



straight*forward*

www.EFIC.org

Update on Website, Newsletter &
New Media – September 2015

Overview

- Questionnaire Results
- Website & Quick Poll
- Google Analytics
- Google Ad Words
- EFIC Newsletter
- Social Media
- Outlook

Committee on Website & Newsletter

- **Chair:** Bart Morlion
- **Vice-Chair:** Nevenka Krcevski-Skvarc

- **Members:**
 - Chris Wells
 - Inara Logina
 - Christel Geevels

- **Content Manager:** Melinda Borzsak

EFIC.org

- Great array of educational material available for download
- Facebook, Twitter and YouTube as added ways of communication
- FAQ section for frequently asked questions
- Careers section for international job opportunities in pain management
- Great use of the EFIC Headlines section
- Many other updated sections (SIP, Education & Training, Contributing Membership, ...)

EFIC Frequently Asked Questions

[General](#)

[European Journal of Pain](#)

[EFIC Congress Pain in Europe](#)

[European Year Against Pain \(EYAP\)](#)

[EFIC Pain Schools](#)

[Grants and Fellowships](#)

[National Chapters](#)

[EFIC Newsletter / Social Media](#)

[Jobs](#)

[EFIC Meetings Calendar](#)

[Technical Problems](#)

Quick Poll

- 54% of visitors were not aware of the name change
- 34% of visitors read about it on the website
- 8% of visitors heard about it at the last congress



Google Analytics

	Jan-March	April-June
Visitors	9,854	9,751
Time spent	01:57	01:38
Returning Visitors	34%	37%
Countries	UK, Italy, Germany, US	
Direct Traffic	17%	17%
Keywords	efic, efic 2015, european journal of pain, efic vienna, efic congress 2015	
Referrals	Google Ads, EFIC Kenes website, Facebook elsevier.com, aisd.it, wiley.com	
Content	Congress, Pain Schools, EJP, Meetings	

Google Ad Words

- Targeted towards Europeans searching for topics related to pain, pain management, pain research

[Chronic Pain in Europe](#)

www.efic.org

Your main source for pain research, pain therapy and pain education.

- Average number of 2,500-2,700 clicks per month
- Most used phrases: Pain treatment, leg pain, neck pain, chronic pain, pain medication, pain relief
- Increased site visits by up to 40% on a monthly basis

EFIC Newsletter

- Approx. 70 new subscribers
- A constant readership of 350-400 individuals
- Well-received introduction of „News from our Chapters“
- Positive feedback from both EFIC members, contributors and readers
- Boosted engagement between EFIC and its national chapters



NEWSLETTER 02/2015

The President's Corner



Dear Friends of EFIC®!

It has been a busy year so far, with many meetings including NeupSIG in Nice, an excellent Pain School in Maribor and the BISOP congress in Belgrade (see meeting reports). We have also been preparing for what will be a groundbreaking meeting in Venice. We have a series of debates on best practice, and interactive sessions with voting, electronic questions and twitter feed! The whole congress takes place under the mantle of "translating evidence into practice", and will enhance your ability to treat pain sufferers in the best way possible. We will also offer some webcast presentations for delegates and this will be available on our EFIC website in the future.

We are also planning a "pain knowledge" curriculum leading to an examination and certification, to be known as the European Pain Federation Diploma in Pain Medicine, across Europe. There are exams and degrees available in some European countries - but by no means in all - and this will be the first multidisciplinary medical certification (see article). We hope to publish our curriculum later this year, and to hold the first exam next year.

We have better delineated our by-laws and are further developing the concept of Contributing Members (defined as "any organization or person who agrees to contribute financially or materially for a minimum period of three years may become a contributing member. Contributing members are subject to the Executive Board's approval and without voting rights"). Many of those who are already members through their IASP Chapter have expressed interest in a more personal interaction with EFIC and also the chance to support the Federation with contributions. There are also those in smaller countries which do not have an IASP Chapter, and even those outside Europe, who wish to contribute. We have set the minimum contribution for individual members at €100 per year for 3 years, but would also be delighted to have any larger contributions! It should be tax-deductible but do check in your individual countries.

Any Contributing Member will be entitled to view the European Journal of Pain and EFIC Newsletters (online), EFIC member reductions in congress fees for our organized events, and also to apply for Schools and for EFIC grants such as EGG, Greppi and IBSA, as well as support from the EFIC office and secretariat.

Hope to see you all in Vienna!

