Interactive Media 2022

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Executive Summary

The impact of ILAE activities online continued to flourish in 2022. While 2021 saw a spike in traffic from COVID-19 recommendations, this guidance became significantly less relevant. As such, the website growth returned to a pre-pandemic, historical upward trend. Pageviews on www.ilae.org to key sections – including the homepage, guidelines and congresses landing pages – have steadily increased over recent years. This year, new content such as the 14th European Epilepsy Congress pages and the Classification and Definition of Epilepsy Syndromes also received top views.

With 17 issues distributed in 2022 to a growing audience of over 18,000 subscribers, the newsletter remains a primary means of communication for ILAE. In addition to these general mailings, 32 special issues were published, focusing on education, the Epigraph, ILAE classifications and position papers, and much more.

Outreach via social media expanded further into 2022 with over 1,000 goal-oriented posts shared on each platform – Facebook, Instagram and Twitter. Followers on all pages continued to rise, as well as link clicks directing traffic to the ILAE website.

The YouTube channel experienced massive growth thanks to interest in webinars and the new ILAE e-Forum series. These recordings and other educational offerings added up to 75 new videos for the year, most organized into topical playlists. Channel subscribers more than doubled and total views quadrupled from 2021.
Website: Overview

- **Pageviews**: 2,081,863
- **Visits (sessions)**: 873,949
- **Average pages per visit**: 2.38
- **Average visit duration**: 2:07 minutes

14th European Epilepsy Congress, 9-13 July 2022
The congress section (including the virtual program) received 53.7% of total website pageviews during this period.
Website: 2022 vs. 2021

• Pageviews: 42% decrease
  ▪ Home Page: 10% increase
  ▪ Guidelines: 25% increase
  ▪ Congresses: 61% increase
    ◦ COVID-19 guidance attributed to 25% of total web traffic in 2021
    ◦ COVID-19 guidance attributed to only 4% of total web traffic in 2022

• Visits (sessions): 31% decrease

• Average pages per visit: 37% increase

• Average visit duration: 49% increase
## Website: Top pages by views

<table>
<thead>
<tr>
<th></th>
<th>Webpage</th>
<th>Pageviews</th>
<th>Change from 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>14th European Epilepsy Congress</td>
<td>190,460</td>
<td>n/a</td>
</tr>
<tr>
<td>2</td>
<td>Welcome to the International League Against Epilepsy (Home)</td>
<td>133,982</td>
<td>10.5%</td>
</tr>
<tr>
<td>3</td>
<td>Guidelines</td>
<td>107,406</td>
<td>25.4%</td>
</tr>
<tr>
<td>4</td>
<td>Definition &amp; Classification</td>
<td>104,689</td>
<td>19.9%</td>
</tr>
<tr>
<td>5</td>
<td>ILAE Classification of the Epilepsies (2017)</td>
<td>59,088</td>
<td>-6.6%</td>
</tr>
<tr>
<td>6</td>
<td>Classification and Definition of Epilepsy Syndromes</td>
<td>51,246</td>
<td>n/a</td>
</tr>
<tr>
<td>7</td>
<td>Congresses</td>
<td>50,302</td>
<td>60.9%</td>
</tr>
<tr>
<td>8</td>
<td>XII Congreso Latinoamericano de Epilepsia</td>
<td>46,930</td>
<td>n/a</td>
</tr>
<tr>
<td>9</td>
<td>35th International Epilepsy Congress</td>
<td>37,612</td>
<td>n/a</td>
</tr>
<tr>
<td>10</td>
<td>Education</td>
<td>37,582</td>
<td>19.9%</td>
</tr>
</tbody>
</table>
Website: Traffic sources

- Website traffic acquired via social media increased by 70% since 2021.
- Website traffic acquired via ILAE newsletters increased by 32% since 2021.
Website: Top languages of users

1. English
2. Spanish
3. Italian
4. Russian
5. Japanese
6. French
7. German
8. Portuguese
9. Chinese
10. Arabic

- English: 50.8%
- Spanish: 14.6%
- Italian: 5.3%
- Russian: 5.1%
- Japanese: 4.6%
- French: 3.6%
- German: 2.9%
- Portuguese: 3.1%
- Chinese: 1.8%
- Arabic: 1.2%

