



## About ADAA

ADAA's unique interlinked consumer and professional mission is focused on improving quality of life for those struggling with anxiety, depressive, obsessive-compulsive, and trauma-related disorders. ADAA, an international nonprofit organization, strives to improve patient care by promoting the implementation of evidence-based treatments, best practices and research across disciplines through continuing education and trainings and accelerating dissemination of research into practice.

More than 25 million consumers visit ADAA's website annually seeking education and support. ADAA meets this demand for treatment options, educational resources and support through free webinars, blog posts, podcasts, videos, sharing of scientific articles and research. Our access to a broad range of consumer communities through our website, email newsletters, social media platforms and online peer-to-peer support group allows for immediate feedback and data collection to help support the research community.

In addition, ADAA promotes scientific innovation and engages a diverse network of basic and clinical anxiety and depression researchers and providers and encourages the implementation of new treatments.

*Information as of February 2018*



## ADAA's Communication Channels

### Organizational Overall Reach

- Email distribution: 30,000+ contacts
- Website: 25,388,716 million visits annually. Average of 2,115,000 million monthly visits.

### For Professionals/ADAA Members

- [Annual Conference](#) – close to 1400 attendees (from the mental health field). 4-day event with 500+ presenters
- [Insights](#) email newsletter (highlights research papers, articles, ADAA conference, webinars, podcasts, blogs, etc.) - Weekly distribution to 10,000+ subscribers
- [Depression and Anxiety Journal](#) – Online - Monthly publication. Readership consists of healthcare providers concerned with the etiology, pathophysiology, epidemiology, nosology, symptomatology, and treatment of anxiety and mood disorders (including bipolar disorders, major depression, and dysthymia).
  - Reach to c. 6,000 (subscribers and onsite page views)
  - Impact factor of 4.971, ranks 19 of 142 in psychiatry journals and 8 of 776 in psychology journals



- [Webinars](#) Offer one-two a month. Average of 50 viewers for live webinar. These are also available for purchase
- “My ADAA Community” - Online membership platform (launched in March 2017)
- [Podcasts \(60\)](#) – recorded at annual Conference and posted on ADAA website
- Email Member Communication campaign (weekly updates about webinars, blog posts, events, members in the news, etc.) – sent to ADAA’s 1,700 members and 9,000 professionals
- [Website](#) – update content daily. 25+ million page visits annually. Average of 2,115,000 monthly visits
- Social Media platforms:
  - Conference Facebook Page – 2-3 posts daily. 1,035 likes
  - Conference Twitter Feed – 2-3 tweets daily. 1,514 followers
  - LinkedIn – ADAA Group – 5,000+ members

## For Consumers/Public (Individuals and Families)

- [Website](#) – update content daily. 25 million+ page visits annually. Average of 2,115,000 monthly visitors
- [Triumph](#) (free e-newsletter) - Monthly distribution to 27,000+ subscribers
- Email communications (bi-monthly updates about webinars, blog posts, etc.) – 27,000+ subscribers
- [Webinars](#): Free/Monthly. 200+viewers monthly. Webinars posted on YouTube.
- Free [online peer-to-peer anxiety and depression support group](#). Launched Nov. 2016 there are currently 13,000+ users with an anticipated monthly growth rate of 25%
- Free [Spanish online peer-to-peer anxiety and depression support group](#). Launched October 2017.
- [Find-a-Therapist](#) website feature which also lists out all ADAA members who provide telemental health services
- Partnerships – active online content distribution through partners such as [The Mighty.com](#) (125 million viewers). Other partners include [NIMH](#) , [The Shaw Mind Foundation](#), [NeedyMeds](#), [Pedestal Foods](#), [American Foundation for Suicide Prevention](#), [Healthline.com](#) and [Anxiety.org](#).
- Social Media platforms
  - Facebook – 2-3 posts daily. 31,000 followers
  - Twitter – 2-3 tweets daily. 11,000 followers
  - LinkedIn – ADAA Group – 5,000 members
  - YouTube – 670 subscribers
  - Pinterest – 13 boards on a variety of topics

