

EMHA

CAMPAIGN RESULTS
CLUSTER HEADACHE DAY



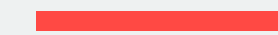
March 2020

The following report presents the data obtained from EMHA's different social networks on the #21MarchClusterHeadacheDay campaign.

2 POSTS, 1 CHALLENGE, 1 ANSWER

We decided to carry out 1 challenge to encourage engagement and boost the reach of the campaign organically.

#21MarchClusterheadacheDay



POST 1- Challenge (March 20th)



POST 2- Answer (March 21st)



01_Channels

EMHA's social media channels were used to present and spread the campaign, with varying results in terms of reach and engagement.

02_Gain Media

The campaign also encouraged EMHA member associations to participate by posting on their social media profiles.

#21MarchClusterheadacheDay

POST 1- (March 20th)

FACEBOOK

Average interactions: 27 interactions

Interactions: 33 interactions


Average Reach of the posts: 445

Reach: 245

Engagement %: 13,5%

EMHA

March 2020




EMHA - European Migraine and Headache Alliance

Publicado por Juli Burne Tobias [?] · 20 de marzo a las 10:35 ·

Me gusta esta página

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!!!



Obtén más Me gusta, comentarios y contenido compartido

Sí promocionas esta publicación, se mostrará a más personas.

245

Personas alcanzadas

33

Interacciones

Promocionar publicación

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
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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.



#21MarchClusterheadacheDay

POSTS 1 y 2 - (March 20th-21st)

INSTAGRAM

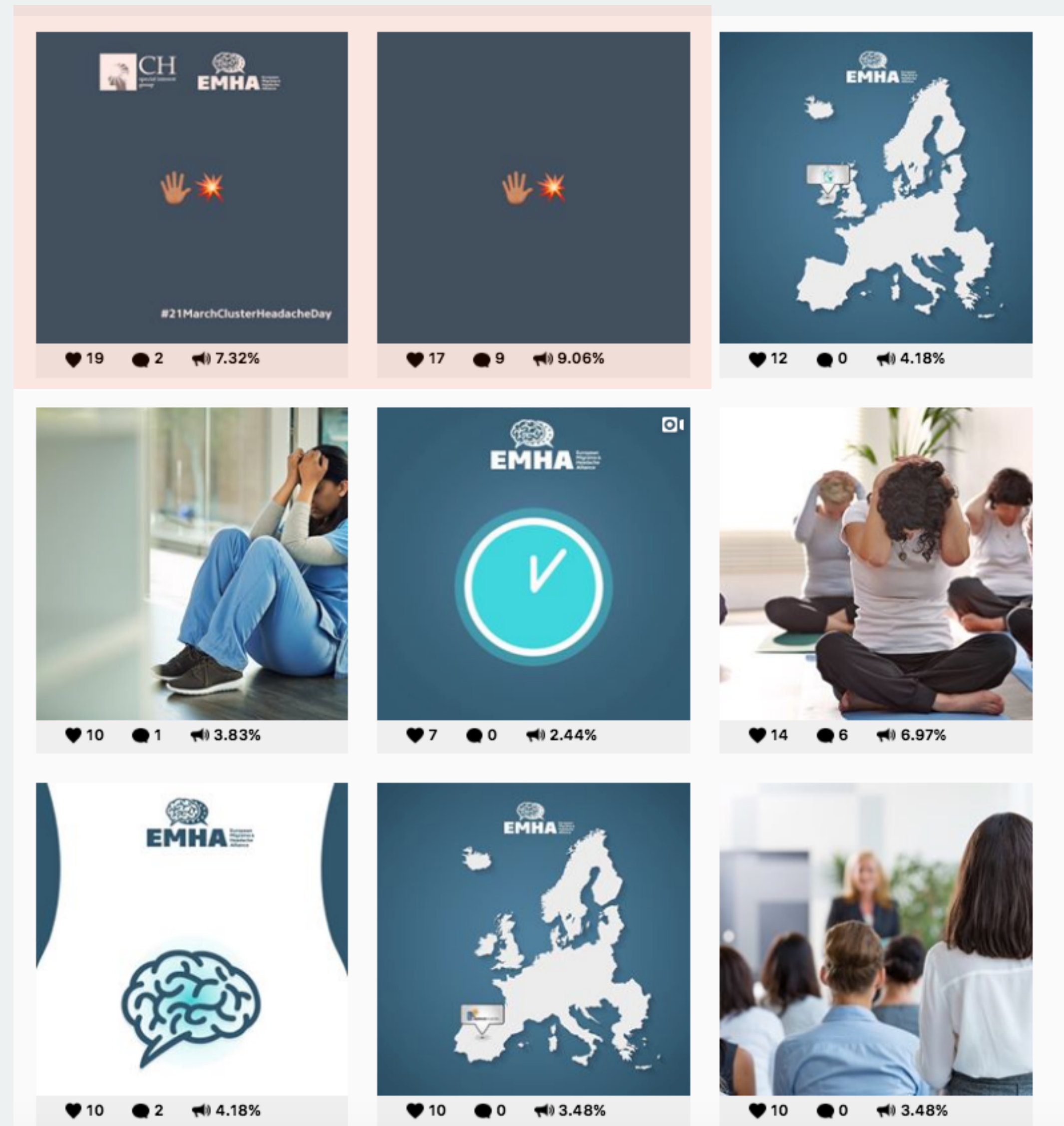
As we can see, the campaign on this channel had a higher engagement rate than the usual publications (which is an average of 5%).

