Web Editorial Board House of Delegates Report
2014-2015

WAO Web Editorial Board

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SITE USAGE STATISTICS FOR 2014-2015

With a regular increase of online content and dynamic updates on the WAO website, usage of the site also continually increases. The numbers indicate the website successfully attracts new visitors, and there is an opportunity for WAO to keep visitors coming back. Statistics show a continued trend of increased overall usage and especially the attraction of new users, in fact the highest in the website’s history. This increase is most likely the result of the implementation of promotional campaigns through social media, a new strategy of a dynamic home page with content refreshed regularly, and expanded educational content online.

Totals for the past five years are below:

<table>
<thead>
<tr>
<th>Totals</th>
<th>2015</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(1 May–1 Sept)</td>
<td>(1 Jan–30 April)</td>
</tr>
<tr>
<td>Page views</td>
<td>389,787</td>
<td>387,042</td>
</tr>
<tr>
<td>Visits</td>
<td>260,321</td>
<td>273,042</td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>216,791</td>
<td>231,796</td>
</tr>
<tr>
<td>New Visitors</td>
<td>80.50%</td>
<td>82.90%</td>
</tr>
<tr>
<td>Returning Visitors</td>
<td>19.50%</td>
<td>17.10%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2014</th>
<th>2013</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page views</td>
<td>927,209</td>
<td>631,966</td>
<td>565,663</td>
</tr>
<tr>
<td>Visits</td>
<td>626,777</td>
<td>421,057</td>
<td>311,221</td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>521,337</td>
<td>350,967</td>
<td>246,426</td>
</tr>
<tr>
<td>New Visitors</td>
<td>82.10%</td>
<td>82.00%</td>
<td>77.39%</td>
</tr>
<tr>
<td>Returning Visitors</td>
<td>17.90%</td>
<td>18.00%</td>
<td>22.61%</td>
</tr>
</tbody>
</table>
The top ten countries where visits have originated in 2015 (1 May – 1 September) are the United States, United Kingdom, Poland, India, Canada, Australia, South Korea, Philippines, Japan, and Indonesia.

The top ten most visited sections of the site in 2015 (1 May - 1 September) were Allergic Diseases Resource Center, WAC 2015, Homepage, Symposium 2015, Educational programs, Ask the Expert, Search, World Pollen Network, WAO Societies, and Journal Reviews.

**Social Media**

Statistics for 2014-2015 are provided below.

**Facebook:** 2,492 “Likes” from individuals from United States, Mexico, Brazil, Argentina, India, Spain, Italy, Greece, Egypt, United Kingdom, Australia, Peru, Canada, Portugal, Romania, Japan, Colombia, Georgia, Philippines, and Pakistan. Top people engaged are from United States, Mexico, Brazil, India, Italy, Argentina, Greece, Japan, Georgia, and Germany. Top people reached are from the Mexico, United States, Argentina, Georgia, Brazil, Greece, Italy, Spain, India, and Venezuela. Traffic outside of Facebook is coming to the page primarily from the WAO website and Google search engine.

**Twitter:** 3,114 “Followers” and 2,624 “Tweets”. In 2015, there was 955,200 impressions, 2,280 retweets, 1,044 link clicks, 277 favorites, 53 replies, and a 2.5% engagement rate.

**LinkedIn:** 1,474 “Members” from individuals in Argentina, Spain, Peru, Mexico, and Brazil. Company page has 215 “Followers.“ In 2015, there was a reach of 28,792, 232 engagements, and 342 pageviews.

**NEW FEATURES**

**Evidence-Based Allergy Reviews**
The Evidence-Based Allergy Reviews are the newest addition to the Physician Resource section. In 2013, the WAO Website Editorial Board became aware of the fact that many individuals, medical and research groups do not have the resources to obtain professional medical literature searches which are required as the basic starting point in order to develop clinical guidelines and review papers on a specific allergy/immunology topic. The Website Editorial Board wanted to offer general predefined and complete literature searches in EndNote format to our entire membership.

(www.worldallergy.org/systematic-reviews/)

**Allergic Diseases Resource Center Update**
Some information in the Allergic Diseases Resource Center is outdated. ADRC is the most visited section of the WAO website. The current policy is all content be no older than 5 years. Staff is currently working to keep titles but remove content of those sections that are older than 5 years and need updating. Thus far, 30 titles content have been updated.

(www.worldallergy.org/patient-resources/)

**WAO TV**
A new feature, WAO TV, has been established as a new avenue for WAO to communicate with its Member Societies and for disseminating late-breaking information about Allergy and Immunology. *Scientific Interviews with Experts*, a new feature, part of WAO TV will launch in November. *Experts* are one to two times a month. Junior members will be able to interview authors who have had important papers published recently in the major allergy journals. The interviews will be posted on our WAO TV page.

**WAO Website Redesign**
The WAO website is currently being redesigned to provide more visual appeal and user-friendly organization. The new format change enables WAO to provide more information to readers in a user-friendly method.
**World Allergy Week**
The Editorial Board collaborated with the Communications Committee to promote World Allergy Week 2015 (13-19 April) activities, provide resources online for WAO Member Societies, the media and the general public, and post reports and results of Member Society events. ([www.worldallergyweek.org](http://www.worldallergyweek.org))

World Allergy Week 2014 was held 7-13 April and was a successful event. A record of Member Society activities is posted online at [http://www.worldallergy.org/worldallergyweek/2012.php](http://www.worldallergy.org/worldallergyweek/2012.php) including links to press releases, news stories, photos, media interviews, and other coverage. There is a section dedicated to information sent by the member societies. WAO provided resources for WAO Member Societies to download from the website, centering on the *WAO White Book on Allergy.*

**MEETINGS**

**WAO International Scientific Conference 2014**
The WISC 2014 website follows the standard for WAO meeting sites. The website was launched in February 2013 and activity has been steadily increasing. A newsletter, *Rio de Janeiro Insider,* will regularly promote the conference and provide important updates along with informative and enjoyable information about the conference location and the culture of Rio.

**World Allergy Congress 2015**
The WAC 2015 website applies the standard for WAO meeting sites. The website launched in June 2013 and activity has been steadily increasing. The newsletter, *Seoul Insider,* will regularly promote the congress and provide important updates along with informative and enjoyable information about the conference location and the culture of Seoul, Korea.

**WAO Symposium on Food Allergy and the Microbiome**
The WAO Symposium website went live in March 2015. Registration opened in June, and usage of the website has steadily increased and is expected to further increase as the date of the Symposium nears.

**WAO International Scientific Conference 2016**
The WISC 2016 website will apply the standard for WAO meeting sites. The website launched in March 2015. The newsletter, *Jerusalem Insider,* will regularly promote the conference and provide important updates along with informative and enjoyable information about the conference location and the culture of Jerusalem, Israel.

*Respectfully submitted,*

Juan Carlos Ivancevich, MD  
Editor-in-Chief