

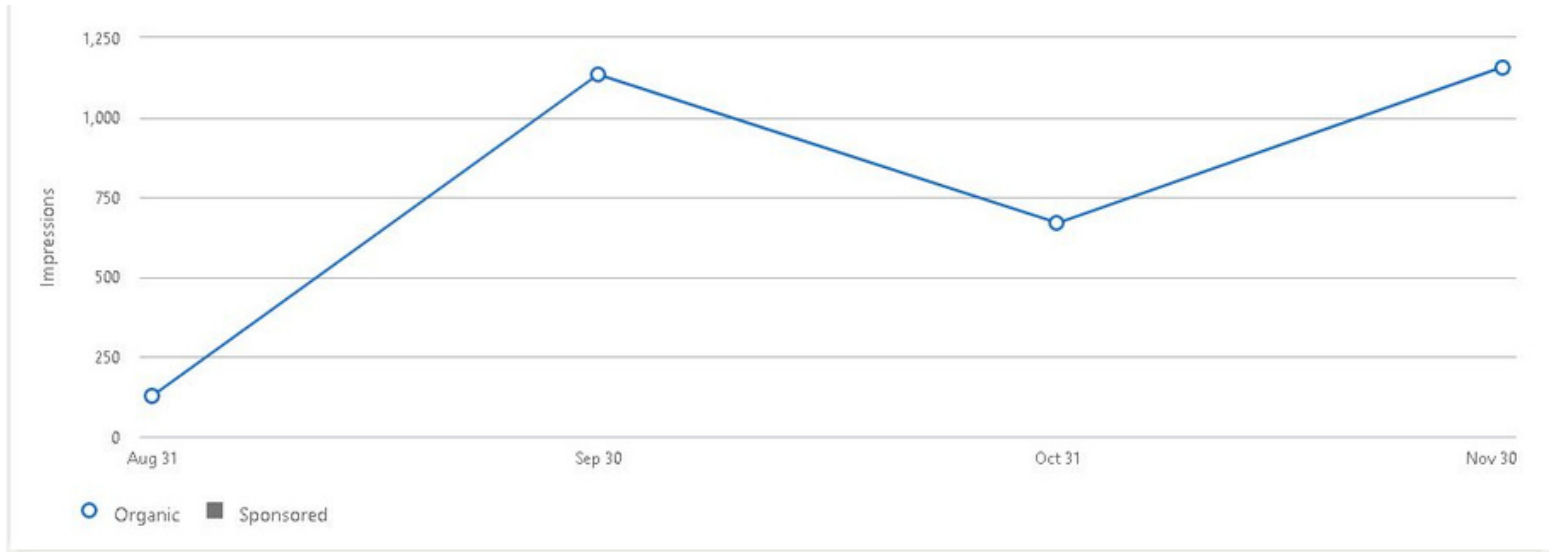


# **Monthly Social Media Report**

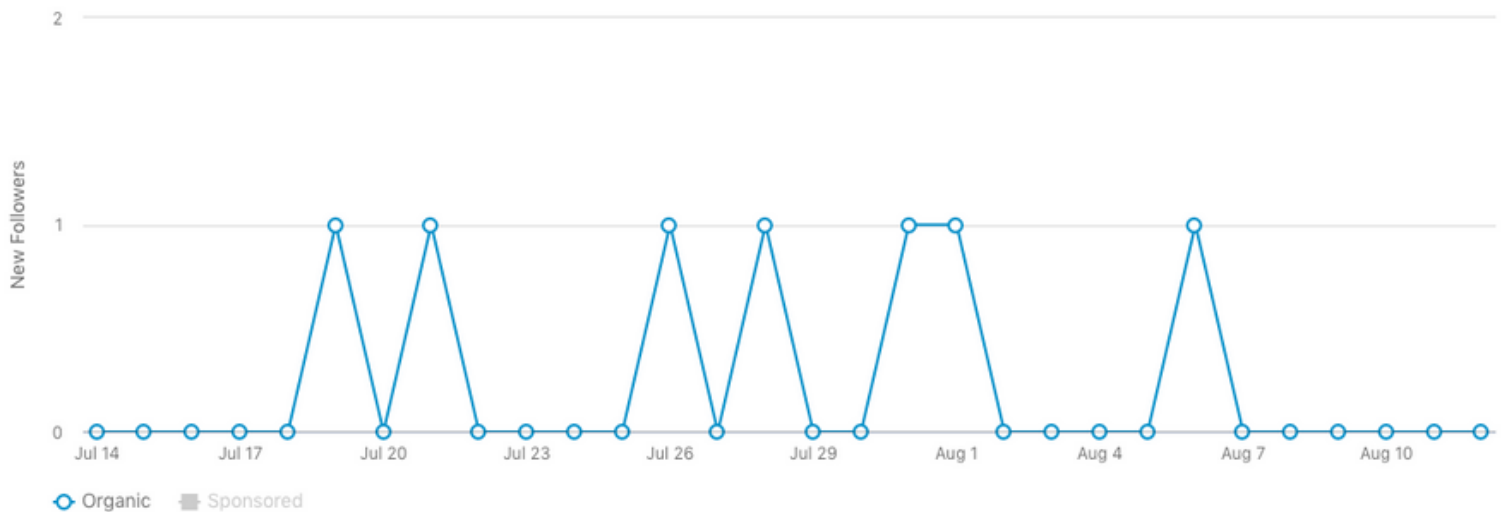
**Delivered December 9, 2021**



# LinkedIn At A Glance



**Impressions are up 73% in Nov**  
**(nearly 1000 impressions in the past 30 days)**



**Followers are up 800%**  
**(grew by 9 in the past 30 days)**

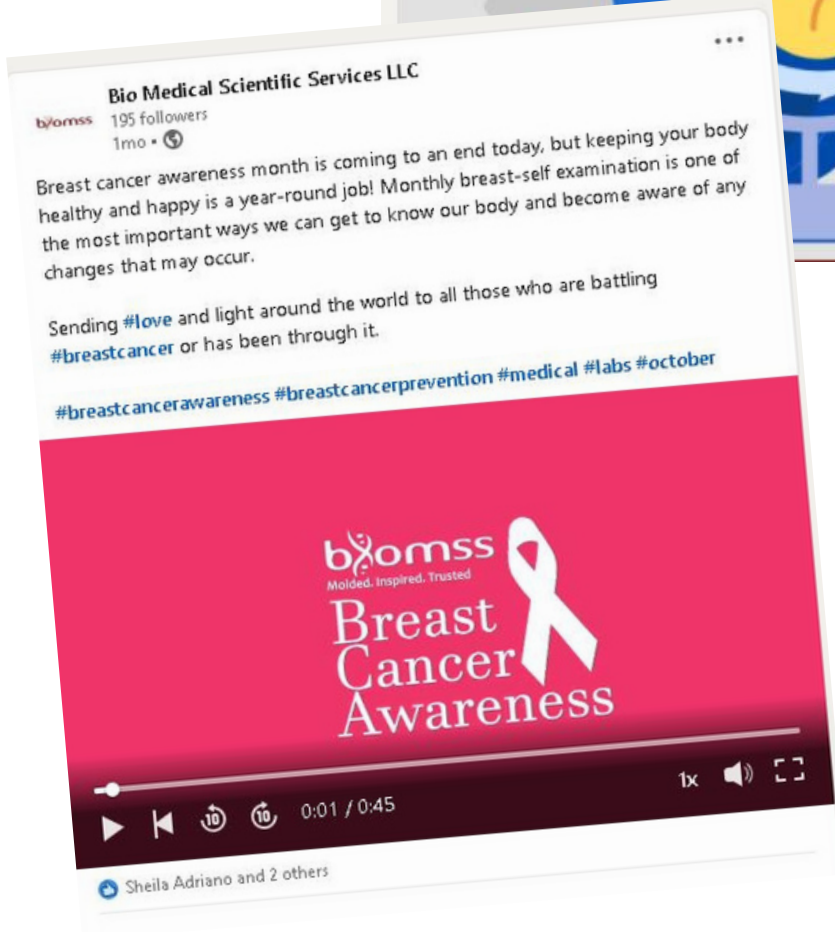


# Top Post (By Clicks)

3.4% CTR ->

control of our sugar levels and lead a healthy lifestyle. Let us knock out diabetes together. A [#healthy](#) life is a [#happy](#) one.

[#diabetes](#) [#prevention](#) [#disease](#) [#health](#) [#biomss](#)



<- 3.45% CTR

# Top Posts (By Impressions)

147 Impressions ->



<- 102 Impressions

# Key Takeaways

- **50% of top posts featured special International/national days**
- **Continue to test different hashtag sets**
- **Continue to work on consistent posting schedule**

