



DIARY OF HACKERS

National Cybersecurity Awareness Campaign 2022.

Overview

The following are the insights gotten from the visual page;

- A total of 256thousand audience was reached during the physical campaign with an average appearance duration of 67.32 minutes(1 hour, 7minutes, 32 seconds). We had a total of 228 volunteers physically present at the locations.
- The social media campaign had a total post impression of 236thousand with twitter giving us the highest number of impressions.
- The places visited the most during the physical campaign is the Private schools while the radio station gave us the highest number of reach for the physical campaign.
- We had the highest number of Physical reach in Abuja State in the state category while North Central gave us the highest in terms of geopolitical zone and also having the highest number of volunteers present.

256K

Total Audience Reached.

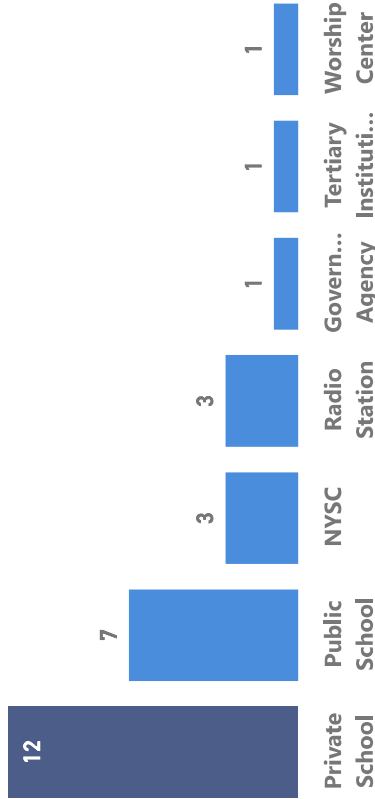
228

Total No. of Volunteers Appearance

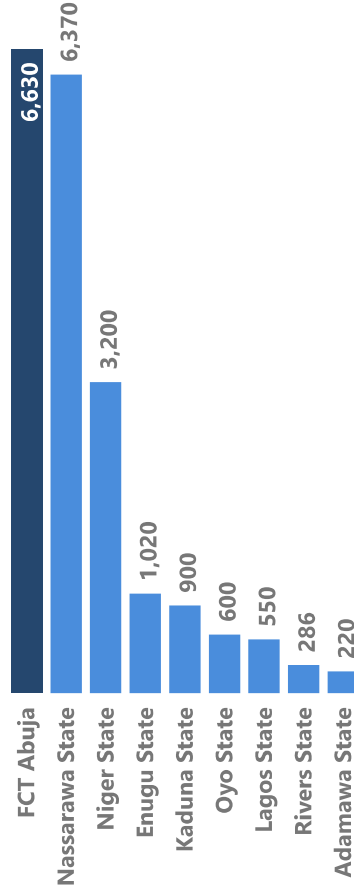
1885

Total Physical Awareness Duration(min...)

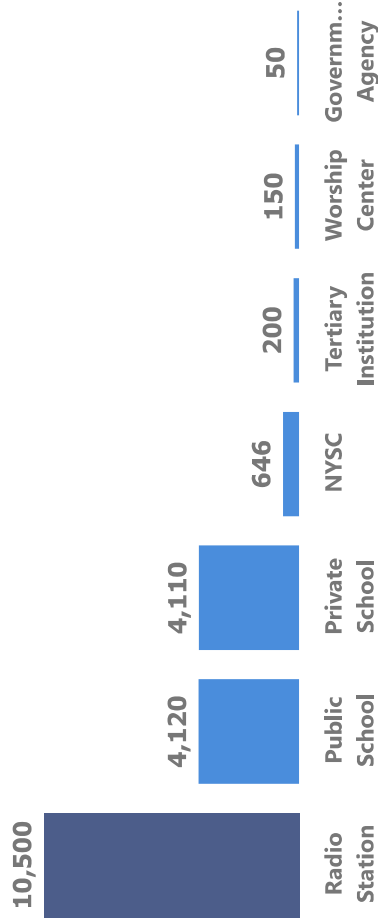
No. of Physical Campaign By Category.



Total Audience Reached By State.



Total Population Reached by Category



Geo Political Zone Total Population No. Of Volunteers.

North Central	16,200	83
South West	1,150	45
South East	1,020	37
North West	900	41
South South	286	8
North East	220	14
Total	19,776	228

236K

Sum of Post Impression

Sum of Post Impression by Social Media Platform

