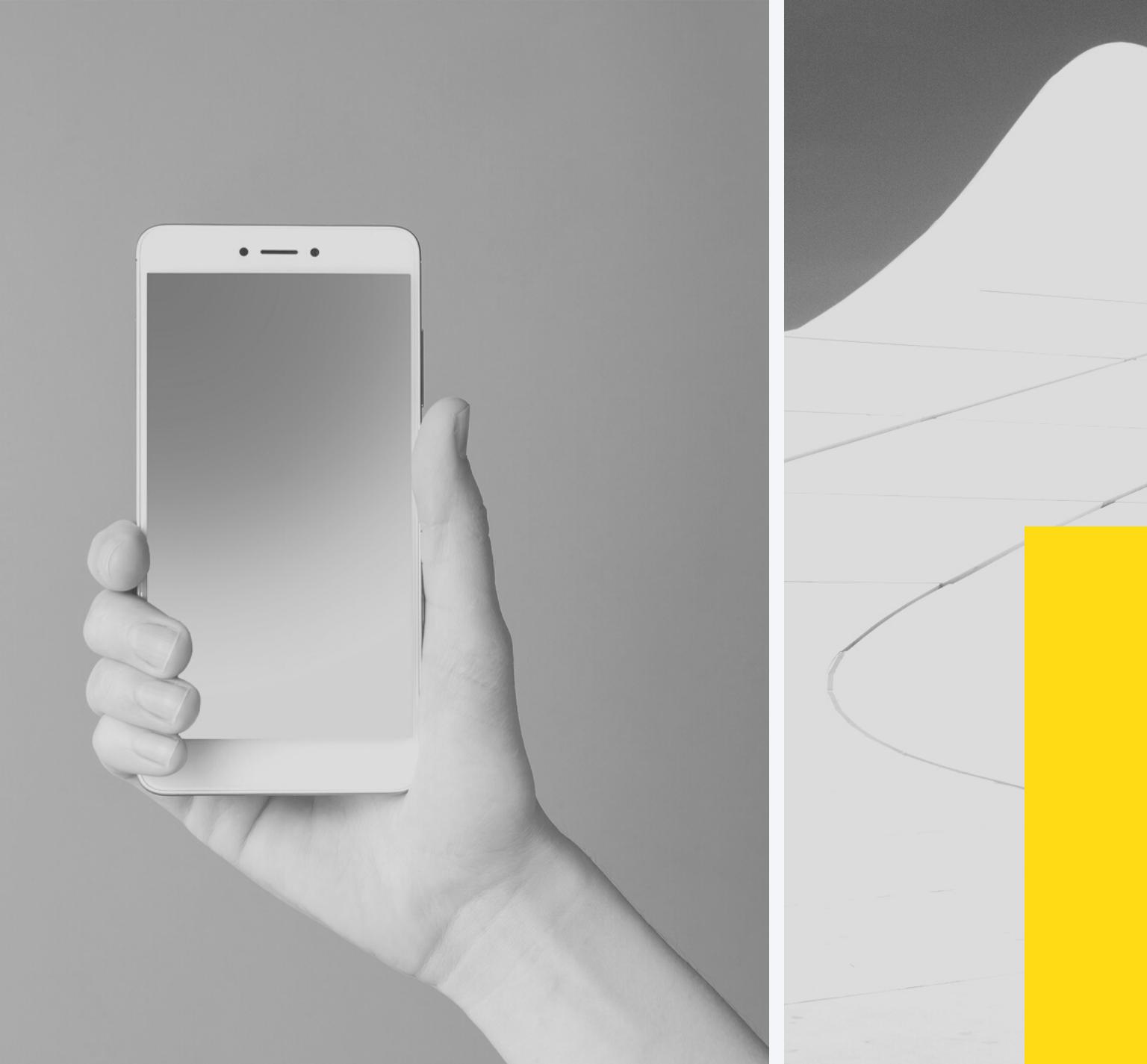




# SOCMED REPORT

1- 30 March

BY INTAN GINASTI

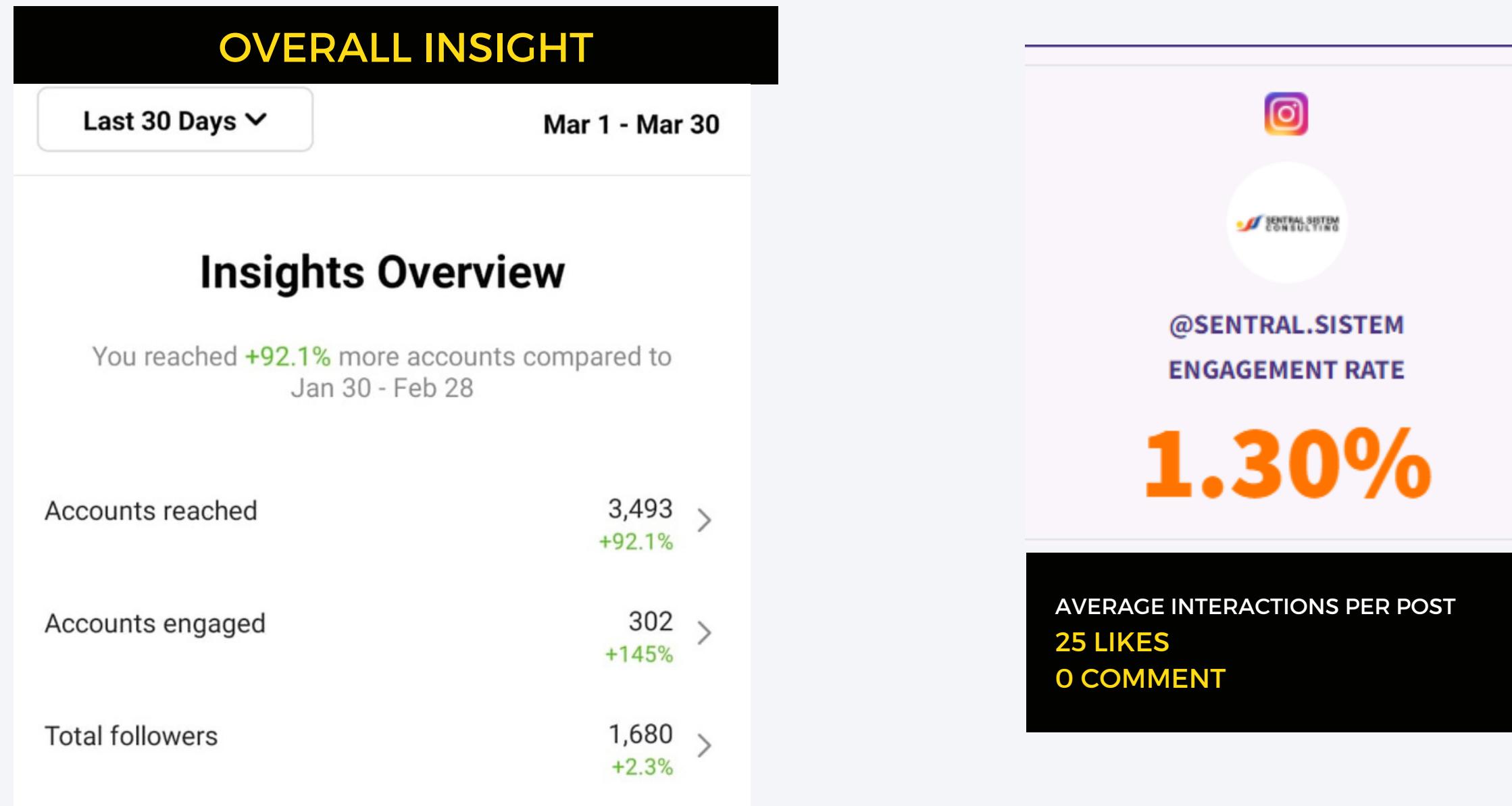


# **INSTAGRAM REPORT AND ANALYTICS**

**@SSC.JKT**

# INSTAGRAM INSIGHT OVERVIEW

REACH +92.1% MORE ACCOUNTS COMPARED TO JAN 30-FEB 28



Pada periode ini, reach , engagement , dan total followers mengalami kenaikan, dari segi engangement rate juga mengalami kenaikan sebesar 0.19% dibandingkan dengan periode sebelumnya.

## ENGAGEMENT

Last 30 Days ▾

Mar 1 - Mar 30

### Content interactions ⓘ

827

Content Interactions

9.4% from ads

-38.7% vs Jan 30 - Feb 28

### Post Interactions

vs Jan 30 - Feb 28

713

-43.7%

Likes

644

Saves

30

Shares

37

## FOLLOWERS

Last 30 Days ▾

Mar 1 - Mar 30

1,676

Followers

+2.3% vs Feb 28

### Growth

- Overall
- Follows
- Unfollows

39

57

18

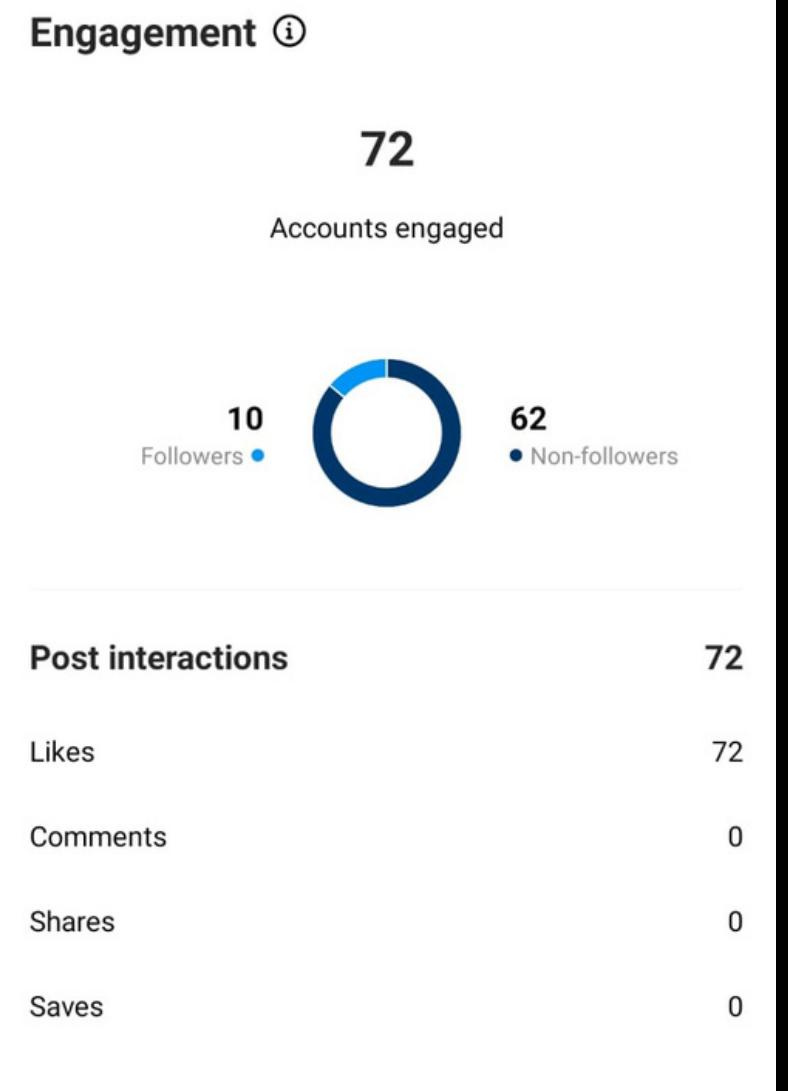


