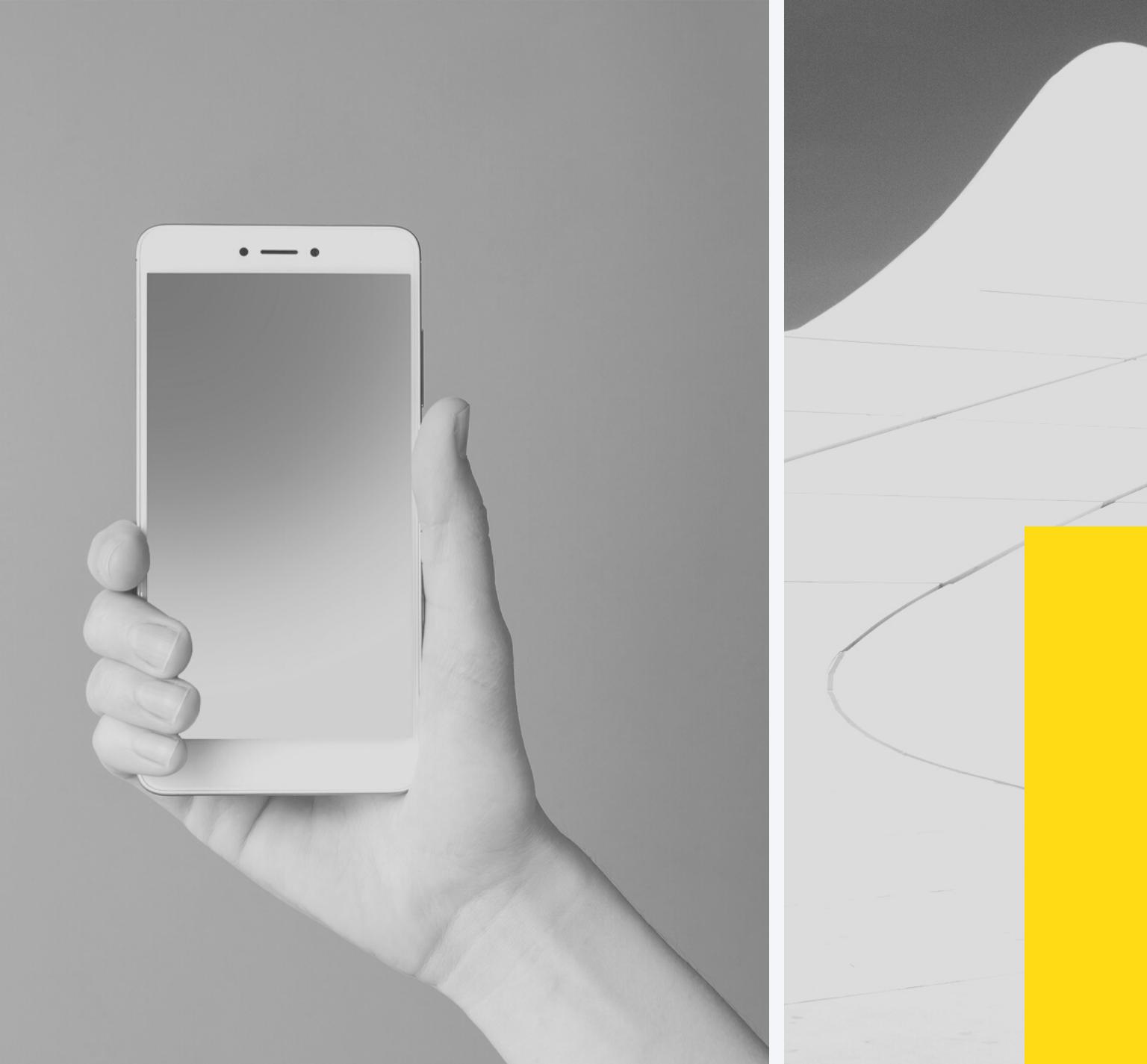




SOCMED REPORT

25 December 2022 - 26 Januari 2022

BY INTAN GINASTI



INSTAGRAM REPORT AND ANALYTICS

@SSC.JKT

INSTAGRAM INSIGHT OVERVIEW

GAINED 23 MORE FOLLOWERS COMPARED TO NOV 22-DEC 24

OVERALL INSIGHT

Insights Overview

You gained **23** more followers compared to Nov 22
- Dec 24.

Accounts reached

5,505 >
-12.3%

Accounts engaged

186 >
-11.1%

Total followers

1,588 >
+1.4%



@sentral.sistem

ENGAGEMENT RATE

1.32%

AVERAGE INTERACTIONS PER POST

22 LIKES
0 COMMENT

Pada periode ini, reach dan engagement mengalami penurunan bila dibandingkan dengan bulan sebelumnya, dikarenakan pada bulan sebelumnya terdapat event giveaway, namun dari segi engangement rate masih berada diatas benchmark. dan followers masih mengalami kenaikan sebesar 1.4%

