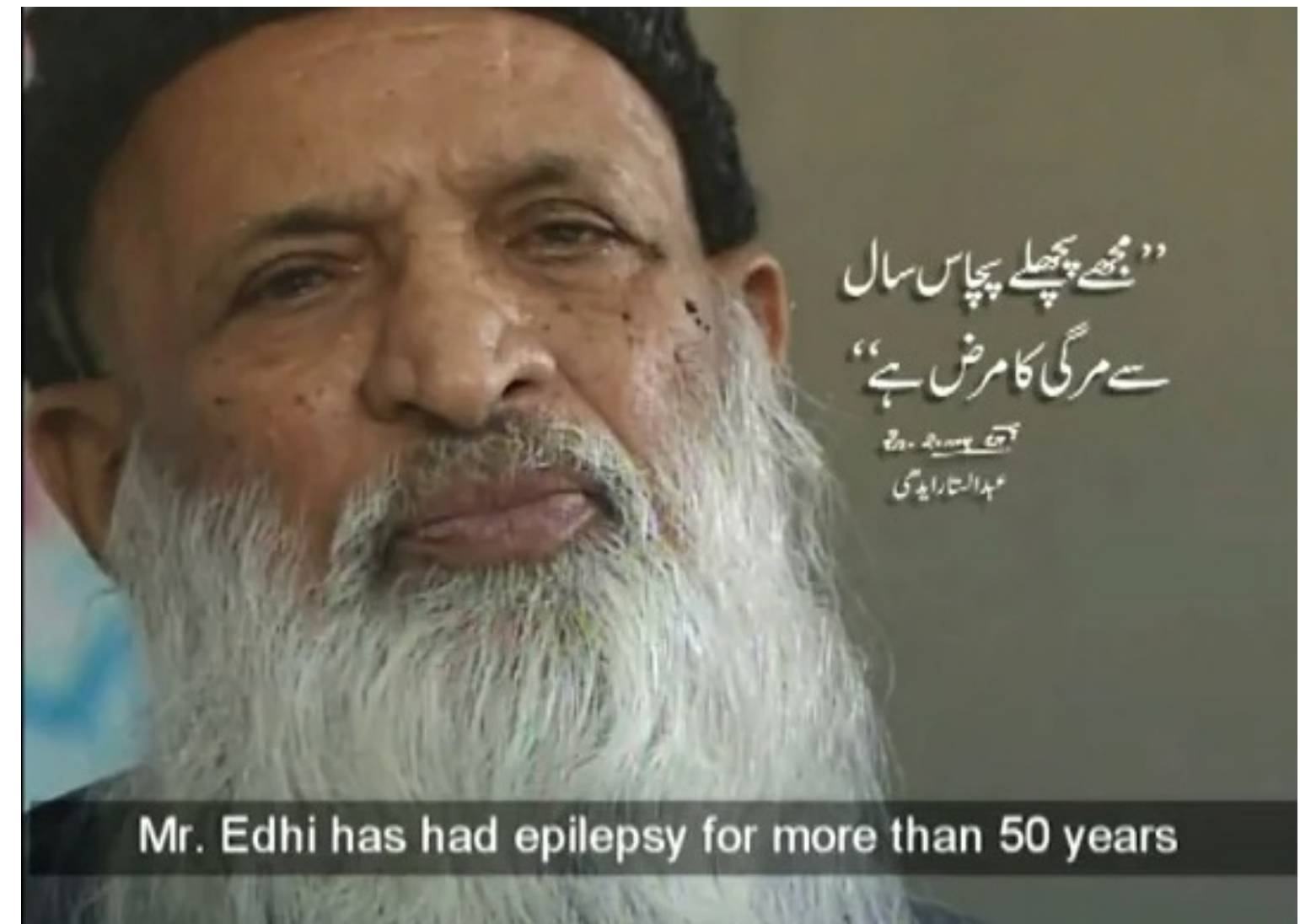
YouTube

Pakistan epilepsy awareness documentary

90-second documentary broadcast to raise epilepsy awareness in Pakistan; in Urdu with English subtitles

