

SUMMARY REPORT: WOMEN & BLOOD CLOTS, SOCIAL AND DIGITAL METRICS, JAN - SEP 2020

The National Blood Clot Alliance (NBCA), in partnership with the Alexandra L. Rowan Memorial Foundation, continually shares resources on social media to highlight the risks women face related to dangerous blood clots. While the centerpiece of this work rests with the risks associated with hormonal birth control, our work with this program also touches on the blood clot risks associated with pregnancy and childbirth and the treatment of menopause symptoms with hormone therapy. These efforts are ongoing year-round as routine social media posts, and also to highlight or call attention to special awareness days, weeks, or months.

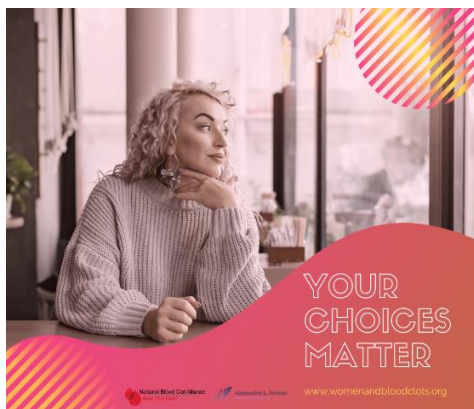
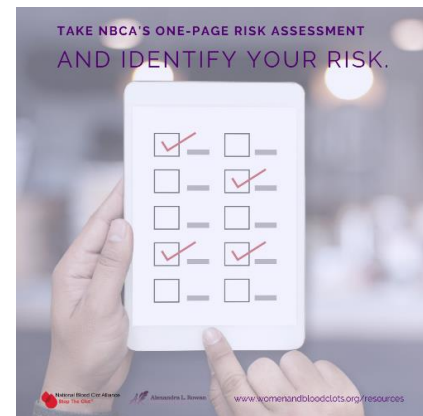
This year, NBCA also developed two specific social media and web campaigns to highlight the information needs of women, particularly if they are making choices or decisions about birth control.

CAMPAIGN 1: *Make the Choice to Stop the Clot®* (Blood Clot Awareness Month, March 2020)

March is Blood Clot Awareness Month (BCAM), which is one of the most important times of the year for NBCA, because it is so important, in so many ways, to the patients, caregivers, healthcare professionals, and advocates we serve. It provides an opportunity to unite as a community to share resources, stories, and perhaps, most importantly, life-saving information about blood clots on a large and more far-reaching scale. This year, our overall BCAM campaign – [*Make the Choice to Stop the Clot®*](#) – focused on how education about blood clots and blood clot prevention saves lives, and how choices people make can make a difference.

As part of a menu of ways people could contribute to this program was the option to become a [*Share to Stop the Clot®*](#) Social Media Ambassador, or to join a focused group of individuals online who are engaged and enthusiastic about sharing life-saving information about blood clots, including information about women's health and blood clots. We encouraged these Ambassadors to share NBCA's BCAM resources regarding women's health and blood clots with all of their friends, family, and social media networks, with the *Women & Blood Clots* online suite of resources, including videos and the *Risk Assessment Tool*, serving as the educational focal point of these efforts.

Social media posts specific to *Women & Blood Clots* during BCAM were centered on how important choices women make, particularly about birth control, can impact their health by placing them at risk for deadly blood clots.



CAMPAIGN 2: *When It Comes to Your Health, Your Choices Matter* (National Women's Health Week, May 2020)

In May, NBCA implemented another unique social media campaign – [*When It Comes to Your Health, Your Choices Matter*](#) – to provide women with potentially life-saving information about birth control and blood clots, and to help them determine, along with their doctor, their risk for blood clots and the spectrum of birth control options available to them. Specifically, our spring efforts were focused on distributing this information during *National Women's Health Week*, or *NWHW* (May 10-16, 2020), and During *National Women's Health Month* (May). 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.

In addition to routine social media posts we shared throughout the 2020 program year, we circulated new graphics specific to each of the two campaigns described above during the spring and summer months across all of NBCA's six social media channels, including our dedicated *Women & Blood Clots* [Twitter](#) and [Instagram](#) accounts. We also shared several new images and a narrative reflecting Alexandra's personal story on social media for *Women's Health Month* (May), with an emphasis on the Birth Control & Blood Clots Risk Assessment. Below are website and social media results from March 1, 2020 through September 15, 2020:

Website Traffic March 1, 2020 – September 15, 2020

- 31,949 total website views (www.womenandbloodclots.org)
 - User Locations:
 - 58% from the U.S.
 - 15% from the U.K.
 - 5% from India
 - 4% from Canada
- New vs. Returning Visitors:
 - 92% of visitors to the site were new
 - 8% of visitors to the site were returning
- 75% of the visitors to the site were female
- 38% of the visitors were age 25-34 years and 20% of them were 35-44 years old
- Specific Campaign Website Metrics:
 - 2,038 total page views of [Make the Choice to Stop the Clot®](#) (BCAM) web post
 - 560 total page views of [When It Comes to Your Health, Your Choices Matter](#) (NWHW) web post

Social Media Traffic & Metrics

Facebook:

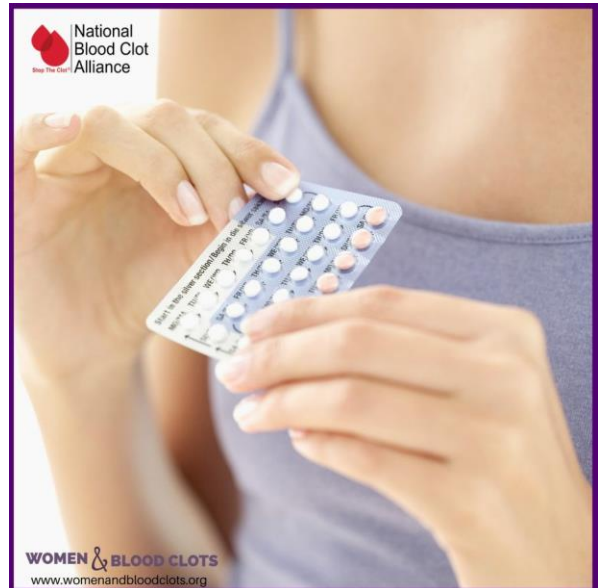
- **1,139,271** Total Post Impressions (The number of unique individuals who potentially viewed our Page's post from March 1 – September 15, 2020. Posts include statuses, photos, links, videos and more)
- 35,370 total page likes
- 84% of our followers are female

Top Facebook Posts in March (BCAM):

Nearly 12,000 people reached with over 400 likes, comments, and shares. Over 850 clicks on the link.

Women who take birth control with estrogen are at increased risk for a blood clot. This risk is further increased in women who have previously suffered a blood clot, have a family history of clotting, or have a clotting disorder. If you are a woman who is considering taking hormonal birth control, you should speak with a trusted healthcare provider about your options. You can also complete NBCA's one-page Risk Assessment and discuss your results with your doctor if you are considering hormonal contraception: <http://bit.ly/2qSZhSX> #makethechoice #stoptheclot #womenandbloodclots #sharetostoptheclot #bcam

Link Location: [Resources Page with Risk Assessment Tool](#)



Top Post:



Over 10,000 people reached with over 440 likes, comments, and shares. Over 700 clicks on the link.

Genetic clotting disorders, such as factor V Leiden, can increase a person's risk for dangerous blood clots. You can learn more about the different types of genetic clotting disorders, or thrombophilias, including risks and potential complications, current perspectives about testing and diagnosis, and an overview of potential treatment options and lifestyle adjustments that you and your physician may consider necessary, here: <http://bit.ly/2vzbhxU> #makethechoice #stoptheclot #sharetostoptheclot #bcam

Link Location: [NBCA'S Thrombophilia Resources](#)

Top Post:

Over 4,500 people reached with over 150 likes, comments, and shares. Over 130 clicks on the link(s).

Hormonal birth control poses the risk for life-threatening blood clots, and that risk increases further if you are affected by a clotting disorder like factor V Leiden. Alexandra Rowan was just 23 years old when she lost her life due to a massive pulmonary embolism. Learn more about her story, and the blood clot risks connected to hormonal birth control, by viewing this news report from KPRC-TV (NBC):

<https://bit.ly/2IlkfVq>. Also, if you are considering your birth control options, use this Risk Assessment Tool to help you and your healthcare provider determine your blood clot risk: <https://bit.ly/3avGbZU>
#makethechoice #stoptheclot #sharetostoptheclot #bcam



Link Location: [KPRC-TV \(NBC\) News Story](#) and [Risk Assessment Tool](#)

Top Facebook Posts in May (NWHW):

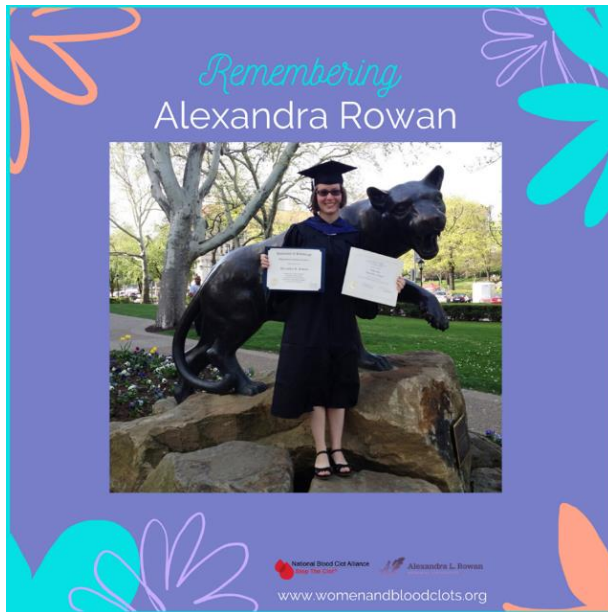


Nearly 3,500 people reached with over 70 likes, comments, and shares. Over 35 clicks on the link.

