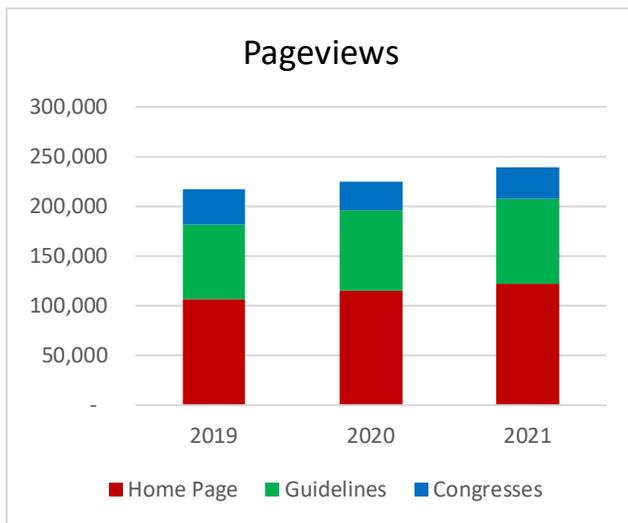


## Interactive Media

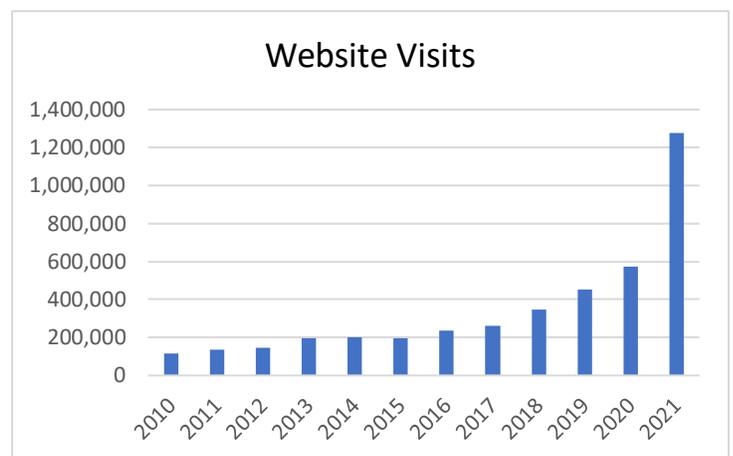
### 2021 Annual Report

#### Website: Traffic and User Behavior

ILAE website traffic saw significant growth during 2021. Pageviews to the [home page](#), [guidelines landing page](#) and [congress directory](#) increased nearly 6% since 2020 (*Figure 1*). However, total visits to the website increased by 122% from 574,757 in 2020 to 1,274,169 in 2021 (*Figure 2*). This growth is majorly attributed to the [COVID-19 and epilepsy](#) content published in the [Patient Care section](#). The COVID-19 landing page received 4,321 unique page views, yet the [vaccine guidance in Japanese](#) received 136,044 unique pageviews throughout the year.



*Figure 1*



*Figure 2*

Such data demonstrates how visitors arrived on a specific page on the ILAE website via a topic-oriented, organic search, thus exemplifying the 16% increase in acquisition through search engines in 2021 compared to 2020 (*Figure 3*).

