



101034339 – PROMISE

Preparing for RSV Immunisation and Surveillance in Europe

WP2 – WP Preparation for future RSV product assessment

D2.2 Report on the impact of annual RSV awareness campaign November 2021

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Definitions

- **Participants** of the PROMISE Consortium are referred to herein according to the following codes:
 1. **UEDIN**. The University of Edinburgh (United Kingdom)
 2. **UMCU**. Universitair Medisch Centrum Utrecht (Netherlands)
 3. **UA**. Universiteit Antwerpen (Belgium)
 4. **Imperial**. Imperial College of Science, Technology and Medicine (United Kingdom)
 5. **UOXF**. The Chancellor, Masters, and Scholars of the University of Oxford (United Kingdom)
 6. **THL**. Terveystieteiden tutkimuskeskus (Finland)
 7. **RIVM**. Rijksinstituut voor Volksgezondheid en Milieu (Netherlands)
 8. **NIVEL**. Stichting Nederlands Instituut voor Onderzoek van de Gezondheidszorg (Netherlands)
 9. **TUCH**. Varsinais-Suomen Sairaanhoidopiirin Kuntayhtymä (Finland)
 10. **TEAMIT**. TEAM IT Research, S.L. (Spain)
 11. **ReSViNET**. Stichting Resvinet (Netherlands)
 12. **SSI**. Statens Serum Institut (Denmark)
 13. **SERGAS**. Servizo Galego de Saúde (Spain)
 14. **PENTA**. Fondazione PENTA - For the treatment and care of children with HIV and related diseases - ONLUS (Italy)
 15. **FISABIO**. Fundación para el Fomento de la Investigación Sanitaria y Biomédica de la Comunitat Valenciana (Spain)
 16. **MLU**. Martin-Luther-Universitaet Halle-Wittenberg (Germany)
 17. **SP**. Sanofi Pasteur, S.A. (France)
 18. **GSK**. GlaxoSmithKline Biologicals, S.A. (Belgium)
 19. **JANSSEN**. Janssen Pharmaceutica, N.V (Belgium)
 20. **Novavax**. Novavax Inc. (United States)
 21. **Pfizer**. Pfizer Limited (United Kingdom)
 22. **AZ**. Astrazeneca AB (Sweden)
- **Grant Agreement**. (Including its annexes and any amendments) The agreement signed between the beneficiaries of the action and the IMI2 JU for the undertaking of the PROMISE project (Grant Agreement No. 101034339).
- **Project**. The sum of all activities carried out in the framework of the Grant Agreement.
- **Work plan**. Schedule of tasks, deliverables, efforts, dates, and responsibilities corresponding to the work to be carried out, as specified in Annex I to the Grant Agreement.
- **Consortium**. The PROMISE Consortium, comprising the above-mentioned participants.
- **Consortium Agreement**. The agreement concluded amongst PROMISE participants for the implementation of the Grant Agreement. The agreement shall not affect the parties' obligations to the Community and/or to one another arising from the Grant Agreement.

Abbreviations

Acronym / Abbreviation	Meaning
APREM	Asociación española de padres y madres de niños nacidos prematuramente (Spanish association of fathers and mothers of children born prematurely, in Spain)
EFCNI	European Foundation for the Care of Newborn Infants
PREMATURA	Asociación de familias de niños y niñas prematuros (Association of families of premature children, in Spain)
RESCEU	REspiratory Syncytial virus Consortium in Europe
WKZ	Wilhelmina Children's Hospital, Utrecht, the Netherlands

Abstract

This is the first report of the annual RSV Awareness Week, organised by the RSV Patient Network. The RSV Awareness week is a special week at the beginning of November, in which the RSV Patient Network draws attention to and creates awareness about RSV around the expected start of the RSV season (in countries with a temperate climate in the Northern hemisphere).

This report gives an overview of the activities of the RSV Awareness Week 2021 and their impact. It examines the effectiveness of the different activities on our social media channels. Results from previous years are compared with the results of the RSV Awareness Week 2021, to highlight our current strengths and identify areas for improvement for future campaigns, including RSV Awareness Weeks. This report will ultimately help us expand our global reach during future RSV Awareness Weeks.

This report demonstrated that the international results of the Awareness Week of 2021 gained a greater total reach, engagements and page visitors compared to the Awareness Week of 2019 and 2020. We can conclude that AW'21 was a great success as we have increased awareness through the increase in followers, reach and engagements.

