



# Communications Plan Summary

[WWW.EASLDHILICONSORTIUM.EU](http://WWW.EASLDHILICONSORTIUM.EU)

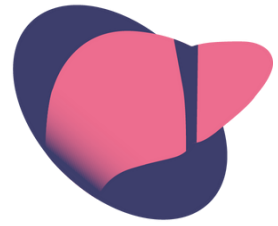




# PURPOSE

- Enhance the visibility and impact of the Consortium activities through effective outreach.





# In the next 6 months

# Smart Objectives

Establish clear and measurable goals, both in terms of internal and external communication, to guide all actions to be taken.



## Goals n° 01

To optimise the outreach of the consortium between the scientific & patient associations, clinicians, scientists, industry partners, and regulators



## Goals n° 02

To build up new interactions and collaborative proposals

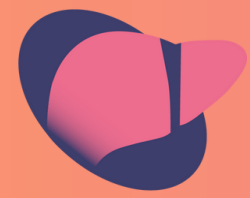


## Goals n° 03

To Disseminate science

## Goals n° 04

To generate an effective dissemination of the activities & advances in the area of Drug and Herbal & Dietary Supplement-induced Liver Injury.



# Communication Strategy

**Feel free to send me all relevant  
Info in DHILI you want to share  
(conferences, seminars,  
publications...)**

**01**

## OFFLINE:

- Conferences and Consortium Meetings.
- Press releases & Visual materials (roll ups).

**02**

## ONLINE:

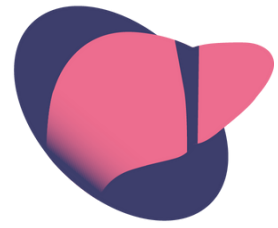
- Social media: LinkedIn, X, YouTube
- Website SEO
- Webinars, podcasts

**03**

**Collaborations & synergies. Cross  
promotion** (ELPA, EASL, Lily Dara  
AASLD SIG Seminars, EACPT 2025,  
Halt-Ronin...)

**04**

**Personalized messaging for  
experts vs public**



# Channels

01



Publication in peer-reviewed scientific journals. OPEN Access

02



Social media (LinkedIn, Youtube, X)

03



Congresses, seminars, webinars

04

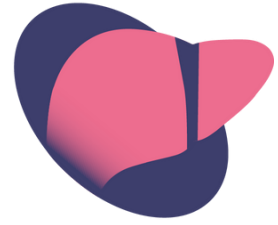


Podcast

05



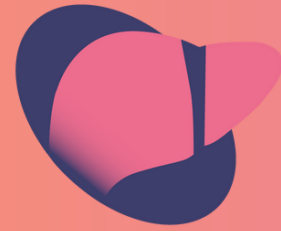
Press releases



# PODCAST



- **Monthly, 30-minute episodes**
- **Expert interviews, case studies, Q&A**
- **Formats for both professionals and public**
- **Dissemination via website and social media**



# TIMELINE

**01**

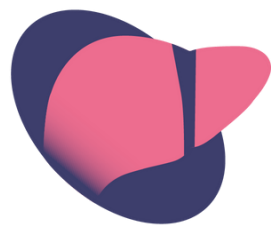
## Short term (3–6 months):

- Launch podcasts and social media campaigns,
- Establish collaborations with scientific societies and experts to strengthen communication. Cross-promotion

**02**

## Medium term (6–12 months)

- Assess impact, adjust formats, and expand content
- Build up online presence, seeking strategic alliances to increase dissemination.



# KPIs & Results

Seminars attendance:  
60/month (average)



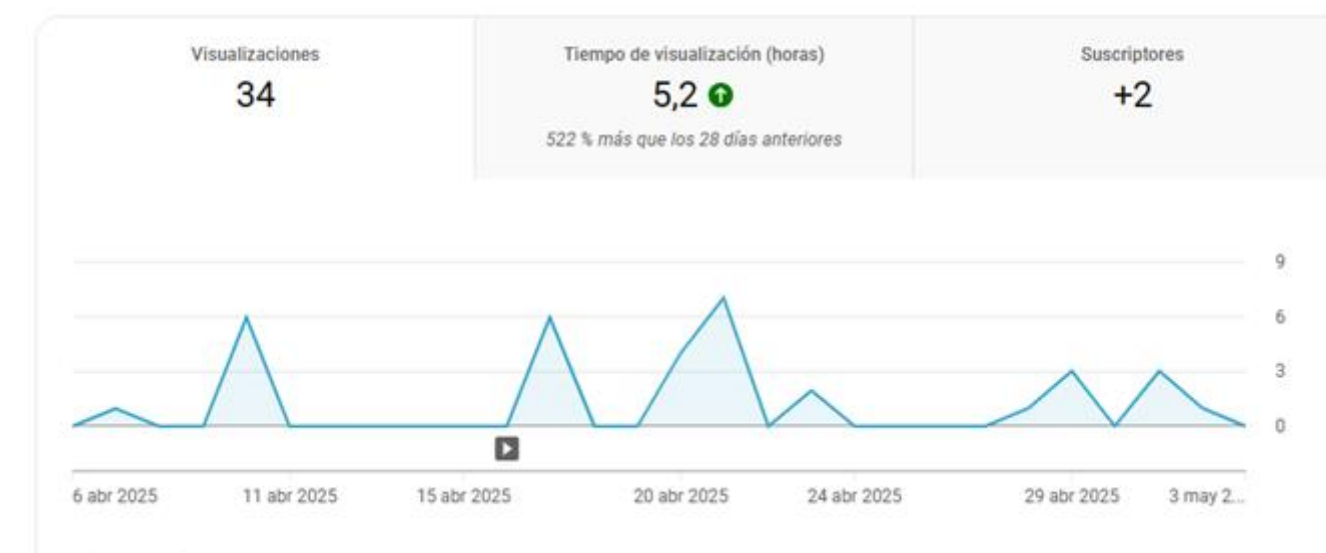
X

Engagement rate  
Last month: 5, 1%

ON X, MOST ACCOUNTS SEE ENGAGEMENT RATES BETWEEN 0.5% AND 2%. ANYTHING ABOVE 5% IS CONSIDERED VERY STRONG, SO 10 % IS OUTSTANDING

HIGHLY RELEVANT CONTENT AND INTERESTING TO OUR AUDIENCE.  
VERY ENGAGED COMMUNITY

Tu canal ha conseguido 34 visualizaciones en los últimos 28 días

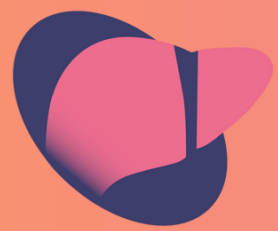


## YOUTUBE

Best topic in YouTube about **Translational Basic Research** (39 views)

### Social channels overview

Profiles	Followers	Impressions	Engagement rate
easldhili	63 ↗ 6,300%	217 ↗ 21,700%	10% ↗ 1,000%



# Thank You

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