ENGAGEMENT

1,474

Content Interactions

0.4% from ads

-27.6% vs Nov 22 - Dec 24

Post Interactions

vs Nov 22 - Dec 24

1,440

-24.6%

Likes

1,260

Comments

96

Saves

32

Shares

11

FOLLOWERS

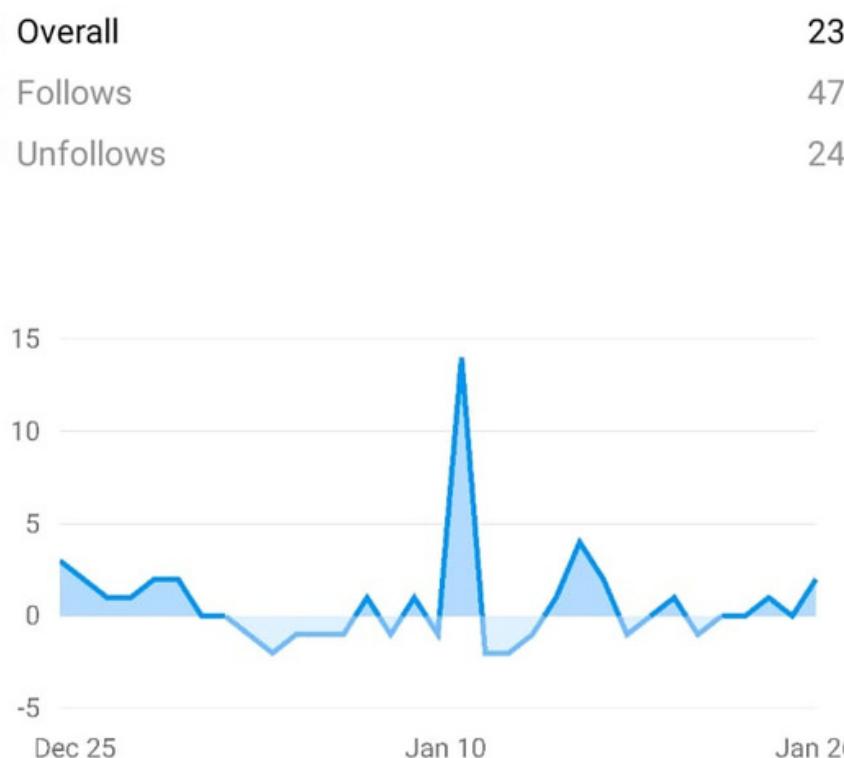
1,588

Followers

+1.4% vs Dec 24

Growth

- Overall
- Follows
- Unfollows

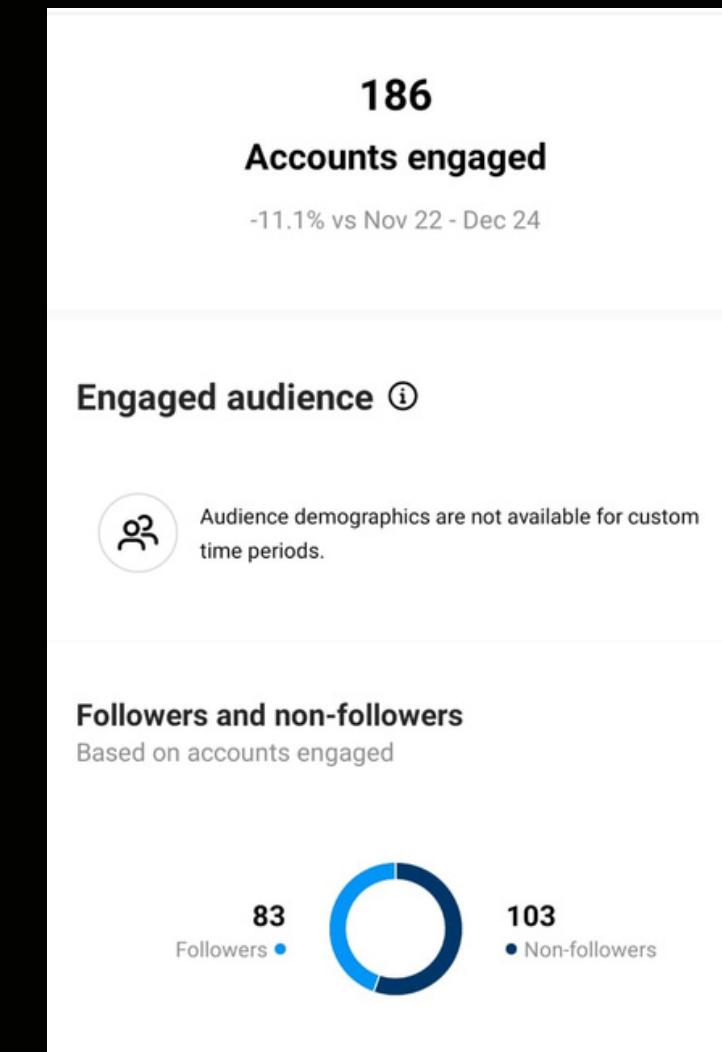


Kenaikan followers paling banyak ada pada tanggal 11 Januari 2022 sebesar 14 orang .

The Insight

WHAT DO WE DO?

- PADA TANGGAL 11 JANUARI 2022 KONTEN YANG DI UPLOAD OLEH AKUN SOCMED SENTRAL SISTEM ADALAH EVENT REPORT PT COGINDO DAYA BERSAMA PLTU KALBAR-1, INTERASI SECARA ORGANIC TERJADI PADA POSTINGAN ITU, KARENA TIDAK HANYA FOLLOWERS TETAPI JUGA NON FOLLOWERS ENGANGE DENGAN POSTINGAN TERSEBUT.
- GREY HAT CAMPAIGN IMPACT
- BILA MELIHAT DARI INSIGHT, TERDAPAT KEUNIKAN PADA BULANINI, INTERAKSI YANG DIBERIKAN PADA AKUN LEBIH BANYAK DIBERIKAN OLEH NON FOLLOWERS DIBANDINGKAN FOLLOWERS. INI MENANDAKAN BAHWA POSTINGAN KITA LEBIH BANYAK MASUK KE DALAM LAMAN EXPLORE INSTAGRAM.