1. Background and context

This deliverable is led by the ReSViNET foundation, a global network composing of nominated investigators in the field of RSV. ReSViNET works with a strong patient advisory board (a.k.a RSV Patient Network) which has been active in various activities of the network, including research activities. The RSV Patient Network has been developed under RESCEU and, since it is relatively small, it works as part of the ReSViNET Foundation. Additionally, some of the members of the RSV Patient Network are part of the Patient Advisory Board in PROMISE, which represents a very valuable asset in the project.

The RSV Patient Network was formed in 2013 and is comprised by a network of parents of children that were hospitalised with RSV infection during infancy. Their main committed is to increase public awareness of RSV. Currently, the network is taking efforts to expand their outreach towards other RSV vulnerable groups such as older adults and pregnant women. Within RESCEU, the RSV Patient Network successfully delivered the first awareness campaign in 2019. Since then, additional campaigns were launched in 2020 and 2021. Since PROMISE started only on the 1st November 2021, the campaign for 2021 was carried out also in the context of RESCEU and not PROMISE, as all the preparatory work needed to take place before the start of the PROMISE project. However, the results from the campaign reported in this deliverable do have an impact in the PROMISE project and will feed on the preparation and organisation of the future campaigns to be organised by PROMISE.

PROMISE is now taking the baton building on the legacy and efforts initiated in RESCEU and plans to launch the next RSV awareness campaigns for 2022 and 2023. Additionally, ReSViNET is also leading another deliverable (D2.1) which describes the development of an open-access online tool to continuously measure RSV awareness (“RSV Awareness Meter”) using publicly available search engines.

2. RSV Awareness Week 2021

2.1. Theme

In line with the increasing awareness of hygiene practices and preventive measures brought about by the COVID-19 pandemic, the RSV Patient Network aimed to build on this attention for its RSV Awareness Week of 2021. Therefore, the official theme of the week was “Prevention is Protection” aiming to illustrate possibilities to mitigate the risk of RSV infection. The Awareness Week was held between November 8-12, 2021.

2.2. Kick-off trailer

Prior to the Awareness Week, the event was introduced by a kick-off trailer posted on the 5th of November of 2021. This trailer featured the date, the theme, and the highlights of different posts throughout the week and practical information to advocate for following our social media accounts.

2.3. Social media platforms

The RSV Patient Network is active on Facebook (www.facebook.com/rsvpatientnetwork), Instagram (www.instagram.com/rsvpatientnetwork), Twitter ([@rsvpatients](https://twitter.com/rsvpatients)) / [Twitter](https://twitter.com/rsvpatientnetwork)) and LinkedIn (www.linkedin.com/company/65851211). We also have a private group on Facebook and Instagram where parents can share their story and where peer support is offered. The Awareness Week was hosted on all these platforms to reach as many people as possible.

2.4. Schedule

An overview of the content schedule is provided in table 1. As Facebook and Instagram attract a different audience than LinkedIn and Twitter, different schedules were followed for these platforms. Posts on Facebook and Instagram were targeted at parents and ex-patients (table 1), while Twitter and LinkedIn were used to target health care professionals and others (like industry) (table 2).

The schedule for Instagram and Facebook consisted of ten items. The first one is the kick-off video, the start of the awareness week. Five of them were visuals containing 4 preventive measures for RSV infection, including a summary visual of all four measures. In addition, we posted two videos with parents sharing their experience with RSV and prevention measures. One video featured Kate Ball, a mother from the United Kingdom with multiple cases of RSV infections in her children. The other video was a vlog with tips for RSV prevention by Sanne Hulsen, a Dutch member of the RSV Patient Network and Patient Advisory Board. Moreover, we posted a written interview with Dr. Natalie Mazur, healthcare professional and RSV researcher from the Wilhelmina Children’s Hospital in Utrecht, the Netherlands, giving medical advice to mitigate the risk of RSV, and lastly, we posted a quiz including a giveaway of teddy bears for the winners.

The schedule for Twitter and LinkedIn consisted of five items of which three were the same as Facebook and Instagram (kick-off video, video of Sanne Hulsen and the written interview with Dr. Natalie Mazur), one adapted to the target audience (the summary visual) and additionally there was a video with Simon Drysdale, pediatrician from St Georges hospital in London, United Kingdom.

