This impact report has been written in the Context of International Podiatry Day 2019 with the support of the Unrestricted Educational Grant from Scholl & PICA.
Executive Summary

Introduction
The second edition of International Podiatry Day (IPD) was held this year on October 8\textsuperscript{th} to draw attention to foot health and Podiatry with the general public, other health professions and government health officials. This special day, organized by the International Federation of Podiatrists, provides the worldwide podiatric community an opportunity to recognize and celebrate the good work that is done in providing foot and ankle care by podiatrists.

Objectives
The purpose of IPD is to create awareness and to reach as many people as possible. This year’s campaign was launched in June with weekly posts of IPD on social media leading up to the day. On International Podiatry Day itself we created a big buzz around the podiatric community by having people using the IPD frame on Facebook and make a selfie at work, with colleagues or with their favorite instrument.

Data analysis
All data used in this report was collected from the respective social media channels: Facebook, LinkedIn, Instagram and Twitter. Data collection was finalized on 13 October 2019.

Social community growth
Our social community more than tripled compared to this time last year. We focus on follower growth rather than fan growth, since followers choose to receive future updates whereas fans don’t necessarily see future content.

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 2018</td>
<td>471</td>
<td>181</td>
<td>103</td>
</tr>
<tr>
<td>October 2019</td>
<td>1389</td>
<td>672</td>
<td>222</td>
</tr>
</tbody>
</table>
Success Snapshot
In 2019 we achieved the following:

- **Facebook Followers**: 1389 (+195%)
- **Facebook Page Reach**: 12.5K
- **Facebook Best Post Reach**: 25K (989 reactions)
- **Twitter # Impressions**: >1 MILLION
- **Twitter Profile Impressions**: 2163 (organic!)
- **LinkedIn Interactions**: 238
- **Instagram Followers**: 672 (+122%)
- **Instagram Reach**: 814 (in 1 week)
- **Instagram Impressions**: 16K (in 1 week)
Brand Awareness on Facebook

Facebook is still king of social media. On average, users spend 43 minutes per day on the social networking website to post comments, share photographs, post links, chat live, watch videos, etc. Like other social media networks, Facebook uses an algorithm to rank all available posts that can display on a user’s News Feed based on how likely that user will have a positive reaction.

In order to beat the algorithm, it is important to post value-added content. The main reason for fans to unlike or unfollow a brand’s page is because they post too much uninteresting content.
IPD Impact
Since last year, our Facebook fanbase increased with 173% to 1175 Facebook Page Likes. Our Facebook Followers grew even faster with 195%.

On October 8th, our total page reach peaked to an estimate of over 12500 Facebook users.
Engagement exploded as well, with 603 positive reactions (= like, wow, love, haha), 130 shares and 85 comments.
We reach 68% women and 31% men. A lot of the people we reached are not living in member countries. On the 8th of October 27 public posts from all over the world tagged @InternationalPodiatryDay on Facebook.

### Facebook Reach: Demographics

<table>
<thead>
<tr>
<th>Country (members = [ ] )</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>4,981</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>4,446</td>
</tr>
<tr>
<td>Norway</td>
<td>3,706</td>
</tr>
<tr>
<td>Belgium</td>
<td>3,524</td>
</tr>
<tr>
<td>Spain</td>
<td>2,872</td>
</tr>
<tr>
<td>South Africa</td>
<td>2,830</td>
</tr>
<tr>
<td>Greece</td>
<td>2,804</td>
</tr>
<tr>
<td>France</td>
<td>2,115</td>
</tr>
<tr>
<td>Romania</td>
<td>992</td>
</tr>
<tr>
<td>Portugal</td>
<td>971</td>
</tr>
<tr>
<td>Sweden</td>
<td>960</td>
</tr>
<tr>
<td>Ireland</td>
<td>934</td>
</tr>
<tr>
<td>Italy</td>
<td>886</td>
</tr>
<tr>
<td>United States of America</td>
<td>806</td>
</tr>
<tr>
<td>Cyprus</td>
<td>715</td>
</tr>
<tr>
<td>Netherlands</td>
<td>494</td>
</tr>
<tr>
<td>Germany</td>
<td>445</td>
</tr>
<tr>
<td>Malta</td>
<td>336</td>
</tr>
<tr>
<td>Algeria</td>
<td>323</td>
</tr>
<tr>
<td>Tunisia</td>
<td>261</td>
</tr>
<tr>
<td>Finland</td>
<td>260</td>
</tr>
<tr>
<td>Singapore</td>
<td>254</td>
</tr>
<tr>
<td>Switzerland</td>
<td>251</td>
</tr>
</tbody>
</table>