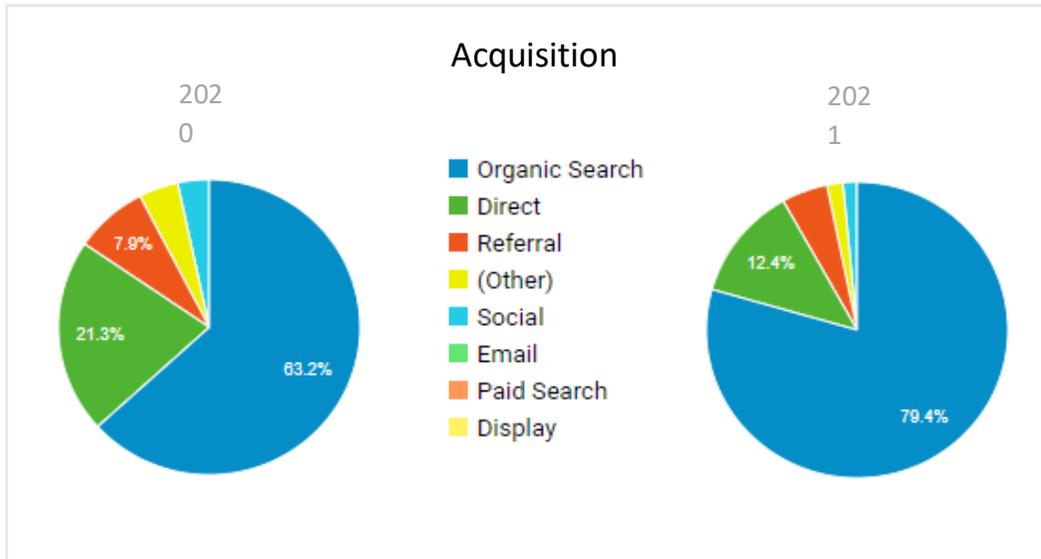


Figure 3

Just as users continued to access information from searching on sources such as Google, Yahoo and Bing, they were also relying on their cell phones more than ever. In 2021, 66% of visitors used their mobile devices to view the ILAE website, which is an increase of 26% from 2020 (Figure 4). Since mobile phone usage has been increasing for several years, the ILAE website has featured a responsive design to be readable on all devices and screen sizes since 2017.

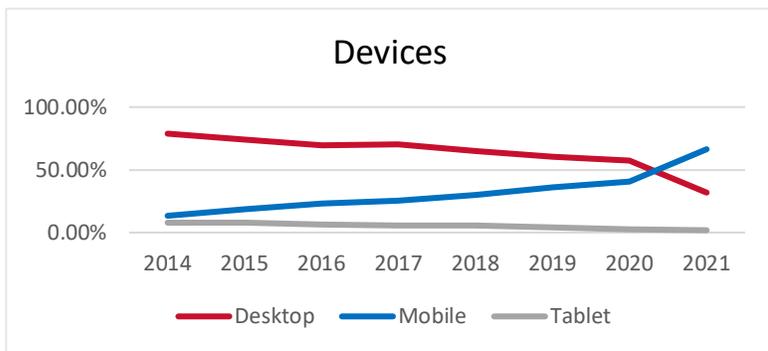


Figure 4

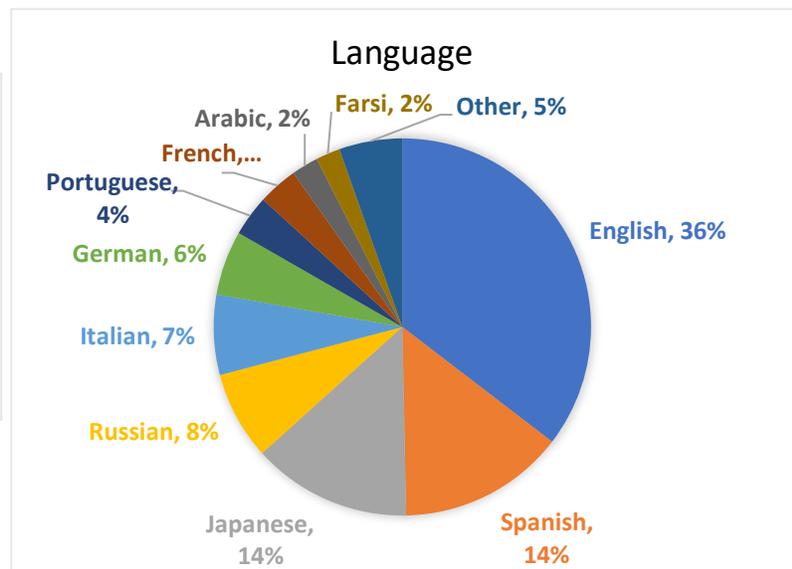


Figure 5

## Website: Multilingual Content

While most of the ILAE website is presented in English, offerings in other languages continue to increase. By the end of 2021, the [multilingual content section](#) linked to 23 language-specific pages, and the [COVID-19 section](#) featured information in twelve languages, not inclusive of English. As such, English-language visitors comprised 36% of site visits in 2021, compared to 56% in 2020. Other key languages include Spanish, Japanese, Russian, Italian, German, Portuguese, French, Arabic and Farsi (*Figure 5*).

## Newsletter

In 2021, ILAE disseminated 16 issues of the [electronic newsletter](#) – sending at least one per month – as well as several special issues focused on [ILAE Academy](#), [Epigraph](#) journal and [Young Epilepsy Section](#) (YES) updates. The newsletter featured topics such as upcoming congresses, articles from the ILAE journals, farewells, new website content, commission surveys, epilepsy world news, and advocacy announcements with an average of 85 links per issue. In sending the newsletter to a mailing list of up to 14,651 recipients, the open rate averaged at 39% and the average click to open rate at 40% (*Figure 6*).