Table 1 – Content schedule AW'21 Facebook and Instagram

Day	Date of publication	Post description	Type of item
Friday	November 5th	Kick-off video RSV Awareness week	Video
Monday	November 8th	Video with Mother Kate Ball	Video
	November 8th	Poster first preventive measure	Visual
Tuesday	November 9th	Quiz	Quiz
	November 9th	Poster second preventive measure	Visual
Wednesday	November 10th	Written interview with healthcare professional Natalie Mazur	Story
	November 10th	Poster third preventive measure	Visual
Tuesday	November 11th	Vlog Sanne Hulsen (mother)	Video
	November 11th	Poster fourth preventive measure	Visual
Friday	November 12th	Poster summary of preventive measures	Visual

Table 2 – Content schedule AW'21 LinkedIn and Twitter

Day	Date of publication	Post description	Type of item
Friday	November 5th	Kick-off video RSV Awareness week	Video
Monday	November 8th	Video with healthcare professional Simon Drysdale	Video
Tuesday	November 9th	Written interview with Natalie Mazur about preventive measures	Story
Wednesday	November 10th	A post on a visual with 5 ways to prevent RSV infection, and an explanation on how we will spread this among our target population	Visual
Thursday	November 11th	Vlog Sanne Hulsen (mother)	Video

3. Collaborations and Partnerships

3.1. Cast of the Awareness Week 2021

During the Awareness Week of 2021, we shared two videos that focused on the experiences of parents and their advice for RSV prevention, in accordance with the theme of the RSV Awareness Week. The first video featured Kate Ball from the United Kingdom, a mom of six children of which four of them contracted RSV. She founded her own company called Mini-First Aid, where she integrated her experience with RSV in her work. Mini-First Aid is an organization that offers baby and child first aid classes to parents(-to-be) and caregivers. Naturally, information about RSV is included in this training module. In the video for the RSV Awareness Week, Kate shares her experience with RSV as well as the preventive measures she takes to mitigate the risk of RSV. The second video portrays Sanne Hulsen and her son Vik, from the Netherlands. Sanne is one of the members of the RSV Patient Network and Patient Advisory Board and shares Vik's experience with RSV. The video has a vlog-like format in which Sanne walks around her house to illustrate preventive measures she applies in her daily life.

In addition to the parent perspective, we incorporated the voice of medical professionals in the Awareness Week. A video was shared on Twitter and LinkedIn and featured Dr. Simon Drysdale. In the video, he shared his work experience on RSV prospects, and he explained the unusual peak of RSV infections that occurred during spring and summer 2021. Moreover, we posted a written interview featuring Dr. Natalie Mazur. She has obtained her PhD in RSV and in the interview, she shared how the virus is spread, on which surfaces it can survive longest and what the best ways are for decreasing the risk of contracting RSV.

3.2. Partnerships

ReSViNET

Since 2019, the RSV Patient Network has officially aligned with ReSViNET Foundation. The ReSViNET Foundation is the first foundation that aims to reduce the burden of RSV on a global scale. During the RSV Awareness Week 2021, ReSViNET liked, engaged, and shared our posts to reach more people. ReSViNET also drew attention to the RSV Awareness Week during their conference, RSVVW'21, in November 2021.

RESCEU & PROMISE

ReSViNET/RSV patient Network was an affiliated partner in RESCEU and now partner in PROMISE. It is under the PROMISE partnership that the RSV Patient Network has generated this evaluation report. The content of the RSV Awareness week was shared on the social media channels of RESCEU.

The Wilhelmina Children's Hospital

The RSV Patient Network was initiated by Prof. Dr. Louis Bont in the Wilhelmina Children's Hospital (WKZ) in Utrecht, the Netherlands. During his work he felt that patient centeredness should become more integrated in the medical (RSV) research that was being conducted in the Wilhelmina Children's Hospital. Consequently, the RSV Patient Network was formed in 2013, and the Wilhelmina Children's Hospital has been a loyal partner ever since. All our posts and activities were shared on the hospital's website and social media channels.

Other organizations and individuals

In addition to our official partners, the RSV Patient Network has also extended its reach to other organizations and individuals. We have worked together with organizations such as the European Foundation for the Care of Newborn Infants (EFCNI), Prematura (Spain), APREM (Spain). They shared all posts and videos during Awareness Week, which further strengthened our posts.

Our international network of parents has also been highly active in liking and sharing the posts and videos. We are extremely happy and grateful for all the support we have received from various partners, organizations, and individuals during the RSV Awareness Week. With their help we are able to reach, involve and make more people aware of RSV and our organization.

Thank you!

