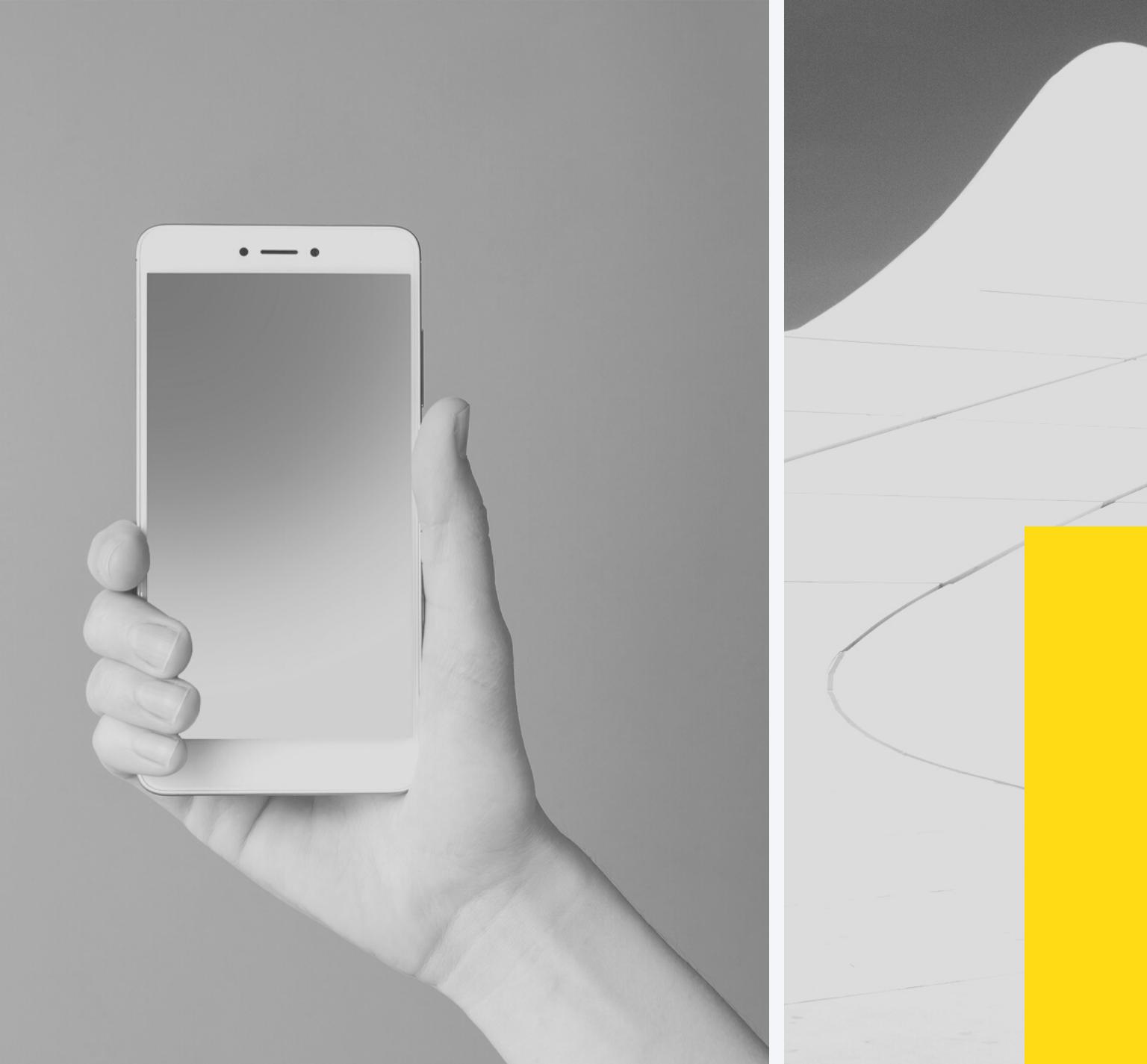




# SOCMED REPORT

11 April - 10 May

BY INTAN GINASTI



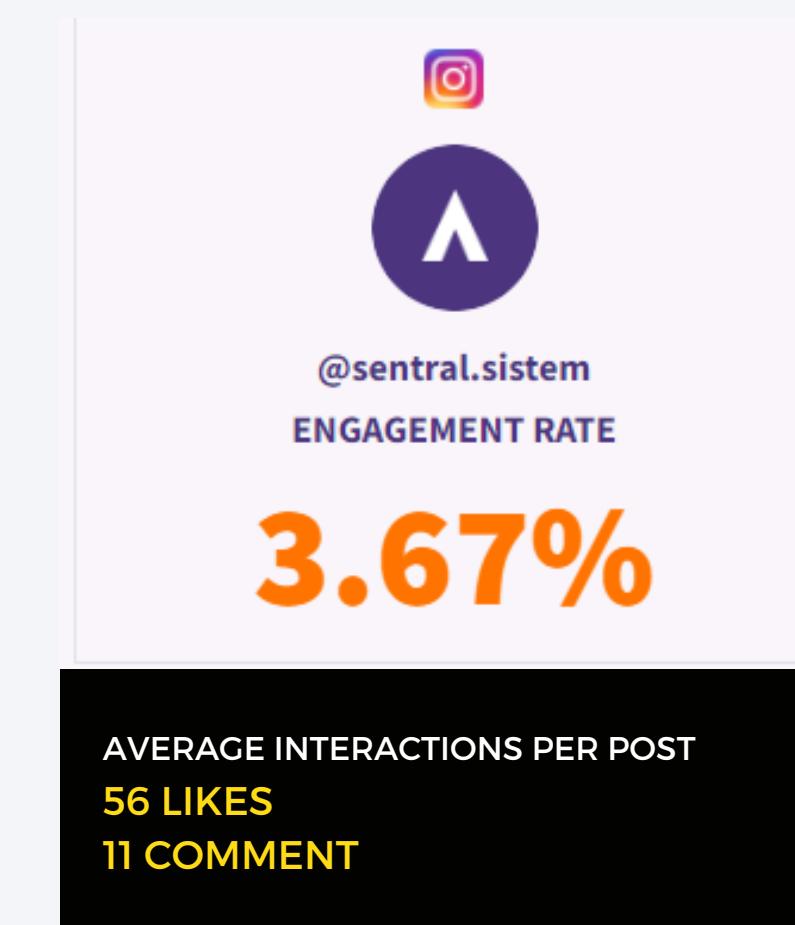
# **INSTAGRAM REPORT AND ANALYTICS**

## **@Sentral.sistem**



# INSTAGRAM INSIGHT OVERVIEW

GAIN 199 MORE FOLLOWERS COMPARED TO MAR 12-APR 10



Pada periode ini, engagement , dan total followers mengalami kenaikan yang cukup signifikan dikarenakan adanya boosting post dan giveaway, dari segi engangement rate juga mengalami kenaikan sebesar 2.37% dibandingkan dengan periode sebelumnya. namun reach mengalami penurunan sebesar 19.6%