- Terdapat 30 orang yang menyimpan Konten feed instagram kita, dimana bulan ini merupakan bulan tertinggi orang yang melakukan saved post pada postingan kita.
- 9.4% content interactions didapatkan dari FB ADS.
- Pada bulan ini total followers bertambah sebanyak 57 orang namun 18 orang melakukan unfollow.
- kenaikan followers paling banyak ada pada tanggal 29 Maret sebanyak 28 orang.

# The Insight

## WHAT DO WE DO?

- TERDAPAT 2 ADS YANG SEDANG RUNNING YAITU ADS PROPER DAN ADS LOWONGAN PEKERJAAN SEHINGGA REACH DAN IMPRESSION ACCOUNT LEBIH LUAS.
- GREY HAT CAMPAIGN IMPACT YANG SAYA LAKUKAN DARI TANGGAL 17 SAMPAI 25 MARET 2022:
  - TERDAPAT SATU KONTEN YANG SANGAT TERPAPAR GREY HAT IMPACT YAITU CONTENT " 7 HAL YANG HARUS DILAKUKAN SAAT MEMBUAT KESALAHAN DI TEMPAT KERJA"
  - KONTEN INI HANYA MENDAPATKAN 10 ENGAGEMENT DARI FOLLOWERS, NAMUN SECARA BERTAHAP MENDAPATKAN 62 ENGAGEMENT DARI NON FOLLOWERS.



