

## Social Media Campaign Focus

The National Blood Clot Alliance (NBCA), in partnership with the Alexandra L. Rowan Memorial Foundation, developed a [specific social media and web campaign](#) to provide women with life-saving information about birth control and blood clots, and to help them determine, along with their doctor, their risk for blood clots and their best birth control options specifically during National Women's Health Week (NWHW), May 13-19, 2018. (This work was done in addition to other promotional activities involving the mat release and audio news release.)

During the weeklong recognition of NWHW, we encouraged women to visit [Women & Blood Clots](#) for more information about birth control and blood clots, and to specifically complete the [Risk Assessment](#) and discuss their results and birth control options with their doctor, along with any personal or family history of blood clots, prior to making decisions about hormonal birth control. Below are the results from this week-long campaign.

We reached tens of thousands of individuals through just our dedicated social media effort during National Women's Health Week in May. We created a suite of new creative content that supported this week-long effort, with 2-3 posts appearing daily across all of our social media channels. This information focused on the importance of recognizing blood clot risks associated with hormonal birth control, as well as risks associated with pregnancy and the treatment of menopause symptoms with estrogen, twice daily from May 13 through May 19. We also saw more than 100 people sign up for our Thunderclap effort, which reached more than 88,000 people with our educational message at the moment it was launched on May 17, at 12 noon ET. All of our efforts were promoted on NBCA's website, and also in NBCA's May e-Newsletter. A comprehensive report detailing all of the social media and web metrics associated with this effort is outlined below.

## Website Traffic ([www.womenandbloodclots.org](http://www.womenandbloodclots.org))

- 3,687 total page views (*Women & Blood Clots*)
- Top 5 Pages Visited during this time:
  - [Homepage](#)
  - [Pregnancy and Post-Childbirth](#)
  - [Birth Control](#)
  - [Hormone Replacement Therapy](#)
  - [Resources](#)
- We had 1,717 users over this time period
  - 1,667 of them were new
  - Location:
    - 86 percent were from the U.S.
    - 6 percent from the U.K.
    - 2 percent from Canada
- 69 percent of them were mobile (phone, not tablet) users

## Social Media Traffic & Metrics

### **Facebook:**

- 478 new profile views
- 1,847 new page likes
- Total Page reach over 37K
- 6,626 post engagements
- 85 percent of our followers are women between the ages of 35-44



**Top (Promoted) Post:** Join the National Blood Clot Alliance and the Alexandra L. Rowan Memorial Foundation as we work to raise awareness about hormonal birth control and blood clot risks during National Women's Health Week, May 13-19. Sign up for our one-time Thunderclap message to share life-saving information: <http://bit.ly/NWHWThunder18> #NWHW#womenandbloodclots

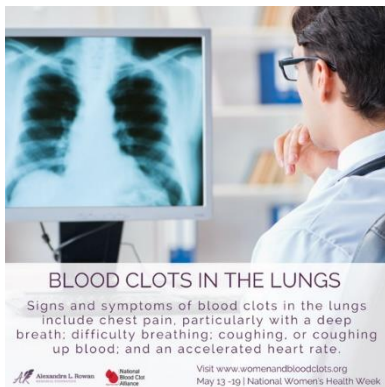
Link Location: [2018 NWHW Thunderclap](#)

**Top (Organic) Post:** Watch this short video to learn more about how estrogen-based birth control – including the pill, the patch, and the ring – increase a woman's risk for dangerous blood clots in the legs or arms, and also life-threatening blood clots in the lungs: <https://youtu.be/kiJOZ8GI53c> #NWHW #womenandbloodclots

Link Location: [Birth Control & Blood Clots YouTube Video](#)



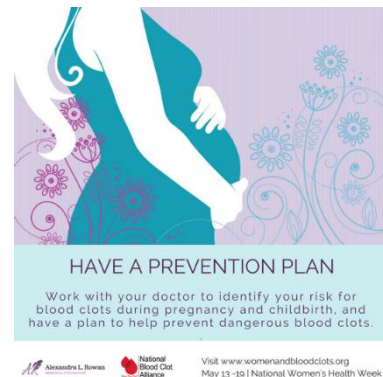
**Twitter (@stoptheclot):** 36.5K total impressions