## ENGAGEMENT

Last 30 Days ▾

Apr 11 - May 10

### Content interactions ⓘ

4,139

Content Interactions

2% from ads

+415% vs Mar 12 - Apr 10

### Post Interactions

vs Mar 12 - Apr 10

3,927

+477%

Likes

3,554

Comments

159

Saves

37

Shares

148

## FOLLOWERS

Last 30 Days ▾

Apr 11 - May 10

1,862

Followers

+11.9% vs Apr 10

### Growth

- Overall
- Follows
- Unfollows

199

295

96

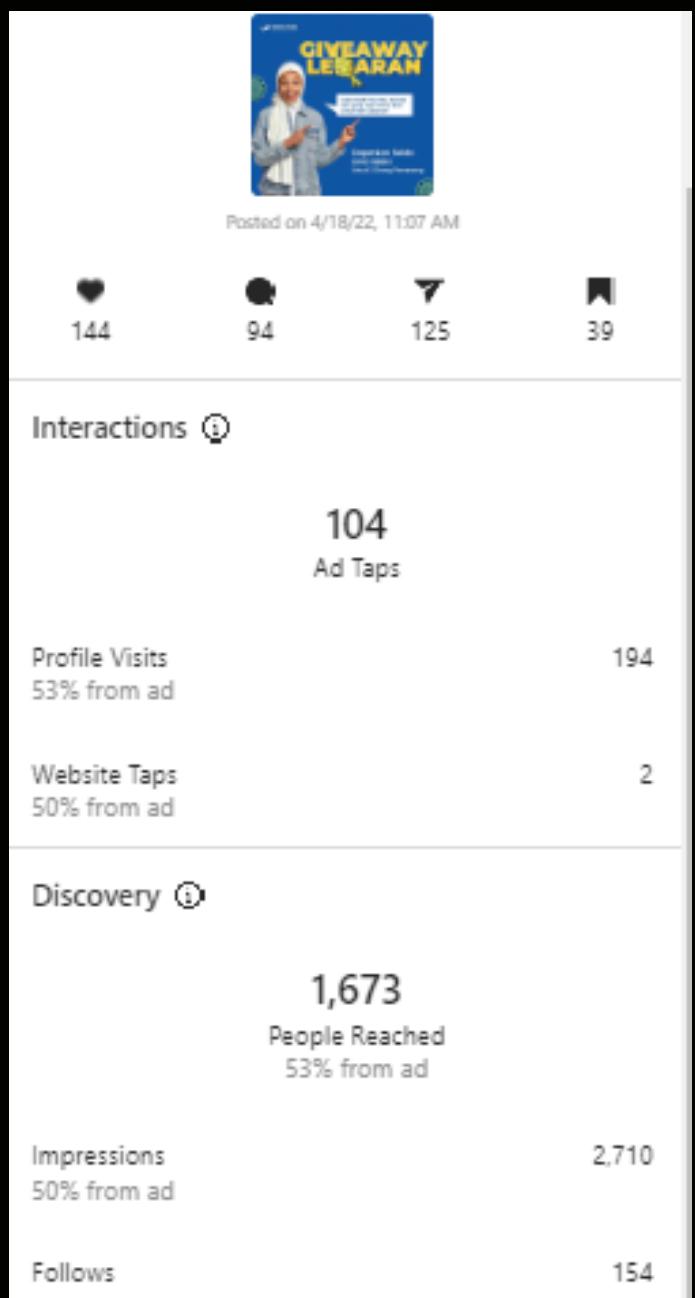


- Terdapat 37 orang yang menyimpan Konten feed instagram kita, (+7 saved dari bulan sebelumnya)
- secara keseluruhan content interactions meningkat sebanyak 477% yang merupakan peningkatan interaksi tertinggi selama 2022. 2% interaksi didapatkan lewat ads
- terdapat 148x content share yang diambil dari content feed.
- Pada bulan ini total followers bertambah sebanyak 295 orang namun 96 orang melakukan unfollow.

# The Insight

## WHAT DO WE DO?

- CAMPAIGN GIVEAWAY LEBARAN, BERPENGARUH BESAR TERHADAP KENAIKAN ENGAGEMENT PADA BULANINI.
  - KONTEN INI MENDAPATKAN 2,710 IMPRESSION
  - 194 PROFILE VISIT
  - DAN MENDAPATKAN 154 FOLLOWERS
- DILUAR KONTEN GIVEAWAY, SECARA KESELURUHAN @SENTRAL.SISTEM MENDAPATKAN TOTAL FOLLOWERS SEBAYAK 141 FOLLOWERS DARI ORGANIC CONTENT BULANINI

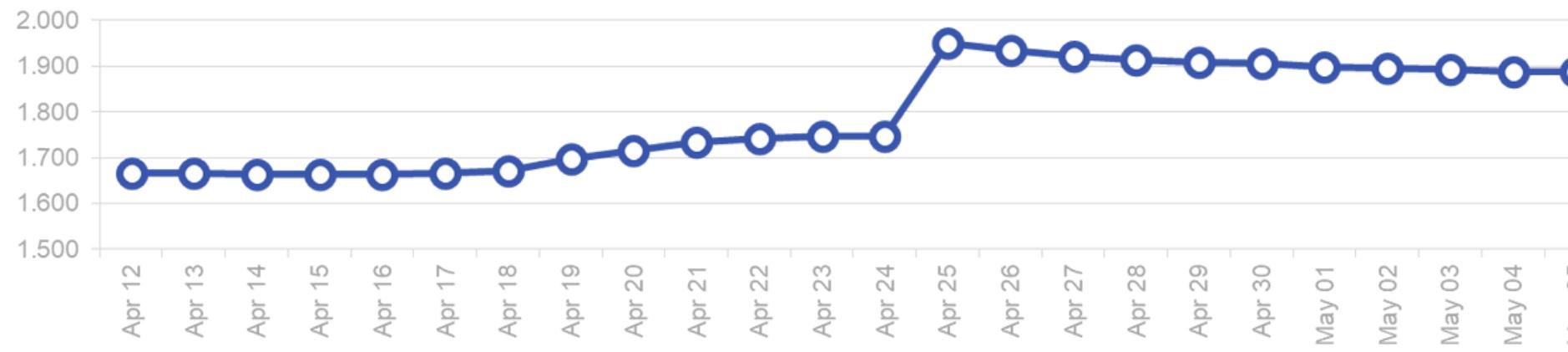


# Sentral Sistem Consulting KPIs Overview

Followers	Content	Interactions
Total Followers <b>1 889</b>	Total Posts <b>21</b>	Total Interactions <b>847</b>
Absolute Change in Followers <b>222</b>	Moving 7-Day Average of Interactions per 1000 Followers <b>23,90</b>	Likes <b>703</b>
Relative Change in Followers <b>+ 13,32 %</b>	Moving 30-Day Average of Interactions per 1000 Followers <b>29,51</b>	Comments <b>144</b>