In recognition of National Women's Health Week 2020, which begins today, the National Blood Clot Alliance is partnering with the Alex Rowan Foundation to provide women with life-saving information about choices that can impact their health. We encourage you to learn about your risk for blood clots, and take steps to prevent them: <https://bit.ly/2A9QI5N> #stoptheclot #sharetostoptheclot #NWHW #womenandbloodclots #yourchoicesmatter

Link Location: [When It Comes to Your Health, Your Choices Matter Web Post](#)

Top Post:



Over 6,000 people reached with over 220 likes, comments, and shares. Over 320 clicks on the link.

Alexandra Rowan lost her life to blood clots, which were caused by hormonal birth control, when she was just 23 years old. A recent graduate from the University of Pittsburgh, she planned to pursue a career in communications and writing. She was a world traveler, a friend to many, and immeasurably loved by her family when her life suddenly ended. Her family established the Alex Rowan Foundation in her memory, and the National Blood Clot Alliance is honored to partner with them to share life-saving information about hormonal birth control and blood clots, and to honor Alexandra's spirit, especially during National Women's Health Week:

www.womenandbloodclots.org #stoptheclot #sharetostoptheclot #NWHW #womenandbloodclots

Link Location: [Women & Blood Clots](http://www.womenandbloodclots.org)

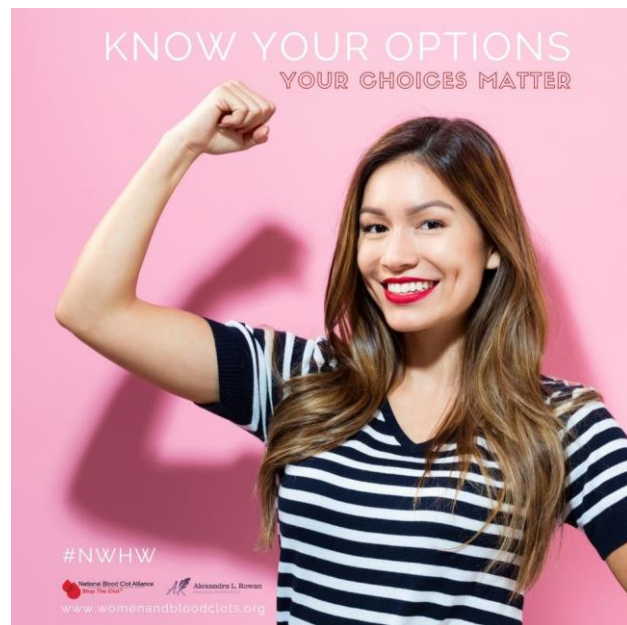
Top Post:

Over 4,500 people reached with over 150 likes, comments, and shares. Over 130 clicks on the link(s).

If you are a woman taking estrogen-based birth control, you may be at risk for a life-threatening blood clot. The common risk factor for any form of hormonal birth control -- including the pill, patch or ring -- is the hormone estrogen, which increases the risk for blood clots, especially in women with a clotting disorder, a previous blood clot, or a family history of blood clots. Watch this video to learn more:

<https://youtu.be/kiJOZ8GI53c> #stoptheclot #sharetostoptheclot #NWHW #womenandbloodclots #yourchoicesmatter

Link Location: [Birth Control and Blood Clots Video](https://youtu.be/kiJOZ8GI53c)



Twitter (@stoptheclot):

- 5,467 total followers
- 27,300 total impressions

Top Tweet in March (BCAM):

Over 2,300 impressions

"Genetic clotting disorders, such as factor V Leiden, can increase a person's risk for dangerous blood clots. You can learn more about genetic clotting disorders like factor V Leiden here:

<http://bit.ly/2vzbhxU> #makethechoice #stoptheclot #sharetothestoptheclot #bcam"

Link Location: [NBCA's Thrombophilia Resources Page](#)



Top Tweet for May (NWHW):

Gained over 1,700 impressions

"It's important to learn about the signs and symptoms of blood clots. Visit <http://womenandbloodclots.org> to learn more about blood clot signs and symptoms, as well as risks and prevention during National Women's Health Week. #yourchoicesmatter #womenandbloodclots"

Appeared as a [gif or brief video](#).