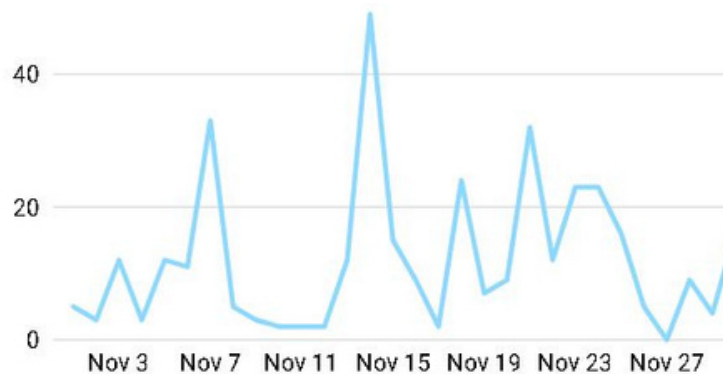


# Facebook At A Glance

## Reach

Facebook Page Reach ⓘ

160 ↑ 34.5%



**Organic reach is up by 34.5%**  
(reached over 160 people in the past 28 days)

## Post Engagement ⓘ

November 10 - December 7

19

Post engagement ▼ 5%



**Engagement went down by 5%**  
(nearly 20 post engagements in the past 28 days)



# Top Posts (By Reach)

Bio Medical Scientific Services · View shop

Published by Biomss Biomss · November 14 at 4:36 PM ·

Diabetes is preventable and reversible with early diagnosis, lifestyle correction, exercise and proper diet. On this #WorldDiabetesDay we must pledge to take control of our sugar levels and live a healthy lifestyle. Let us knock out diabetes together. A #healthy life is a #happy one.

#diabetes #prevention #disease #health #biomss



2

<- Reached 70 people



Bio Medical Scientific Services

Published by Later · November 18 at 1:00 PM ·

FLIP & GRIP® PIPETTE HOLDER or PIPETTE STAND

The perfect choice for your labs changing needs 🧪

Feel free to contact us for more info 📞 🌐

... See more

## FLIP & GRIP® PIPETTE HOLDER

The perfect choice for your labs changing needs



Holder Rotates

for easy pipette selection

Mount Base  
under shelf or counter



Storing Pipettes

Pipettes can be held in the rubber grips and/or plunger hooks



Reached  
47 people ->

# Key Takeaways

- **Our overall engagement is down due to a decrease in video posts**
- **Shared Posts performed best of all**
- **Zainab to work on scheduling evergreen posts to fill content calendar**

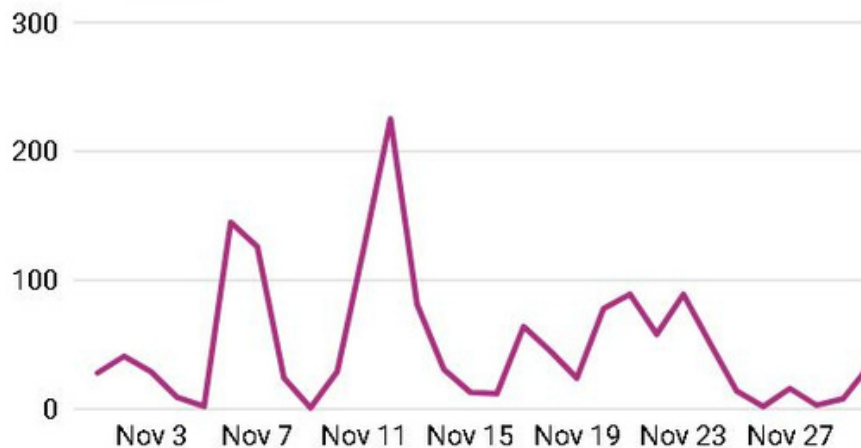




# Instagram At A Glance

## Instagram Reach ⓘ

890 ↑ 128.8%

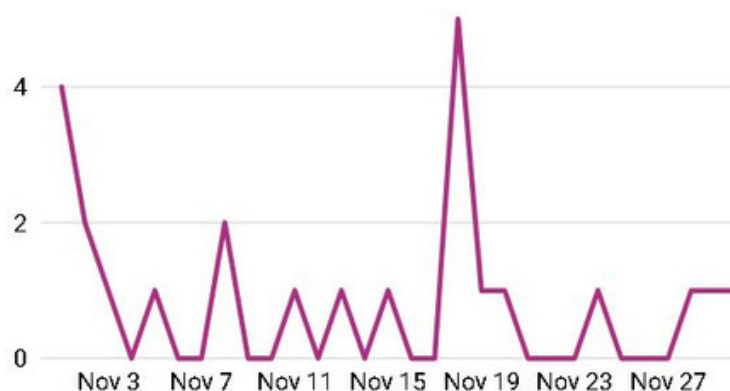


**Reach is up by 128%**

**(over 890 different accounts interacted with our account in last 30 days)**

## New Instagram Followers ⓘ

24 ↓ 40%



**Gained 24 new followers in past 30 days**



# Top Posts (By Reach)

**Neutrophil Elastase (ELANE)**

A chymotrypsin family serine protease that plays a key role in pathogen clearance

Recombinant Rabbit mAb  
for Neutrophil Elastase  
(ELANE)

Stored in: The azurophil granules of neutrophil granulocyte and is released following cell stimulation, e.g. by pathogens, immune complexes or chemotactic agents (PMA).

