



World AS Day 2024 Highlights Report 4 May 2024



World AS Day is an annual day dedicated to people living with axial Spondyloarthritis (axSpA). It is celebrated across the world on the first Saturday of May after 1 May.

ASIF creates a global campaign to raise awareness of axSpA. It is designed to be used primarily by our members, but also industry and other organisations who participate in World AS Day. The materials can be used as they are, amended to fit with the organisation's needs, and can be translated. The campaign is mostly conducted digitally, as well as many of our members holding in-person events around the world.

Representatives from our member organisations sit on the World AS Day Sub Committee. Working with our creative agency (Platform), the group chooses a theme – this year it was *Signs and Symptoms*.

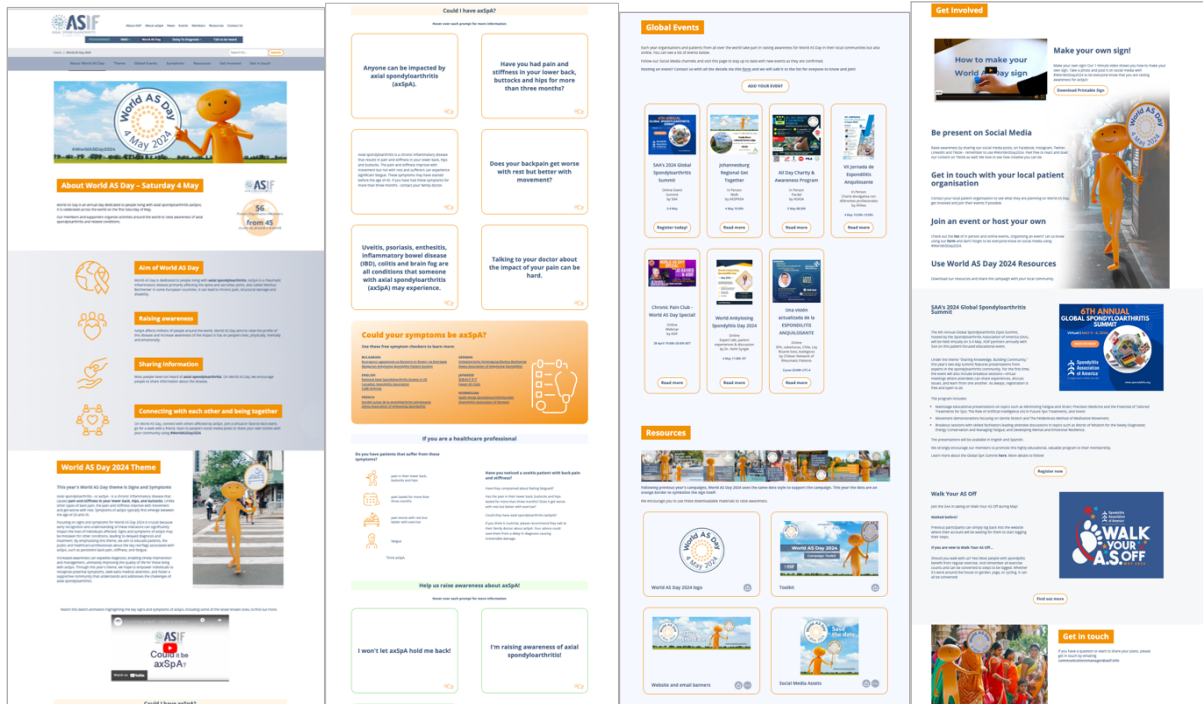
This report gives an overview of the activities during the 2024 World AS Day campaign, supported by feedback from our members through the post-World AS Day survey and the Social Media Grant Reports.

[ASIF Website](#)

The World AS Day page featured information about the campaign, key messages and resources. The resources included a downloadable toolkit, logo and social media assets. The resources were designed to allow for localisation, including translations, to make them user friendly for our members.