13 February 2020

Views	17,013
Impressions	142,702
Likes	187
CTR	6.3%



TOP PLAYLISTS

YouTube

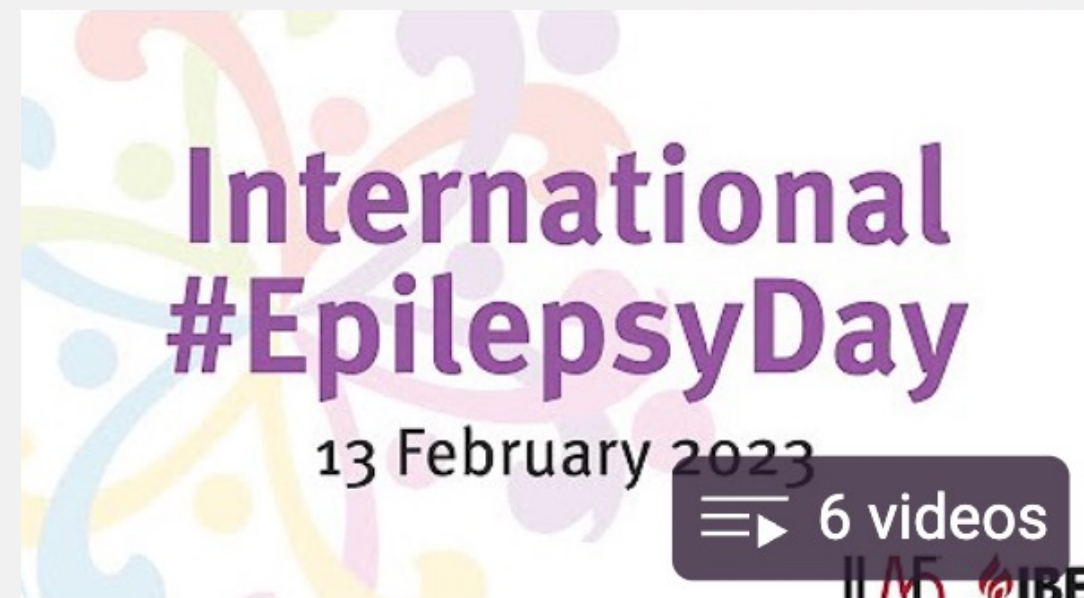
Neurosurgical Education Video Library (2022-2023)



Views: 547
2022-2023

1 (2023)

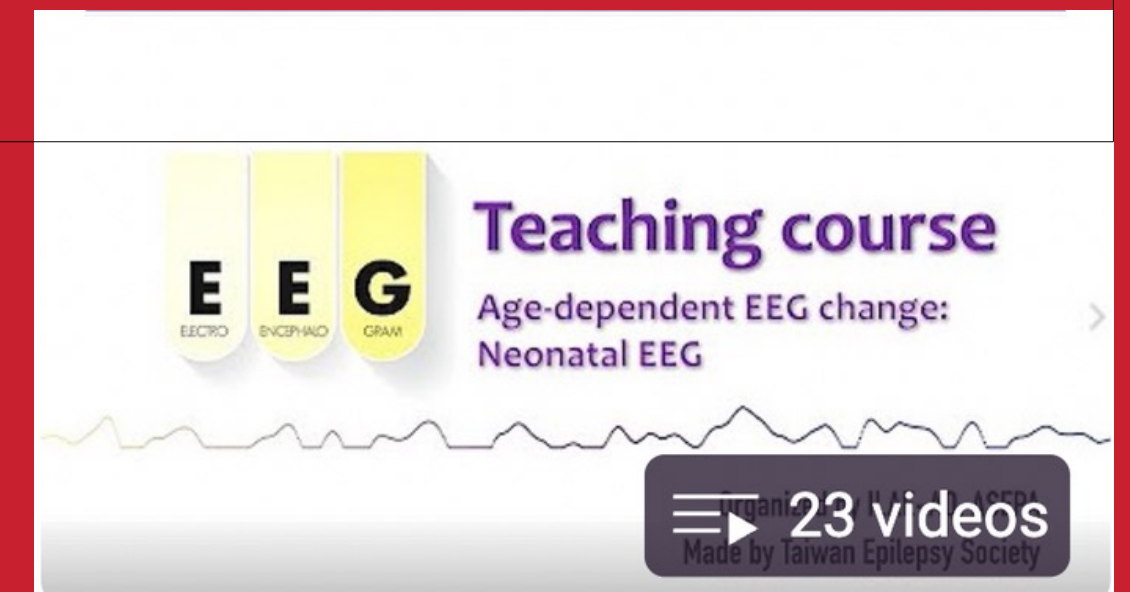
International Epilepsy Day 2023



Views: 203
13 Feb. 2023

2 (2023)