Sentral Sistem Consulting KPIs Overview

Followers

Total Followers

1 587

Absolute Change in Followers

16

Relative Change in Followers

+ 1,02 %

Content

Total Posts

26

Moving 7-Day Average of Interactions per 1000 Followers

12,91

Moving 30-Day Average of Interactions per 1000 Followers

17,96

Interactions

Total Interactions

559

Likes

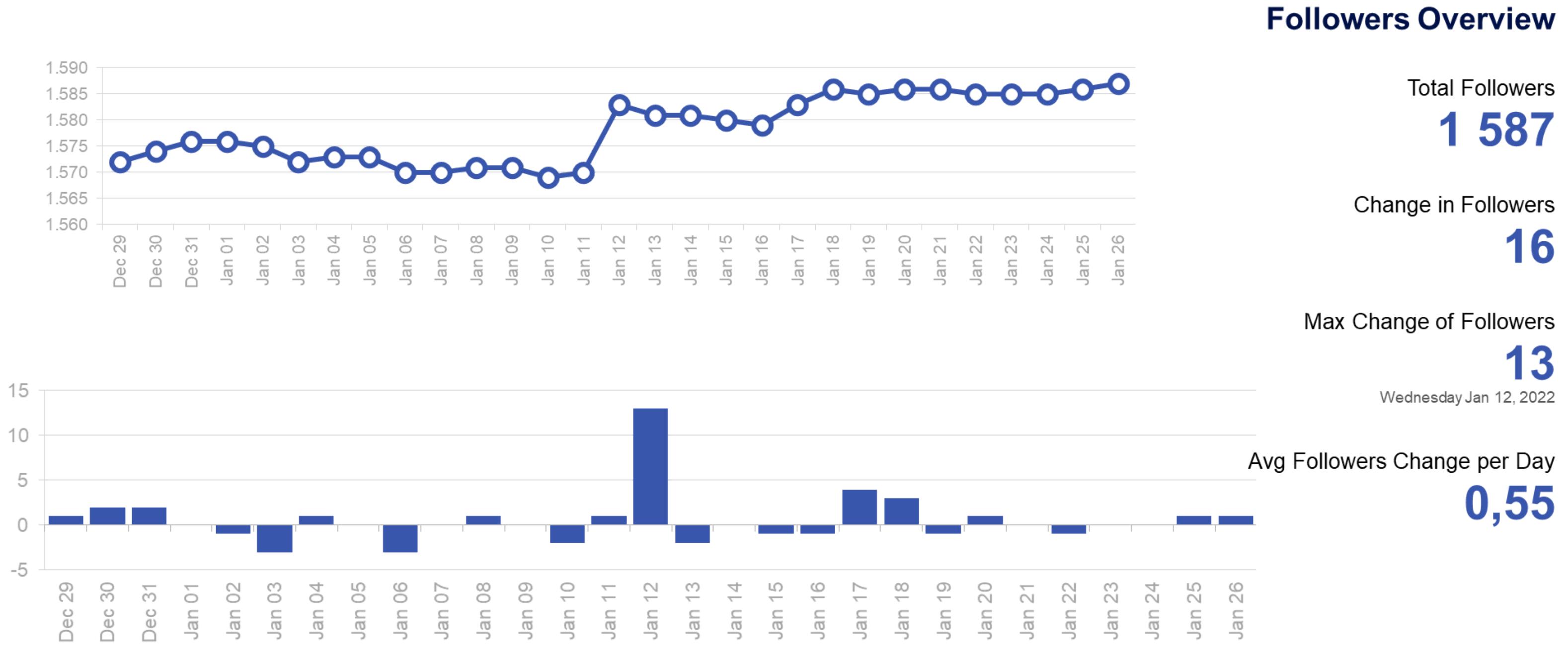
539

Comments

20

Dec 29, 2021 - Jan 26, 2022

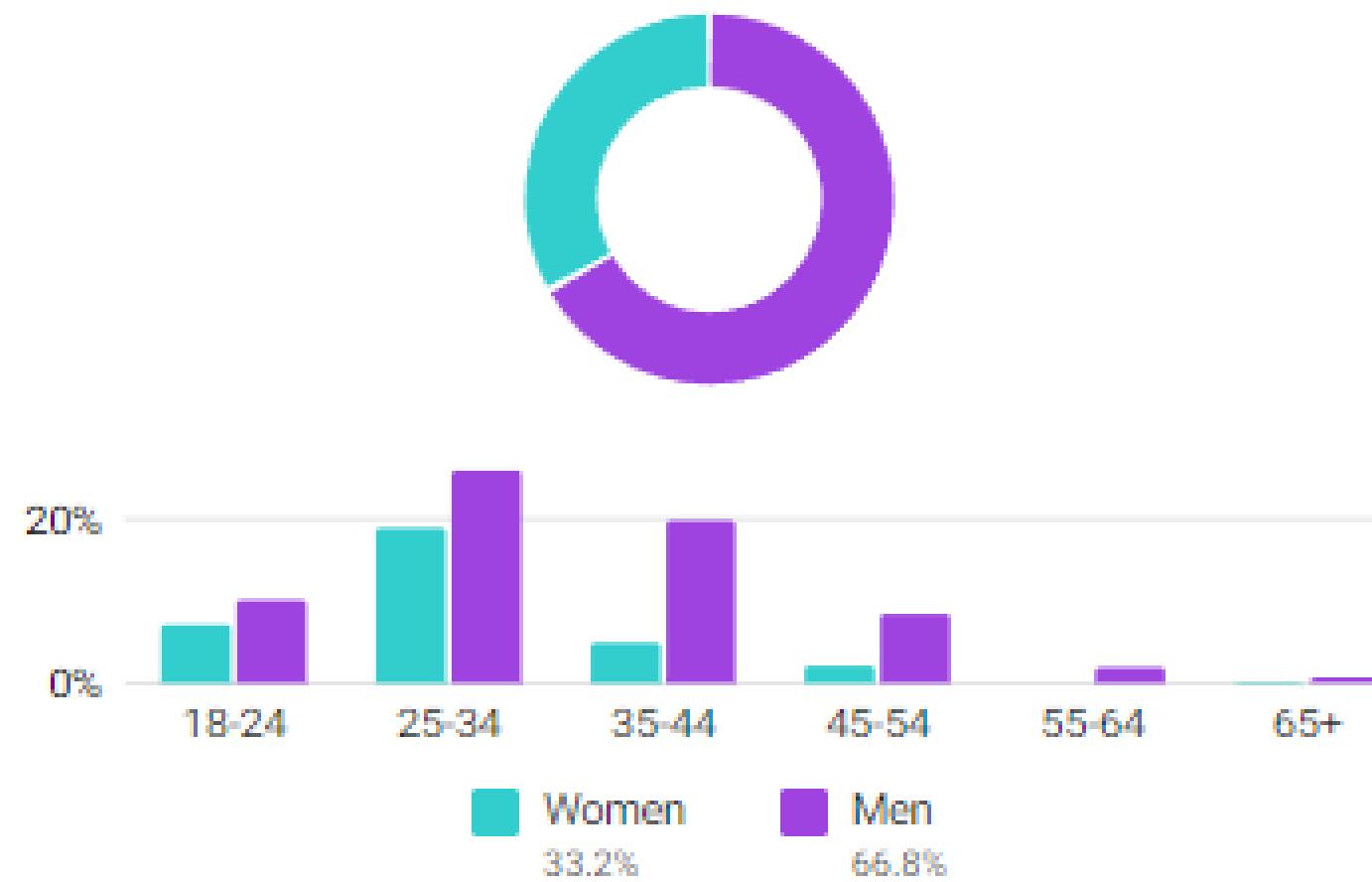
Sentral Sistem Consulting Followers



Instagram Followers ⓘ

1.6K

Age & Gender ⓘ



Top Cities

Jakarta, Indonesia

 10.9%

Bekasi, West Java, Indonesia

 5.5%

Tangerang, Banten, Indonesia

 1.1%

Bandung, West Java, Indonesia

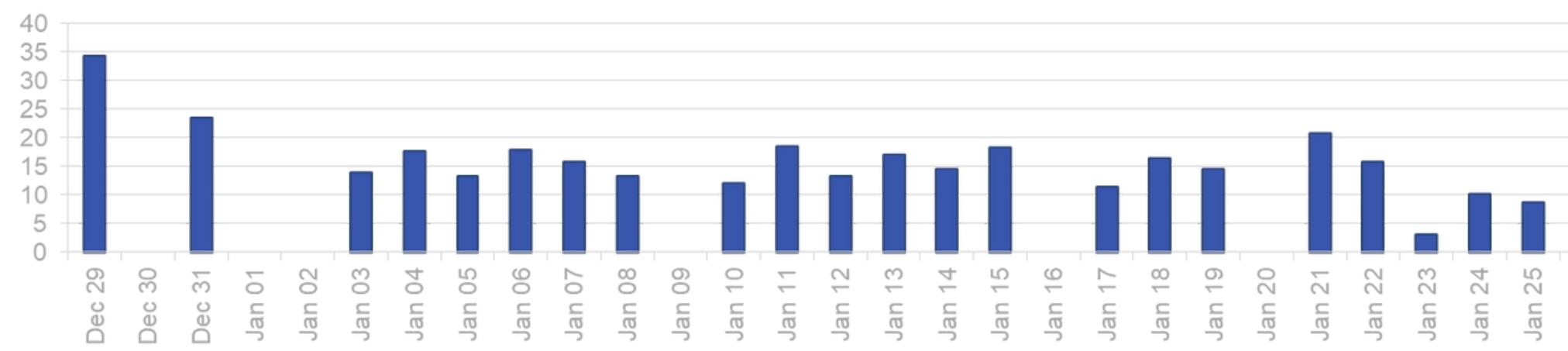
 0.9%

Medan, North Sumatra, Indonesia

 0.8%

