

# Interactive Media



Jean Gotman

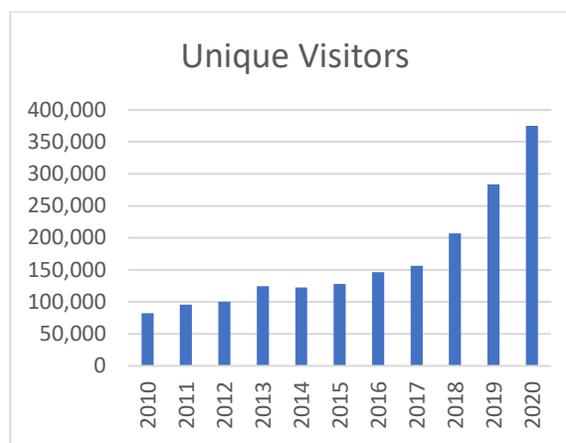
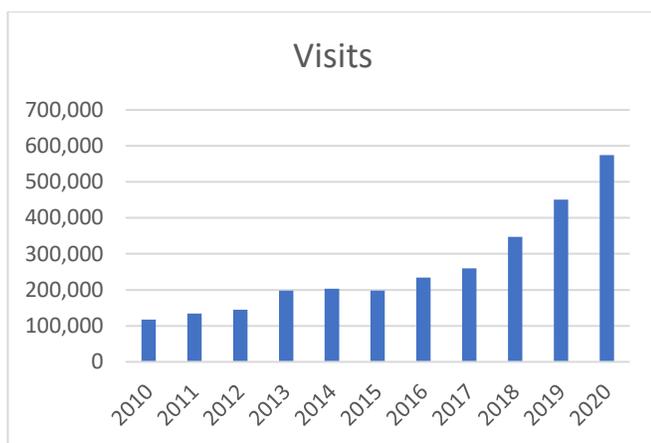


Deb Flower

The redesigned website has now been active for three full years, and the team continues to refine and enhance its capabilities. Beginning in March, the website featured information on COVID-19 and Epilepsy gathered by the COVID taskforce, including FAQs, surveys, links to articles, and in January, vaccine information. Much of the information is available in up to 10 languages. The information was updated frequently, and this consumed a significant proportion of the website work.

While the pandemic forced many changes and cancellations to ILAE congresses and courses, it also caused a move to virtual content that often saw a wider audience—live and in replay – than the previous corresponding in person events. For the first time, a Virtual Journals Prize Symposium was held where all the Journal prize winners spoke; people could attend congresses not in their region; a Virtual Epilepsy Symposium: Learnings from the COVID Pandemic was held twice to enable worldwide attendance; and there was a proliferation of webinars from ILAE Young Epilepsy Section (YES), ILAE-Eastern Mediterranean, and ILAE-Europe, for which a new “Webinar” section was created

Consistent with recent years but possibly influenced also by the pandemic, the number of visits and unique visitors continued to climb, with an increase of 27.6% in visits (to 574,757) and a 32.3% increase in unique visitors (to 375,167) in 2020



While the most popular pages by far continue to be the Definitions & Classification and Guidelines landing pages and some of the subpages in those sections are among the most visited pages, Education, Congresses, the Spanish translations, and the new COVID content also received much attention.

Page Name	2019	2020
Home Page	133,660	161,325
Guidelines	75,188	80,818
Definition & Classification	83,310	80,640
Classification of Epilepsies (2017)	58,593	61,185
Education	26,803	34,927
Guidelines & Reports	29,642	32,699
Congresses	35,533	28,971
Ketogenic Diet (SPANISH)	13,282	24,926
Definition of Epilepsy (2014)	22,919	24,012
Operational Seizure Classification (2017)	22,261	24,009
Translations: Spanish	28,631	23,310
COVID-19	n/a	22,129
<b>Total page views for ALL pages</b>	<b>1,151,607</b>	<b>1,372,617</b>

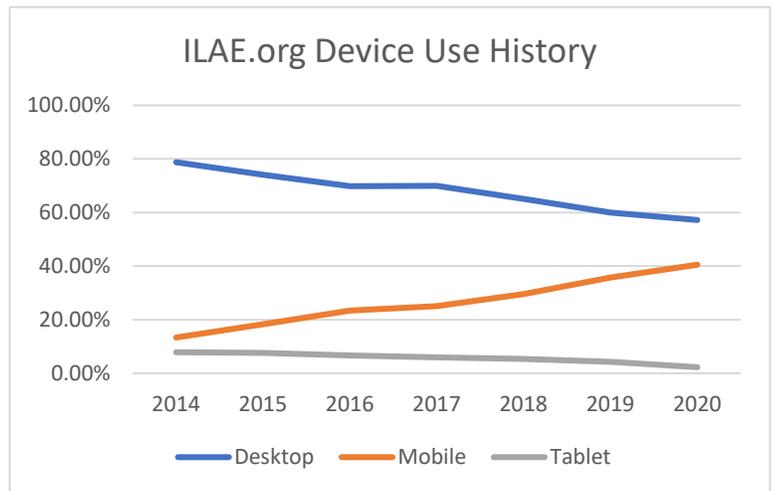
### Visitor survey

We repeated a series of 1-question pop up surveys as was previously done in 2013. Results were very similar.

