ILAE®

Social Media Analytics Report 2023

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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, \( \times 100\% \)

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

Linkedln 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
Visits (sessions) ➔ 983,823
Avg pages/visit ➔ 2.3
Avg time on page ➔ 1:19

7.4% increase since 2022
4.5% decrease since 2022
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

Home Page: 18% increase since 2022
Guidelines: 14% increase since 2022
Congresses: 14% increase since 2022
<table>
<thead>
<tr>
<th>1</th>
<th>Home Page</th>
<th>159,012</th>
<th>19.6%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Guidelines</td>
<td>121,958</td>
<td>14.0%</td>
</tr>
<tr>
<td>3</td>
<td>Definition &amp; Classification</td>
<td>117,633</td>
<td>12.9%</td>
</tr>
<tr>
<td>4</td>
<td>Classification of Epilepsies (2017)</td>
<td>53,934</td>
<td>8.7%</td>
</tr>
<tr>
<td>5</td>
<td>Classification and Definition of Epilepsy Syndromes</td>
<td>81,977</td>
<td>60.0%</td>
</tr>
<tr>
<td>6</td>
<td>Education</td>
<td>38,689</td>
<td>3.0%</td>
</tr>
<tr>
<td>7</td>
<td>Guidelines &amp; Reports</td>
<td>41,969</td>
<td>14.0%</td>
</tr>
<tr>
<td>8</td>
<td>Congresses</td>
<td>57,375</td>
<td>14.1%</td>
</tr>
</tbody>
</table>
TRAFFIC SOURCES

Website

Total Users: 303,016

- Organic Search: 206,491
- Direct: 62,759
- Referral: 20,846
- (Other): 16,582
- Social: 15,938
- Email: 223

Number of Users
### TOP LANGUAGES OF USERS

**Website**

<table>
<thead>
<tr>
<th>Language</th>
<th>% of Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>54.7%</td>
</tr>
<tr>
<td>Spanish</td>
<td>17.9%</td>
</tr>
<tr>
<td>Portuguese</td>
<td>3.0%</td>
</tr>
<tr>
<td>Italian</td>
<td>3.6%</td>
</tr>
<tr>
<td>French</td>
<td>3.5%</td>
</tr>
<tr>
<td>Russian</td>
<td>2.5%</td>
</tr>
<tr>
<td>Japanese</td>
<td>2.4%</td>
</tr>
<tr>
<td>German</td>
<td>2.4%</td>
</tr>
</tbody>
</table>
## TOP COUNTRIES OF USERS

<table>
<thead>
<tr>
<th>Country</th>
<th>% Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>18.7%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>6.1%</td>
</tr>
<tr>
<td>Mexico</td>
<td>5.7%</td>
</tr>
<tr>
<td>India</td>
<td>5.7%</td>
</tr>
<tr>
<td>Italy</td>
<td>3.7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Country</th>
<th>% Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spain</td>
<td>2.9%</td>
</tr>
<tr>
<td>Japan</td>
<td>2.6%</td>
</tr>
<tr>
<td>Germany</td>
<td>2.5%</td>
</tr>
<tr>
<td>Brazil</td>
<td>2.5%</td>
</tr>
<tr>
<td>Colombia</td>
<td>2.4%</td>
</tr>
</tbody>
</table>
## TOP TECHNOLOGY OF USERS

### Website

<table>
<thead>
<tr>
<th>Browser &amp; OS</th>
<th>% Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chrome</td>
<td>57.0%</td>
</tr>
<tr>
<td>Safari</td>
<td>26.5%</td>
</tr>
<tr>
<td>Edge</td>
<td>7.9%</td>
</tr>
<tr>
<td>Firefox</td>
<td>2.5%</td>
</tr>
<tr>
<td>Samsung Internet</td>
<td>2.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Device Usage</th>
<th>% Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop</td>
<td>51.9%</td>
</tr>
<tr>
<td>Mobile</td>
<td>46.7%</td>
</tr>
<tr>
<td>Tablet</td>
<td>1.5%</td>
</tr>
</tbody>
</table>
DEVICE USE HISTORY

Website

- **Desktop**
- **Mobile**
- **Tablet**

Years: 2014 to 2023

Usage Trends Over Time
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
149% increase in page reach since 2022
DEMOGRAPHICS

Instagram

Age Distribution

Gender Distribution

Male 29.2%
Female 70.8%

Top Cities

(1) São Paulo, Brazil
(2) Buenos Aires, Argentina
(3) Bogotà, Colombia
(4) Istanbul, Turkey
(5) Santiago, Chile
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
“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.
BEST TIMES TO POST

Instagram

Based on highest average impressions per post
Time zone: Eastern Standard Time (EST)

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

Total stories » 370

Link clicks » 531

Navigation » 25,525

Impressions » 23,520
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**

- 18-24: 35%
- 25-34: 30%
- 35-44: 25%
- 45-54: 20%
- 55-64: 15%
- 65+: 10%

**Gender Distribution**

- Male: 42.1%
- Female: 57.9%

**Top Cities**

1. Mexico City, Mexico
2. Cairo, Egypt
3. Lima, Peru
4. Bucharest, Romania
5. Algiers, Algeria
"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.