The following are screenshots from the webpage:



World AS Day Social Media Grants

Boosted French Facebook Post on May 4 – Video post

Arthritis Consumer Experts
Sponsored · Published by Anita Chan

La spondylarthrite axiale est une maladie inflammatoire chronique qui englobe la spondylarthrite ankylosante (SA) radiographique et les formes non radiographiques (SpAax-nr). Le terme « axiale » désigne simplement la partie du squelette qui comprend la colonne vertébrale et les articulations sacro-iliaques, c'est-à-dire les articulations qui relient le bassin et la partie inférieure de la colonne vertébrale. Le terme « non radiographique » indique qu'aucune lésion n'est visible à la radiographie.

Apprendre encore plus: <https://bit.ly/ACEAboutAxialSpondyloarthritisFR>

#WorldASDay2024 #axSpA



In previous years ASIF's paid advertising budget for social media was used to drive people to our website. We believe that it is more beneficial to drive people to their local organisation's website.

This year, for the first time, we offered World AS Day Social Media Grants. Six of our members received a £500 grant to boost their social media campaign within their country.

The grant recipients were:

- Arthritis Consumer Experts (ACE)
- Axial Spondyloarthritis Association of South Africa (ASASA)
- Bekhterev Norge
- Canadian Spondyloarthritis Association (CSA)
- Cyprus League of People with Rheumatism (CYLPER)
- INBAR Association, Israel

The grant gave ASASA the opportunity to boost their social media content for the first time. Maranda van Dam commented that the grant enabled them to 'reach many more people in South Africa who otherwise don't know what we do'.



Anita Chan from ACE commented: “The grant allowed us to not only ensure that our whole audience was reached but allowed us to reach new audiences and increase membership.” The grant had led to an impressive increase in membership of over 250 people.

We asked the recipients of the grants to complete a report on the use of the grant. Anita remarked that “Creating the social media report helped us analyse the results of paid and organic posts.” Reviewing the results of a social media campaign can provide important learnings for future campaigns and can provide valuable metrics that can be fed back to supporters and sponsors.

Less than half (40%) of the respondents of the post-WASD survey used paid advertising on social media to promote World AS Day. Lack of funds was the prominent reason for not using it. When considering the reach and positive impact the paid posts had for those that received the ASIF social media grants, it is worth sharing the value of paid posts with our members and the considering the expansion of the ASIF Social Media Grant programme.

Digital Highlights



Almost 9.8 million people around the world were reached (number of people who saw content) on social media through ASIF and our Social Media Grant recipients. This number is estimated to be larger, when considering the activities of all our members.

Please send me the reach (number of people who saw content) of your World AS Day social media activities. Please contact Jo de Bry (communicationsmanager@asif.info) if you need assistance in finding the data.

Between 7 March and 31 May, the social media campaign on ASIF's channels reached almost 8.9 million people and the World AS Day videos were

played nearly 93,000 times. Across all our social media platforms we gained an additional 564 followers. The World AS Day website had 66,950 page views during the campaign.

It is important to note that this year's statistics cannot be directly compared with previous year's due to a number of reasons, including the reallocation of a significant portion of the social media paid advertising budget to World AS Day Social Media Grants. In 2024, ASIF had a budget of £2,000 for paid social media advertising on our own channels. We awarded £500 grants to six of our members.

In 2023, ASIF had a budget of £5,000 and reached an incredible 48 million people. There are many factors that have resulted in less people being reached this year. The algorithms used by the social media platforms regularly change which have made it increasingly difficult to target



specific types of people, for example it is now not possible to directly target those who have previously searched for terms including backache, axial spondyloarthritis, uveitis, back or joint pain. Last year’s theme of exercise and movement resonated with a broad audience, which naturally led to a higher reach. The use of broader keywords in our ad targeting also contributed to this expansive reach, as it captured a wide array of interests and demographics. This year, while we reached less people, we believe our content was more directly relevant to them.

As more businesses invest in social media advertising, the competition for ad space has intensified. This higher demand for limited ad inventory drives up costs, leading to a lower reach for the same budget. Also, social media platforms frequently update their algorithms, which can affect how ads are shown to users. There might be changes in prioritising different content or reducing reach, this can impact the effectiveness of paid ads as well.

