

EMHA

CAMPAIGN RESULTS REPORT
CLUSTER HEADACHE DAY



March 2020

#21MarchClusterheadacheDay

GOAL

The data in the following report has been collected in the different EMHA social media channels about the campaign.

“#21MarchClusterHeadacheDay”.

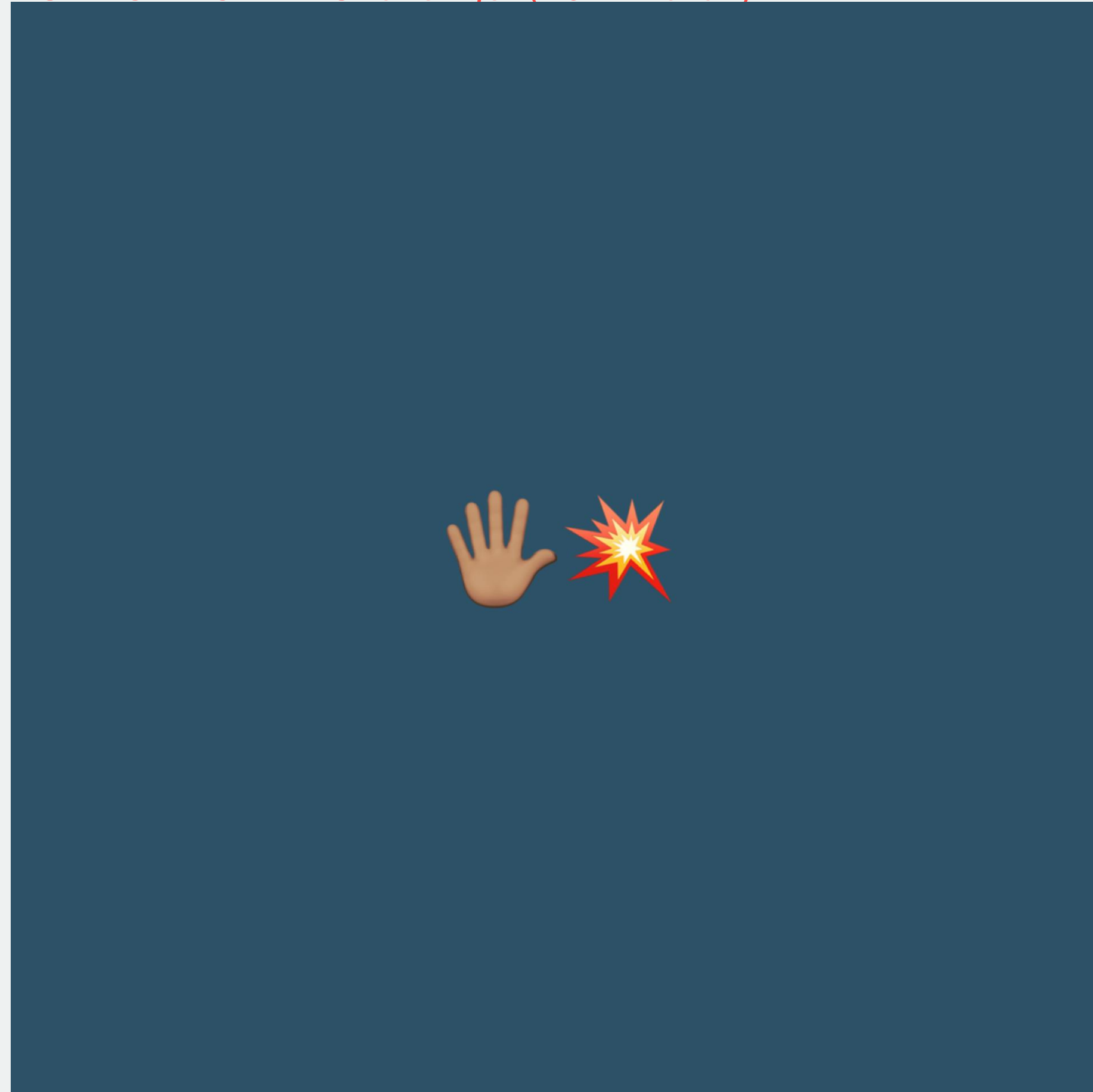
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March 2020

TWO PUBLICATIONS, 1 CHALLENGE, ONE ANSWER

We decided to set 1 challenge - to motivate the engagement and increase the effect of the campaign in an organic way.

