

Biggest Social Media Win for DAIC in 2019

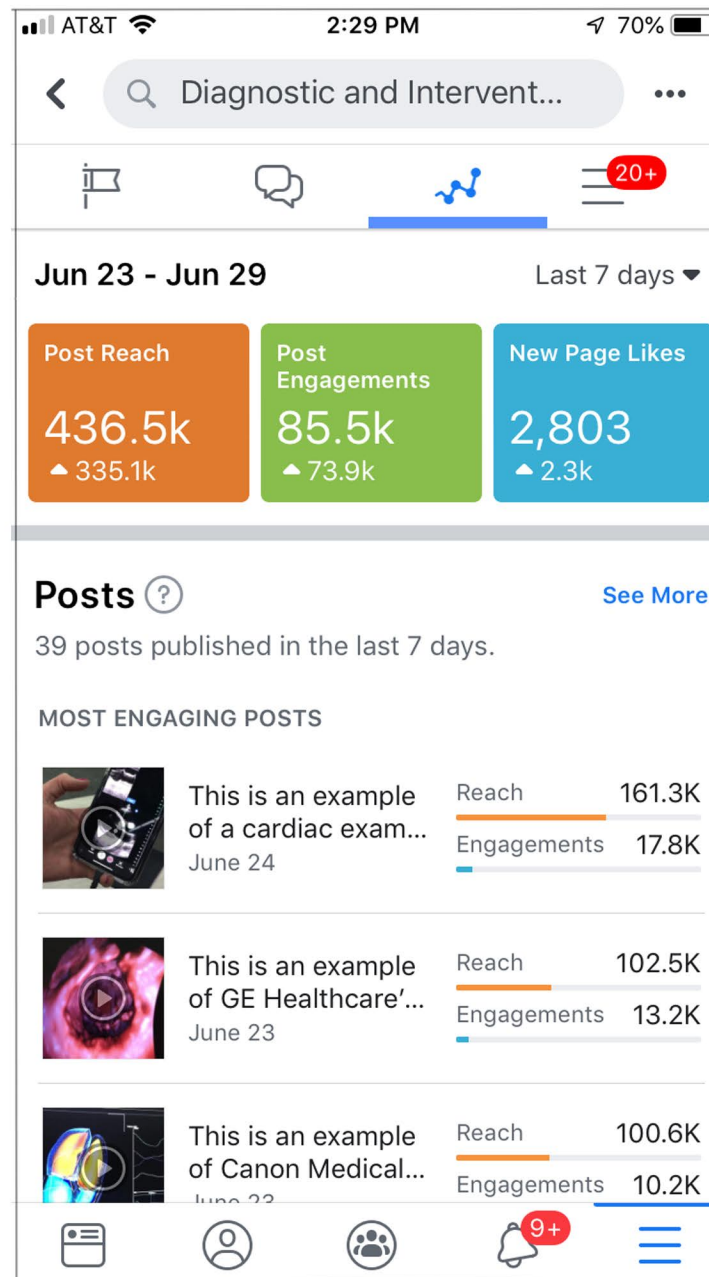
In June 2019, DAIC Editor Dave Fornell attended the 2019 American Society of Echocardiography (ASE) conference and reached a new social media record the week of the show, reaching more than 430,000 unique viewers on Facebook alone. This was the highest reach on social media to date for DAIC in a single week. This included more than 200,000 views for short videos shot and posted from the expo floor. This digital reach is significant because DAIC's print magazine only has a print circulation of 25,000.

Fornell leverages social media as a way to cover new technologies and hot trends at medical conferences in a more real-time manner. He posts photos and short videos shot on his iPhone, along with description text and usually a link back to related DAIC website content. He makes about 20-60 posts during the week of each meeting and he later gathers the text from Facebook posts to use as typed notes, forming basis for post-show wrap-up articles. Real-time analytics from Facebook are used to gauge reader interest in various technologies, which helps guide Fornell's at show and post-show coverage.