Advertising on social media remains an important tool in awareness raising campaigns, despite the challenges.

Data from ASIF channels

	Facebook	Instagram	Twitter	LinkedIn	TikTok	Total
Followers	110	84	153	103	11	564
Impressions	4,527,888	3,431,452	5,069,951	20,212		13,069,715
Reach	3,196,110	1,514,097	4,132,261	13,723		8,869,914
Link clicks (/worldasday)	98,781	123,783	2,644	503		226,214
CTR (link click-through rate)	4.80%	5.50%	0.06%	0		3.21%
Cost per click	£0.01	£0.01	£0.23	1		£0.29
Post/Tweet engagement	504,374	462,017	39,147	812		1,007,162
Post comments/replies	41	2	31	3	0	77
Post reactions/ Tweet Likes	1,616	475	2,748	269	4	5,112
Post saves	17	4	n/a	0		21
Post shares/ Retweets	191	1	185	27	0	404
Video plays	685,411	584,131	461,280	2,519	2,424	1,738,284
Video plays at 50%	123,651	52,348	171,236	0		347,235
Video plays at 100%	32,595	14,593	45,475	0		92,663

Data from Social Media Grant recipients

	ACE	Bekhterev Norge	CSA	INBAR	ASASA	ASIF	Total
Platforms used	FB, IG, X, YT, LI, TT	FB, IG	FB, IG, TT	FB, IG	FB, IG, X	FB, IG, X, LI, TT	
Reach	29,560	32,884	94,410	634,693	135,100	8,869,914	9,796,561

Key:	FB - Facebook	IG - Instagram	X - X/Twitter
	YT - YouTube	LI - LinkedIn	TT - TikTok



CYLPER used most of the grant to pay for screen advertising of the social media videos at a shopping mall, which they estimated were seen by 10,000 people.

Materials

Creating the social media content in an easily editable format proved successful with 70% of the respondents translating our social media templates. Most used a mixture of static and video posts.

We created a social media content calendar that detailed the dates of when ASIF would post specific content. It included the visual asset and written copy for Facebook, Instagram, Twitter and LinkedIn. The copy was available to be used without change, translated, modified or simply used as a guide. The majority of respondents (80%) used the calendar, with most commenting that they used it as a guide or that they found it useful to know when ASIF was posting particular content.



When asked for feedback on the downloadable resources the comments referred to the ease of access, 'excellent' content, 'best part was they were customisable' and 'videos were very informative'.

Stalo Andronicou from CYLPER commented: "We have used [the] animated films and posters. I found them fantastic."

Two comments mentioned the repetition in the messages; however, this was intentional, knowing that not everyone sees every post/tweet and the 'rule of 7' (a marketing principle) states that someone needs to see a message at least seven times before they take action.

We created a 'make your own' World AS Day sign and uploaded a 'how to make your sign' video to the World AS Day webpage. We encouraged people to post photos of themselves with the sign on social media. The video was one of our most viewed posts (766 views); however, there were a limited number of photos that appeared on social media.

World AS Day Webinars

To increase engagement and understanding of the campaign, ASIF invited members to attend one of two webinars (different time zones) where the activities around World AS Day were explained and support was offered. The recording of one of the webinars was available for others to watch.



The survey respondents all watched the webinar (70% live and 30% watched the recording). When asked how the webinar could be improved, 90% indicated that they were happy with the format with one respondent commented: *I think that you [are] doing excellent with the webinars so keep up the same method.* One respondent commented that it would be helpful for the webinar to be in their language.

Events

Walk Your AS Off

Walk Your AS Off (WYASO) is a virtual walk event that encourages people to walk – or move/exercise in a different way - and raise awareness about axSpA. Virtual teams around the world log their daily steps or equivalent exercise. ASIF and its members continued to support the event.