# Sentral Sistem Consulting Followers

**Total Followers**



**Followers Overview**

Total Followers  
**1 889**

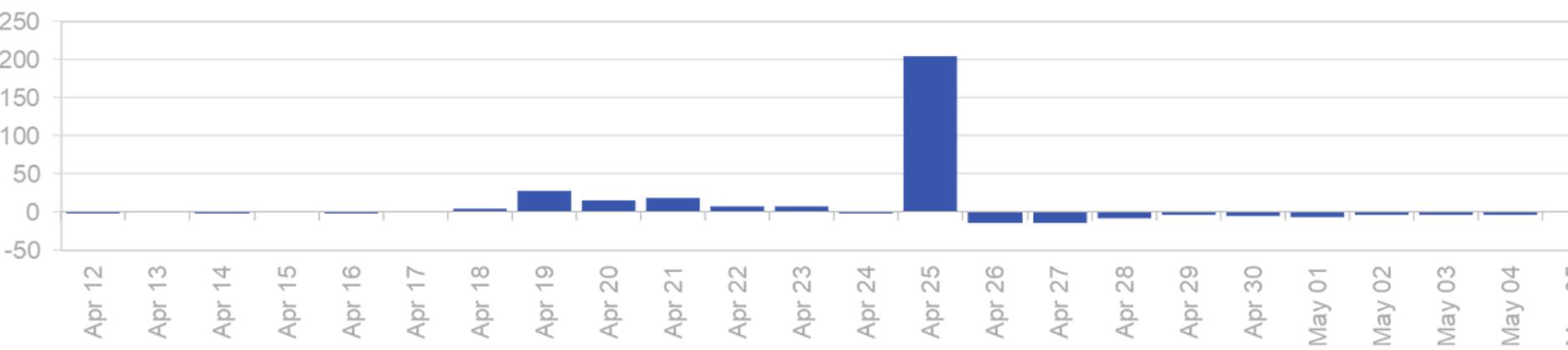
Change in Followers  
**222**

Max Change of Followers  
**204**

Monday Apr 25, 2022

Avg Followers Change per Day  
**9,25**

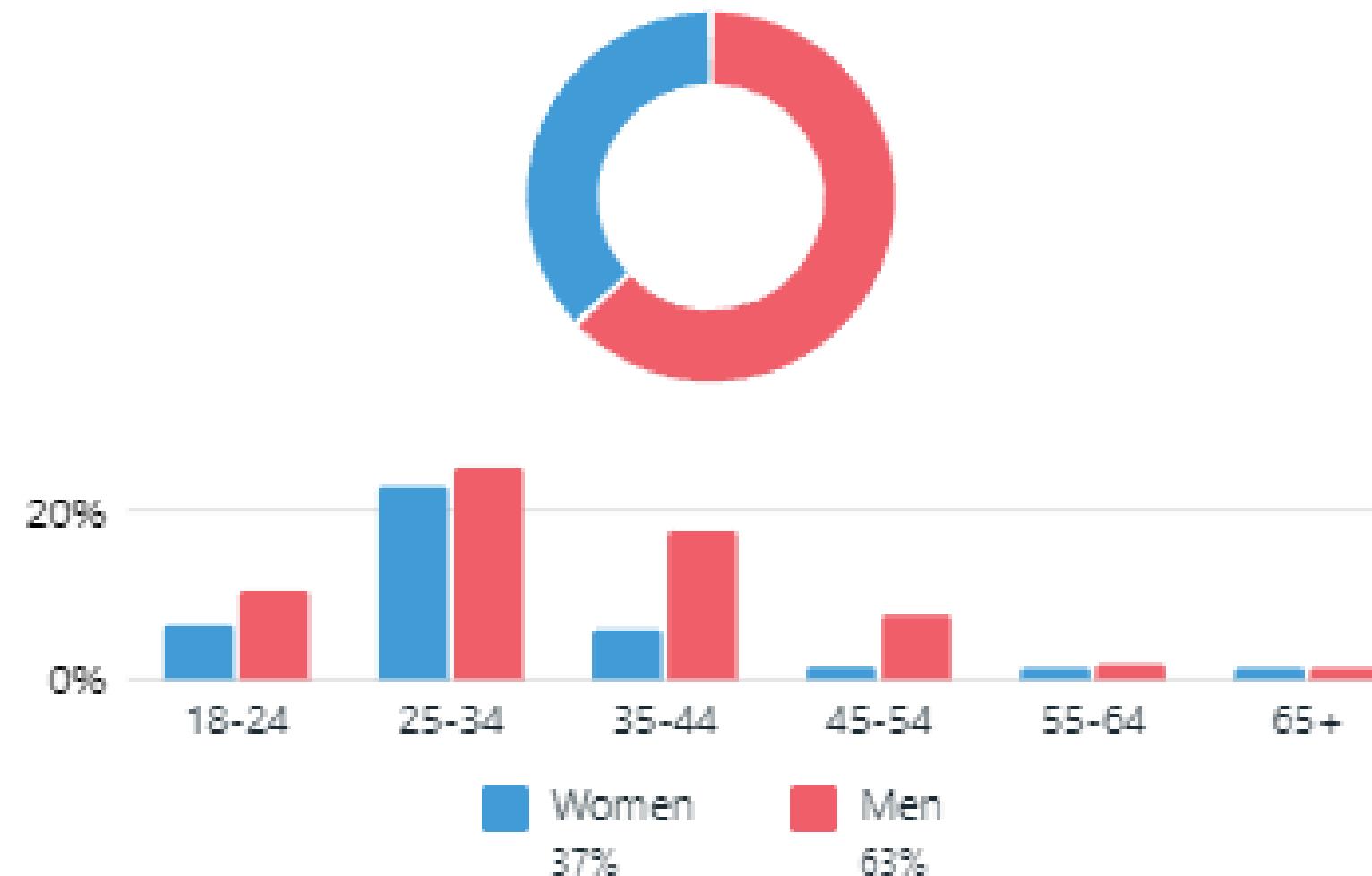
**Growth of Total Followers**



## Instagram Followers ⓘ

1,863

### Age & Gender ⓘ



### Top Cities

Jakarta, Indonesia

12.5%

Bekasi, West Java, Indonesia

5%

Depok, West Java, Indonesia

3.1%

Bandung, West Java, Indonesia

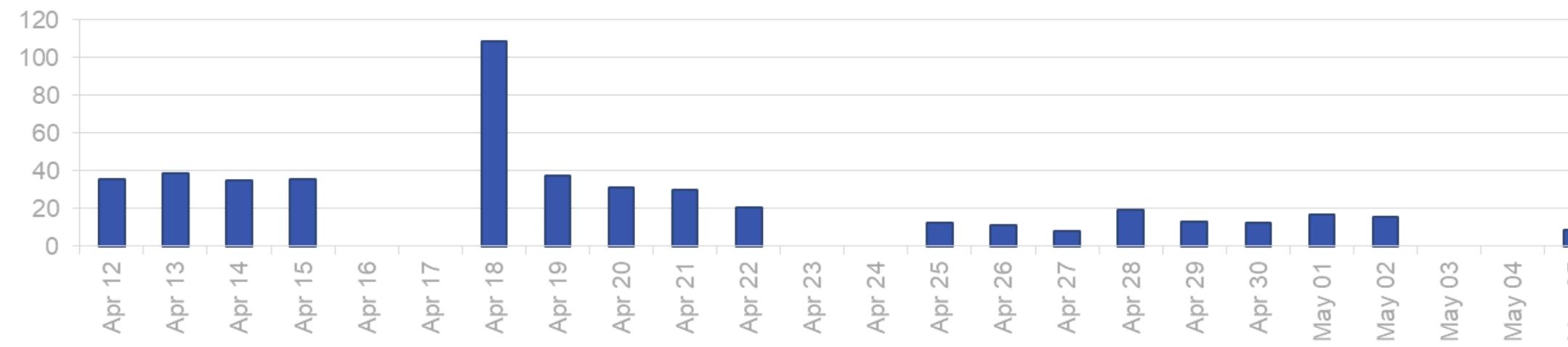
1.4%

Tangerang, Banten, Indonesia

1.3%

# Sentral Sistem Consulting Engagement

## Interactions per 1000 Followers

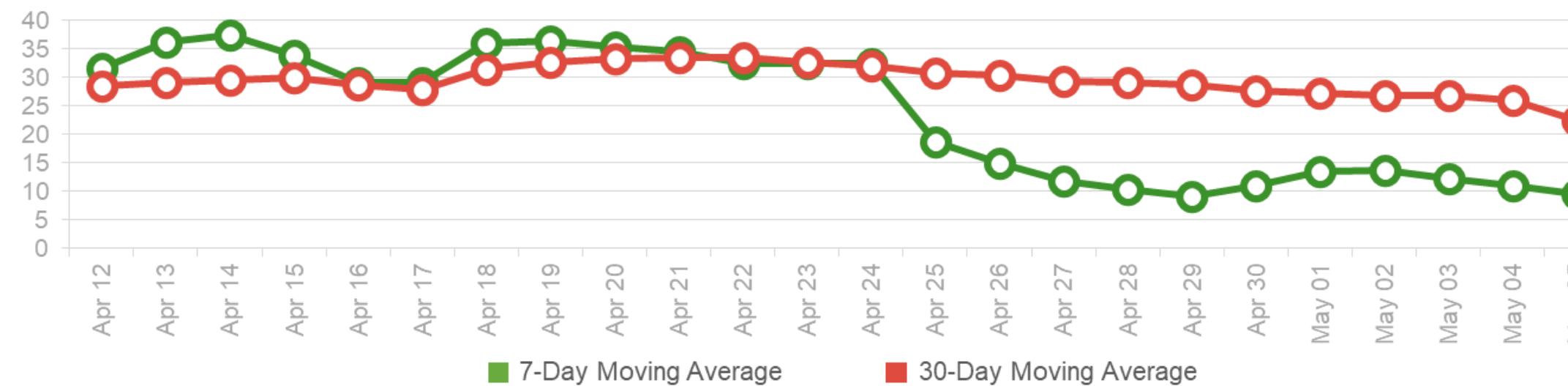


## Activity Overview

Max Interactions per 1000 Followers on  
**108,64**  
Monday Apr 18, 2022

Min Interactions per 1000 Followers on  
**8,30**  
Wednesday Apr 27, 2022

## Moving Averages of Interactions per 1000 Followers



## Daily Interactions



## Interactions Overview

Total Interactions

**847**

Max Interactions

**181**

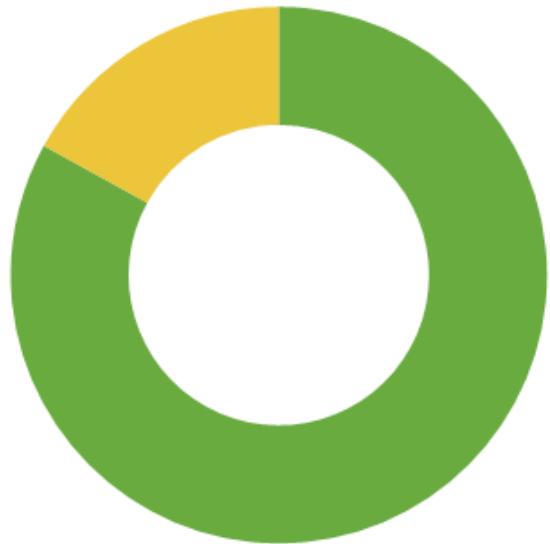
Monday Apr 18, 2022

Min Interactions

**16**

Wednesday Apr 27, 2022

## Distribution of Interactions



Interaction Type	% of Interactions	# of Interactions
Likes	83,00 %	703
Comments	17,00 %	144

Avg Interactions per Day

**35**

# Sentral Sistem Consulting Top Posts

 Apr 18, 2022  
11:07:21 UTC +07:00



GIVEAWAY ALERT!!!  
Berhubung sebentar lagi Hari Raya Idul

 Apr 19, 2022  
15:38:19 UTC +07:00



Free Webinar  
LEADERSHIP IN UNCERTAINTY ERA

 Apr 15, 2022  