# Sentral Sistem Consulting KPIs Overview

## Followers

Total Followers

**1 678**

Absolute Change in Followers

**34**

Relative Change in Followers

**+ 2,07 %**

## Content

Total Posts

**26**

Moving 7-Day Average of Interactions per 1000 Followers

**10,59**

Moving 30-Day Average of Interactions per 1000 Followers

**10,56**

## Interactions

Total Interactions

**552**

Likes

**549**

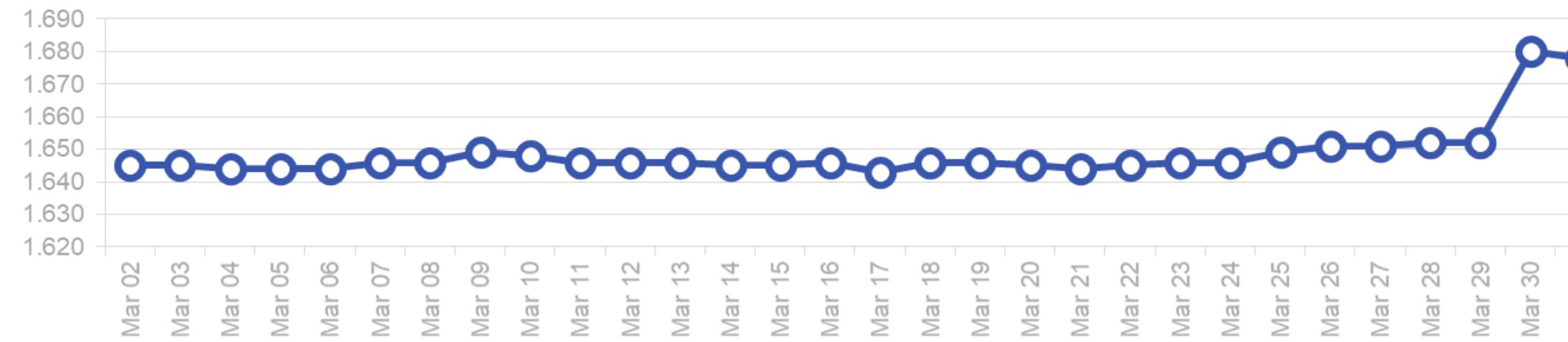
Comments

**3**

Mar 02, 2022 - Mar 31, 2022

# Sentral Sistem Consulting Followers

## Total Followers



## Followers Overview

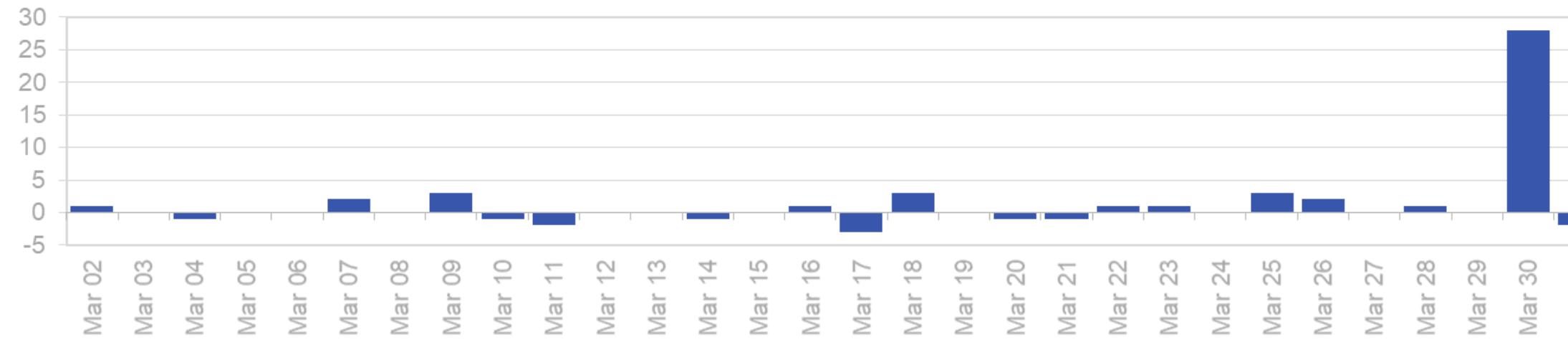
Total Followers  
**1 678**

Change in Followers  
**34**

Max Change of Followers  
**28**

Wednesday Mar 30, 2022

## Growth of Total Followers

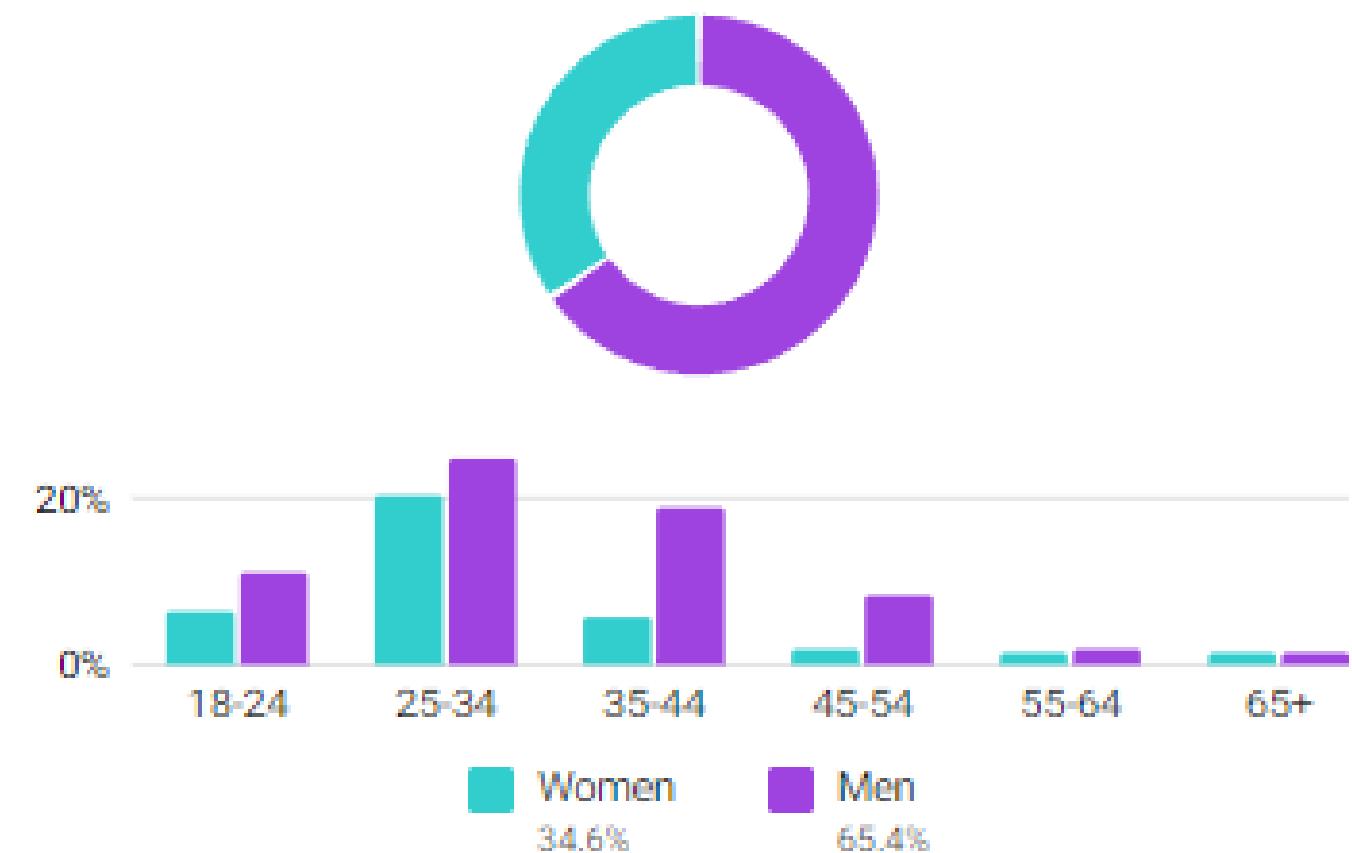


Avg Followers Change per Day  
**1,13**

### Instagram Followers ⓘ

1,676

### Age & Gender ⓘ



### Top Cities

Jakarta, Indonesia

12.2%

Bekasi, West Java, Indonesia