### Country (members = [ ] ) | Reach

- **Canada** 233
- **Iceland** 160
- **Peru** 122
- **Mexico** 115
- **Chile** 109
- **Brazil** 100
- **India** 89
- **Argentina** 77
- **New Zealand** 75
- **Denmark** 42
- **Poland** 42
- **Czech Republic** 41
- **Morocco** 34
- **Kuwait** 31
- **United Arab Emirates** 29
- **Brunei** 19
- **Russia** 18
- **Malaysia** 18
- **Luxembourg** 17
- **Ecuador** 16
- **Turkey** 16
- **Israel** 16
Buzz also in non-member countries
Repost by Singapore

Podiatry Association - Singapore
October 8 at 10:35 AM

Happy International Podiatry Day! Today, podiatrists around the world come in one accord to say your #feetmatters! We join you in #defeatingfootdiseases

Spread the love, share the inspiration for the goals of healthy, pain-free, ulcer-free feet 😊 Let’s do this!

#podiatrysingapore #yourfeetaregoodhands #feetforlife #podiatry #caretogothere #alliedhealthprofessionals...

See More

International Podiatry Day
Published by Raphaël De Sousa ⬇️ September 2:

Still wondering what Podiatry is about? 😊
No more hesitation after this video! 😊
Watch 😊 learn 😊 and get enthusiastic 😊

See More

7,204 Views

6
3 Comments 2 Shares
Post by Pakistan

The Pakistani Association of Podiatric Medicine & Surgery
October 9 at 2:03 AM

New York College of Podiatric Medicine
October 8 at 7:14 PM

Happy International Podiatry Day!

Podiatric medicine is a highly specialized branch of medicine dedicated to the diagnosis, treatment and prevention of disease...
See More

1 Share
Post by Australia

Australian Podiatry Association

October 8 at 8:12 AM

Happy International Podiatry Day!! Today podiatrists all around the world come together as a single voice to spread the message of the importance of foot health. Help us spread the word by liking and sharing the message, and include the hashtags #FeetMatter and #DefeatFootDisease.
Best Performing Posts
Facebook Frame
We created a Facebook Frame that was shared 763 times resulting in 12143 impressions.
LinkedIn

Brand Awareness on LinkedIn
LinkedIn is a professional platform, designed specifically for the business community. The goal of this social networking site is to allow registered members to establish and document networks of people they know and trust professionally.

While building brand awareness is usually focused on company brand, a personal brand and personal connection are necessary to establish trust. On LinkedIn, personal networks are the key to both access and visibility. The more members you are connected to, the more people who will be exposed to your content.

General information about IPD is provided on a LinkedIn Page that was set up to act as a digital business card: www.linkedin.com/company/intpodiatryday/

In order to spread awareness about IPD, additional content was created on LinkedIn Profiles. We mainly used the Dr. Phalange profile, which was created to represent the World Congress of Podiatry: https://www.linkedin.com/in/dr-phalange-93194017a/

We used hashtags to make the content more discoverable for LinkedIn members that could be interested in IPD. In addition to that, we encouraged people to use the same hashtags.

IPD Impact
Analyzing profile-based campaign performance on LinkedIn is a challenge, since users can limit the visibility of posts and links they share. When limited visibility is selected as a preference, even posts with hashtags will not be public. All the following results are solely based on public posts.

In addition to that, it is not possible to measure reach of posts created by variable sources. The following example is a post created by the LinkedIn Profile of Caroline Teugels. This post resulted in 544 views, which is a private statistic only visible to Mrs. Teugels. Engagement can be measured by counting the number of interactions (=see glossary) on the respective post.
15 LinkedIn Pages with a combined following of 5974 users posted about IPD and 57 users interacted with these posts. 17 public user posts were shared with a total of 149 interactions. The most used hashtags were #internationalpodiatryday and #feetmatter:

**IPD Hashtags on LinkedIn**

- #internationalpodiatryday: 27x
- #feetmatter: 27x
- #defeatfootdisease: 14x
- #defeatfootproblems: 6x
- #fipifp: 4x
<table>
<thead>
<tr>
<th>LinkedIn Company Page</th>
<th>Reactions</th>
<th>Total Page Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALGEOS</td>
<td>11</td>
<td>1986</td>
</tr>
<tr>
<td>Bako Diagnostics</td>
<td>11</td>
<td>2243</td>
</tr>
<tr>
<td>Dimple</td>
<td>8</td>
<td>530</td>
</tr>
<tr>
<td>Hanssen Footcare</td>
<td>8</td>
<td>138</td>
</tr>
<tr>
<td>BONE 3D</td>
<td>6</td>
<td>532</td>
</tr>
<tr>
<td>DBC Medical</td>
<td>4</td>
<td>287</td>
</tr>
<tr>
<td>HealthyStep</td>
<td>3</td>
<td>29</td>
</tr>
<tr>
<td>eQuez</td>
<td>3</td>
<td>35</td>
</tr>
<tr>
<td>Care For Feet</td>
<td>1</td>
<td>30</td>
</tr>
<tr>
<td>Alpine Foot &amp; Ankle Clinic</td>
<td>1</td>
<td>15</td>
</tr>
<tr>
<td>Podotherapie Oost-Nederland</td>
<td>1</td>
<td>25</td>
</tr>
<tr>
<td>Westfield Foot and Ankle Specialists, LLC</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Bailey Instruments</td>
<td>0</td>
<td>91</td>
</tr>
<tr>
<td>PLS Medical Ltd</td>
<td>0</td>
<td>16</td>
</tr>
<tr>
<td>Talar Medical</td>
<td>0</td>
<td>15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LinkedIn User Profile</th>
<th>Reactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gemma Bailey</td>
<td>23</td>
</tr>
<tr>
<td>Caroline Teugels</td>
<td>21</td>
</tr>
<tr>
<td>André Ferreira</td>
<td>14</td>
</tr>
<tr>
<td>Thamsanqa Kubeka</td>
<td>13</td>
</tr>
<tr>
<td>Romeu Araujo</td>
<td>4</td>
</tr>
<tr>
<td>Mirna Cinti</td>
<td>3</td>
</tr>
<tr>
<td>Lucas Breedt</td>
<td>3</td>
</tr>
<tr>
<td>Robin Li Laing-Wilson</td>
<td>2</td>
</tr>
<tr>
<td>Dre Sophie Roy</td>
<td>2</td>
</tr>
<tr>
<td>Dr. Phalange</td>
<td>2</td>
</tr>
<tr>
<td>Heidi Corcoran</td>
<td>2</td>
</tr>
<tr>
<td>Thamsanqa Kubeka</td>
<td>2</td>
</tr>
<tr>
<td>Javier Ordoyo Martin</td>
<td>1</td>
</tr>
<tr>
<td>Alma Thompson</td>
<td>0</td>
</tr>
<tr>
<td>Leana Huntley</td>
<td>0</td>
</tr>
<tr>
<td>Lee Lambourne</td>
<td>0</td>
</tr>
<tr>
<td>Elite HomeCare</td>
<td>0</td>
</tr>
</tbody>
</table>
Brand Awareness on Instagram

Instagram is an image-based social networking app where users can easily share their updates by taking photos or videos and tweaking them using filters. The order of photos and videos in user feeds are based on the likelihood they’ll be interested in the content, their relationship with the person posting and the timeliness of the post (older posts are considered to be less relevant).

We focused on value-added content creation and a result-oriented hashtag strategy. Th right hashtags helped other users discover IPD and inspiring content in a fresh design encouraged them to like our post and/or visit our profile.
IPD Impact

Our follower base grew with 271% to 672 followers.

<table>
<thead>
<tr>
<th>Month</th>
<th>Followers</th>
<th>Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>181</td>
<td>44</td>
</tr>
<tr>
<td>October</td>
<td>672</td>
<td>74</td>
</tr>
</tbody>
</table>

Our followers are dedicated to our brand and have a positive impact on engagement. The number of likes and comments per posts increased in October.

67% of our followers are women and 33% are men.
Most of our followers are from Spain, the United Kingdom, the United States, Australia or South-Africa.

**Popular locations**

- Spain
- United Kingdom
- United States
- Australia
- South Africa

**Age distribution**

- 13-17: < 1%
- 18-24: 16%
- 25-34: 41%
- 35-44: 25%
- 45-54: 13%
- 55-64: 3%
- 65+: 2%
Instagram Top Performers
Best performing Instagram posts sorted by engagement.
Best performing Instagram posts sorted by reach.
Twitter

Brand Awareness on Twitter
Twitter - Twitter is a real-time social network that allows users to share 140-character updates with their following. Users can favorite and retweet the posts of other users, as well as engage in conversations using @ mentions, replies, and hashtags for categorizing their content.