20 March: 9.06% engagement rate
Highlight: 9 comments (the maximum reached before was 6).

21 March: 7.32% engagement rate

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March 2020



#21MarchClusterheadacheDay

POST 1- (March 20th) TWITTER



2799 Impressions
129 Interactions
4,6% Engagement

The publication increased daily public interaction with our profile by 1.7% on 20 March.

#21MarchClusterheadacheDay

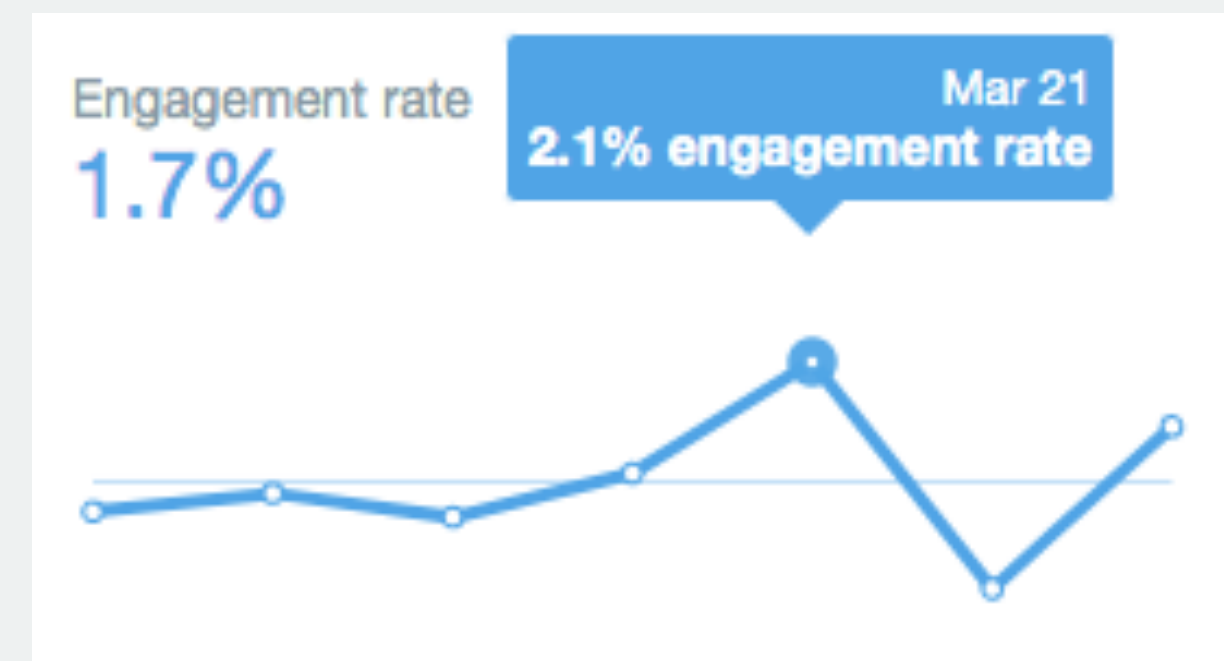
POST 2 - (March 21st) TWITTER



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 daily public interaction with our profile by 2.1% on 21 March, despite having a lower reach than on 20 March.



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Gain Media

**The participation of EMHA
member associations by channel is
detailed below.**

***(Not all members have social media)**

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March 2020

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
@abracessbr
@OuchBelgium
@ihs_official
@SIP_PainPolicy

GLOBAL RESULTS

The campaign was promoted through different channels, but at a global level, our networks achieved the following results

Global Results

Participation	Number of times shared	Interactions	Reach	Engagement rate
24	19	285	5343	0,054

CONCLUSION

**The campaign
#21MarchClusterheadacheDay has
reached a total of
5.343 users, without investment
and thanks to EMHA's social media
channels.**



Thank you.

More info y portfolio:
exit-up.com