5.6%

Tangerang, Banten, Indonesia

2.3%

Bandung, West Java, Indonesia

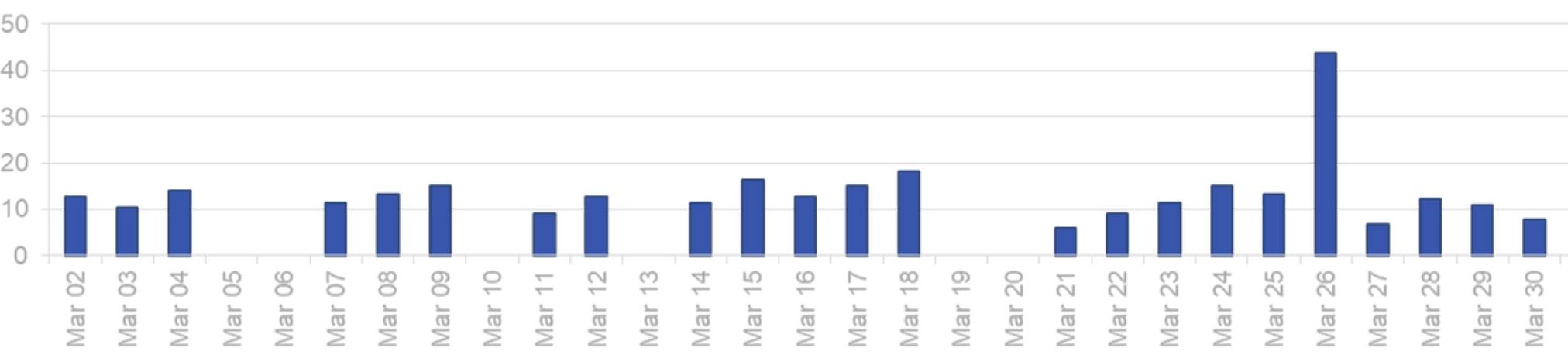
1.4%

Medan, North Sumatra, Indonesia

1%

# Sentral Sistem Consulting Engagement

## Interactions per 1000 Followers



## Activity Overview

Max Interactions per 1000 Followers on

**43,66**

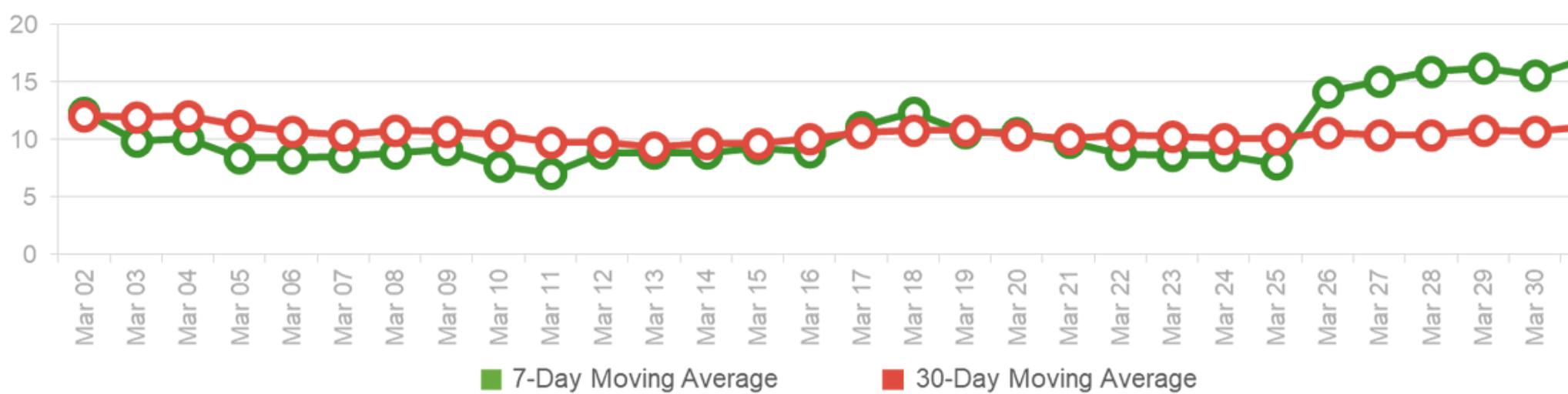
Saturday Mar 26, 2022

Min Interactions per 1000 Followers on

**6,08**

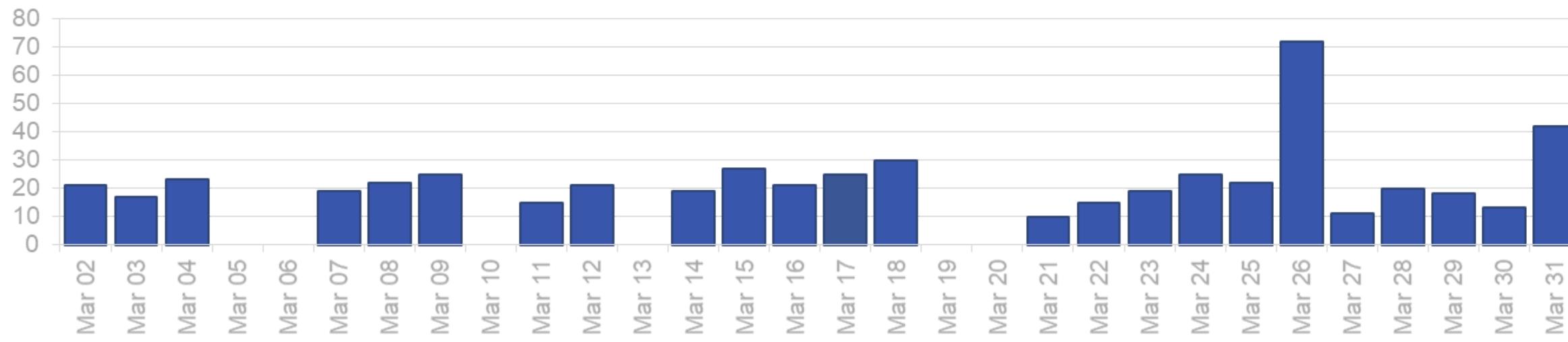
Monday Mar 21, 2022

## Moving Averages of Interactions per 1000 Followers



Mar 02, 2022 - Mar 31, 2022

## Daily Interactions



## Interactions Overview

Total Interactions

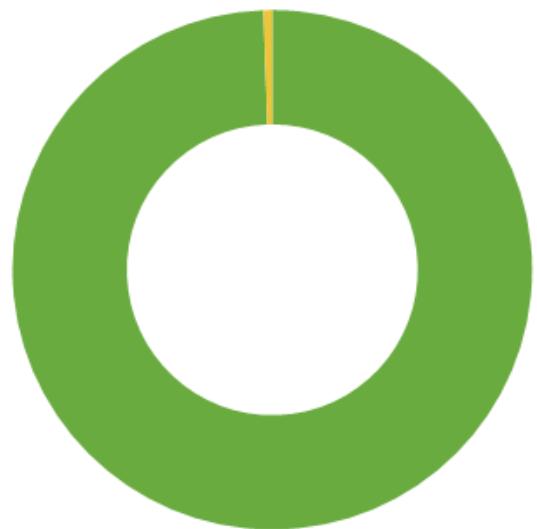
**552**

Max Interactions

**72**

Saturday Mar 26, 2022

## Distribution of Interactions



### Interaction Type

### % of Interactions

### # of Interactions

Likes

99,46 %

549

Comments

0,54 %

3

Min Interactions

**10**

Monday Mar 21, 2022

Avg Interactions per Day