This year the Spondyloarthritis Association of America (SAA) took over running the event. The SAA, WYASO Founder (Jenna Visscher), and many WYASO's Team Leaders ensured that the event continues to inspire the axSpA community to *Find Their Happy Pace!* Thank you to everyone for spreading awareness and logging steps during May!

Top 10 Teams

Team	Steps	Team	Steps
AS Buzzers	26,469,122	Orange Apples	5,172,927
Bekhterev Norge	7,921,103	Faces of AS	4,637,698
SAA Home Team	6,865,922	AS Busters Canada	3,462,045
Walking Spondies	6,822,406	UCS Germany	2,470,430
Spafo Norge	5,578,961	Chronic Warrior	2,083,503

This global event was born as a grassroots effort to spread awareness and encourage people to move/exercise. People from around the globe took

part and, while there were challenges with the transition, WYASO 2024 was a success. WYASO teams reported impressive step totals, with the AS Buzzers taking the top spot – by quite some distance!

SAA is working on some exciting new features that will be rolled out before next year's event and they hope to see people logging steps year-round! SAA is grateful to every walker for fighting AS and being an amazing *spondy warrior!*

<https://spondylitis.org/walk-your-as-off/>

We found that 50% of the post-World AS Day survey encouraged their members to participate in Walk Your AS Off.

2024 Global Spondyloarthritis Summit

SAA's 6th Annual Global Spondyloarthritis Summit was a free, two-day Virtual Event, which provided educational information and support to over 3,900 registrants from 94 different



countries. This year's summit featured six medical presentations, four breakout discussions to encourage support and community among attendees, and two movement demonstrations. 95% of post-event survey respondents stated the Summit empowered them to take a more active role in managing their disease. An overwhelming 97% felt more confident applying the information and insights gained from the Summit into their daily life and practices. The support group breakout session provided valuable insights and information regarding axSpA management and coping strategies for 99% of participants. Everybody stated they were likely to attend next year.

Top 10 countries represented
United States
Canada
UK
Australia
India
Mexico
Germany
South Africa
France
Brazil & Colombia (tied)

In addition, the summit featured an exhibit hall with 16 exhibitors providing information and resources to visitors. ASIF had almost 300 visitors to their booth, ranking them among the top 3 most visited. The ASIF Booth highlighted World AS Day as well as the International Map of Axial Spondyloarthritis (IMAS) global report and infographic; Member Resources; and the Delay to Diagnosis project awareness assets. More than 100 documents were downloaded from our booth, with our guide on Exercise and Movement (20 downloads) being the most popular, followed by the IMAS Global Report (14 downloads) and our guide on Living well with axSpA (11 downloads).

	2019	2020	2021	2022	2023	2024
Registered	2,016	2,360	2,300	3,124	3,000+	3,900
Countries	44	73	87	103	92	94
ASIF Booth visits	-	-	187	118	97	300

Our post-World AS Day survey showed that most respondents promoted the Summit to their members, mostly through social media. One organisation that didn't explained that they focus on limited things to avoid their members losing interest if they share too much.

Examples of activities from our members and others

- FUNARP (Panama) invited an expert and patient to talk about AS in their "Conversations with your Doctor" session.
- Association France Spondyloarthrities produced videos of patient testimonies.
- Ankylosing Spondylitis Welfare Society (India) held a two-hour webinar for World AS Day on Eye, Skin, Heart, Kidney and Bone Health in AS where several doctors participated.
- Instituto Gruparj Petrópolis (Brazil) held an AS workshop with talks on early diagnosis and current treatments, exercises, therapies and meditation.
- The Chronic Pain Club podcast, hosted by patient advocate, Joel Nelson, invited Jo Davies, Assistant Director at ASIF, to participate in a special World AS Day broadcast.



Our industry Partners

Thank you to all our sponsors for supporting World AS Day by:

- Sharing and creating your own posts and tweets on social media
- Participating in Walk Your AS Off
- Raising awareness among your staff and customers

ASIF is grateful to our industry partners



Examples of social media content



Thank you for supporting World AS Day!