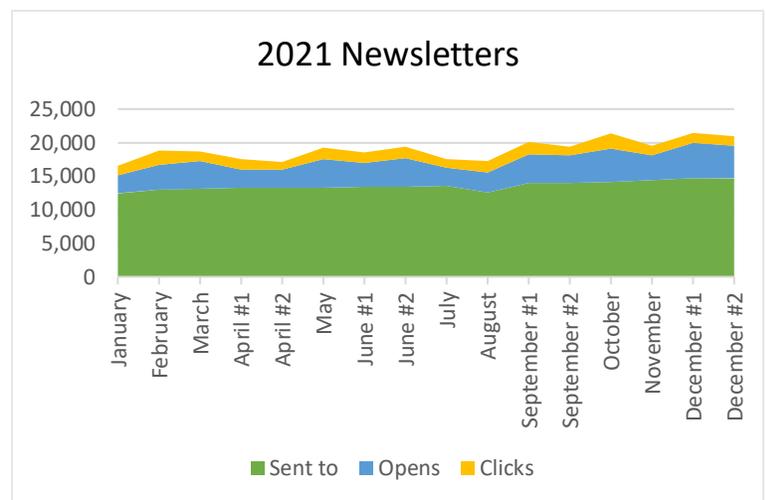


Figure 6

## Social Media

In October 2021, ILAE established a social media strategy to share posts on [Facebook](#), [Instagram](#) and [Twitter](#) focused on the [organization's five goals](#): standards and best practice, education, advocacy, research and organizational viability. In order to carry out this strategy, a social media calendar was established on the Monday.com project management system to align each post with a specific goal or congress promotion.

Goal-oriented posts with the most reach across social media platforms included:

- **Standards and Best Practice:** Classification of seizures and the epilepsies
- **Research:** *Epilepsia* and *Epilepsia Open* article summaries, YES infographics
- **Advocacy:** International Epilepsy Day, #ShineLightOnEpilepsy campaign

- **Education:** Free webinars and recorded instructional videos on YouTube, IEC 2021 promotion
- **Organizational Viability:** Award and fellowship announcements, *Epigraph* articles

In addition to a structured content plan, all three social media platforms experienced growth. Facebook achieved a 17% increase in audience size since 2020 (*Figure 7*). With an annual total of 382 posts, the average content item received 38 likes or reactions and reached 2,120 people. On Instagram, followers grew by 52% from the year prior. On average, each post reached received 19 likes and reached 440 people.

The audience of the main, English-language ILAE Twitter account grew by 30% in 2021 (*Figure 8*). From a total of 386 tweets, each post averaged 1,726 impressions. ILAE also continued to manage four active sub-accounts in [French](#), [Spanish](#), [Portuguese](#) and [Japanese](#) which shared similar, yet more selective content.

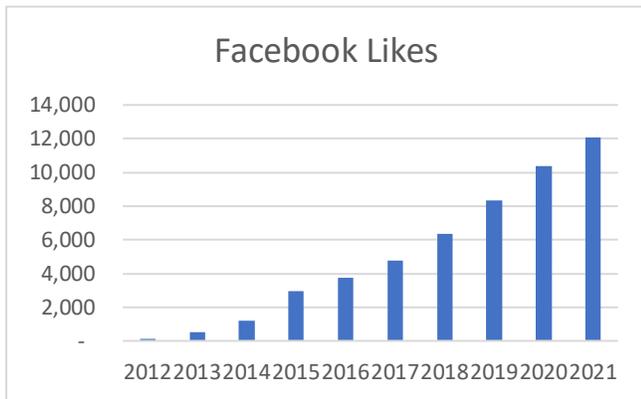


Figure 7

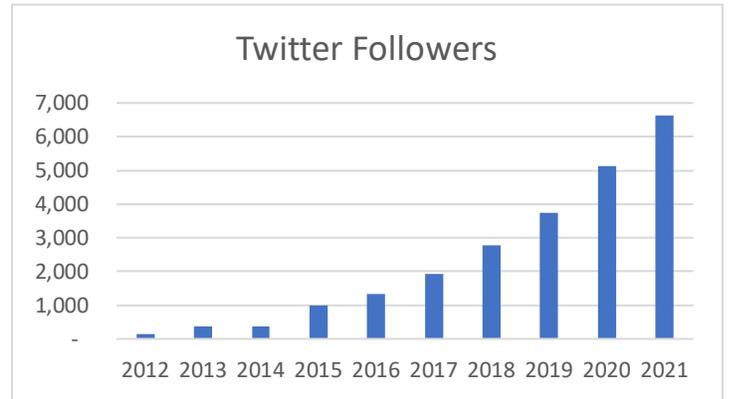


Figure 8

*Submitted by Alicia McNeely, ILAE website and social media manager*