Social media

Objective: To inform the community in general about the importance of promoting respiratory health to live a longer and better life.

Activities:
- Neumorumba
- Social media information about the importance of respiratory health and World Lung Day awareness
Consolidated figures of communication plan before and after NeumoRumba: Facebook, Twitter and Instagram

<table>
<thead>
<tr>
<th>Platform</th>
<th>Posts</th>
<th>People reached</th>
<th>Interactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>13</td>
<td>18,925</td>
<td>931</td>
</tr>
<tr>
<td>Instagram</td>
<td>8</td>
<td>5,242</td>
<td>448</td>
</tr>
<tr>
<td>Twitter</td>
<td>6</td>
<td>2,526</td>
<td>203</td>
</tr>
</tbody>
</table>
Live streaming statistics:
Neumorumba | Facebook

Watch Live Streaming here (click)
Live streaming statistics:
Neumorumba | Youtube

Watch Live Streaming here (click)
NeumoRumba - Total statistics on Social Media

TOTAL
27

INTERACciones
1589

Publicaciones

Contenido
27073
Facebook - Most popular posts

Invitation to the event - NeumoRumba

Reach 2,379 users
Interactions 148

Patient testimony raising awareness about the importance of physical activity

Watch video here (click)
Instagram - Most popular posts

Pictures of patients during NeumoRumba

Reach 955 users
Interactions 83

Invitation to the event - NeumoRumba

Reach 783 users
Interactions 75
Twitter - Most popular posts

Invitation to the event - NeumoRumba

Reach 920 users
Interactions 74

World Lung Day Special Message

Reach 616 users
Interactions 35
Mass Media and patient newsletter “Respirando Juntos”
Invitation to participate on the event - NeumoRumba

Audience: 2,000 patients with asthma diagnosis.
Main topic: Preventive measures for COVID-19 are here to stay, as they help reduce acute respiratory disease such as influenza and COVID-19.