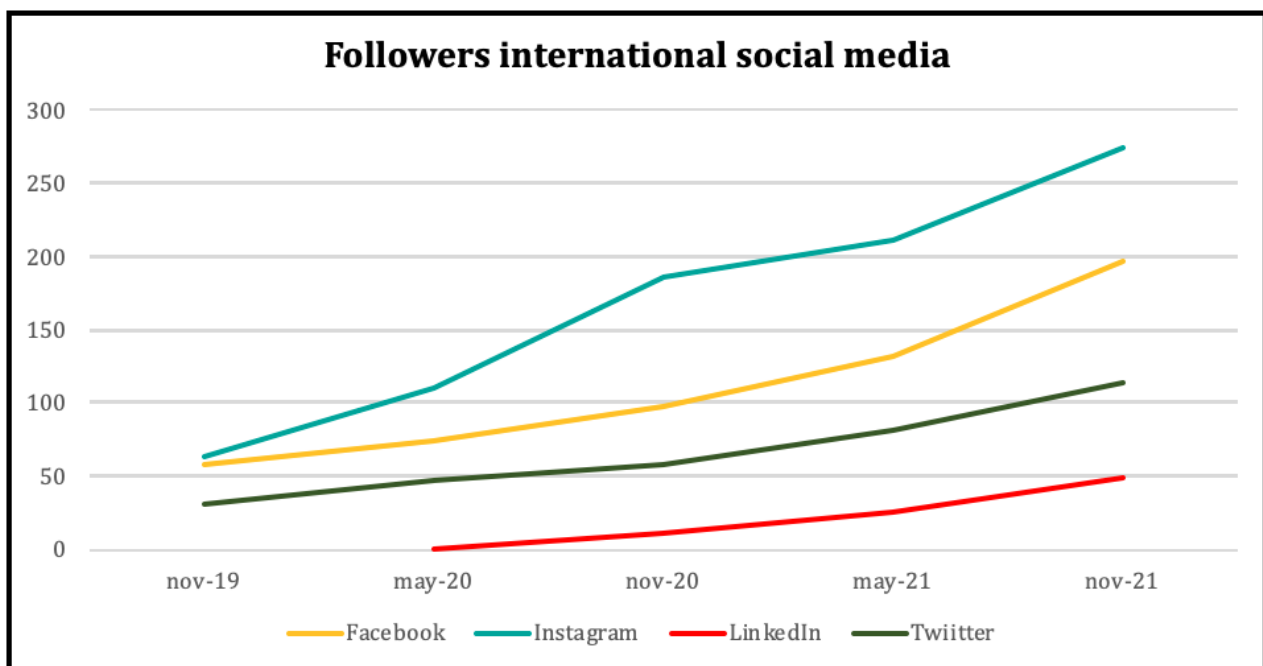
4. Results

4.1. International platforms

General findings

Starting from November 2019, we have seen an evident increase in followers for all our international social media accounts (figure 1). It should be noted that LinkedIn account was created in 2020, which is depicted in figure 1. In November 2021, we had the biggest reach on Instagram entailing 275 followers and the smallest capacity on LinkedIn with 49 followers.

Figure 1 – International followers of the RSV Patient Network

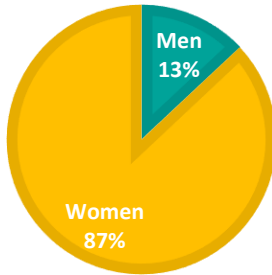


A more detailed look at our followers on Instagram and Facebook during the Awareness Week in 2021 showed that most of our followers were female (figure 2). The age distribution of both platforms is highly skewed to the relatively younger age groups (figure 2). Instagram is the most skewed with 86% (vs 65%) of people being 34 or younger. For both Instagram and Facebook, most of our followers are between 25-34 years old. Moreover, for both social media channels, 31% of the followers were in the age category of 35-44. The smallest percentage of followers arose from the 65+ group, which accounted for 4% of the Facebook and 2% of the Instagram followers. Moreover, we see that most of our followers live in Western countries.