IPD Impact
Our best performing post received 760 impressions. On October 8th we earned 2163 organic impressions, 13 retweets, 25 likes and 2 replies. We mostly reached an audience in the United Kingdom and the United States.
**Engagement rate**

1.4%

**Link clicks**

19

On average, you earned 1 link clicks per day

**Likes**

59

On average, you earned 2 likes per day

**Retweets**

33

On average, you earned 1 Retweets per day

**Replies**

5

On average, you earned 0 replies per day

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<table>
<thead>
<tr>
<th>Country name</th>
<th>% of audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>54%</td>
</tr>
<tr>
<td>United States</td>
<td>12%</td>
</tr>
<tr>
<td>Spain</td>
<td>9%</td>
</tr>
<tr>
<td>Belgium</td>
<td>7%</td>
</tr>
<tr>
<td>Ireland</td>
<td>4%</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>1%</td>
</tr>
<tr>
<td>Canada</td>
<td>1%</td>
</tr>
<tr>
<td>Australia</td>
<td>1%</td>
</tr>
<tr>
<td>Russia</td>
<td>&lt; 1%</td>
</tr>
<tr>
<td>Malta</td>
<td>&lt; 1%</td>
</tr>
</tbody>
</table>
#InternationalPodiatryDay was tweeted 474 times by 285 users resulting in 1,214,395 impressions!

#Feetmatter was tweeted 281 times by 179 users resulting in 269,072 impressions!
Recommendations

Value-added content strategy
High-quality content that is interesting and informative to our target audience should remain a key component of our online content marketing strategy. Value-added content ranks better than fun social media posts. We need unique content to grab our audience’s attention and in order to reach as many people as possible, it should be interesting enough for them to share.

Community management with a personal touch
Social media is not a one-way street. It’s not just about content creation, adding friends and finding followers. Building strong connections is crucial to long-term success. Social media algorithms prioritize content from accounts that users interact with a lot. Regular interactions are time-consuming, but they are a necessary part of establishing a strong brand.

Our social media community management should be an extension of our offline network. We need to address our network more often by posting on pages, sending e-mails and individual messages. This can’t be outsourced or automated, since the people responsible need to know who to address.

Supporting partners

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www.picagroup.com

Scholl
Brand Awareness
= the level of consumer consciousness of a particular brand of goods or services. It measures a potential customer’s ability to not only recognize a brand image, but to also associate it with a certain company’s product or service.

Reach
= an indicator of the impact social media content has on brand awareness. Reach refers to the number of unique users who viewed a particular post on a social media platform, including those who see it when someone shares or reposts content.

Impressions
= the total number of circumstances where content has been shown on a social timeline. While reach measures how many people see your content, impressions measure how many times this content is displayed.

Engagement
= At its core, social media engagement is whenever someone interacts with your social media account. This can be in the form of:

  Likes
  = Users can “Like” by clicking the “Like” button as a quick way to show approval. On Facebook and LinkedIn, the “Like” button is a thumbs up icon. On Pinterest, Twitter and Instagram, it’s a heart icon.

  Comments
  = A “Comment” is a written response that is provided as a reaction to a post.

  Shares
  = A “Share” means that social media users broadcast content to their connections, groups, or specific individuals.

  Follows
  = A “Follow” represents a user who chooses to see all of another user’s posts in their content feed. Whereas likes, retweets and shares indicate that people find value in an individual post, a follow expresses interest in receiving constant updates.

  Saved
  = The number of unique accounts that saved your post. Facebook and Instagram offer users the option to “Save” content in a designated space within the platform.
Retweets
= A “Retweet” is when someone on Twitter sees your message and decides to re-share it with his or her followers. A “Retweet” (RT) button allows them to quickly resend the message with attribution to the original sharer’s name.

Profile Visits
= A “Profile Visit” is the number of times your profile was viewed because of your post.

Click-throughs
= A “Click-through” is the number of times your website or a link you referred to was clicked because of your post.

Facebook Page Likes
= When someone likes a Page, they’re showing support for the Page and that they want to see content from it. The Page will show up as being liked in the About section of that person's profile. Even if people like a Page, they can still choose to unfollow it, which means they'll stop receiving updates about the Page.

Facebook Page Followers
= When someone follows a Page, it means they may receive updates about the Page in their News Feed. People can follow a Page, even if they haven't liked it.

Hashtag
= A hashtag is a word or phrase preceded by a “#”. Social networks use hashtags to categorize information and make it easily searchable for users.

Tag
= Tagging is a social media functionality commonly used on Facebook and Instagram that allows users to create a link back to the profile of the person shown in the shared picture or video.

Mention
= A mention is a Twitter/Instagram term used to describe an instance in which a user includes someone else's @username in the text of the post to attribute a piece of content or start a discussion.
October International Podiatry Day®