**18**

# Sentral Sistem Consulting Top Posts

Mar 26, 2022  
13:00:06 UTC +07:00



Yakin deh setiap karyawan pasti ingin melakukan hal yang sebaik dan semaksimal mungkin dalam bekerja untuk

Mar 31, 2022  
10:01:05 UTC +07:00



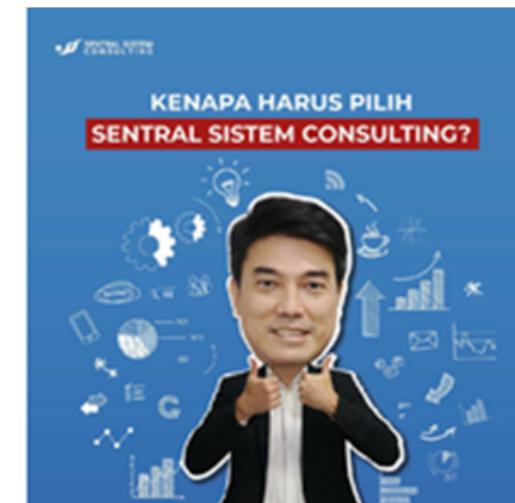
Dari kasus ini kita dapat melihat bagaimana pentingnya ISO 37001 untuk perusahaan, perusahaan dapat

Mar 18, 2022  
16:06:57 UTC +07:00



Belajar penerapan dan penialian PROPER ( Program Penilaian Peringkat Kinerja Perusahaan) gratis, plus dapat sertifikat

Mar 15, 2022  
10:00:08 UTC +07:00



Kami berkomitmen menjadi partner terbaik bagi perusahaan untuk meningkatkan kinerja bisnis dan melampaui target!

Total Interactions	72
Likes	72
Comments	0
Interactions per 1000 Followers	43,66

Total Interactions	42
Likes	39
Comments	3
Interactions per 1000 Followers	25,01

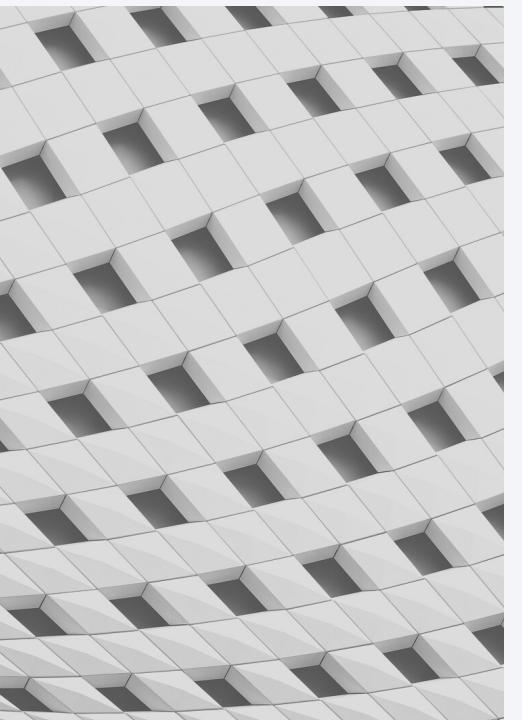
Total Interactions	30
Likes	30
Comments	0
Interactions per 1000 Followers	18,24