#21MarchClusterheadacheDay

PUBLICATION 1 - Challenge (20th March)



PUBLICATION 2 - Answer (21st March)



#21MarchClusterheadacheDay

01_Channels

The EMHA Social Media channels were used to present and spread the campaign, with different results of effect and engagement.

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02_Gain Media

The campaign also asked the EMHA member organizations to participate through their Social Media profiles.

#21MarchClusterheadacheDay

PUBLICATION 1 - (20th March)

FACEBOOK

Average interactions of publications: 27

Interactions: 33

Average scope of publications: 445

Scope: 245



% Engagement: 13,5%

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March 2020

EMHA - European Migraine and Headache Alliance
Publicado por Juli Burne Tobias [?] · 20 de marzo a las 10:35 · 🌐

Let's do a little challenge...Can you guess the meaning of these two emojis?
Leave us your answer on the comments below!
Ready? Set? Guess!!!

Rendimiento de tu publicación

245 Personas alcanzadas

19 Reacciones, comentarios y veces que se compartió ⓘ

| | | |
|------------------------------------|-----------------------------|-------------------------------------|
| 10 Me gusta | 10 En publicación | 0 En contenido compartido |
| 1 Me encanta | 1 En publicación | 0 En contenido compartido |
| 3 Comentarios | 3 En publicación | 0 En contenido compartido |
| 5 Veces que se compartió | 5 En publicación | 0 En contenido compartido |

14 Clics en publicaciones

| | | |
|--------------------------------------|----------------------------------|----------------------------------|
| 5 Visualizaciones de fotos | 0 Clics en el enlace ⓘ | 9 Clics de otro tipo ⓘ |
|--------------------------------------|----------------------------------|----------------------------------|

COMENTARIOS NEGATIVOS

| | |
|------------------------------|--|
| 0 Ocultar publicación | 0 Ocultar todas las publicaciones |
| 0 Reportar como spam | 0 Ya no me gusta esta página |

Puede haber un retraso en las estadísticas del informe con respecto a los datos de las publicaciones.

245 Personas alcanzadas **33** Interacciones [Promocionar publicación](#)

#21MarchClusterheadacheDay

PUBLICATION 2 - (21st March)

FACEBOOK

Average interactions of publications : 27

Interactions: 51

Average scope of publications : 445

Scope: 1,2k

%Engagement: 4,25%

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March 2020

EMHA - European Migraine and Headache Alliance
Publicado por Juli Burne Tobias [?] · 21 de marzo a las 14:55 ·

It usually takes 5 years for Cluster Headache patients to get a correct diagnosis. Health professionals have little knowledge about Cluster Headache, causes and triggers. For a patient to have access to their treatments are not easy. Let's shorten de #5YearsForADiagnosis time by sharing #ClusterHeadacheDay

#21MarchClusterHeadacheDay

Rendimiento de tu publicación

1.232 Personas alcanzadas

23 Reacciones, comentarios y veces que se compartió

| | | |
|------------------------------------|----------------------------|-------------------------------------|
| 16 Me gusta | 9 En publicación | 7 En contenido compartido |
| 3 Me encanta | 1 En publicación | 2 En contenido compartido |
| 1 Comentarios | 1 En publicación | 0 En contenido compartido |
| 3 Veces que se compartió | 3 En publicación | 0 En contenido compartido |

28 Clics en publicaciones

| | | |
|--------------------------------------|--------------------------------|---------------------------------|
| 3 Visualizaciones de fotos | 0 Clics en el enlace | 25 Clics de otro tipo |
|--------------------------------------|--------------------------------|---------------------------------|

COMENTARIOS NEGATIVOS

| | |
|------------------------------|--|
| 0 Ocultar publicación | 0 Ocultar todas las publicaciones |
| 0 Reportar como spam | 0 Ya no me gusta esta página |

Puede haber un retraso en las estadísticas del informe con respecto a los datos de las publicaciones.