Figure 2 International Follower profiles Facebook and Instagram

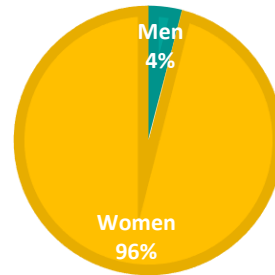
GENDER FOLLOWERS FACEBOOK

Men Women



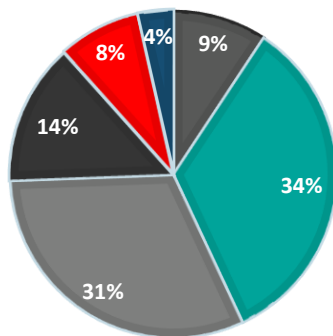
GENDER FOLLOWERS INSTAGRAM

Men Women



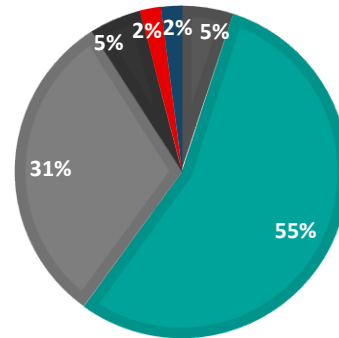
AGE FOLLOWERS FACEBOOK

18-24 25-34 35-44 45-54 55-64 65+

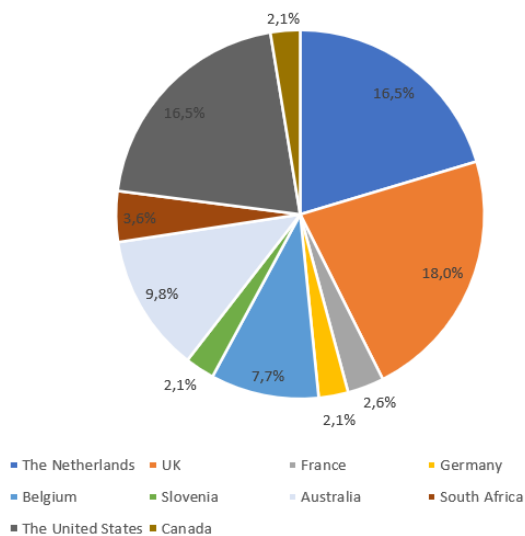


AGE FOLLOWERS INSTAGRAM

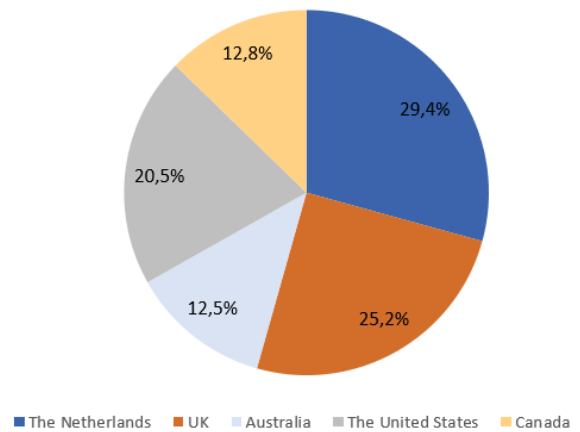
18-24 25-34 35-44 45-54 55-64 65+



FOLLOWERS FACEBOOK PER COUNTRY



FOLLOWERS INSTAGRAM PER COUNTRY







The overall results of all posts of the Awareness Week 2021, that were displayed on our four international social media accounts, are illustrated in table 3.

In general, Facebook and Twitter reached most people. Instagram, on the other hand, generated most of all engagements. Lastly, Twitter had the highest number of visitors compared to Instagram and LinkedIn.

In the upcoming paragraphs, the results of the individual posts will be reported categorized by the two social media schedules of the Awareness Week 2021.

Table 3 – Total international results of AW'19 until AW'21

International socials	AW'19	AW'20	AW'21
			
Followers	59	97	197
# Of posts	9	13	10
Reach posts	7004	1947	4836
Engagement posts	290	66	158
Page likes	58	91	175
			
Followers	63	186	275
# Of posts	10	11	10
Reach posts	716	2438	2800
Engagement posts	1041	3055	3330
Profile visitors	22	107	240
			
Followers	0	12	49
# Of posts	0	3	5
Reach posts	0	220	705
Page visitors	0	31	15
			
Followers	31	59	114
# Of tweets	6	5	5
Engagements	297	423	568
Reach posts	9962	4931	7120
Profile visitors	147	173	2998

Facebook and Instagram

Facebook and Instagram formed our biggest platforms in terms of followers at the start of the Awareness Week 2021 (table 3). The details of the performance for each post are summarized in Appendix.

- The kick-off trailer was received very well on both platforms as it had many views.
- The first post of the week, a personal RSV-experience video of Mother Kate Ball, was specifically well received on Instagram. This video was the biggest hit for our international Instagram account of the week.

- The other personal video with Dutch mom, Sanne Hulsen, accomplished less viewers.
- In addition to these videos, we posted five visuals containing preventive measures to mitigate the risk of RSV for children. In general, the posts did well on Facebook and Instagram, but their reach slowed down over the course of the week. All visuals were joined in a poster summary of preventive measures on Friday, which was received extremely well on both channels.
- Next to the visuals, the Quiz consisting of a multiple-choice question, had a small reach as well as low engagements numbers for both social media platforms.
- Finally, the interview was viewed less frequently than we envisaged.