EEG & Epilepsy Teaching Courses (2021-2022): ILAE-AO & ASEPA



Views: 547
12 videos

1 (Lifetime)

TOP TRAFFIC SOURCES

YouTube

Top External Sources

- 1 . Google Search
- 2 . ilae.org
- 3 . WhatsApp

YouTube search

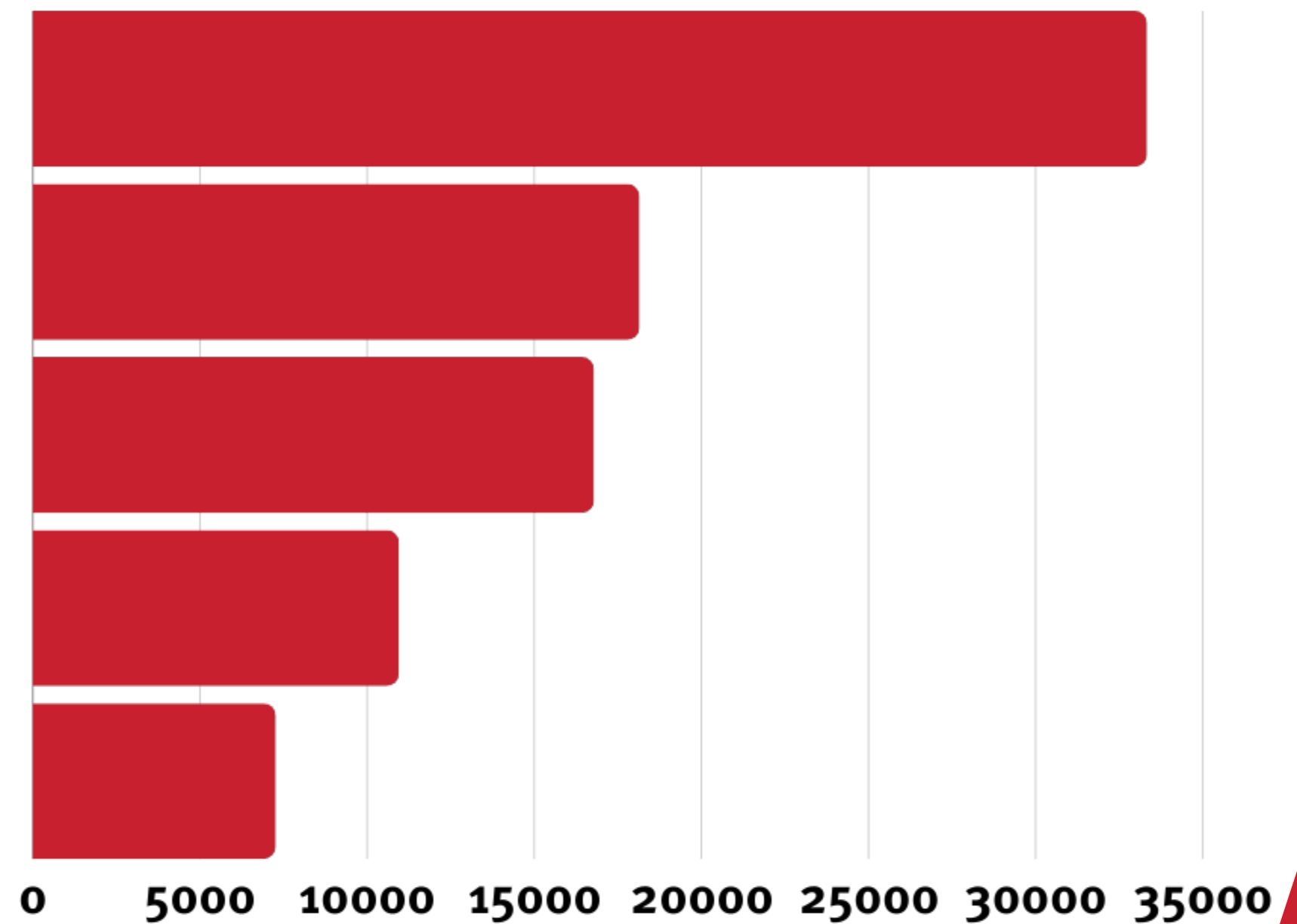
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Social Media Analytics Report 2023



ilae.org



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