1.232 Personas alcanzadas **51** Interacciones [Promocionar publicación](#)

#21MarchClusterheadacheDay

PUBLICATION 1 & 2 - (20th-21st of March)

INSTAGRAM

As we can observe, the campaign in this channel had a rate of engagement superior to the normal publications (which is an average of 5%)

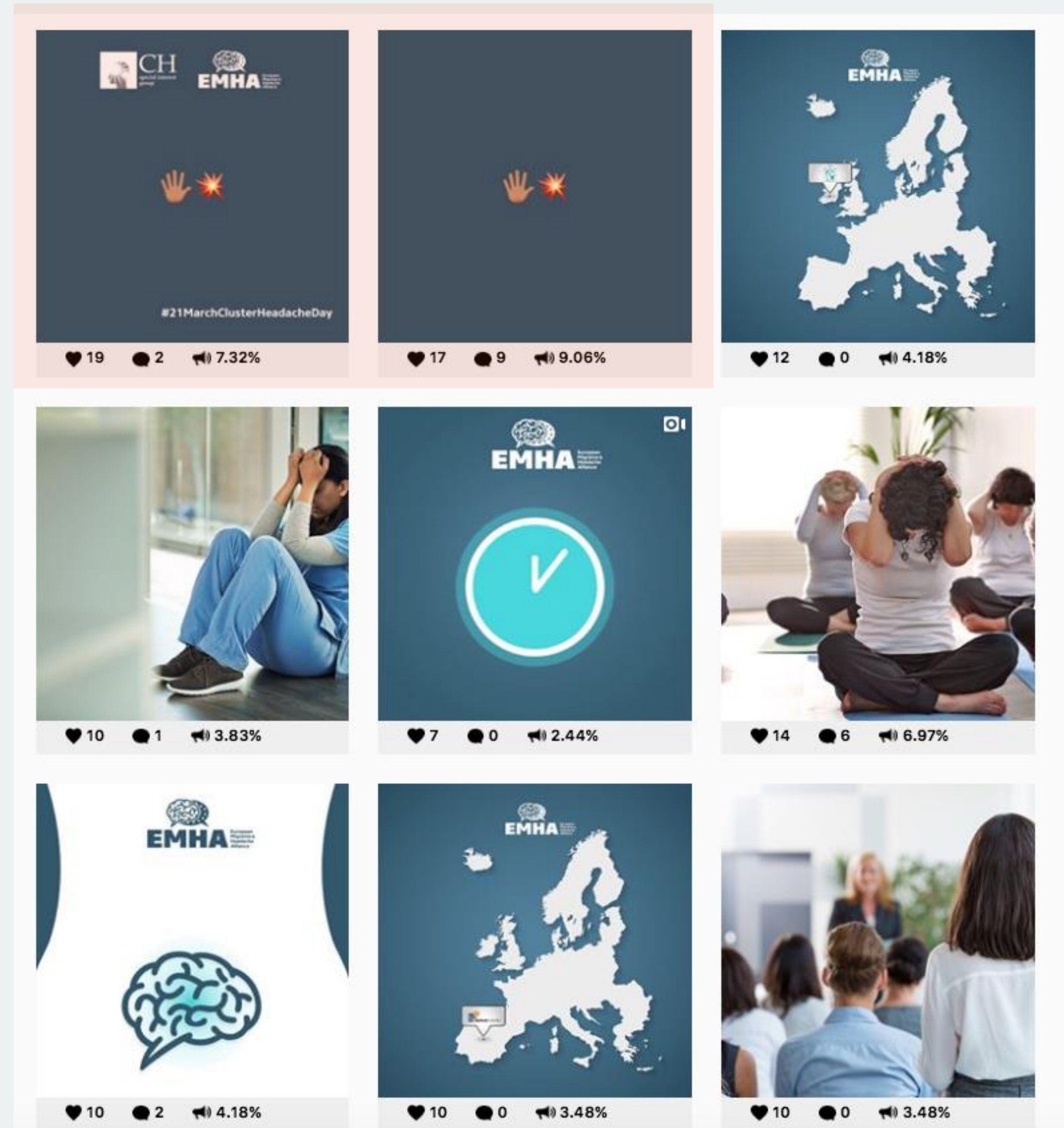
20th March: 9,06% of engagement

To highlight: 9 comments (the maximum reached before was 6)