The video about recognizing the symptoms of RSV, we made for the Awareness Week 2020, was viewed over 10,000 times on our YouTube channel! During the awareness week 2021 we didn't refer to this video.

There appears to be a great need among parents for information from image and sound about RSV. What do chest retractions look like? What kind of sound does that involve?

Twitter and LinkedIn

As mentioned before, five posts were shared on Twitter and LinkedIn during the Awareness Week 2021, that targeted our followers and partners that usually already work in the medical field (Appendix I).

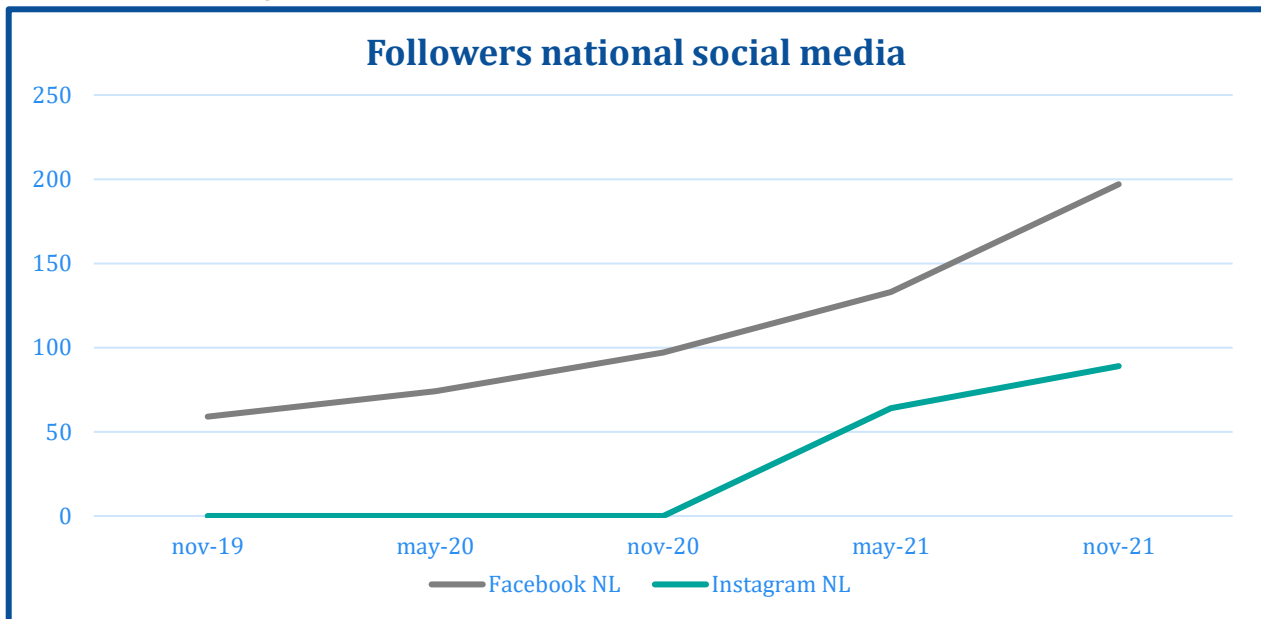
- The kick-off trailer generated a big reach on both platforms.
- Next to the kick-off trailer, a video of paediatrician Simon Drysdale was received similarly well on Twitter. Our LinkedIn account on the other hand, reached an intermediate number of people and engagements.
- Our last video, the vlog by Dutch mother Sanne Hulsen was again a success for our Twitter account. This video was not that well received on LinkedIn.
- In addition to these videos, we posted the combination posts of all five preventive measures. This visual gained on Twitter the highest reach for all our posts during the Awareness Week 2021 for this account. On our LinkedIn account however, this visual had the lowest reach of all posts on LinkedIn.
- Lastly, the interview by Natalie Mazur had the lowest reach and engagements of all Twitter posts. Through LinkedIn, on the contrary, the interview created the greatest number of views and engagements.

4.2. National platforms in the Netherlands

General findings

For our Dutch accounts, the number of followers has increased over the course of two years. Like LinkedIn for the international social media channels, our Dutch Instagram account was created in 2020. The national Facebook had the highest reach of all our platforms in November 2021. Given the fact that the RSV Patient Network is an international organization, we will solely discuss the highlights of the individual posts that were presented on our Dutch Facebook and Instagram account during the Awareness Week 2021 (Appendix 2).