Sentral Sistem Consulting Engagement

Interactions per 1000 Followers



Activity Overview

Max Interactions per 1000 Followers on

34,37

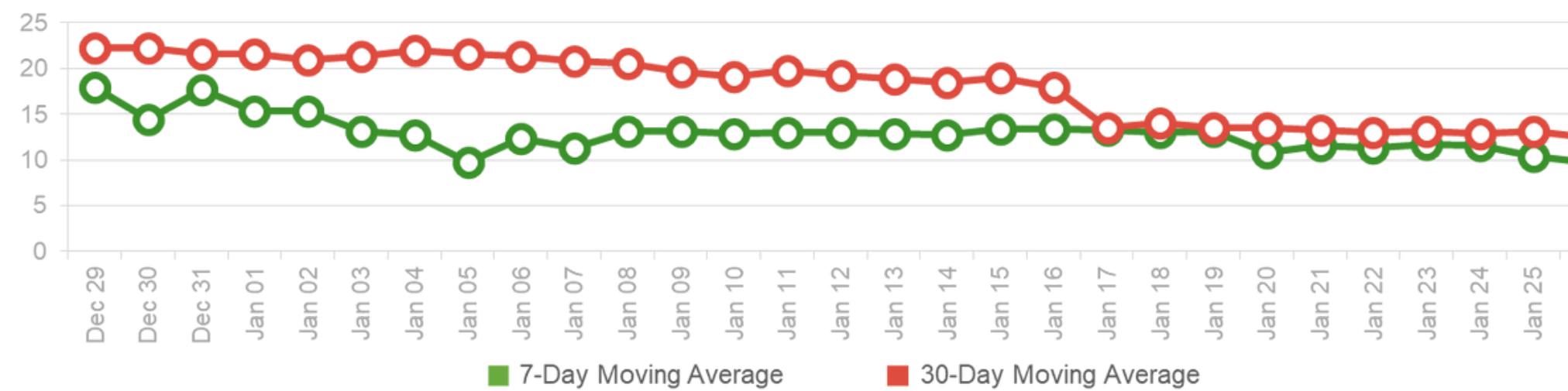
Wednesday Dec 29, 2021

Min Interactions per 1000 Followers on

3,15

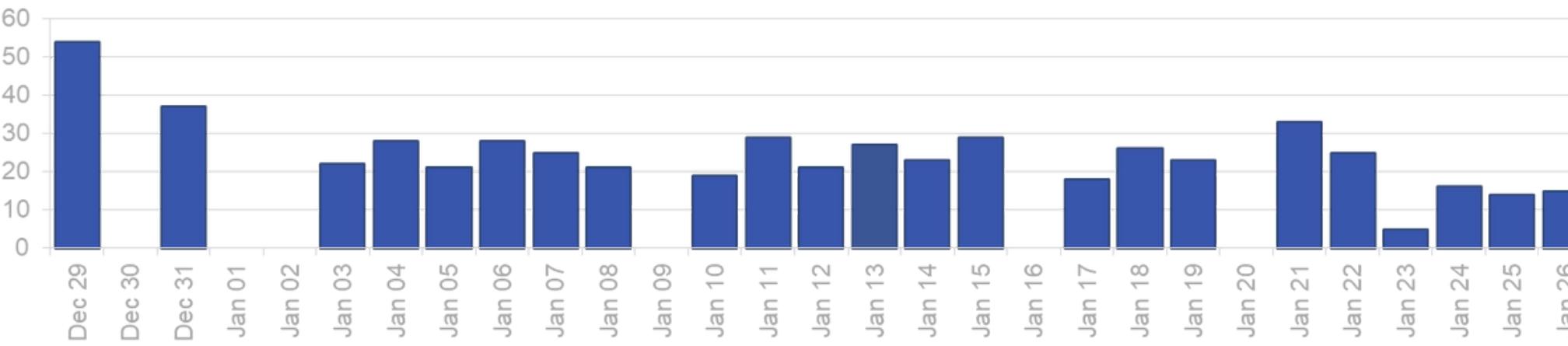
Sunday Jan 23, 2022

Moving Averages of Interactions per 1000 Followers



Dec 29, 2021 - Jan 26, 2022

Daily Interactions



Interactions Overview

Total Interactions

559

Max Interactions

54

Wednesday Dec 29, 2021

Min Interactions

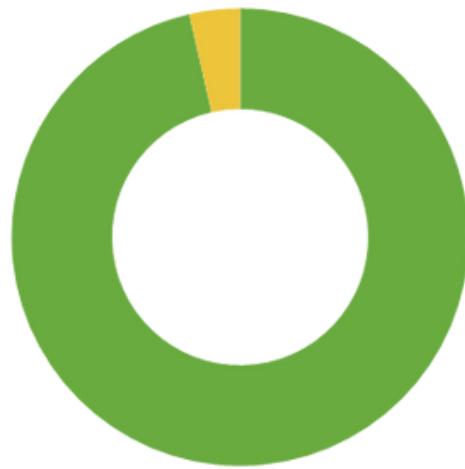
5

Sunday Jan 23, 2022

Avg Interactions per Day

19

Distribution of Interactions



| Interaction Type | % of Interactions | # of Interactions |
|------------------|-------------------|-------------------|
| Likes | 96,42 % | 539 |
| Comments | 3,58 % | 20 |