21st March: 7,32% of engagement


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#21MarchClusterheadacheDay

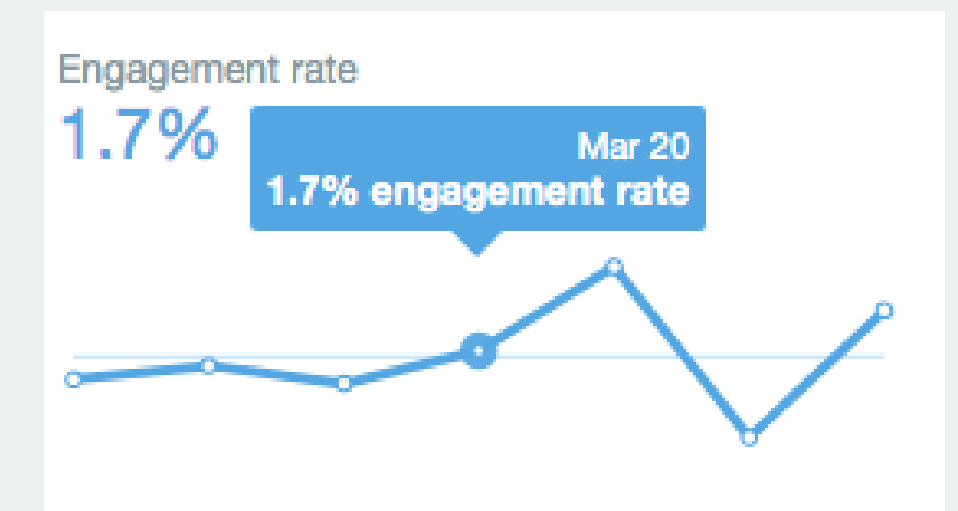
PUBLICATION 1 - (20th March) TWITTER



EMHA- European Migraine and Headache Alliance @EMHAlliance
Let's do a little challenge...Can you guess the meaning of these two emojis?
Leave us your answer on the comments below!
Ready? Set? Guess!!! pic.twitter.com/YjgJ43pUZl

| | |
|---|-------|
| Impressions | 2,795 |
| times people saw this Tweet on Twitter | |
| Total engagements | 129 |
| times people interacted with this Tweet | |

| | |
|---|----|
| Detail expands | 84 |
| times people viewed the details about this Tweet | |
| Media engagements | 19 |
| number of clicks on your media counted across videos, vines, gifs, and images | |
| Replies | 9 |
| replies to this Tweet | |
| Likes | 9 |
| times people liked this Tweet | |
| Profile clicks | 4 |
| number of clicks on your name, @handle, or profile photo | |
| Retweets | 3 |
| times people retweeted this Tweet | |
| Link clicks | 1 |
| clicks on a URL or Card in this Tweet | |



2799 Impressions
129 Interactions
4,6% Engagement

The publication increased the interaction of the daily public in our profile of the 20th March by 1.7%.