09:00:08 UTC +07:00



Seluruh Keluarga besar sentral sistem mengucapkan, mengucapkan selamat Jumat Agung untuk seluruh umat kristiani

 Apr 12, 2022  
10:34:39 UTC +07:00



Untuk menghindari rapor buruk dan penegakan hukum, maka peserta PROPER minimal harus memperoleh

 Total Interactions	181
 Likes	87
 Comments	94
 Interactions per 1000 Followers	108,6

 Total Interactions	63
 Likes	56
 Comments	7
 Interactions per 1000 Followers	37,37

 Total Interactions	59
 Likes	56
 Comments	3
 Interactions per 1000 Followers	35,44

 Total Interactions	59
 Likes	57
 Comments	2
 Interactions per 1000 Followers	35,41



Apr 14, 2022  
10:40:18 UTC +07:00



Hal terpenting dalam memahami suatu ilmu, adalah memahami konsep dasar dari ilmu tersebut. Memahami dengan bahasa



Apr 13, 2022  
16:27:24 UTC +07:00



Peringkat PROPER hijau dan emas adalah kelompok yang kinerjanya dapat melebihi ketaatan kewajiban dalam peraturan



Apr 20, 2022  
11:06:55 UTC +07:00



Meningkatnya tuntutan transparansi dan keterlibatan publik dalam pengelolaan lingkungan menjadikan PROPER sebagai



Apr 21, 2022  
09:00:06 UTC +07:00



Selamat Hari Kartini untuk seluruh perempuan di Indonesia. Jadilah pelita yang tak pernah padam, selalu bersinar

	Total Interactions	58
	Likes	55
	Comments	3
	Interactions per 1000 Followers	34,79

	Total Interactions	55
	Likes	51
	Comments	4
	Interactions per 1000 Followers	33,01

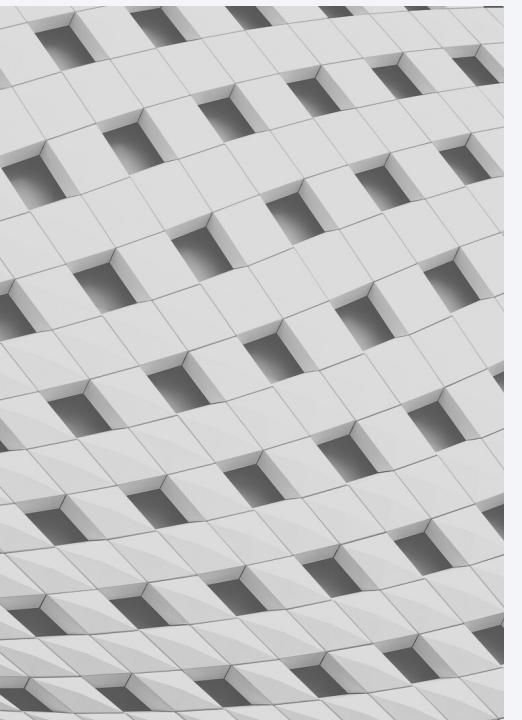
	Total Interactions	53
	Likes	48
	Comments	5
	Interactions per 1000 Followers	31,10

	Total Interactions	51
	Likes	44
	Comments	7
	Interactions per 1000 Followers	29,67