Sentral Sistem Consulting Top Posts



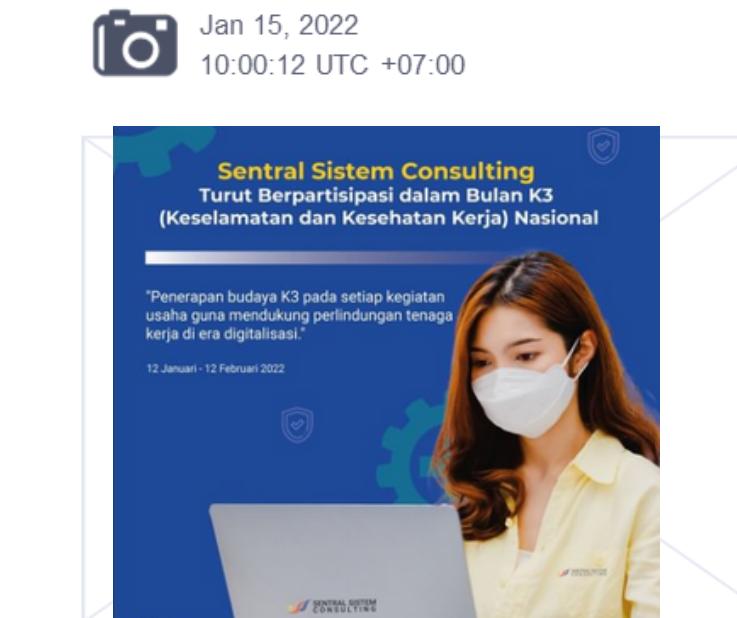
H-2 menjelang 2022 apa saja nih yang sudah kamu persiapkan? Masih ada kesempatan untuk membuat list



Menurut konsep Poka Yoke, pada dasarnya sifat manusia adalah cenderung untuk berbuat salah. Apalagi yang sering



Sentral Sistem Consulting mengucapkan selamat dan sukses untuk PT COGINDO DAYA BERSAMA PLTU KALBAR-1 atas



Pelaksanaan K3 tidak hanya merupakan tanggung jawab pemerintah tetapi juga merupakan tanggung jawab semua pihak.

| | | |
|--|---------------------------------|-------|
| | Total Interactions | 54 |
| | Likes | 44 |
| | Comments | 10 |
| | Interactions per 1000 Followers | 34,37 |

| | | |
|--|---------------------------------|-------|
| | Total Interactions | 33 |
| | Likes | 33 |
| | Comments | 0 |
| | Interactions per 1000 Followers | 20,81 |

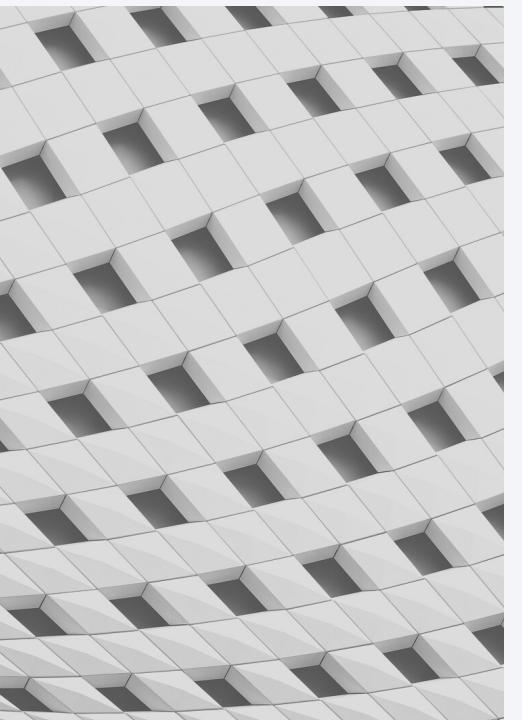
| | | |
|--|---------------------------------|-------|
| | Total Interactions | 29 |
| | Likes | 29 |
| | Comments | 0 |
| | Interactions per 1000 Followers | 18,48 |

| | | |
|--|---------------------------------|-------|
| | Total Interactions | 29 |
| | Likes | 29 |
| | Comments | 0 |
| | Interactions per 1000 Followers | 18,35 |



FACEBOOK REPORT AND ANALYTICS

SENTRAL SISTEM CONSULTING

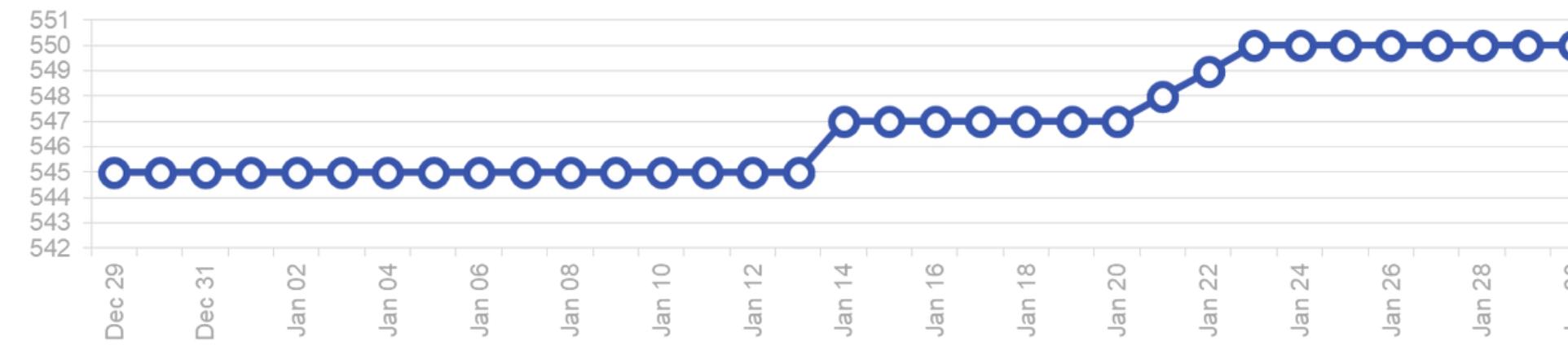


Sentral System Consulting KPIs Overview

| Fans | Content | Interactions |
|--|--|---------------------------------|
| Total Fans 550 | Page Posts 26 | Total Interactions 82 |
| Absolute Change in Fans 6 | Moving 7-Day Average of Interactions per 1000 Fans 4,79 | Reactions 67 |
| Relative Change in Fans + 1,10 % | Moving 30-Day Average of Interactions per 1000 Fans 5,07 | Comments 0 |
| | Response Rate to User Questions N/A % | Shares 15 |
| | Average Response Time for User Questions N/A | User Posts 1 |