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



Twitter (@womenandclots):

- 602 total followers (more than doubled the number of followers in the last year)
- Over 17,900 impressions (nearly doubled the number of impressions for the same 31-day period in March 2019)

Top Tweet for March (BCAM):

Earned over 1,300 total impressions.

“Together we can make a difference to increase awareness and save lives. Make the choice to support NBCA’s Women & Blood Clots Program and share <http://womenandbloodclots.org>. #BCAM #makethechoice #stoptheclot #womenandbloodclots”

Link Location: [Women & Blood Clots](http://womenandbloodclots.org)



Top Tweet for May (NWHW):

Earned over 1,600 impressions.

“Hormonal birth control poses the risk for blood clots, and that risk increases if you are affected by a clotting disorder, like FVL. Know your risks & your options for birth control to help reduce your risk: www.womenandbloodclots.org/birth-control. #sharetostoptheclot #NWHW”

Link Location: [Birth Control](http://www.womenandbloodclots.org/birth-control)



Instagram (@stoptheclot):

- 3,889 Followers

Most influential post during BCAM (MARCH):

More than 1,200 people reached.

“Alexandra was an intelligent, spirited young woman who lost her life to blood clots when she was just 23 years old. She was taking hormonal birth control at the time. Since then, her family, through the Alexandra L. Rowan Memorial Foundation, has worked with NBCA to share life-saving information about blood clots in her memory. This Blood Clot Awareness Month, please share this information with all of the women in your life:

www.womenandbloodclots.org. Also, please connect with @womenandclots on Instagram for more life-saving information.”

Link Location: [Women & Blood Clots](http://www.womenandbloodclots.org)



Most influential post during NWHW (May):

Reached over 880 people.

“Hormonal birth control poses the risk for life-threatening blood clots, and that risk is further increased if you are affected by a clotting disorder like factor V Leiden, or a family or personal history of blood clots. Know your risks for blood clots, and talk with your doctor about your options for birth control to help reduce your risk. Visit www.womenandbloodclots.org and connect with us on Instagram too @womenandclots.”

Link Location: [Women & Blood Clots](http://www.womenandbloodclots.org)



Instagram (@womenandclots):

- 672 Followers
- *Note: There are no metrics beyond followers for this account, because metrics reporting on Instagram is Integrated with Facebook, and this account does not allow for a Facebook account to be associated with it, since there is already one associated with the National Blood Clot Alliance.*

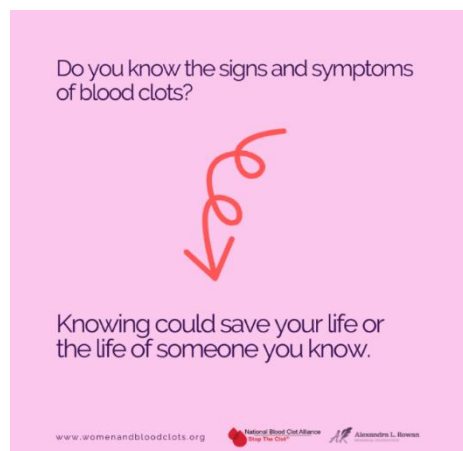
Most Influential Post (based on number of post likes) for BCAM (March):



Gained over 52 likes and over 50 emoji responses.

“March is Blood Clot Awareness Month (BCAM). Share an emoji and tell us why you Make the Choice to Stop the Clot®.”

Most Influential Post (based on number of post likes) for NWHW (May):



Gained over 90 post views.

“Not only is it important to learn about your risk for blood clots, it is equally important to learn about the signs and symptoms of blood clots. Symptoms of blood clots in the deep veins of the legs or arms, where they commonly form, include pain and swelling, with skin that might be discolored and/or warm to the touch. Symptoms of blood clots in the lungs include chest pain, particularly with a deep breath, coughing up blood, and an accelerated heart rate. Talk to your doctor, or seek medical attention right away, if you think you might have a blood clot. Visit www.womenandbloodclots.com to learn more about blood clot risks, signs and symptoms, and prevention during for

National Women's Health Week.”

Link Location: Women & Blood Clots

Appeared as a moving gif graphic, or short video.

Pinterest:

- 423,160 Total Impressions from March 1, 2020 – September 15, 2020
- 848 followers
- 95,200 monthly viewers

NBCA March e-Newsletter:

- Distributed on March 23 to over 12,000 recipients. You can view the newsletter [here](#).

NBCA May e-Newsletter:

- Distributed on May 13 to over 12,000 recipients. You can view the newsletter [here](#).

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