# **FACEBOOK REPORT AND ANALYTICS**

## **SENTRAL SISTEM CONSULTING**



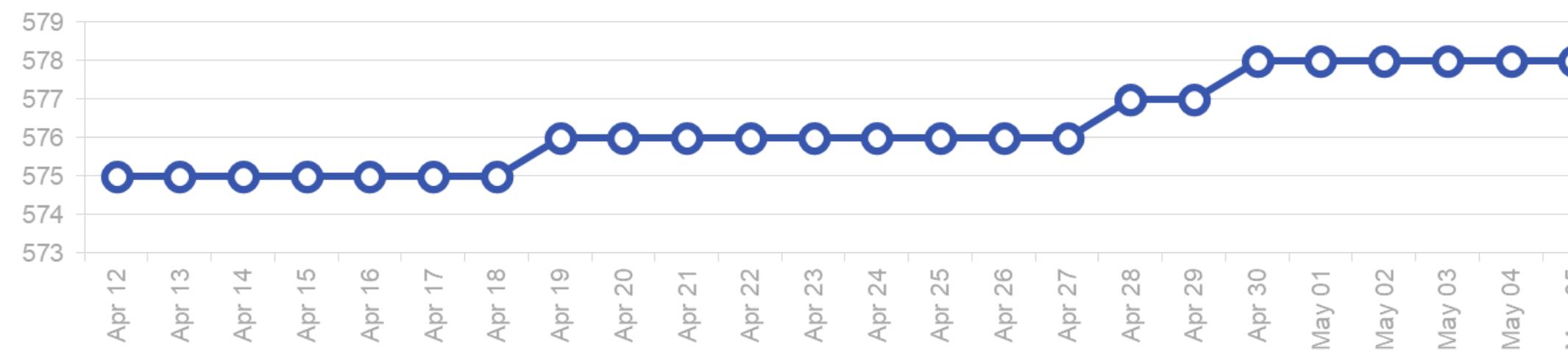
# Sentral System Consulting KPIs Overview

Fans	Content	Interactions
Total Fans <b>578</b>	Page Posts <b>22</b>	Total Interactions <b>55</b>
Absolute Change in Fans <b>4</b>	Moving 7-Day Average of Interactions per 1000 Fans <b>5,00</b>	Reactions <b>47</b>
Relative Change in Fans <b>+ 0,70 %</b>	Moving 30-Day Average of Interactions per 1000 Fans <b>5,68</b>	Comments <b>2</b>
		Shares <b>6</b>
		User Posts <b>0</b>

Apr 12, 2022 - May 05, 2022

# Sentral Sistem Consulting Fans

## Total Fans



## Fans Overview

Total Fans

**578**

Change in Fans

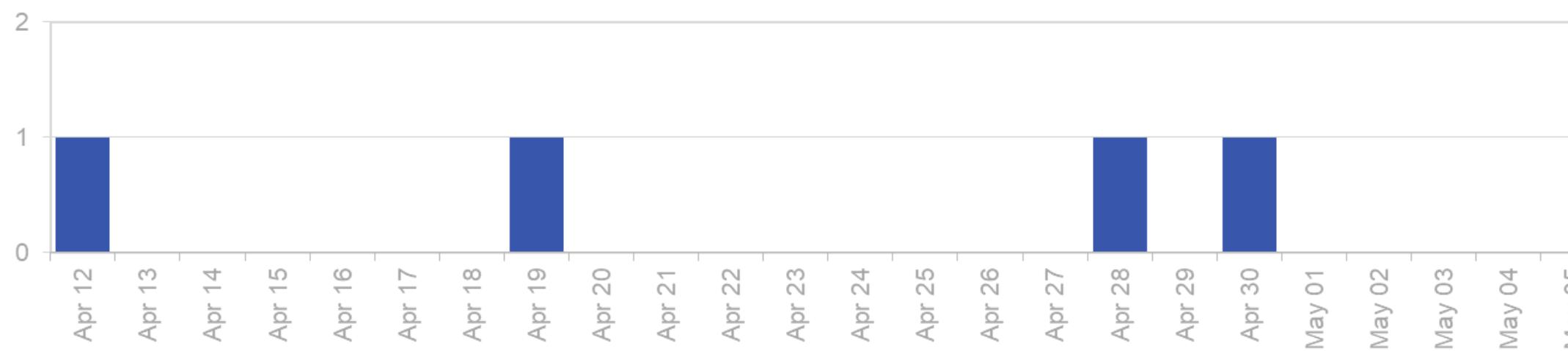
**4**

Max Change of Fans

**1**

Tuesday Apr 12, 2022

## Growth of Total Fans



Avg Fan Change per Day

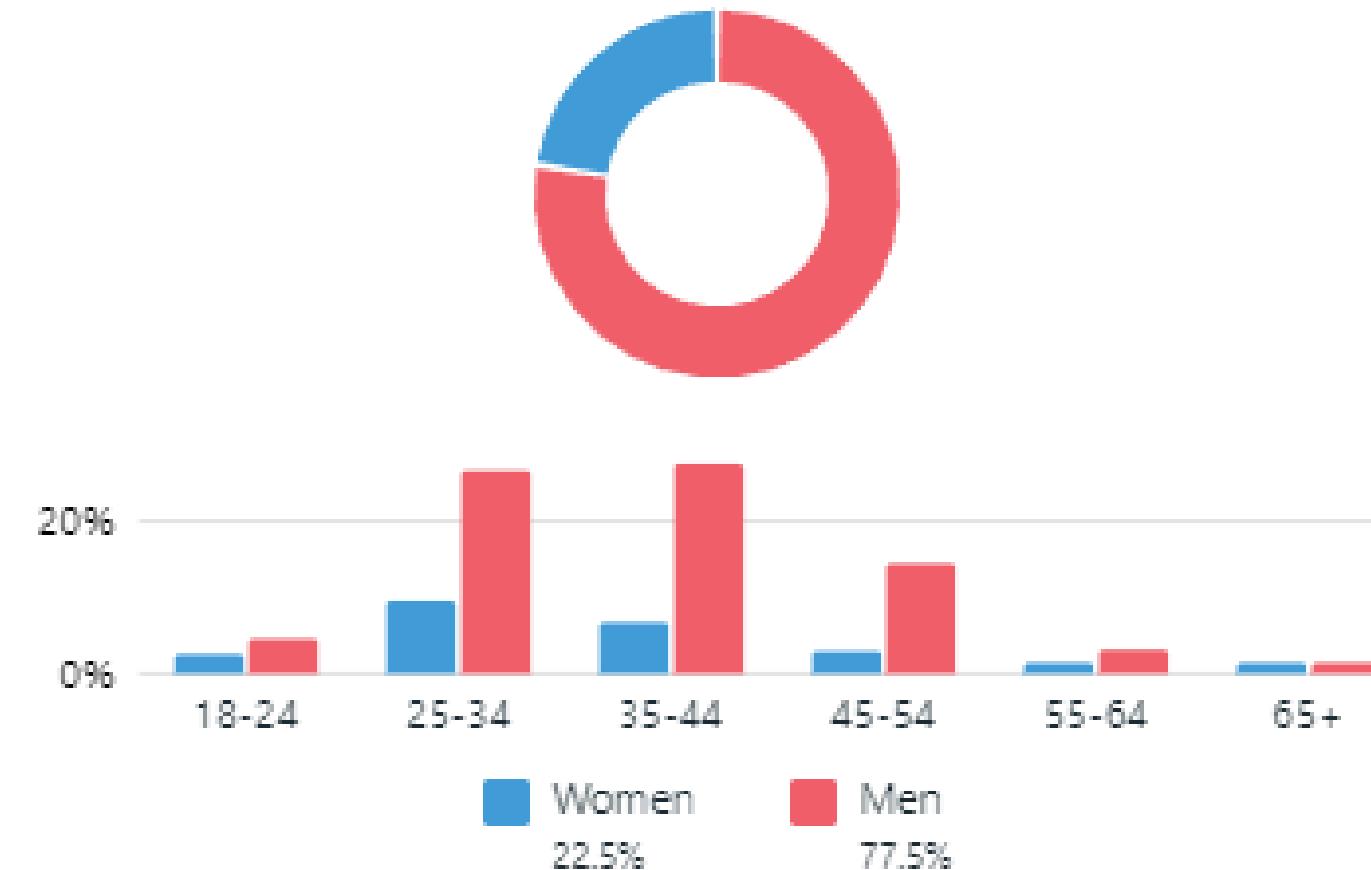
**0,17**

Pada periode ini, total fans hanya bertambah sebanyak 4 orang dari total fans periode sebelumnya.

