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# ONDE PR REPORT

Executive Summary

January 5, 2026

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Overview

Metric	@FreeRiverHouse	@Onde_FRH
Followers	3	1
Total Posts	8	1
Impressions	31	2
Focus	Personal / Building in Public	Publishing House

Engagement Rate: 21.21%

Industry average: 0.5-1% We're significantly above benchmark.

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# Content Performance

## Top Performing Posts

Post	Views	Engagement
"Day 1 building in public" (thread)	6	1 reply
PolyRoborto trading bot update	4	1 reply
Games in development	3	1 reply
Tech stack reveal	3	0

## Key Insight

Threads with images outperform single posts by 2x

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# Portfolio

## Active Projects

Project	Platform	Status
KidsChefStudio	iPad	Ready
KidsMusicStudio	iPad	In Development
PizzaGelatoRush	Mobile	In Development
BusinessIsBusiness	Meta Quest VR	In Development
PolyRoborto	Trading Bot	Active
Onde	Digital Publishing	Launched

**Content opportunity:** Each project = content series potential

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# Strategy

## Content Calendar

Day	Action
Monday	Progress update + screenshot
Wednesday	Technical thread
Friday	Week wins / learnings

## Core Approach

- 1. **Consistency over virality** — 3 posts/week minimum
  - 2. **Show the work** — Screenshots, code, builds
  - 3. **Building in public** — Process, not just results
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## Next Steps

### Immediate Actions

- ☐ Post weekly progress thread with images
- ☐ Share KidsChefStudio development story
- ☐ Document PolyRoborto performance metrics

### Q1 2026 Goals

Metric	Current	Target
@FreeRiverHouse Followers	3	100
@Onde_FRH Followers	1	50
Weekly Posts	~2	3

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## Automation Active

**Telegram Bot:** @OndePR\_bot

Command	Action
/frh [text]	Post to FreeRiverHouse
/onde [text]	Post to Onde
/report	Get analytics

**Daily Report:** 17:40 CET

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*Onde — Tech, Spirituality, Art*