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.
"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."
TOP POSTS BY LINK CLICKS

Facebook

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1. **ILAE School on Neuroimaging**
   - 15-17 June 2023 | Online (AMIE & SuSIE)
   - **Register Now for Free!**
   - www.ilae.org/neuroimaging2023
   - Link Clicks: 415
   - [Permalink](#)

2. **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 neuroimagingyes2@gmail.com
   - Deadline: May 6, 2023
   - For details, scan or see the link in the post
   - Link Clicks: 283
   - [Permalink](#)

3. **Focal epilepsies: Update on diagnosis and classification**
   - Fabio A. Nascimento, Daniel Friedman, Jurriaan M. Peters, Meriem K. Bensalem-Owen, Fernando Cerdeño, Stefan Rampp, Elaine Winell, Ingrid Blümcke, William Tatton, Sándor Bencsódy
   - First published: 20 March 2023
   - Link Clicks: 236
   - [Permalink](#)
## TOP SHARED URLs
From Facebook to Website

(For Q1 & Q2)

<table>
<thead>
<tr>
<th>URL</th>
<th>Page Title</th>
<th>Sessions</th>
<th>Pageviews</th>
<th>Pages/Session</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.ilae.org/guidelines/definition-and-classification/classification-and-definition-of-epilepsy-syndromes/classification-and-definition-of-epilepsy-syndromes">www.ilae.org/guidelines/definition-and-classification/classification-and-definition-of-epilepsy-syndromes/classification-and-definition-of-epilepsy-syndromes</a></td>
<td>Classification and Definition of Epilepsy Syndromes</td>
<td>430</td>
<td>617</td>
<td>1.4</td>
</tr>
<tr>
<td><a href="http://www.ilae.org/regions-and-countries/regions/ilae-latin-america/custom">www.ilae.org/regions-and-countries/regions/ilae-latin-america/custom</a></td>
<td>ALADE (Academia Latinoamericana de Epilepsia)</td>
<td>338</td>
<td>733</td>
<td>2.3</td>
</tr>
<tr>
<td><a href="http://www.ilae.org/congresses/ilae-school-on-neuroimaging-2023-amie-and-susie">www.ilae.org/congresses/ilae-school-on-neuroimaging-2023-amie-and-susie</a></td>
<td>ILAE School on Neuroimaging 2023</td>
<td>323</td>
<td>454</td>
<td>1.4</td>
</tr>
</tbody>
</table>
OVERVIEW
X (Twitter)

- Total tweets: 1,104
- New likes: 9,918
- Link clicks: 9,625
- New followers: 1,565
- Total followers: 10,541
- 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
#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

<table>
<thead>
<tr>
<th>Impressions</th>
<th>18,643</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement</td>
<td>406</td>
</tr>
<tr>
<td>Likes</td>
<td>56</td>
</tr>
<tr>
<td>Retweet</td>
<td>30</td>
</tr>
</tbody>
</table>

23 August 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

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)

<table>
<thead>
<tr>
<th>URL</th>
<th>Page Title</th>
<th>Sessions</th>
<th>Pageviews</th>
<th>Pages/Session</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.ilae.org/congresses/ilae-school-on-neuroimaging-2023-amie-and-susie">www.ilae.org/congresses/ilae-school-on-neuroimaging-2023-amie-and-susie</a></td>
<td>ILAE School on Neuroimaging 2023</td>
<td>181</td>
<td>229</td>
<td>1.3</td>
</tr>
</tbody>
</table>
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

23% increase since 2022
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

199
260
306

18% increase since 2022
LinkedIn Analytics
OVERVIEW
LinkedIn

- Impressions: 77,442
- Total followers: 3,000
- Total clicks: 3,824
- New likes: 9,918
- Total Posts: 124
- Reactions: 2,062
- Reposts: 179

New in February 2023!
TOTAL FOLLOWERS
LinkedIn

67% increase in followers since January 2023
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.
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.
VISITOR METRICS
LinkedIn

Locations with the highest total views

- Greater Chicago, USA
- London Area, UK
- Makkah Region, Saudi Arabia
- Greater Delhi Area, India
- San Francisco Bay, USA
VISITOR METRICS
LinkedIn

Job functions with the highest total views

- Healthcare Services
- Research
- Business Development
- Education
- Sales

0 50 100 150 200 250
VISITOR METRICS

LinkedIn

Industries with the highest total views

Hospitals & Healthcare
Total views: 360

Non-Profit Organizations
Total views: 104
OVERVIEW

**YouTube**

- **New videos** » 71
- **Total videos** » 256
- **Total views** » 103,113
- **Watch time** » 8,078 hours
- **Total subscribers** » 5,431
- **New subscribers** » 2,081

*55% increase since 2022*
*59% increase since 2022*
*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
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
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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Views</td>
<td>17,013</td>
</tr>
<tr>
<td>Impressions</td>
<td>142,702</td>
</tr>
<tr>
<td>Likes</td>
<td>187</td>
</tr>
<tr>
<td>CTR</td>
<td>6.3%</td>
</tr>
</tbody>
</table>
TOP PLAYLISTS

YouTube

1. Neurosurgical Education Video Library (2022-2023)
   - 12 videos
   - Views: 547
   - (2023)
   - 2022-2023

2. International Epilepsy Day 2023
   - 6 videos
   - Views: 203
   - (2023)
   - 13 Feb. 2023

3. EEG & Epilepsy Teaching Courses (2021-2022): ILAE-AO & ASEPA
   - 23 videos
   - Views: 547
   - (Lifetime)
   - 12 videos
TOP TRAFFIC SOURCES

YouTube

Top External Sources
1. Google Search
2. ilae.org
3. WhatsApp