Sentral Sistem Consulting Fans

Total Fans



Fans Overview

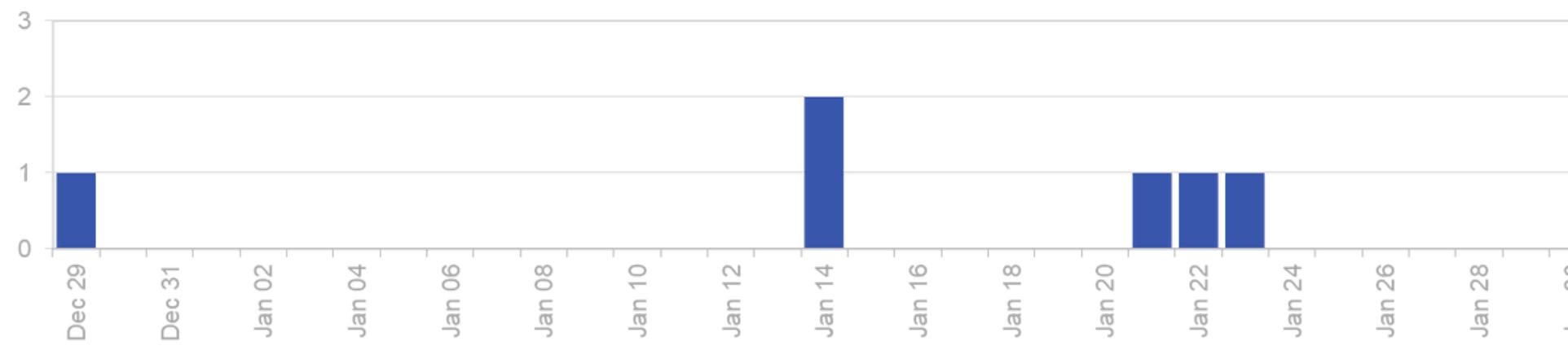
Total Fans
550

Change in Fans
6

Max Change of Fans
2
Friday Jan 14, 2022

Avg Fan Change per Day
0,18

Growth of Total Fans

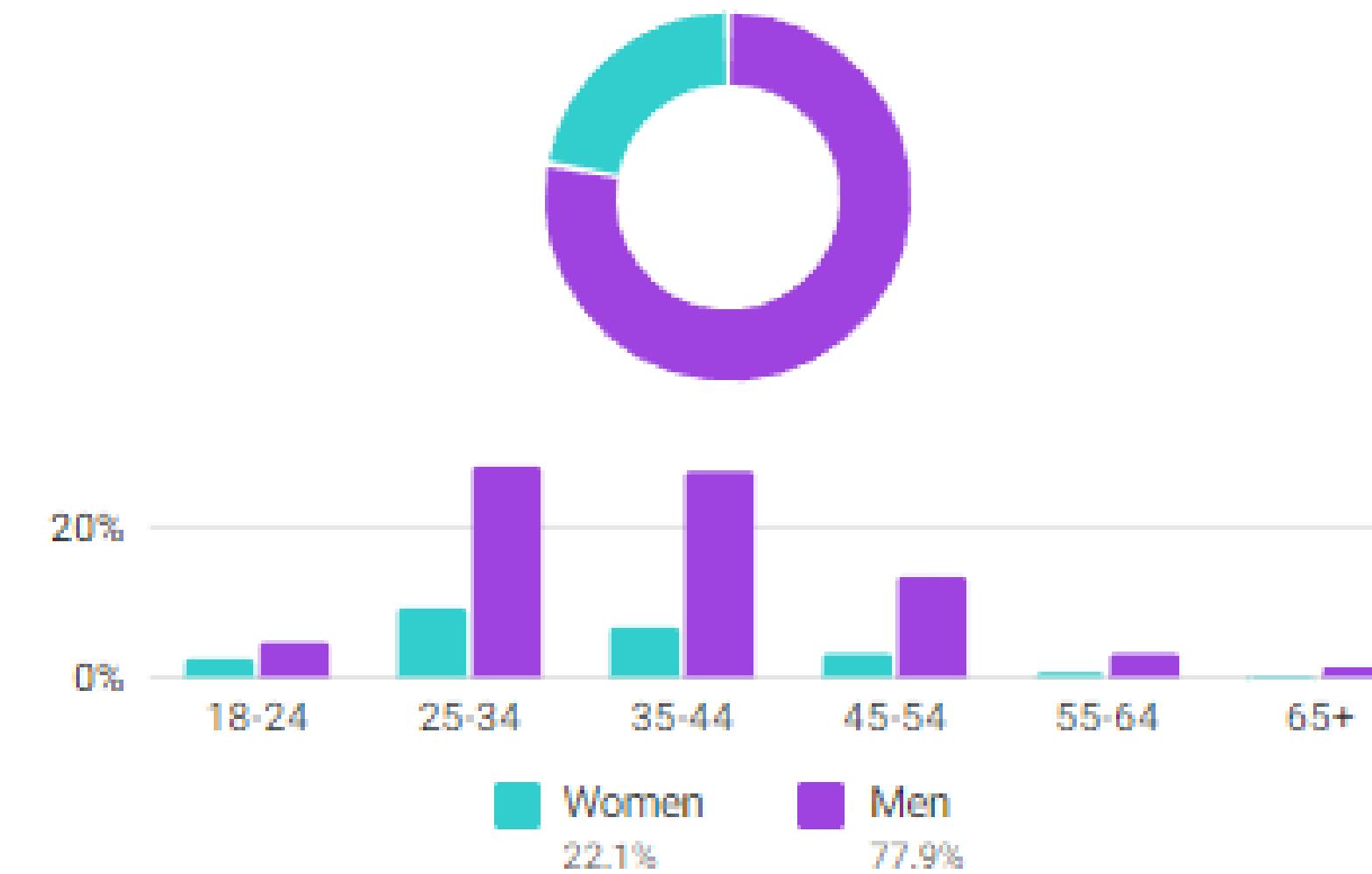


Pada periode ini, total fans bertambah sebanyak 5 orang dari total fans periode sebelumnya. total fans paling banyak bertambah ada pada tanggal 14 januari 2022 sebanyak 2 orang.