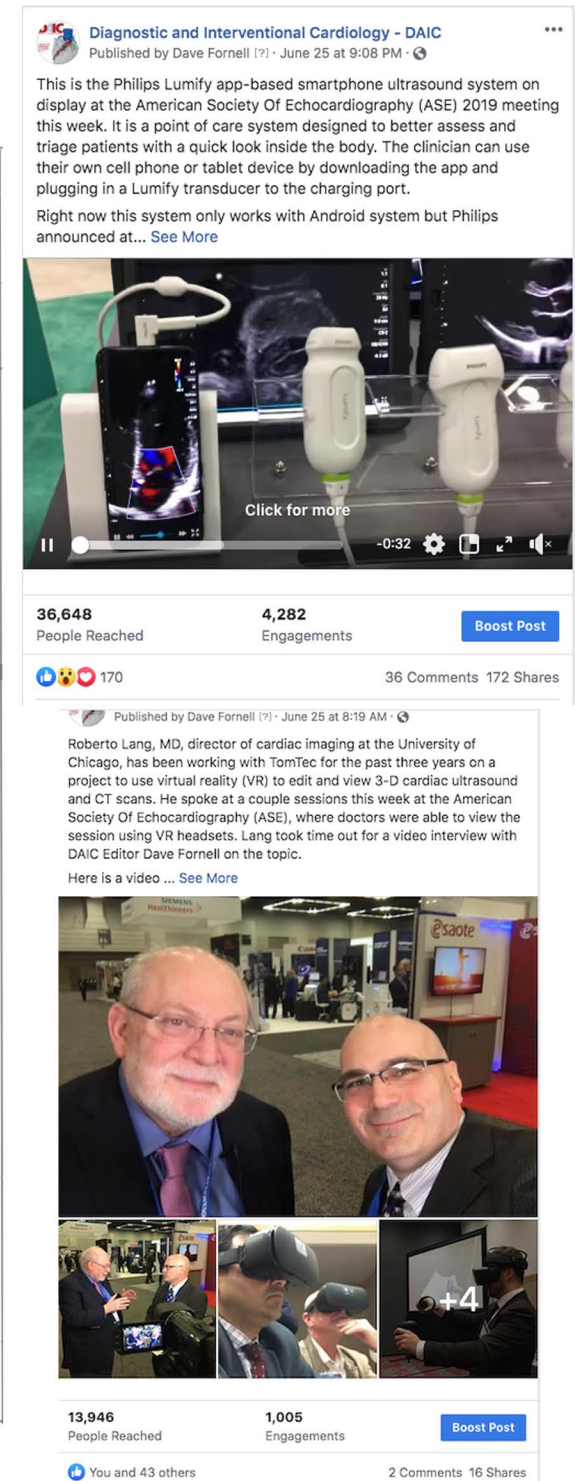
Here are screen shot images showing the impact of his ASE coverage from the DAIC Facebook page analytics and moderator views of posts showing stats.



The screenshot shows the DAIC Facebook page with a post from Sean Reilly dated June 24 at 2:14 PM. The post features a video of a hand holding a smartphone displaying a cardiac ultrasound image. The text of the post describes the Butterfly IQ ultrasound system and its applications. The post has 162,139 people reached and 17,816 engagements. The DAIC Facebook page header shows 36,648 people reached and 4,282 engagements.



The screenshot shows the DAIC Facebook page analytics for the period of June 23 - June 29. The analytics show a post reach of 436.5k (up from 335.1k), post engagements of 85.5k (up from 73.9k), and new page likes of 2,803 (up from 2.3k). Below the analytics, there are three posts showing examples of cardiac exams performed using an iPhone and the Butterfly IQ ultrasound transducer. The posts are dated June 24 and June 23. The posts show reach and engagement stats: 161.3K reach and 17.8K engagements for the June 24 post, 102.5K reach and 13.2K engagements for the June 23 post, and 100.6K reach and 10.2K engagements for the June 23 post.



The screenshot shows the DAIC Facebook page with a post from Dave Fornell dated June 25 at 9:08 PM. The post features a video of the Philips Lumify app-based smartphone ultrasound system. The text of the post describes the system and its applications. The post has 36,648 people reached and 4,282 engagements. Below the video, there are two posts showing examples of cardiac exams performed using an iPhone and the Butterfly IQ ultrasound transducer. The posts are dated June 25 and June 24. The posts show reach and engagement stats: 13,946 people reached and 1,005 engagements for the June 25 post, and 100.6K reach and 10.2K engagements for the June 24 post.