With best wishes,
Chris Wells
President of the European Pain Federation EFIC

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Meetings: Past and Future

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IMPRESSUM

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Facebook



9th Congress of the European Federation of IASP® Chapters (EFIC®)
Vienna, Austria, 2-5 September 2015



EFIC (European Federation of IASP Chapters)
Medical & Health · Add A Category

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956 likes **+4 this week**
Dori Marx and Thomas Skräm

Status | Photo / Video | Offer, Event + | us ▾

Facebook

- 956 Fans, main age group 25-44
- Based in Italy, Brazil, Portugal, UK, Spain, Greece, USA, ...

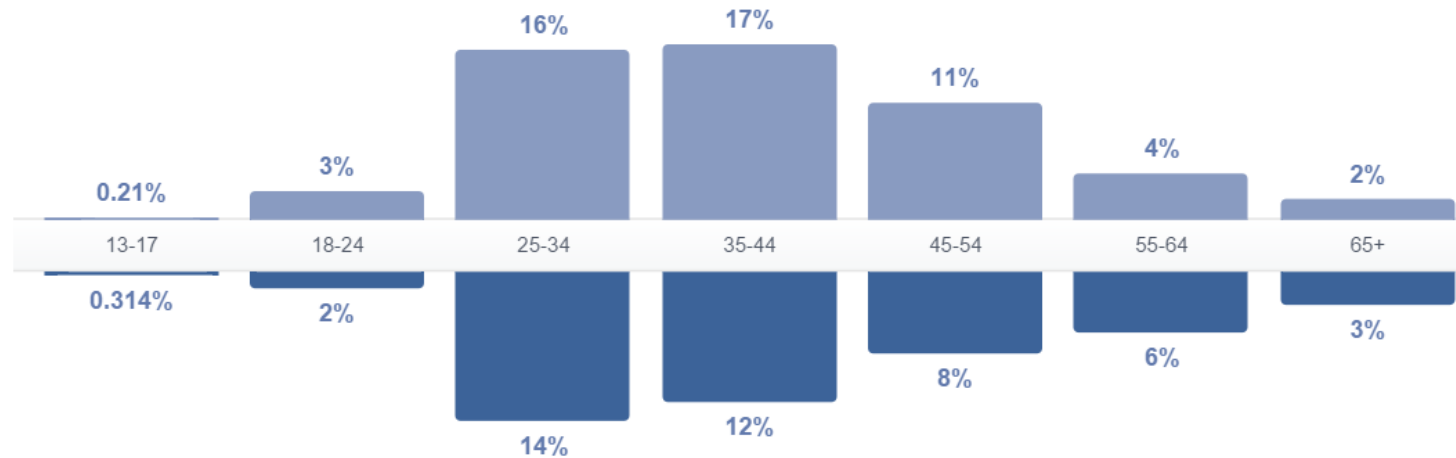
The people who like your Page

Women

■ 53% Your Fans

Men

■ 45% Your Fans



YouTube

The European Federation of IASP® Chapters (EFIC®)

✓ Abonniert 10

🏠 Videos Über uns 🔍

1 Abonnent in deinen Kreisen

Uploads ▾

Hinzugefügt am (neueste - älteste) ▾



European Year Against Pain
2012/2013 - Visceral Pain - ...

39 Aufrufe vor 4 Monaten



EFIC European Year Against
Pain 2013 - Visceral Pain - Pr...

133 Aufrufe vor 7 Monaten



European Year Against Pain
2012/2013 - Visceral Pain - P...

84 Aufrufe vor 10 Monaten



European Year Against Pain
2012/2013 - Visceral Pain - ...

93 Aufrufe vor 11 Monaten



European Year Against Pain
2012/2013 - Visceral Pain - P...

353 Aufrufe vor 11 Monaten



"Declaration of Miami" - Long
version

96 Aufrufe vor 1 Jahr



"Declaration of Miami"

170 Aufrufe vor 1 Jahr



The Journey of EFIC

1.690 Aufrufe vor 1 Jahr

YouTube



- 27 subscribers
- 5,902 total views
- over 9,798 minutes viewed
- Viewers from the UK, Austria, Italy, Germany, US, ...

Twitter



Vienna, Austria, 2-5 September 2015

#EFIC2015



TWEETS	FOLLOWING	FOLLOWERS	FAVORITES
324	105	245	62

- 245 followers
- Lot of interaction with other organizations, attendees, pain specialists
- Continuous use of #EFIC2015 for the EFIC Congress

Outlook EFIC Congress

- Twitter

Profile: @EFIC_org

Official hashtag: #EFIC2015

Constant interaction & engagement

- Facebook

Daily updates and roundups

Photoalbums

Answer queries, gather feedback

- Newsletter

Further coverage and recap of the congress



Thank you for your time!