Other: 7.0%
## Website: Top countries of users

<table>
<thead>
<tr>
<th>Country</th>
<th>Users</th>
<th>% of Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>94,948</td>
<td>16.6%</td>
</tr>
<tr>
<td>Italy</td>
<td>31,166</td>
<td>5.5%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>29,775</td>
<td>5.2%</td>
</tr>
<tr>
<td>Japan</td>
<td>28,327</td>
<td>4.9%</td>
</tr>
<tr>
<td>India</td>
<td>27,487</td>
<td>4.8%</td>
</tr>
<tr>
<td>Mexico</td>
<td>27,047</td>
<td>4.7%</td>
</tr>
<tr>
<td>Russia</td>
<td>17,544</td>
<td>3.1%</td>
</tr>
<tr>
<td>Germany</td>
<td>15,262</td>
<td>2.7%</td>
</tr>
<tr>
<td>Brazil</td>
<td>15,130</td>
<td>2.6%</td>
</tr>
<tr>
<td>France</td>
<td>13,143</td>
<td>2.3%</td>
</tr>
</tbody>
</table>
Website: Top technology of users

• **Device usage**
  - Mobile: 49.8%
  - Desktop: 48.7%
  - Tablet: 1.6%

• **Browser & OS**
  - Chrome: 57.8%
  - Safari: 27.8%
  - Edge: 5.5%
  - Android: 2.6%
  - Firefox: 2.5%
Users spent approximately 50,000 hours throughout the year on the diagnostic manual website.

- **Total users**: ~239,000
- **Total sessions**: ~321,000
- **Average session duration**: 9 minutes, 13 seconds
- **Promotional social media posts**: 5
Newsletter: Overview

• All newsletters
  • ILAE: 17
  • Epigraph: 17
  • Education: 4
  • Special: 11

• ILAE newsletter
  • Average links per issue: 115
  • Average open rate: 45.3%
  • Average click to open rate: 31.3%
Newsletter: Mailing List

Subscribers request to receive our newsletters via a form at [my.ilae.org/page/Consent](http://my.ilae.org/page/Consent). This was our 18th most visited link of 2022 with a total of 17,149 pageviews. While 80% of users arrived on the page from visiting elsewhere on [www.ilae.org](http://www.ilae.org), the rest were generally directed to the page from our post-webinar surveys, the ILAE Academy, social media, a copy of the newsletter, or via Google searching.

- **New subscribers**: 3,930
  26.8% increase since 2021
- **Total subscribers**: 18,581
Facebook: Overview

• **Posts:** 1,035

• **Page visits:** 18,021
  136.6% increase from 2021

• **Page reach:** 321,297
  114.4% increase from 2021

• **New likes:** 2,066
  67.4% increase from 2021

• **Total followers:** 15,927

• **Website sessions initiated:** 26,768
  117.1% increase from 2021
Facebook: Demographics*

*As of 2 March 2023

Top countries

- United States: 9.8%
- Mexico: 9.4%
- Egypt: 6.7%
- India: 3.8%
- Brazil: 3.4%
- Italy: 3%
- Peru: 3%
- Algeria: 2.9%
- United Kingdom: 2.9%
- Romania: 2.4%

Age & gender

- Women: 57.4%
- Men: 42.6%
Facebook: Top post by reach

Growth of Facebook post reach from 15 minutes after publication to 22 days later

How is my post performing?
Facebook post reach
5,550

What's affecting my post reach?
The more interactions your post receives, the higher it may appear.

Organic interactions
Link clicks
102 ↑ 124%
Higher than typical
Typically 3-19

Facebook post comments
1 ↑ 100%
Higher than typical
Typically 0

Facebook post shares
18 ↑ 100%
Higher than typical
Typically 1-3

Facebook post reactions
91 ↑ 810%
Higher than typical
Typically 4-22

Recently updated pages:
- Early myoclonic encephalopathy
- Childhood absence epilepsy
- Febrile seizure
- Frontal lobe epilepsy
- Midazolam
- Hemispherectomy
Instagram: Overview

- **Posts**: 1,026
- **Page visits**: 7,009
  - 144.0% increase from 2021
- **Page reach**: 10,476
- **New followers**: 1,111
  - 49.5% increase from 2021
- **Total followers**: 3,356
- **Website sessions initiated**: 1,690
  - 218.3% increase from 2021

![Instagram Followers Chart](chart.png)
Instagram: Demographics*

**Age & gender**
- Women - 70.8%
- Men - 29.2%

**Top countries**
- Brazil: 18.2%
- United States: 7.8%
- Colombia: 6.6%
- Argentina: 6.6%
- Indonesia: 4.9%

*As of 2 March 2023*
Instagram: Top post by reach

Instagram post reach
1,825 ↑ 302.9%
Higher than typical
Typically 347-734

What's affecting my post reach?
The more interactions your post receives, the higher it may appear.

