

Zorgniotti Grant Update

ISSWSH applied for the Zorgniotti Grant with the aim of increasing the awareness of our patient-facing website, Prosayla through social media promotion and branded items for annual meetings.

Branded items:

ISSWSH staff brought branded pens and notepads to the ISSWSH Annual Meeting in Long Beach, CA, to promote Prosayla amongst healthcare professionals. In addition, we created an advertisement for the meeting's program book to inform healthcare professionals about Prosayla and have them inform their patients.

Social Media Promotion:

We have divided up boosting Instagram posts and running advertisements on Facebook/Instagram. We chose 6 posts that had been posted on the ISSWSH Instagram that covered topics most relevant to patients and boosted these at \$250 per post. The advertisements were created to promote the Prosayla website as a whole and are meant to be eye catching and relatable to our audience. We created 6 of these at \$500 per ad. So far, we are very pleased with the engagement that these advertisements have received. See below.

Post	Link Clicks	Reach
Menopause	1,396	21,598
Clitoral Adhesions	6,328	26,152
Vaginismus	2,934	20,115
Sleep & Sex (still running)	2,357	12,006
Advertisement 1	2,748	13,214
Advertisement 2	1,864	10,799

Schedule of Ads:

We are about halfway through our advertising plan. We have done 4 boosted posts, 2 completed ads and have one ad currently running. See below for the list of advertisements and posts still to be promoted.

- Boosted Post 1: Menopause: <https://www.instagram.com/p/C0hBljJMnDJ/>: Boosted Jan 5-Feb 5
- Boosted Post 2: Clitoral adhesions: <https://www.instagram.com/p/CywHneGNPoo/>: Boosted Jan 5-Feb 5
- ADVERTISEMENT 1: Jan 15-Feb 15
- ADVERTISEMENT 2 & Boosted Post 3: Feb 15-March 15
- Vaginismus: <https://www.instagram.com/p/Crs5EonuJis/>
- ADVERTISEMENT 3: April 4-May 4
- sleep and sex: <https://www.instagram.com/p/Cpu8Xw9sVaC/> Boosted March 19-April 19
- ADVERTISEMENT 4: May 4-June 4
- Anorgasmia: <https://www.instagram.com/p/ConFZUUrOEJ/>
- ADVERTISEMENT 5: June 4-July 4
- pelvic floor muscle dysfunction: <https://www.instagram.com/p/CnPniq2NEvM/>
- ADVERTISEMENT 6: July 4-Aug 4