### Facebook Page followers ⓘ

578

### Age & Gender ⓘ



### Top Cities

Jakarta, Indonesia

18.9%

Bekasi, West Java, Indonesia

13.8%

Karawang, West Java, Indonesia

5.9%

Tangerang, Banten, Indonesia

5.5%

Bandung, West Java, Indonesia

3.5%

Depok, West Java, Indonesia

2.6%

Bogor, West Java, Indonesia

2.2%

Cikarang, West Java, Indonesia

1.9%

Medan, North Sumatra, Indonesia

1.2%

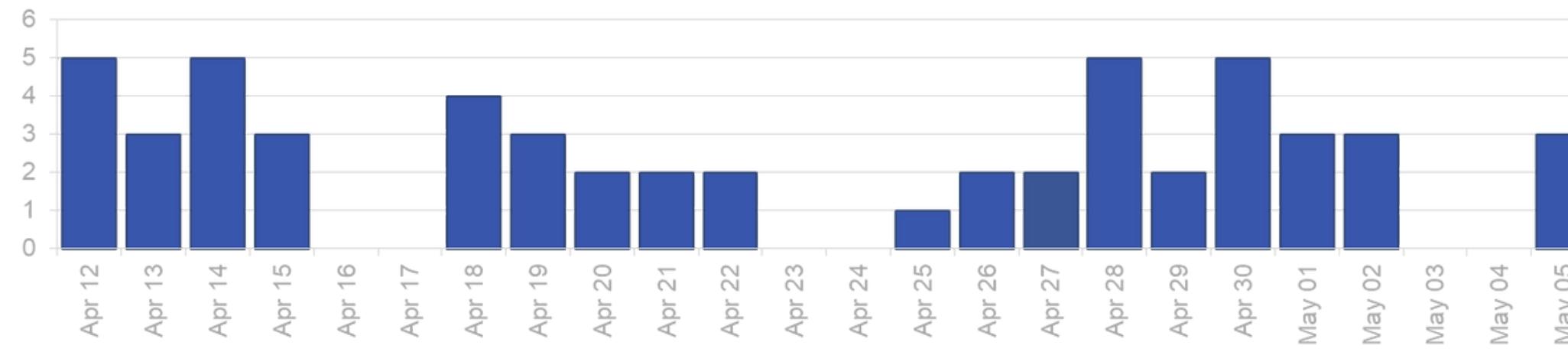
Setu, West Java, Indonesia

1%

Bulan ini page followers facebook mengalami kenaikan sebanyak 23 followers. Jika dibandingkan dengan periode-periode sebelumnya kenaikan followers pada periode ini adalah kenaikan yang paling tinggi.

# Sentral Sistem Consulting Engagement

## Daily Interactions



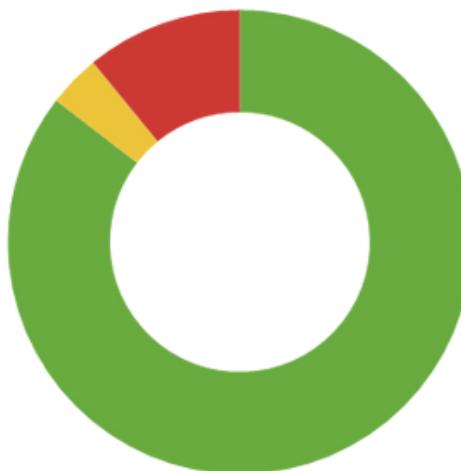
## Interactions Overview

Total Interactions  
**55**  
Max Interactions  
**5**  
Tuesday Apr 12, 2022

Min Interactions  
**1**  
Monday Apr 25, 2022

Avg Interactions per Day  
**2**

## Distribution of Interactions



Interaction Type	% of Interactions	# of Interactions
Reactions	85,45 %	47
Comments	3,64 %	2
Shares	10,91 %	6

Pada periode ini, total interactions berkurang sebanyak 40 interactions, dari periode sebelumnya. Max interactions terjadi pada tanggal 12 April dimana postingan facebook adalah kriteria penilaian PROPER (3 likes dan 2 share)

# Sentral Sistem Consulting Top Posts

 Apr 30, 2022  
10:00:05 UTC +07:00  
[View on Facebook](#)



Kalibrasi Alat Safety Valve

Kerja sama antara PT. Heineken SA Timor

**Organic**

 Apr 14, 2022  
10:40:14 UTC +07:00  
[View on Facebook](#)



Hal terpenting dalam memahami suatu ilmu, adalah memahami konsep dasar dari ilmu tersebut. Memahami dengan bahasa

**Organic**

 Apr 12, 2022  
10:34:35 UTC +07:00  
[View on Facebook](#)



Untuk menghindari rapor buruk dan penegakan hukum, maka peserta PROPER minimal harus memperoleh

**Organic**

 Apr 18, 2022  
11:07:20 UTC +07:00  
[View on Facebook](#)



GIVEAWAY ALERT!!!

Berhubung sebentar lagi Hari Raya Idul

**Organic**

 Total Interactions	5
 Reactions	3
 Comments	0
 Shares	2
 Interactions per 1000 Fans	8,67

 Total Interactions	5
 Reactions	4
 Comments	1
 Shares	0
 Interactions per 1000 Fans	8,70

 Total Interactions	5
 Reactions	3
 Comments	0
 Shares	2
 Interactions per 1000 Fans	8,70

 Total Interactions	4
 Reactions	2
 Comments	1
 Shares	1
 Interactions per 1000 Fans	6,96

