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## Conflict of interest

None declared.

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## Evaluating the impact of the website campaign “A ti también te puede tocar” (“It could also be you”) to spread awareness of systemic autoimmune rheumatic diseases



### Evaluación del impacto de la web de la campaña “A ti también te puede tocar” para concienciar sobre las enfermedades reumáticas autoinmunes sistémicas

Dear Editor,

Health awareness campaigns draw attention to specific diseases, provide information for the general public, and engage people in the management of their diseases. During recent decades, the Internet has become a major source for information on health<sup>1</sup> and social network campaigns have increased the efficiency and effectiveness of public health communication campaigns.<sup>2–4</sup>

In 2021, the Spanish Society of Rheumatology launched an awareness campaign called “A ti también te puede tocar” (“It could also be you”) in which its website formed the core of a broader digital strategy. The website hosted a digital video advert, as well as

information and free downloadable materials about Behçet disease, systemic lupus erythematosus, vasculitis, scleroderma, Sjögren syndrome, and polymyositis. The website included a specific area for each disease. Users could share website content directly through social media channels. A link to the patients’ website of the Spanish Rheumatology Foundation provided more information about SARDs (Systemic Autoimmune Rheumatic Diseases) and additional links to websites of other patients’ associations.

Consistent with the approach of other researchers,<sup>5,6</sup> we evaluated the website in terms of engagement using Google Analytics.<sup>7,8</sup>

Data were collected from the Google Analytics dashboard in March 2022 for all website visits during the observation period (launch of the website in May 2021 to end of the campaign in December 2021). The overall reach of the website was measured by the number of users and sessions and the source of the users. We measured the engagement of users based on the following indicators: bounce rate, number of page views, pages per session, and session duration.

We recorded 107,657 single sessions by 87,059 new users involving 437,285 page views during the observation period. Fig. 1

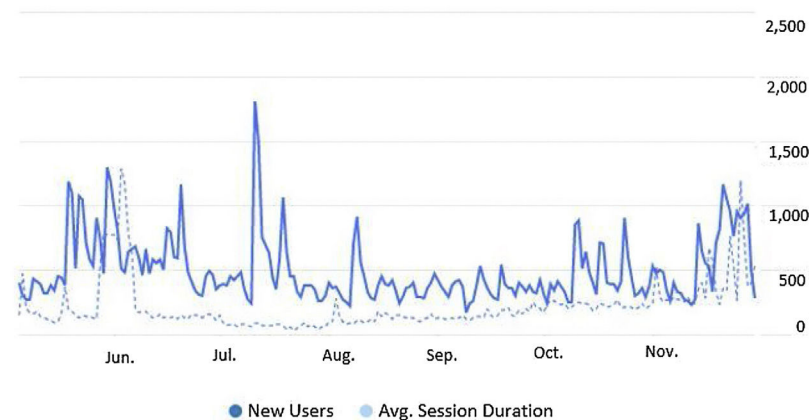


Fig. 1. Number of users and average duration of sessions over time.

shows the average duration of sessions over time and the number of users.

The bounce rate for the webpage was 24.53%, with an average session duration of 5 min, 59 s and an average of 4.06 pages viewed per session.

In relation to events, the results showed that most users displayed more than 25% of the page, the video advertisement was seen 2,795,749 times during the observation period (May 2021–December 2021) 98.9% viewed on average viewed the video. Additionally, 367 users clicked on direct link to access to inforeuma.com looking for more information.

This analysis assesses the effectiveness of the website *lasaludnoesunjuego.com* in engaging with people and facilitating helpful information for people with SARDs.

Google Analytics data revealed that the website reached 87,059 new users. Engagement with the website was good, with a high average session duration and lower bounce rate than reported in similar research on other websites promoting health.<sup>5,9,10</sup> Likewise, the website proved helpful for the users, with 437,285 page views, a 24.53% bounce rate, and an average session duration of 5 min, 59 s.

Google Analytics revealed a bounce rate of 24.53%, which was far lower than average (41–51%) and can be considered an excellent result. Users landed on the website and stayed, probably because they considered the information was high-quality and interesting. Furthermore, users spent an average of almost 6 min consulting information, higher than the average duration recorded by Google Analytics (2–3 min).

In summary, this analysis showed that the website *lasaludnoesunjuego.com* provided an important opportunity for people to further engage and find useful information about SARDs. However, more research is necessary before we can know the full scope of the campaign “A ti también te puede tocar”. Surveys should be performed to determine the level of knowledge gained by users of the website.

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