Total Interactions	27
Likes	27
Comments	0
Interactions per 1000 Followers	16,41



# **FACEBOOK REPORT AND ANALYTICS**

## **SENTRAL SISTEM CONSULTING**



# Sentral System Consulting KPIs Overview

## Fans

Total Fans

**555**

Absolute Change in Fans

**0**

Relative Change in Fans

**0 %**

## Content

Page Posts

**26**

Moving 7-Day Average of Interactions per 1000 Fans

**6,30**

Moving 30-Day Average of Interactions per 1000 Fans

**6,98**

## Interactions

Total Interactions

**95**

Reactions

**71**

Comments

**0**

Shares

**24**

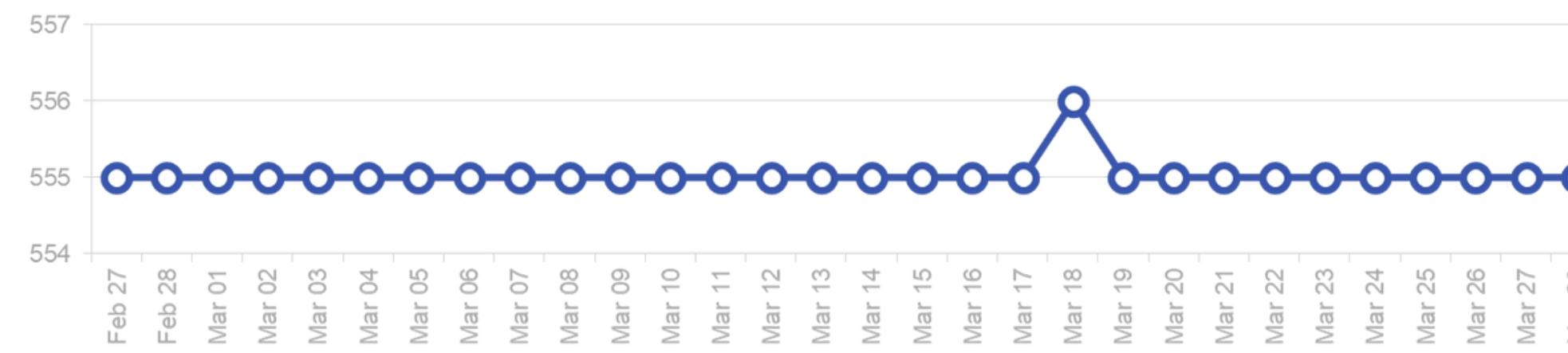
User Posts

**0**

Mar 02, 2022 - Mar 31, 2022

# Sentral Sistem Consulting Fans

## Total Fans



## Fans Overview

Total Fans

**555**

Change in Fans

**0**

Max Change of Fans

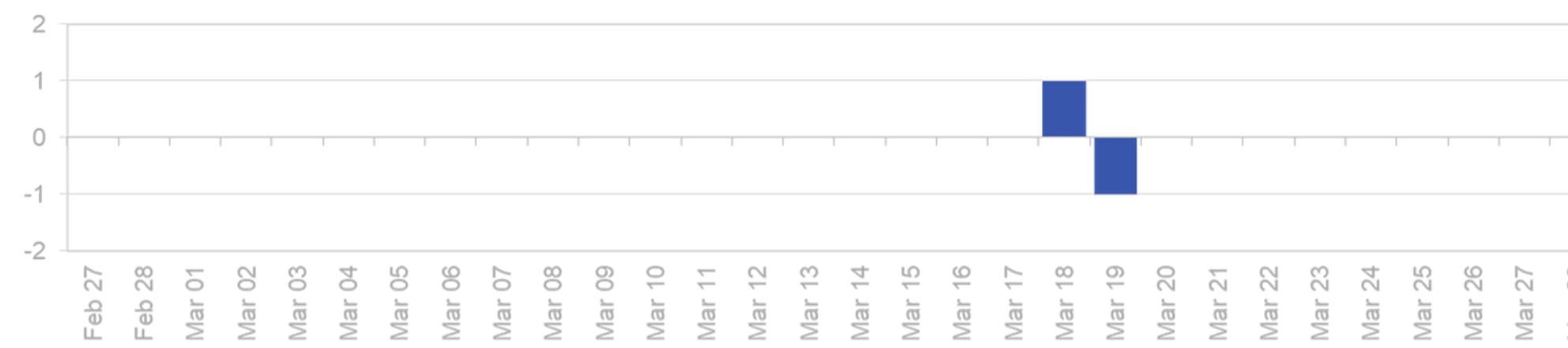
**1**

Friday Mar 18, 2022

Avg Fan Change per Day

**0**

## Growth of Total Fans

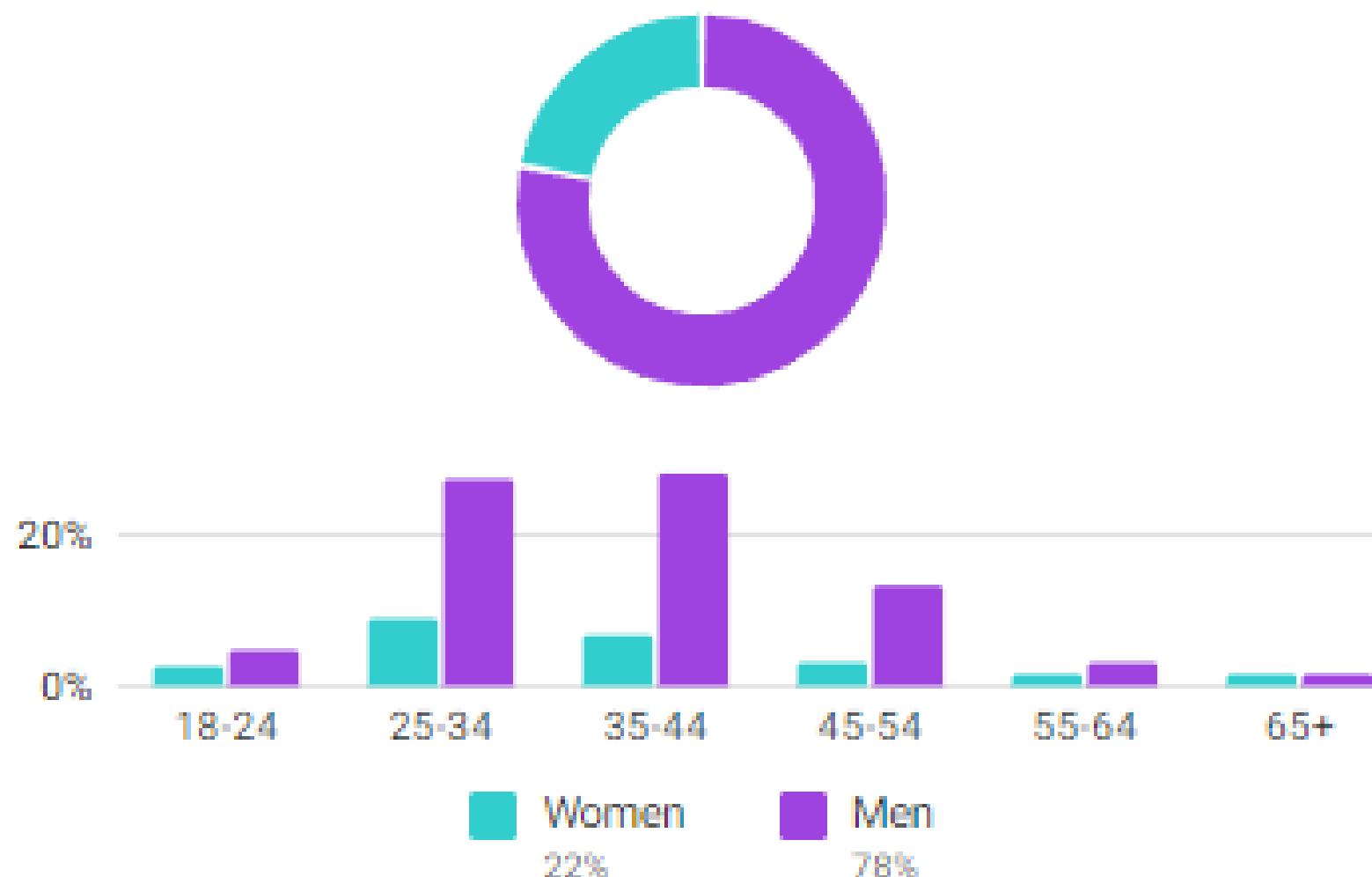


Pada periode ini, total fans hanya bertambah sebanyak 1 orang dari total fans periode sebelumnya.

## Facebook Page Likes ⓘ

555

## Age & Gender ⓘ



## Top Cities

Jakarta, Indonesia

19.3%

Bekasi, West Java, Indonesia

13.2%

Karawang, West Java, Indonesia

6.1%

Tangerang, Banten, Indonesia

5.8%

Cikarang, West Java, Indonesia

3.4%

Bandung, West Java, Indonesia

3.2%

Depok, West Java, Indonesia

2.5%

Bogor, West Java, Indonesia

2.3%

Cikarang, West Java, Indonesia

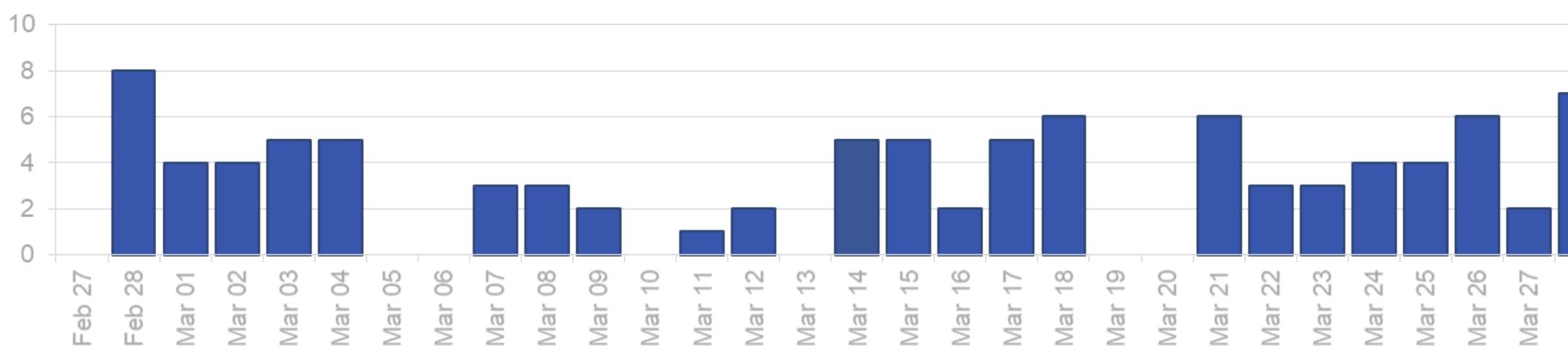
1.8%

Medan, North Sumatra, Indonesia

1.1%

# Sentral Sistem Consulting Engagement

## Daily Interactions



## Interactions Overview

Total Interactions

**95**

Max Interactions

**8**

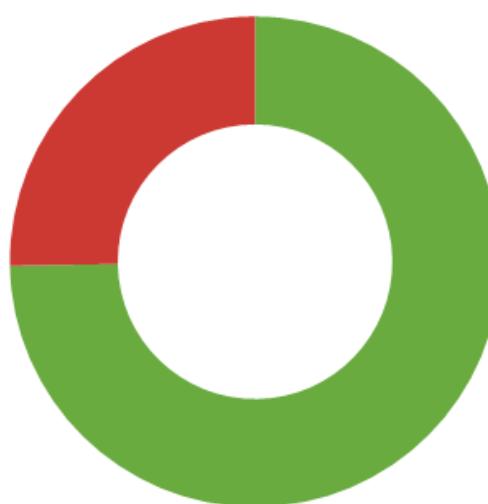
Monday Feb 28, 2022

Min Interactions