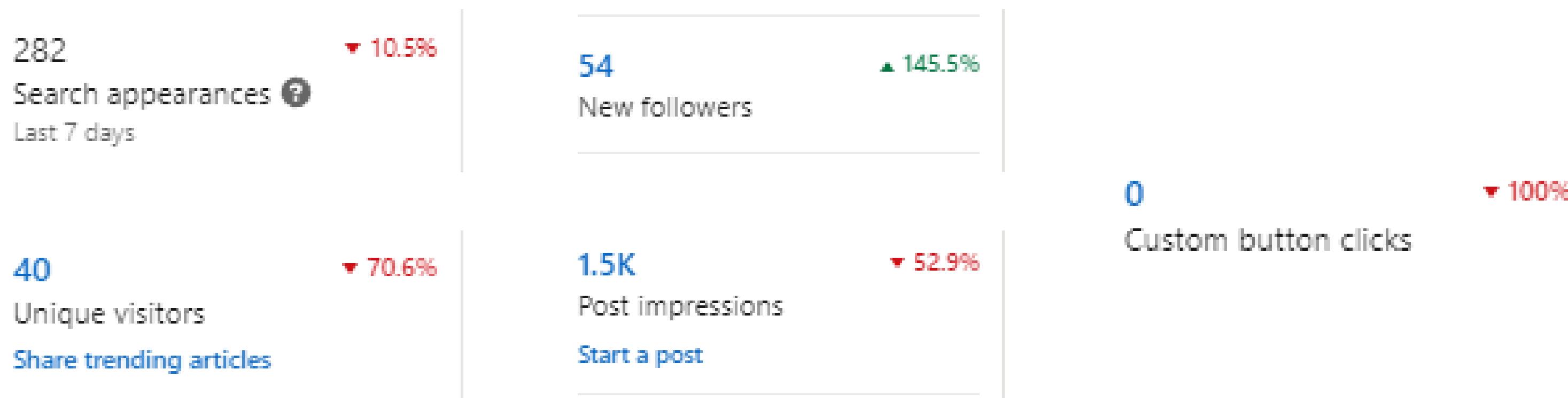


# LINKEDIN REPORT AND ANALYTICS

## SENTRAL SISTEM CONSULTING



# Sentral Sistem Consulting KPIs Overview



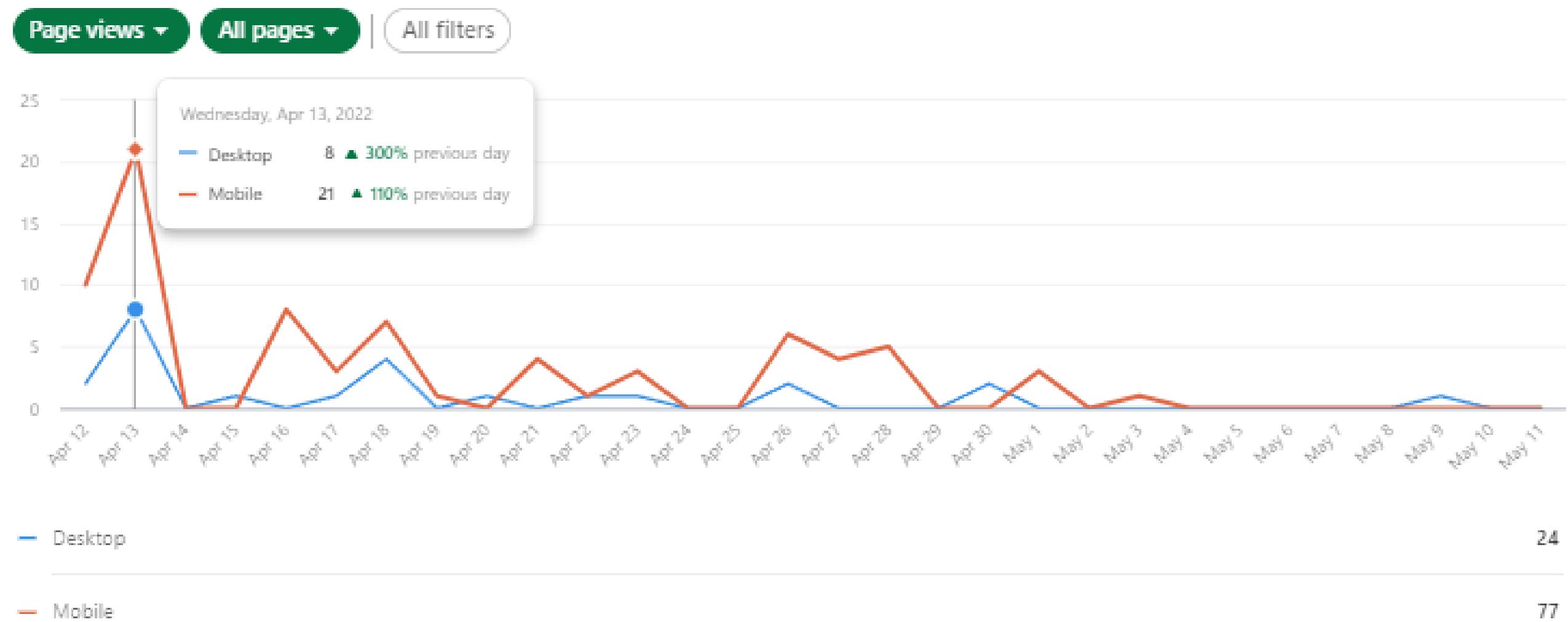
Pada periode ini, secara keseluruhan performance linked in sentral sistem consulting mengalami penurunan, namun kenaikan followers relatif tinggi sebesar 145.5%

## Asumsi penurunan insight:

- Konten sempat tidak berjalan selama libur lebaran
- konten yang di share kurang menarik pengguna linked in
- custom button clicks tidak ada, karena memang tidak ada link yang di share