Facebook Page Likes ⓘ

550

Age & Gender ⓘ



Top Cities

Jakarta, Indonesia

20.7%

Bekasi, West Java, Indonesia

14%

Karawang, West Java, Indonesia

7.3%

Tangerang, Banten, Indonesia

5.6%

Bandung, West Java, Indonesia

4%

Cikarang, West Java, Indonesia

3.1%

Bogor, West Java, Indonesia

2.4%

Depok, West Java, Indonesia

2.2%

Medan, North Sumatra, Indonesia

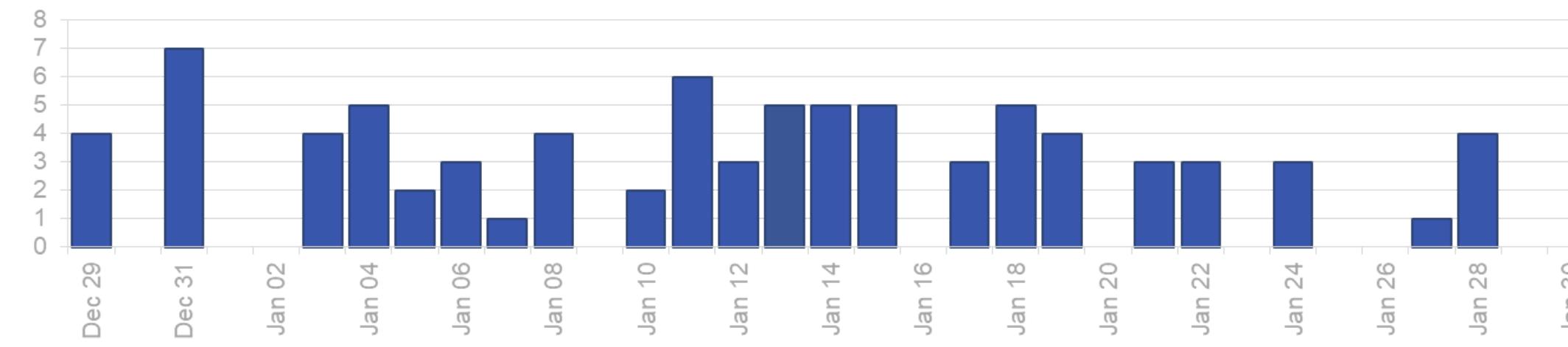
1.1%

Surabaya, East Java, Indonesia

1.1%

Sentral Sistem Consulting Engagement

Daily Interactions



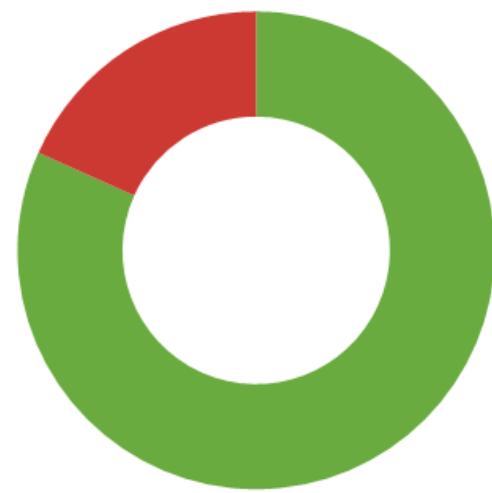
Interactions Overview

Total Interactions
82
Max Interactions
7
Friday Dec 31, 2021

Min Interactions
0
Tuesday Jan 25, 2022

Avg Interactions per Day
2

Distribution of Interactions



| Interaction Type | % of Interactions | # of Interactions |
|------------------|-------------------|-------------------|
| Reactions | 81,71 % | 67 |
| Comments | 0 % | 0 |
| Shares | 18,29 % | 15 |

Pada periode ini, total interactions berkurang sebanyak 16 interactions, max interactions terjadi pada tanggal 31 desember dimana postingan facebook adalah ucapan sambutan tahun baru 2022.

Sentral Sistem Consulting Top Posts



Sentral Sistem Consulting mengucapkan selamat dan sukses untuk PT COGINDO DAYA BERSAMA PLTU KALBAR-1 atas



Pasti sudah gak asing deh sama SWOT, teknik perencanaan strategi untuk bisnis atau suatu proyek yang dianalisa dengan



Pelaksanaan K3 tidak hanya merupakan tanggung jawab pemerintah tetapi juga merupakan tanggung jawab semua pihak.



Did you know?
Menurut sebuah studi CBS Insights, 95% start-up gagal, dan 42% dari mereka gagal

| | | |
|--|----------------------------|-------|
| | Total Interactions | 6 |
| | Reactions | 5 |
| | Comments | 0 |
| | Shares | 1 |
| | Interactions per 1000 Fans | 11,01 |

| | | |
|--|----------------------------|------|
| | Total Interactions | 5 |
| | Reactions | 4 |
| | Comments | 0 |
| | Shares | 1 |
| | Interactions per 1000 Fans | 9,14 |

| | | |
|--|----------------------------|------|
| | Total Interactions | 5 |
| | Reactions | 4 |
| | Comments | 0 |
| | Shares | 1 |
| | Interactions per 1000 Fans | 9,14 |

| | | |
|--|----------------------------|------|
| | Total Interactions | 5 |
| | Reactions | 4 |
| | Comments | 0 |
| | Shares | 1 |
| | Interactions per 1000 Fans | 9,16 |