Figure 3 National followers of the RSV Patient Network in the Netherlands



Facebook and Instagram

In line with the schedule of the international accounts, we shared the same 10 posts, either completely in Dutch or subtitled, on our Facebook and Instagram account. All videos – the kick-off trailer, the video of Kate Ball and the vlog by Sanne Hulsen – were received well. For Instagram, the video with Kate Ball performed best. However, in general, our Dutch Instagram account generated disappointingly little engagement. Our Facebook account, had the highest reach with Kate Ball’s video. It should be highlighted that the video of Dutch mother Sanne Hulsen, produced the highest total number of engagements of all posts during the Awareness Week 2021, both nationally and internationally.

The isolated messages of the five measures did not have much reach. The combined post of all measures, on the other hand, was viewed better on Facebook than on Instagram. Similarly, the interview by Natalie Mazur had a low reach and generated little engagement. The Quiz on the other hand, received the highest number of engagements on our Instagram account.

4.3. Comparison with Awareness Weeks 2019 and 2020

Awareness Week 2019

This was the first Awareness Week ever organized by the RSV Patient Network and it was organized on three social media platforms; Facebook, Instagram, and LinkedIn. Focusing on figure 4 again, it becomes evident that the “Awareness Week of 2019: Share your RSV story”, was an enormous success. All platforms had a great total reach. For Facebook and Twitter this is higher compared to the Awareness Week 2021. Instagram on the other hand, increased during the Awareness Week 2021. As it was the first Awareness Week, we believe this caused the high number of unique individuals reached in the Awareness Week 2019. Moreover, we can see that the number of engagements, total visitors and page like in November 2019 is a bit lower than the total numbers of the Awareness Week 2021. Given the fact that we have increased in followers over the years, we believe the Awareness Week 2019 performed equally well in terms of engagements and profile likes/visitors compared to the Awareness Week 2021. This can also be explained by the theme of the

Awareness Week: Share your RSV Story, as it was advocated that parents and ex-patients shared their experience by replying to our posts.

Awareness Week 2020

Similarly, we can draw a comparison between the Awareness Week of 2020 and the one of 2021. This Awareness Week was called “Follow your instincts” and was meant to inform parents about the symptoms and alarming signals of RSV, as well as encourage parents to trust their gut feeling if their child becomes ill. This Awareness Week had more posts compared to 2019 and 2021 and it was the first time LinkedIn contributed, too. Based on figure 3, Awareness Week 2021 had more reach, engagements compared to the posts of the Awareness Week 2020. This difference can be explained by the fact that the Awareness Week 2020 was more about information provision rather than information sharing and exchange. This discrepancy, we tried to improve during the Awareness Week 2021, and we indeed increased our total numbers of engagements.

5. Conclusions

5.1. Key findings

This report portrays the first official evaluation of the Awareness Week 2021 by the RSV Patient Network. We can see an evident increase in our total number of followers for all social media platforms over the course of two years. Moreover, this report demonstrated that the international results of the Awareness Week 2021 gained the biggest total reach, engagements and page visitors compared to the Awareness Week of 2019 and 2020. Therefore, we can conclude that the Awareness Week 2021 was a great success as we have increased awareness through the increase in followers, reach and engagements.

In addition to the general findings, this report highlighted the performance of our individuals' posts specified per social media platform, both internationally and nationally.

Firstly, the kick-off trailer performed extremely well on all social media platforms and thus is essential for the start of the Awareness Week.

Secondly, the combination post worked well for all channels whereas the individual measures were less engaging and interesting to our followers.

Thirdly, our videos reached an important number of individuals on Twitter and Instagram specifically. Our Instagram account has generated little engagement in contrast to the wide reach of our videos. Twitter, on the other hand, produced extremely high engagements, reach, and visitors, considering that it has less followers than our Instagram and Facebook accounts. The quiz did not receive as much engagement as intended on our social media platforms.

Lastly, on all our platforms except for LinkedIn, the medical professional content like the interview and the video of Simon, did not create a lot of activity and engagement. The parental video, on the contrary, worked well for our 'professional' followers on Twitter.

5.2. Lessons learned and future perspectives

Over time, our social media channels have reached an increasing number of followers. Still, the RSV Patient Network could highly benefit from diversifying our follower profiles in the future to generate more RSV awareness.

In general

We aim to focus on reaching more countries outside of Europe and Northern America. The content of the Awareness Week should be in line with all target groups, i.e., pregnant women, parents with young children and older adults. To engage more with our followers, interaction and information exchange of all target groups will be pivotal for the next Awareness Week in 2022.