**Top Tweet** (earned over 17K impressions and was also NBCA's top Tweet for all of May): "Share this: Know the signs and symptoms of blood clots in your leg or arm, also known as pulmonary embolism. If you think you have a blood clot in your lung, seek emergency medical care. #NWHW #womenandbloodclots"

**Top Media Tweet:** Help prevent blood clots during pregnancy. Know the signs and symptoms of blood clots & be your own advocate. Work with your healthcare provider to reduce your risk for blood clots during pregnancy & childbirth. Learn more: <youtu.be/ZhKSrdAczpo>. #NWHW #womenandbloodclots

Link Location: [Pregnancy, Childbirth and Blood Clots YouTube Video](#)



Twitter (New account - @womenandclots):

- NBCA launched a new Twitter account in celebration of NWHW: [@womenandclots](https://twitter.com/womenandclots)
- Shared over 70 Tweets during NWHW
- Earned 9.5K Impressions



Top Tweet (earned over 4.7K impressions): *"Stay connected and share more life-saving information about women and blood clot risks at @womenandclots #NWHW #womenandbloodclots"*

Top Tweet (earned over 4K Impressions): *"Anna Frutiger embodied brains, beauty, compassion, and athleticism. She was the picture of health and no one expected her life to end, just a month after her 23rd birthday, due to a blood clot. Extended travel and birth control pills were Anna's only known risk factors. #NWHW"*



Top Tweet (earned over 4K Impressions): *"Alexandra Rowan had what many young women dream of: A career, family, love & endless possibilities for her future. Tragically, her life ended suddenly at 23 years old due to a PE, or blood clot in her lung. Her only known risk factor at the time was hormonal birth control. #NWHW"*





**Instagram:** About 6,200 people reached

Most influential post: *With endless possibilities for a very bright future, 23-year-old Alexandra Rowan, a University of Pittsburgh graduate with a double major in writing and communications, had what many young women just starting a new life dream about: A blossoming new career in a bustling and hip city, a loving family, a devoted boyfriend, a growing circle of friends, and an independent spirit that compelled her to travel and explore the wonders of the world all around her. Sadly, however, Alexandra's life ended suddenly, when she collapsed due to a massive pulmonary embolism, or blood clot, that had formed in her lung. Without warning, the life of this beautiful young woman had ended, without any clear signal or advance warning that something was wrong. Alexandra's only known risk factor at the time was estrogen-based birth control.*

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### Pinterest:

- [Women & Blood Clots Board](#) Average Monthly Impressions: 7,362
- Pins: Average of 1,086 impressions per day
- Profile: Average of 990 impressions per day
- Average Monthly Viewers: 18,963

Top Pin (most Impressions): *"Join the National Blood Clot Alliance during National Women's Health Week, May 13-19, 2018, as we work together with the Alexandra L. Rowan Memorial Foundation to provide women with life-saving information about birth control and blood clots."*

Link Location: [Celebrate and Share During National Women's Health Week](#)

Most Saved Pin: *"More than 60 million women between the ages of 15 and 44 in the U.S. use some form of contraception. The most common contraceptive method used among younger women, or women between the ages of 15 and 24, is the birth control pill, which is used by 22 percent of women in this age group. Research shows that the birth control pill can be safely and effectively used by many women, but hormonal contraception in any form is also a potential risk factor for life-threatening blood clots."*

Link Location: [Women & Blood Clots \(Birth Control\)](#)



### Thunderclap:

- Message: "If you are a woman taking or considering taking hormonal birth control, you may be at risk for a deadly blood clot. <http://thndr.me/41Zw22>"
- Link Location: [Women & Blood Clots \(Birth Control Risks\)](#)
- 88,451 Total Reach with 112 backers

### Reach Snapshot:

"If you are a woman taking or considering taking hormonal birth control, you may be at risk for a deadly blood clot. <http://thndr.me/41Zw22>"

112 % supported

112 supporters

88,451 social reach

93 cities

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### Share to Stop the Clot® Action Alert:

- 157 total subscribers
- Mailing on May 8 was a [call to action](#) to sign up for the NWHW Thunderclap
- 56 percent of the recipients opened the email, and 17 percent of recipients clicked on the Thunderclap link

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### NBCA's May e-Newsletter:

- Distributed on May 14 to over 9K recipients. You can view the newsletter [here](#).
- Top Link Clicked: [Celebrate & Share During National Women's Health Week web post](#)

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