Organic interactions
Instagram post comments
0 0%
Typical
Typically 0

Instagram post shares
19 ↑ 1.9%
Higher than typical
Typically 0-1

Instagram post likes
75 ↑ 525%
Higher than typical
Typically 7-17
Twitter: English account

English account

• **Tweets:** 1,317
  
  91% increase from 2021

• **Impressions:** 1,231,800
  
  91% increase from 2021

• **New followers:** 2,325
  
  35% increase from 2021

• **Total followers:** 8,979

Website sessions initiated via all Twitter accounts: 7,050

  90.4% increase since 2021
Twitter: Top English tweet by impressions

- **Impressions**: 10,679
- **Engagements**: 400
- **Likes**: 112
- **Retweets**: 55
- **Quote tweets**: 3

NEW #ILAE Classification and Definition of #Epilepsy Syndromes:
syndromes with onset in neonates and infants (up to age 2 years),
syndromes that onset in childhood; syndromes that may begin at a
variable age (pediatric and adult patients) & idiopathic generalized
epilepsies

ILAE Classification & Definition of Epilepsy Syndromes

Syndromes with onset in neonates and infants
(up to age 2 years)

Syndromes that onset in childhood

Syndromes that may begin at a variable age
(pediatric & adult patients)

Idiopathic Generalized Epilepsies

3:48 PM · May 3, 2022

View Tweet analytics

55 Retweets 3 Quote Tweets 112 Likes
<table>
<thead>
<tr>
<th>French account</th>
<th>Spanish account</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tweets: 156</td>
<td>Tweets: 201</td>
</tr>
<tr>
<td>Impressions: 46,078</td>
<td>Impressions: 151,807</td>
</tr>
<tr>
<td>New followers: 61</td>
<td>New followers: 344</td>
</tr>
<tr>
<td>30.7% increase from 2021</td>
<td>43.9% increase from 2021</td>
</tr>
<tr>
<td>Total followers: 260</td>
<td>Total followers: 1,127</td>
</tr>
</tbody>
</table>

Other active Twitter accounts: Portuguese & Japanese
YouTube: Overview

• **New videos:** 75
• **Total videos:** 186
• **Views:** 65,028
  211% increase from 2021
• **Watch time:** 5,220 hours
  445% increase from 2021
• **New subscribers:** 1,865
  126% increase from 2021
• **Total subscribers:** 3,350
YouTube: Demographics

Top countries of viewers
1. Algeria
2. United States
3. France
4. Morocco
5. Pakistan
6. India
7. Mexico
8. Tunisia
9. Senegal
10. United Kingdom

ILAE-Eastern Mediterranean and ILAE-Africa held 12 English and 12 French webinars in 2022. The highest registrations came from participants in Tunisia, Algeria, Morocco, Iraq, Saudi Arabia, France and Senegal, respectively. The webinar recordings attracted a similar audience to the ILAE YouTube channel.
ILAE e-Forum Series 2022 - Rescue medications for seizures and status epilepticus

Published on 24 February 2022

• Views: 1,514
• Watch time: 253.3 hours
• New subscribers: 34
## YouTube: Top playlists by views

<table>
<thead>
<tr>
<th>Playlist</th>
<th>Languages</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>EEG &amp; Epilepsy Teaching Courses (2021-2022): ILAE-AO &amp; ASEPA</td>
<td>English</td>
<td>4,567</td>
</tr>
<tr>
<td>Le cours sur l’épilepsie en français (2021)</td>
<td>French</td>
<td>2,333</td>
</tr>
<tr>
<td>ILAE Academy</td>
<td>English, Spanish</td>
<td>334</td>
</tr>
<tr>
<td>Neurosurgical Education Video Library (2022)</td>
<td>English</td>
<td>329</td>
</tr>
<tr>
<td>Eastern Mediterranean Webinars</td>
<td>English, French</td>
<td>279</td>
</tr>
</tbody>
</table>