



**WORLD
MITOCHONDRIAL
DISEASE WEEK**

2025 Impact report



World Mitochondrial Disease Week 2025:

A week of light, learning, and awareness

Thank you for being part of an extraordinary World Mitochondrial Disease Week. Together, we shone a light literally and figuratively on mitochondrial diseases, raising awareness, sharing knowledge and amplifying voices across our global community.

We reached over 1.5million people – our highest engagement level yet!

1. EXECUTIVE SUMMARY

- 1.1. The event ran from 15-21 September 2025
- 1.2. The paid for social media campaign started on 20 July with save the date poster organically, with reporting ending on 31 October.
- 1.3. In total the campaign reached **1.5m people** on the IMP channels with ads running on Facebook, Instagram with addition on organic LinkedIn and X (twitter). This is triple our reach of 2023 (469,039)
- 1.4. **Engagement rose** to 175,210 interactions across channels
- 1.5. **Website traffic increased** 14,704 visits to key awareness week pages. This is a huge improvement on 2023, which saw 4,472 views. Click through rate (CTR) improved to 2.1 percent with a **more efficient cost** per click of 0.25 euro
- 1.6. Video/animated content played a central role again, generating **over 1 million views**. Completion rates remained strong, with more than 33,000 full video views across platforms.

2. LIGHT UP FOR MITO: ILLUMINATING HOPE

This year's Light Up for Mito campaign was our brightest yet. Over 289 monuments and landmarks around the world glowed green in solidarity with those affected by mitochondrial diseases.

From city skylines to local town halls to household windows, each light served as a beacon of hope, visibility, and connection. Thank you to everyone who helped make this global gesture possible.

[Have a look at the photos of the world illuminated in green!](#)

3. LHON AWARENESS DAY: NUTRITION AND MITOCHONDRIAL HEALTH

On LHON Awareness Day, we hosted a webinar exploring the connection between mitochondrial diseases and nutrition. Expert speakers shared insights into how diet can support mitochondrial function, and attendees engaged in thoughtful discussion about practical strategies for living well with LHON.

[To watch the video, click here.](#)

4. TK2D AWARENESS DAY: STORIES, STRENGTH, AND SHARED EXPERIENCE

To mark TK2d Awareness Day, we launched a new video highlighting the lived experiences of individuals and families affected by TK2d. Through heartfelt and candid reflections from Lisa, Aneesa and Viviane, the video brings visibility to this rare mitochondrial disorder and underscores the importance of continued research and support. The video has been translated into multiple languages and has been watched on YouTube close to 400 times.

Commented [13]: Do we need to credit our funder here?

Commented [14]: No

If you haven't seen it yet, we encourage you to watch and share. It's a moving tribute to those who face this terrible disease, and a reminder of the critical need for greater research.

[To watch the video, click here](#)

5. SOCIAL MEDIA IMPACT SUMMARY

The 2025 World Mitochondrial Disease Week campaign demonstrated significant growth and improved engagement across all social media platforms compared to the previous two years.

Total impressions remained strong at approximately 1.76 million, slightly below 2024's peak but nearly triple the 2023 figure of 653,294. Reach more than doubled from 826,989 in 2024 to nearly 1.6 million in 2025, reflecting a broader audience engagement.

Link clicks surged impressively to 22,689, nearly tripling the 2024 count and almost five times the 2023 total, indicating increased audience interaction and interest.

The click-through rate (CTR) improved markedly to 2.1%, up from 1.46% in 2024 and 0.84% in 2023, demonstrating more effective content and targeting strategies.

Cost efficiency also improved, with the cost per click dropping significantly to €0.25 in 2025 from €2.01 in 2024 and €0.47 in 2023, highlighting better budget utilisation.

Engagement metrics showed remarkable growth, with post and tweet engagements reaching 175,210, a substantial increase from 14,170 in 2024 and surpassing the 108,917 engagements in 2023.

Video plays soared to over 1 million, a dramatic rise from previous years, underscoring the success of video and animated content in capturing audience attention.

	2023 7 - 25 Sept	2024 31 July - 22 Sept	2025 18 Sept - 16 Oct
Impressions	653,294	1,824,638	1,756,807
Reach	469,039	826,989	1,593,879
Link clicks	4,767	7,891	22,689
CTR	0.84%	1.46%	2.10%
Cost per click	€0.47	€2.01	€0.25
Post/Tweet engagement	108,917	14,170	175,210
Post reactions/ Tweet Likes	1,805	1,286	2,079
Post comments	10	34	64
Post saves	41	54	28
Post shares/ Retweets	58	953	470
Video plays	278,185	39,165	1,094,525
Video plays at 100%	47,302	3,497	33,873

6. CONCLUSION

Overall, the campaign's social media presence in 2025 was more impactful, efficient, and engaging, reflecting strategic improvements that enhanced reach and interaction while optimising costs.

Thank you for helping us make World Mitochondrial Disease Week 2025 a success. Your engagement, advocacy, and support continue to drive our mission forward. Let's keep the momentum going. Together, we are stronger.