#21MarchClusterheadacheDay

PUBLICATION 2 - (20th March) TWITTER



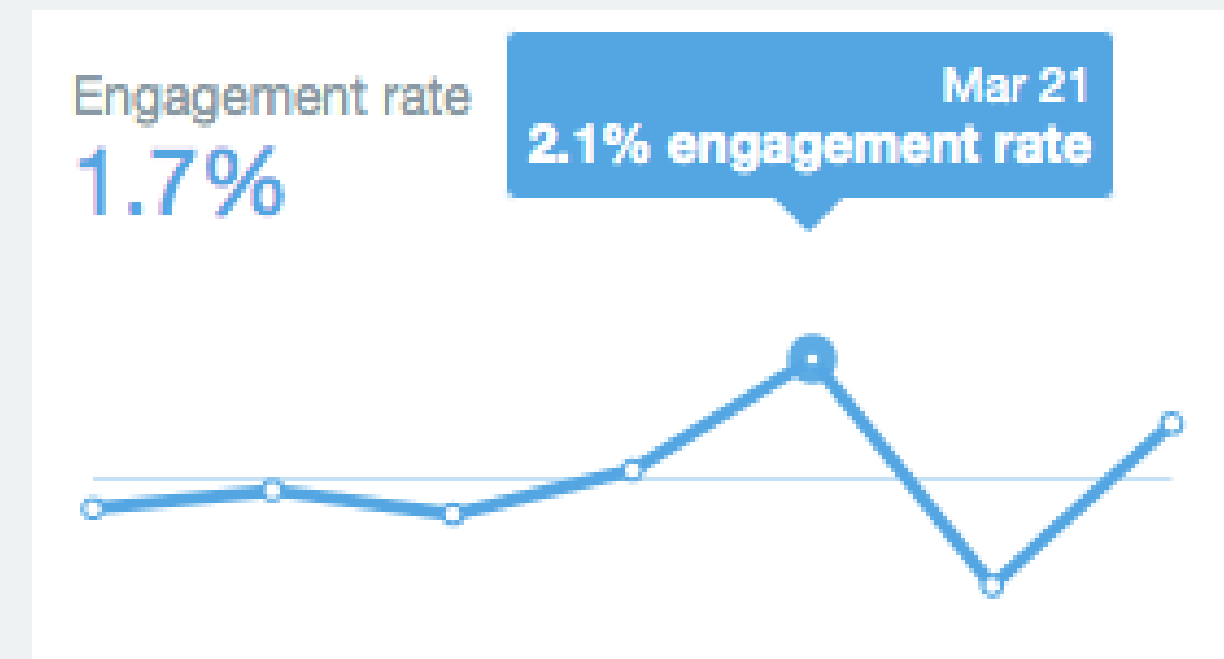
Impressions 771
times people saw this Tweet on Twitter

Total engagements 20
times people interacted with this Tweet

| | |
|--|---|
| Likes | 7 |
| times people liked this Tweet | |
| Retweets | 6 |
| times people retweeted this Tweet | |
| Detail expands | 5 |
| times people viewed the details about this Tweet | |
| Profile clicks | 2 |
| number of clicks on your name, @handle, or profile photo | |

771 Impressions
20 Interactions
2,5% Engagement

The publication increased the interaction of the daily public in our profile the 21st March by 2,1% , despite of having less effect than the publication of the 20th March.



Gain Media

Next, is detailed the participation of the EMHA member organizations per channel.

*(Not all organizations has all social media channels)

01_FACEBOOK

[@vzwHoofdStuk](#)
[@MigraneLigaEvDeutschland](#)
[@kefalalgies.gr](#)
[@galvai.lv](#)
[@Hoofdpijnnet](#)
[@migrapt](#)
[@dolordecabeza.net](#)
[@huvudvarksforbundet](#)

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02_INSTAGRAM

@migraeneliga.de
@hoofd_stuk
@migreeniyhdistys
@dolordecabeza_aemice

03_TWITTER

@MigraineIreland
@AEMICE_
@kopfwehstiftung
@abracesbr
@OuchBelgium
@ihs_official
@SIP_PainPolicy

GLOBAL RESULTS

The campaign was spread in different channels, but at global level our social media channels achieved the following results.

Global Results

| Participations | Times shared | Interactions | Scope | % Engagement |
|----------------|--------------|--------------|-------|--------------|
| 24 | 19 | 285 | 5343 | 0,054 |

#21MarchClusterheadacheDay

CONCLUSION

The campaign
#21MarchClusterheadacheDay has
reached the total of
5.343 people, without investment
and thanks to the EMHA Social
Media channels.

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March 2020



Thanks.

More info and portfolio:
exit-up.com