

IX - e-Communications Committee Report by Walter Struhal

The committee members have all been very active and crucial to the work of the committee. I will only present the backbone of numbers that the website and social media activity do produce. Many of the initiatives have been named. Now in times to do with online presence, the website as well as social media got a very different focus concerning the content. We already had very active participation by our users and still social media is increasing in fact. We will also have an education day which is intended in October together with AFAN.

It is crucial to have a well working online presence of the WFN and I want to start thanking all the committee members. Of crucial importance from the technical side is Chiu, who is webmaster. He is doing all the technical work and he is very active. Simona is from Kenes in fact, our PCO, and she is our social media expert and is doing tremendous work as we are having lots of social media activities. We have seen some increase to our numbers which had been already high and traditionally we have even more peaks of activities during WCN and again we've seen this last year as well as the WBD. Which outlines the importance of WBD. Thank you Tissa for the organisation and collaborations. We see in our numbers that this is a very important initiative within the WFN's online activities. We have seen in fact again an increase by 17% in page views. We come to the audience. It is very important in my view that we have already a large audience in the US, the Americas, in Europe, and in Asia, Australia and also in Africa. Part of the audience are from slower networks so that is a crucial thing for me to take into account from a technical basis, so that the website works well in areas which have slower internet connections. Why is that so important? Because we see a change from devices. Desktop devices are still number one, so people are seeing our website on computers, but this is decreasing and mobile devices are increasing to a tremendous extent. Mobile devices are now more important when viewing websites and we have switched to a so-called responsive design already quite a number of years ago on our website, and that is supportive of this development.

What kind of content do people look at? Well the front page is the kind of content that we have seen for most users, but we also have our news items there so as to have a continuously newsworthy and interesting website. Our main content is always pushed to the front page. However, we always see the WCN 2019 and 2021, so this is of major importance to have coverage there as well as WBD. But continuously moving up is COVID-19, and there is stable and continuous activity to push to the website that is important for our audience. Simona is active with Kenes but she is not responsible for the content, but for pushing the content online. We had almost 1000 new followers since last year on Facebook and more that 700 new on Twitter. LinkedIn is 2500.

Linkedin is different, it is a professional network so with Linkedin all participants are handpicked so we can control who is taking part in Linkedin. We only want neurologists and associated specialties to be part of it, not pharmaceutical companies which continuously try to become part of it. We have a continuous increase in social media month on month. Our content always stays relevant to our users. To sum up from a social media point of view, we are trying to implement a process to channel campaigning through social media. Channel all the news items through an editorial principle process. That has been done before, but since campaigning is more and more a topic now in social media. It is very important to have a process applied. Another thing is that we are reporting more and more from inside the Trustees' meetings so thanks a lot to the President and the Trustees. Thank you very much.