# Linked in Visitors

Visitor metrics

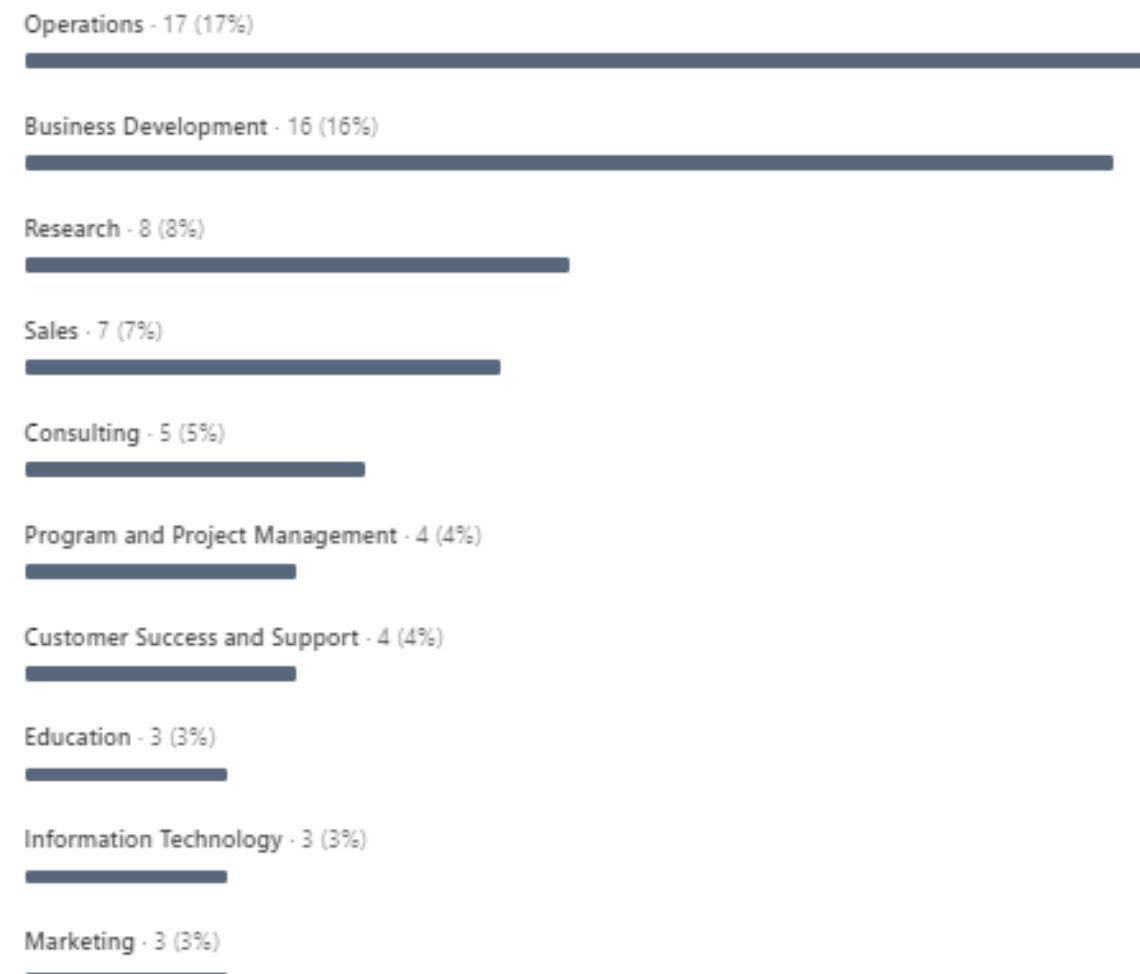


Pengunjung paling banyak ada pada tanggal 13 april 2022 sebanyak 29 orang.  
pada tanggal itu akun linked in tidak memposting konten sama sekali.

# Visitors Demographics

## Visitor demographics

Job function ▾

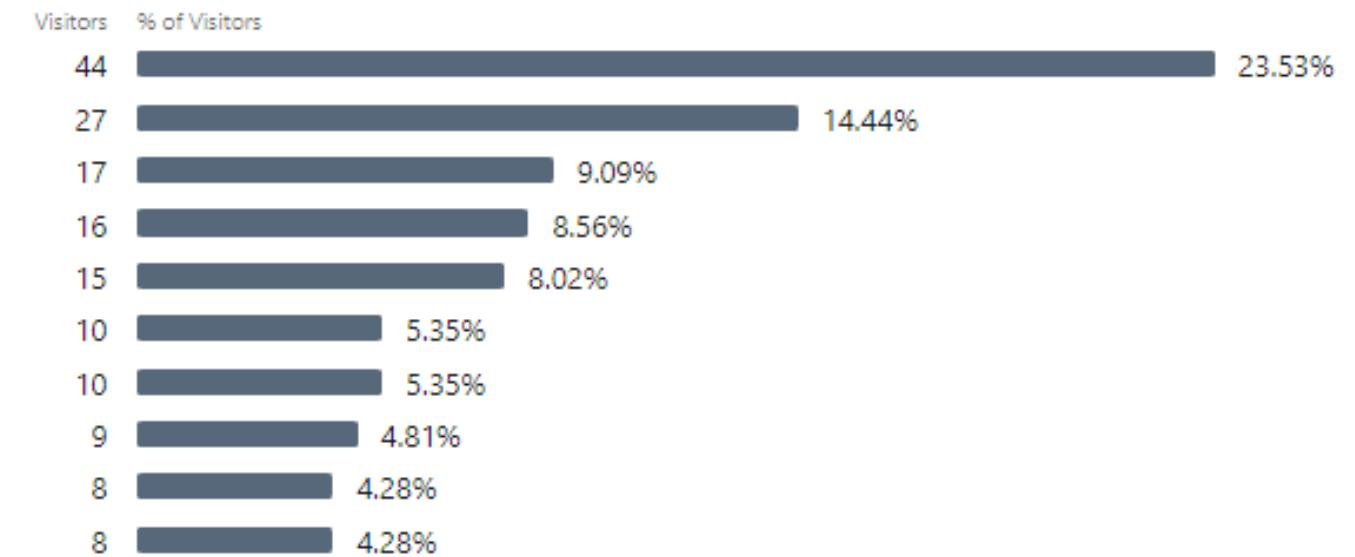


## Current period

## Visitor demographics

Time range: Feb 28, 2022 - Mar 26, 2022 ▾ Data for: Job function ▾

### Top job functions



## Previous period

Bila dilihat dari segi demographic, terdapat perbedaan visitor paling banyak dari periode lalu. Operations merupakan job fuction yang melakukan visit paling banyak ke profile kita

# Linkedin Followers

472

Total followers

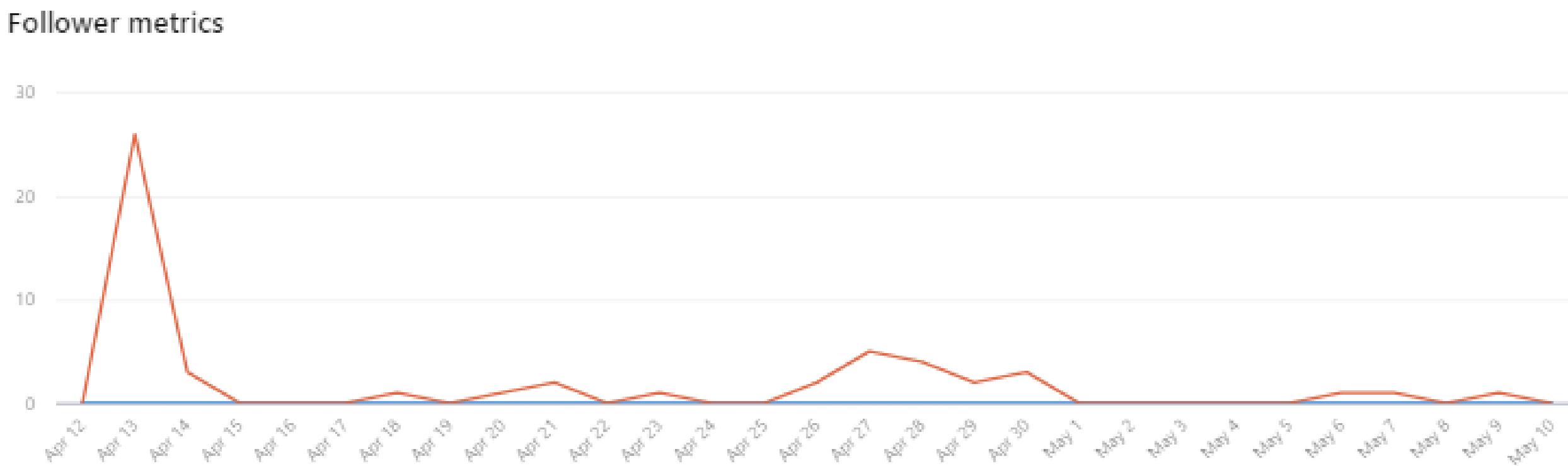
53

New followers in the last 29 days

▲ 130.4%

New followers in the last 29 days

apr 12, 2022 - May 11, 2022



Kenaikan followers mengalami kenaikan sebesar 130.4% dibandingkan periode sebelumnya sebanyak 53 orang, kenaikan followers terbanyak ada pada tanggal 12 april yang berarti visitor yang mengunjung profile kita banyak melakukan following.

# NEXT PLAN



**Makes more hard sale  
Content**



**Make some giveaway  
campaign for gimmick  
and boost engagement.**



**boosting post with high  
engangement and direct  
awareness about our products**



**add website link for some  
facebook and linked in post to  
direct more web traffic**

**THANK  
YOU!**