Is also a potential therapeutic target for cancer therapy, which selectively kills cancer cells and attenuates tumorigenesis

biomss | ABDONAL

biomss\_uae

biomss\_uae introducing you Recombinant Rabbit mAb for Neutrophil Elastase (ELANE). Neutrophil elastase is associated with tissue inflammation, leading to degradation of the lung tissue in cystic fibrosis and several other pulmonary diseases (PMID: 27868161). Neutrophil elastase secretion and NETs (Neutrophil Extracellular Traps) formation are also involved in the tumor microenvironment.

Feel free to contact us for more info 📧

#biomss #biotechnology #laboratory #scientist #research #labsupplies #researchers #experiment #laboratoryequipments #biotech #molecularbiology  
#مستشفى #مختبرات #مختبرات طبية #ميكروبات #علم

4x

View Insights

👍🗨️📌

Liked by affinitybiosciences and others

NOVEMBER 7

😊 Add a comment...

Post

<- Reached 260 Accounts

419 People Reached - >

biomss | Bio-SEEN

SOME OF THE  
UNSEENS  
FROM BIO-SEEN

biomss\_uae

Infraction Music • The Doctor

biomss\_uae We have got something you might need 🤖  
Because not all labware is created equal.  
For more info please contact us 📧

#biomss #biotechnology #biotech #molecularbiology #science #labsupplies #labequipments #researcher #research

3x

👍🗨️📌

Liked by sheng\_adriano and others

NOVEMBER 11

😊 Add a comment...

Post

# Top Posts (By Engagement)

## Neutrophil Elastase (ELANE)


A chymotrypsin family serine protease that plays a key role in pathogen clearance

**Recombinant Rabbit mAb for Neutrophil Elastase (ELANE)**

Stored in: The azurophilic granules of neutrophil granulocyte and is released following cell stimulation, e.g. by pathogens, immune complexes or chemotactic agents (PMA).

Is also a potential therapeutic target for cancer therapy, which selectively kills cancer cells and attenuates tumorigenesis

bomss | ABdonal



<- 15 likes

## AAV Antibodies

Adeno-associated virus (AAV) antibodies for a broad range of applications in gene therapy R&D and analytical development

- Over 30 capsid-specific antibodies
- Antibodies against intact AAV virus particles
- Available for AAV serotypes 1, 2, 3, 4, 5, 6, 8, 9, rh10, 12

**AAV PARTICLE ANTIBODIES FLEXIBLE USE**

- study fully assembled and intact capsids by dot blot
- quantify the intact viral capsids (empty and full) by ELISA
- use as positive control for neutralization assays
- purify virus or analyze protein-protein interactions by affinity chromatography or immunoprecipitation
- analyze virus particle localizations by immunofluorescence

bomss | PROGEN

<- 10 likes

10 likes - >

## ARM SHAKER

Powerful movement, such as the activity of the arm.

- Various speed and mixing angle 45°, as like arm.
- Including rack for 15ml, 50ml conical tubes and 1.5ml centrifuge tubes.

POWER SPEED ARM SHAKER 3

FINEPCR | bomss



# Key Takeaways

- Reels get more reach than any other post
- Post with Introducing new product caption performed best
- Design with highlighting biomss color at the background performed higher than other designs
- Zainab to post more reels for more reach



# Twitter At A Glance

Profile visits

132 ↑ 46.7%



Tweet impressions

3,726 ↑ 150.2%



**Impressions are up**  
(Nearly 4K impressions in the past 30 days)



# Top Posts (By Impressions)

**Top Tweet** earned 631 impressions

Introducing you Recombinant Rabbit mAb  
for Neutrophil Elastase (ELANE). 🦋

#biomss #biotechnology #laboratory  
#scientist #research #labsupplies  
#researchers #experiment  
#laboratoryequipments #biotech  
#molecularbiology  
#ميكروبات #مختبرات\_طبية #مختبرات #مستشفى #طب  
#علم pic.twitter.com/3BedDQBido

plays a key role in pathogen clearance

Recombinant Rabbit mAb

for Neutrophil Elastase

(ELANE)

Stored in: The azurophilic granules of neutrophil granulocyte and is released following cell stimulation, e.g. by pathogens, immune complexes



**Top media Tweet** earned 602 impressions

FLIP & GRIP® PIPETTE HOLDER or  
PIPETTE STAND  
The perfect choice for your labs changing  
needs 🧪

#biomss #biotechnology #laboratory  
#scientist #research #labsupplies  
#ميكروبات #مختبرات\_طبية #مختبرات #مستشفى #طب  
#علم pic.twitter.com/MH1HmGxI4P

the perfect choice for your labs changing needs



**^ over 1200 Impressions**

# Key Takeaways

- **Product related tweets performed best**
- **Tweets with images perform very well**
- **Zainab to continue to tweet more**
- **Zainab to test tweets with lesser hashtags**