- 1. Who are you?** The majority were healthcare professionals – Neurologists (35%), Epileptologists (15%), and Research or academic PhD (10%), Residents, fellows, nurses / PAs, technologists (13%) The remainder were persons with epilepsy, caregivers, or other.
- 2. Why did you come to the ILAE website?** 39% came for guidelines & reports, definitions, and classification; 19% were looking for general information about epilepsy for medical professionals, 12% sought information about congresses, 11% were looking for ILAE journals, and the remainder were interested in VIREPA, the Academy, epilepsy information for caregivers and patients, or other.
- 3. Are you a member of an ILAE chapter?** 32% said yes, 54% said no, while 12% were unsure (!)
- 4. Did you come to this site to find out about...?** The majority were looking for information about Epilepsy (69%); 25% were looking for ILAE information, and the remainder either did not answer or indicated Other.

## Devices

Increasingly, people are accessing the ILAE website via mobiles (40.52 %, vs. 13.13% in 2014), while desktop access has decreased from 78.79% in 2014 to 57.21% in 2020, and more strikingly, tablet use has declined from 7.86% to 2.27% in the same period. This is a result both of the 2017 redesign which made the site “responsive” – and clearly readable at all screen sizes – and the increased availability and screen size of mobile devices.



## Multilingual content

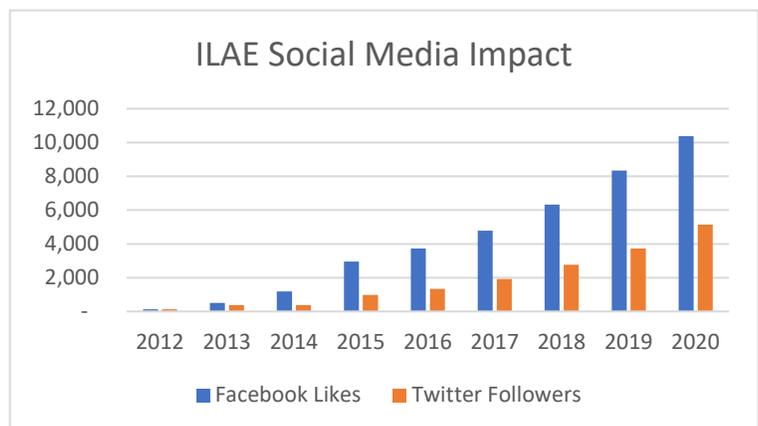
Multilingual content has expanded, both on the website and in social media, in support of ILAE’s global mission. The website now has content available in **22 different languages**. Although 55.9% of site visitors in 2020 were English speaking, 17.21% were Spanish speakers.

## ILAE Academy

Features were added to the ILAE website to ensure that all ILAE and ILAE-endorsed courses, webinars, and review articles appear both in calendar listings as well as in the ILAE curriculum. Each course and congress listing shows the associated learning objectives from the ILAE curriculum as well as a post-course survey rating attendee satisfaction.

## Social media and the next generation

We continue to reach more people via our social media accounts. The graph below shows the year-over-year increases in both Facebook likes and Twitter followers; Facebook likes and Twitter followers increased 24.3% and 37.6% respectively over 2019. Smaller social media accounts in several languages other than English are also maintained in collaboration with the YES.



## Newsletters

Monthly electronic newsletters containing highlights of League activities and publications are sent to a mailing list of over 10,000 email addresses. The content of the newsletters is developed by the team, with input from the

Congress staff, Wiley, and Epileptic Disorders, and includes items important to these groups, to make sure that the most important ILAE issues receive broad distribution.

*Epigraph* is emailed twice monthly, as is an ILAE Academy newsletter, and additional emails are sent when there are items of special importance.

We have also begun sending an email to “ILAE Leaders” – everyone serving on a Commission, Task Force, or Board. This short communication is sent via regular email (not through mass mailing, therefore less likely to be considered spam), to increase the chances that those most closely involved with ILAE are aware of changes and opportunities.

Submitted by Deb Flower, Jean Gotman and Priscilla Shisler