LINKEDIN REPORT AND ANALYTICS

SENTRAL SISTEM CONSULTING



Sentral Sistem Consulting KPIs Overview

199

▲ 2.6%

Search appearances
Last 7 days

58

▼ 4.9%

New followers

51

▲ 10.9%

Unique visitors

7

▲ 600%

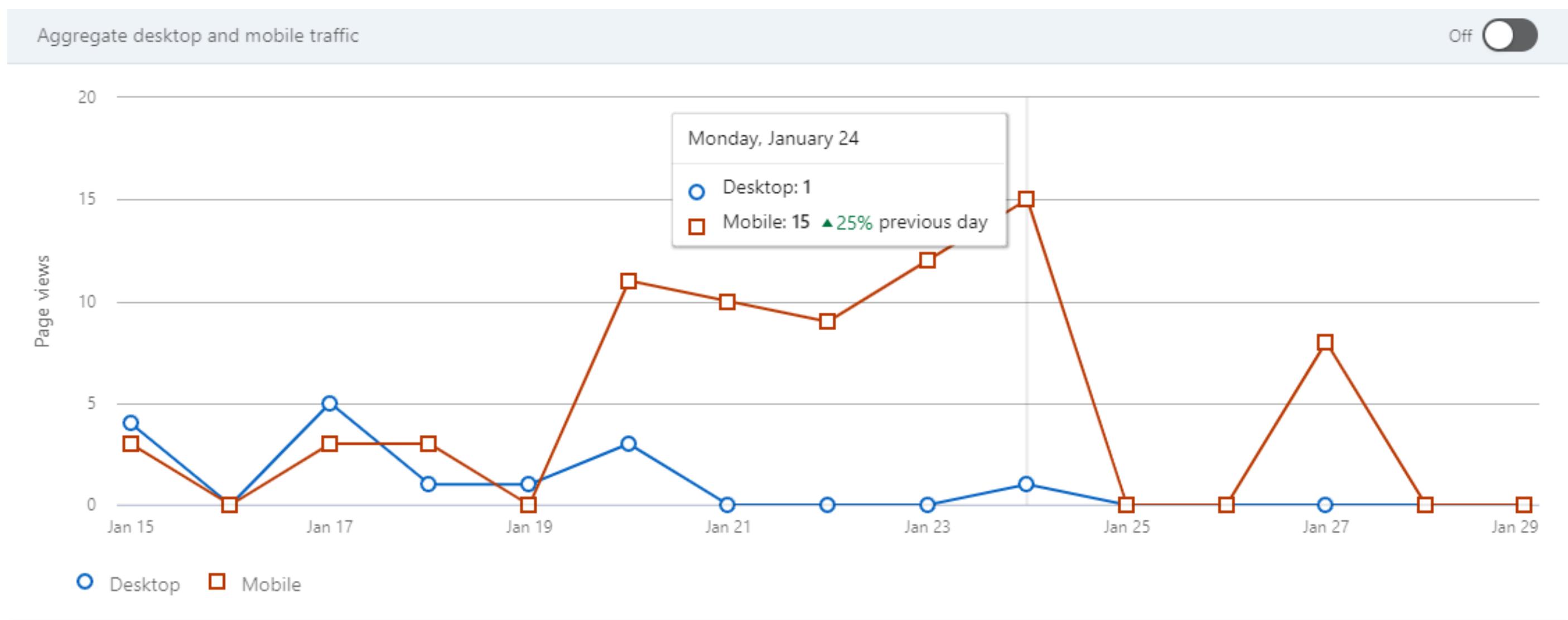
Custom button clicks

1.7K

▼ 13.7%

Post impressions

Linked in Visitors

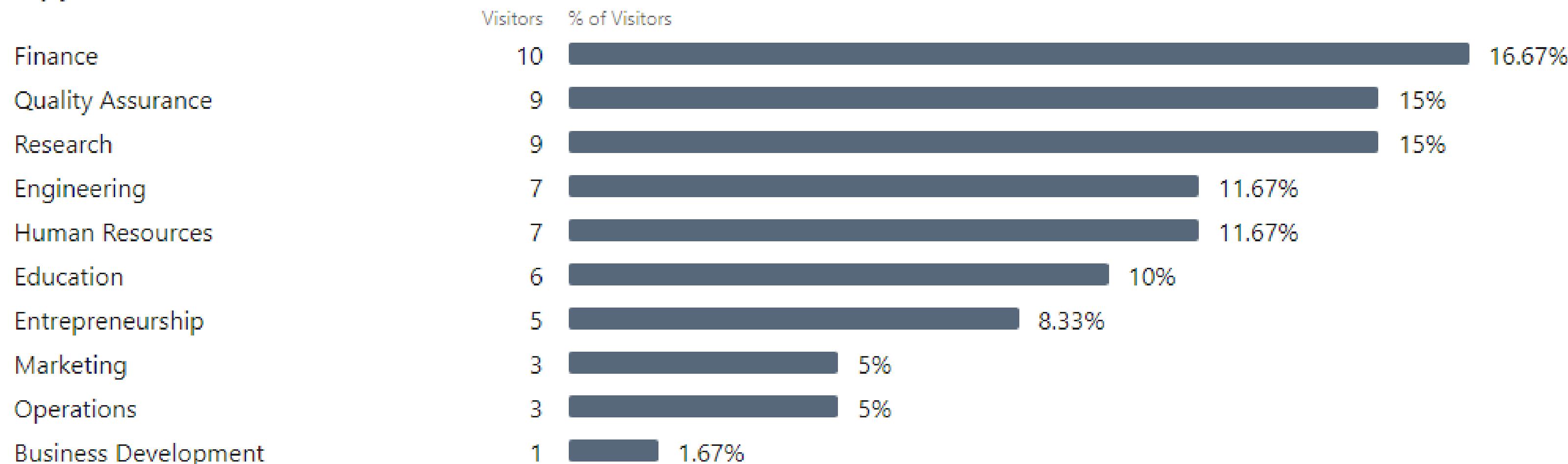


Pengunjung paling banyak ada pada tanggal 24 Januari 2022 sebanyak 16 orang. konten yang dipost adalah konten tentang mengatur strategi keuangan di masa kritis, plus gimmick webinar proker yang disertai link pendaftaran.

Visitors Demographics

Visitor demographics Time range: Jan 14, 2022 - Jan 28, 2022 Data for: Job function 

Top job functions



Linkedin Followers

Dec 29, 2021 - Jan 30, 2022

326

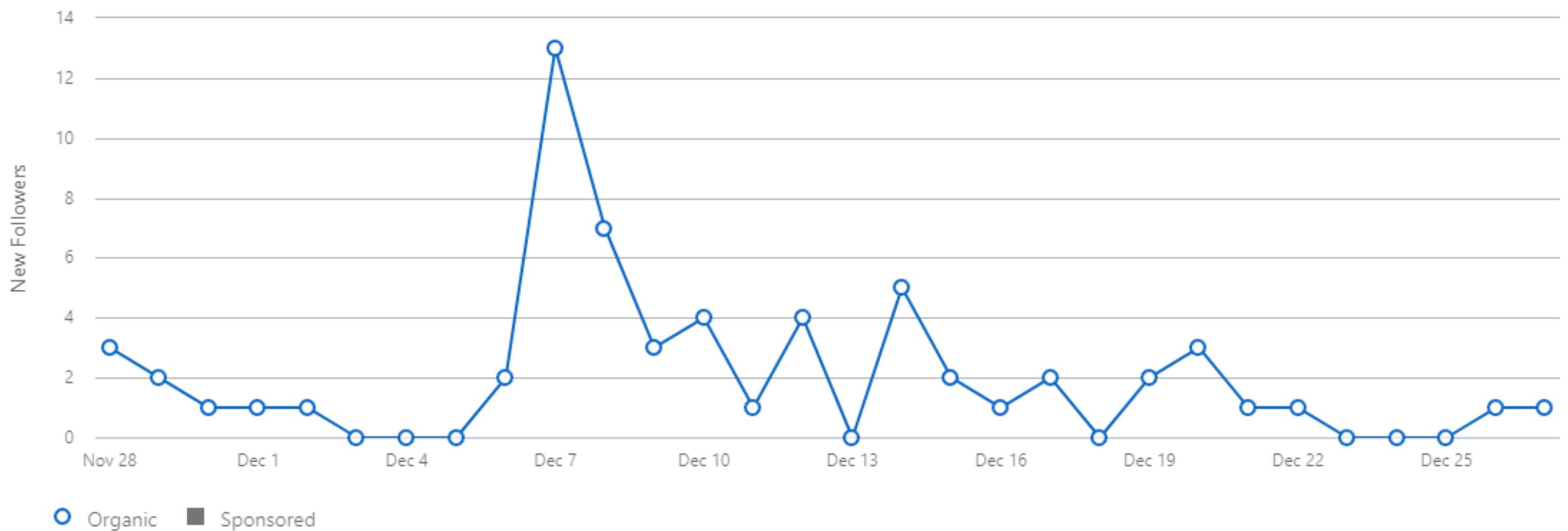
Total followers

58 ▼4%

New followers

New followers in the last 30 days

Dec 31, 2021 - Jan 30, 2022



Kenaikan followers mengalami penurunan sebesar 4% dibandingkan periode sebelumnya, namun bila dilihat secara keseluruhan jumlah followers masih mengalami kenaikan sebanyak 72 orang.

OVERALL INSIGHT AND RECOMENDATIONS



**Still do a grey hat
Campaign**



**Giveaway campaign on
special/ important date**



**FB ADS routine with CBO
and AIDA concept**



**Simple HISE content,
trigger content to website**

**THANK
YOU!**