During the Awareness Week 2021, we noticed that the entirety of the respondents answered incorrectly to the quiz question we posted. This indicates a gap in knowledge about RSV among the general public. We saw little interaction to this feature, especially on our international social media channels. A quiz can be a good item with interaction in a future Awareness Week, however we will improve the format for more interaction.

During future Awareness Weeks we will invite people to tell their story and share their experiences, to stimulate interaction between peers and with the Patient Network

Parents and parents-to-be

Parents and prospective parents are mostly active on Facebook and Instagram. From our results, it seems that videos work best on Instagram, while reading materials are viewed more on Facebook. We will use this information for future Awareness Weeks.

Adults > 60 years of age

This group is a new group for the RSV Patient Network. People aged 60 and over are generally more active on Facebook than on Instagram. Therefore, when working on improving our social media strategies to create a greater reach for this target group, we will focus mostly on Facebook.

Professionals

Professionals are mostly active on Twitter and LinkedIn. During the Awareness Week in 2021, vlogs and videos did very well on Twitter. Given the large reach of Twitter, it would be wise to grant our Twitter account with more posts in the future Awareness Weeks. Moreover, LinkedIn is the only channel where our content that was specifically focused on professionals was well-received.

Awareness Tool

In 2022, the RSV Patient Network will develop an Awareness Tool to continuously measure the level of awareness on RSV amongst its followers (Deliverable D2.1). This tool will be helpful to further track the progress and results of our annual Awareness Weeks, as well as our social media efforts throughout the year.

ANNEX

ANNEX I. Results posts on international platforms

<i>Kick-off trailer</i>	Facebook	Instagram
Reach	744	1384
Likes	4	13
Engagements	73	0
<i>Video Kate Ball</i>		
Reach	95	2025
Likes	3	9
Engagements	12	2
<i>Poster Item 1</i>		
Reach	473	276
Likes	6	8
Engagements	24	0
<i>Quiz time</i>		
Reach	102	262
Likes	2	5
Engagements	6	1
<i>Poster item 2</i>		
Reach	1900	238
Likes	3	4
Engagements	58	0
<i>Interview Natalie Mazur</i>		
Reach	100	251
Likes	2	14
Engagements	9	0
<i>Poster item 3</i>		
Reach	130	221
Likes	1	4
Engagements	2	0
<i>Vlog Sanne Hulsen</i>		
Reach	101	247
Likes	1	3
Engagements	4	1
<i>Post item 4</i>		
Reach	109	226
Likes	2	3
Engagements	3	0
<i>Post item 5</i>		
Reach	122	295
Likes	3	3
Engagements	4	0

Kick-off trailer	LinkedIn	Twitter
Reach	359	1725
Likes	5	10
Engagement	20	58
Simon Drysdale		
Reach	206	1482
Likes	6	6
Engagement	15	47
Combination post		
Reach	165	1953
Likes	10	14
Engagement	30	66
Interview Natalie Mazur		
Reach	608	508
Likes	18	4
Engagement	48	30
Vlog Sanne Hulsen		
Reach	180	1284
Likes	5	4
Engagement	8	29
Combination post		
Reach	2400	361
Likes	5	14
Engagements	97	3

Reach: The number of unique people who have seen your content

Likes: Every like can be seen as a social confirmation. You see that others like your post

Engagement: Indicates to what extent people find your social media posts interesting

ANNEX II. Results posts Dutch accounts

Kick-off trailer	Facebook	Instagram
Reach	535	809
Likes	13	4
Engagements	70	0
Video Kate Ball		
Reach	1900	1698
Likes	2	4
Engagements	65	0
Poster Item 1		
Reach	313	109
Likes	7	4
Engagements	12	1
Quiz time		
Reach	280	204
Likes	7	15
Engagements	54	17
Poster item 2		
Reach	320	104
Likes	4	4
Engagements	11	1
Interview Natalie Mazur		
Reach	218	101
Likes	0	8
Engagements	11	1
Poster item 3		
Reach	237	85
Likes	3	5
Engagements	5	0
Vlog Sanne Hulsen		
Reach	678	1341
Likes	34	8
Engagements	249	1
Post item 4		
Reach	145	80
Likes	3	0
Engagements	3	0
Post item 5		
Reach		102
Likes		0
Engagements		0

Combination post		
Reach	695	119
Likes	6	9
Engagements	93	1

ANNEX III. 5 ways to prevent RSV