**1**

Friday Mar 11, 2022

## Distribution of Interactions



Interaction Type	% of Interactions	# of Interactions
Reactions	74,74 %	71
Comments	0 %	0
Shares	25,26 %	24

Avg Interactions per Day

**3**

Pada periode ini, total interactions berkurang sebanyak 31 interactions, max interactions terjadi pada tanggal 28 februari dimana postingan facebook adalah ucapan sambutan isra miraj

# Sentral Sistem Consulting Top Posts

 <p>Feb 28, 2022 09:00:06 UTC +07:00 <a href="#">View on Facebook</a></p>  <p>Selamat hari raya Isra Miraj untuk semua umat Muslim! Semoga hari ini bisa menjadi hari yang diberkahi bagi kita</p>	 <p>Mar 26, 2022 13:00:06 UTC +07:00 <a href="#">View on Facebook</a></p>  <p>Yakin deh setiap karyawan pasti ingin melakukan hal yang sebaik dan semaksimal mungkin dalam bekerja untuk</p>	 <p>Mar 21, 2022 08:58:37 UTC +07:00 <a href="#">View on Facebook</a></p>  <p>Setiap tahunnya diperkirakan 13 juta hektare hutan menghilang dari muka bumi. Bersamaan dengan hilangnya hutan,</p>	 <p>Mar 18, 2022 16:07:02 UTC +07:00 <a href="#">View on Facebook</a></p>  <p>Belajar penerapan dan penialian PROPER ( Program Penilaian Peringkat Kinerja Perusahaan) gratis, plus dapat sertifikat</p>
<p> Total Interactions 8</p> <p> Reactions 6</p> <p> Comments 0</p> <p> Shares 2</p> <p> Interactions per 1000 Fans 14,41</p>	<p> Total Interactions 6</p> <p> Reactions 5</p> <p> Comments 0</p> <p> Shares 1</p> <p> Interactions per 1000 Fans 10,81</p>	<p> Total Interactions 6</p> <p> Reactions 4</p> <p> Comments 0</p> <p> Shares 2</p> <p> Interactions per 1000 Fans 10,81</p>	<p> Total Interactions 6</p> <p> Reactions 3</p> <p> Comments 0</p> <p> Shares 3</p> <p> Interactions per 1000 Fans 10,79</p>



