World Thrombosis Day (WTD) is a year-long global movement that culminates on 13 October and focuses attention on the often overlooked and misunderstood condition of thrombosis. A campaign of the International Society on Thrombosis and Haemostasis (ISTH), WTD seeks to educate patients, healthcare providers, and the general public about thrombosis, and ultimately, reduce death and disability caused by the condition.

Global campaign reach is a combination of partner event attendance, media coverage, social media engagement, and website analytics.
ESPN wrote about Executive John Lasker's experience with blood clots using WTD as a timely news hook. After hearing Prof. Beverley Hunt's BBC interview about “sticky blood,” renowned playwright David Hare incorporated her words into a play in London.

4.7 BILLION
TOTAL GLOBAL MEDIA IMPRESSIONS

Paid Reach
238 MILLION
214% increase from 2019

Organic Impressions
877+ MILLION
Stories that evolved as a result of direct media pitching

After hearing Prof. Beverley Hunt’s BBC interview about “sticky blood,” renowned playwright David Hare incorporated her words into a play in London.

ESPN wrote about Executive John Lasker’s experience with blood clots using WTD as a timely news hook.
HIGHLIGHTS AND MILESTONES: WTD BY THE NUMBERS

ENGAGEMENT ON SOCIAL MEDIA

- **488 MILLION** total social media impressions
- **372 MILLION** Twitter impressions
- **2 MILLION** Facebook impressions
- **1.2 MILLION** reach on Facebook
- **18,543** Facebook followers (14% increase)
- **8,695** Twitter followers (14% increase)
- **1.6 MILLION** ad views (33% increase in website visitors)
- **110.4 MILLION** #CLOTCHAT impressions on Twitter (44% increase from 2019)
- **648** Twitter chat participants

COMPARISON TO 2019

- **44%** up in Twitter chat participants
- **95 MILLION** impressions from official campaign hashtags (up 48 million from 2019)
- **95 MILLION** Facebook impressions (1.2 million reach on Facebook)
- **532,808** Instagram impressions (12% increase)

DIGITAL COLLABORATIONS

- Launching social media advertising campaign with
- WTD 2020 Global Webinar co-hosted with Centers for Disease Control and Prevention (CDC) reaches new milestone with nearly 2,000 global registrants

WTD BY THE NUMBERS:

- **2020** compared to **2019**
- **19% UPTICK** in social media engagement compared to 2019
THROMBOSIS PATIENTS AND SURVIVORS
SHARE STORIES OF HOPE AND EMPOWERMENT

Federica Fedele from Italy
Recognized as WTD 2020
Ambassador of the Year

New Award!

Thrombosis Ireland
Receives WTD 2020
Activity of the Year Award

- 2 million impressions from #MyClotStory
  personal story campaign
- 250 Survivor Selfie images shared online
- Hosted WTD’s inaugural Facebook Live
  videos including collaboration with
  American Heart Association

Congratulations to honorable mention awardee
Brazilian Society on Thrombosis and Haemostasis (BSTH)

Federica Fedele from Italy
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Ambassador of the Year

Thrombosis Ireland
Receives WTD 2020
Activity of the Year Award

Congratulations to
honorable mention awardee
Debra Bryant
WTD 2020 AROUND THE GLOBE
Thank you to our Corporate Supporters

Global Partners

Bayer
Bristol-Myers Squibb
Pfizer

Global Benefactors

Daiichi-Sankyo
INARI
LEO
Portola

Global Contributors

aspen
Boehringer Ingelheim
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Sysmex

How to continue to support the WTD campaign

1. Become an official campaign partner and invite your network to get involved.
2. Plan an awareness event or activity any day of the year.
3. Share resources and tools to increase awareness about thrombosis.
4. Join the conversation online on the WTD social media channels.
5. Make a donation to the WTD campaign online.

Join us to stop blood clots and save lives!

Visit WorldThrombosisDay.org/Join/ and sign up as a partner.

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