# LINKEDIN REPORT AND ANALYTICS

## SENTRAL SISTEM CONSULTING



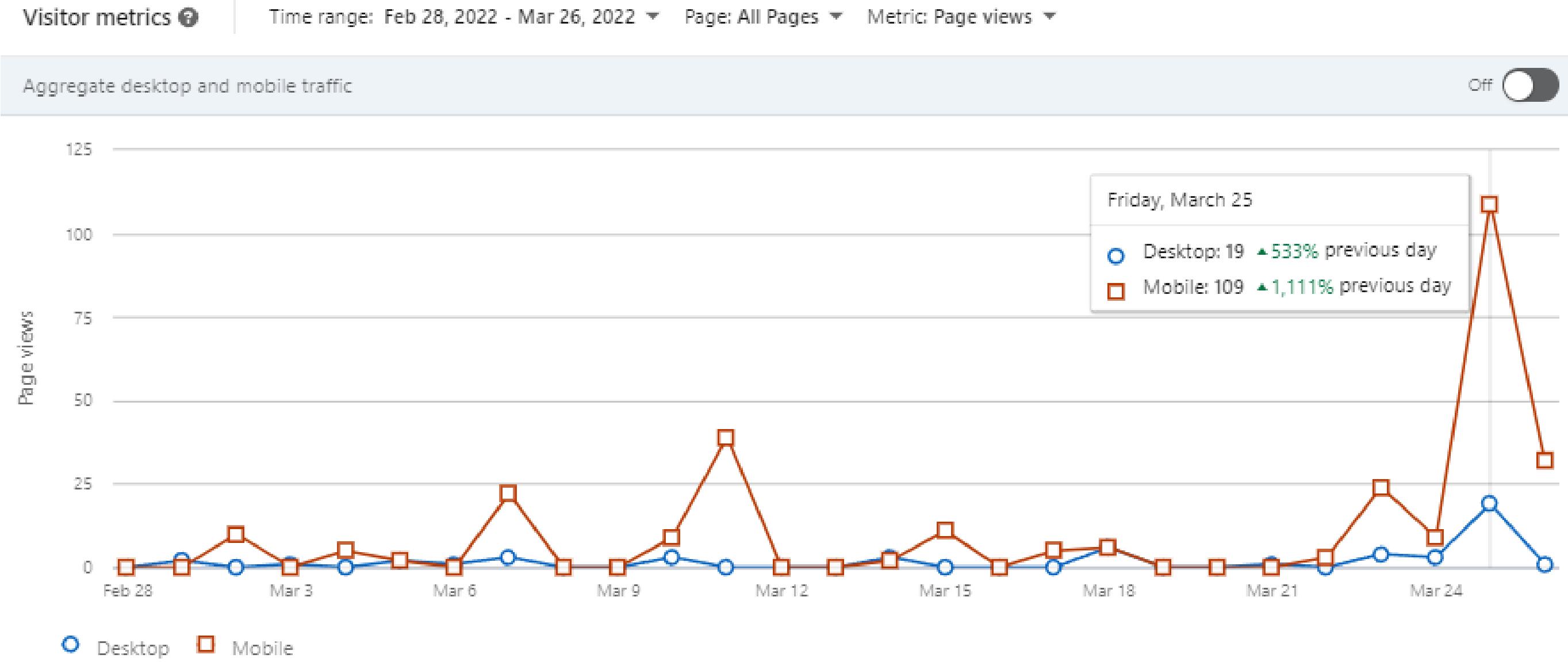
# Sentral Sistem Consulting KPIs Overview

---



Pada periode ini, secara keseluruhan performance linked in sentral sistem consulting mengalami kenaikan. kenaikan paling banyak ada di unique visitor, hal ini disebabkan karena adanya 2 event posting, dan beberapa postingan lowongan pekerjaan

# Linked in Visitors



Pengunjung paling banyak ada pada tanggal 25 Maret 2022 sebanyak 25 orang. konten yang dipost adalah konten tentang "apa itu PROKER" selain itu pada tanggal 24 dan 25 maret akun juga memposting 2 lowongan pekerjaan.

# Visitors Demographics

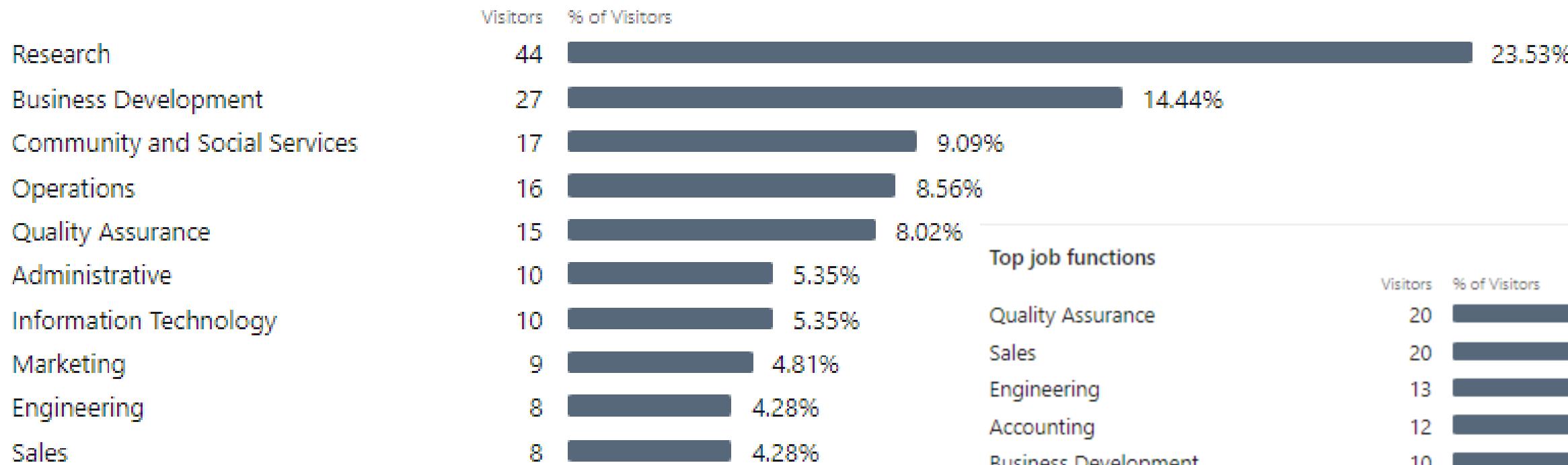
Visitor demographics 

Time range: Feb 28, 2022 - Mar 26, 2022

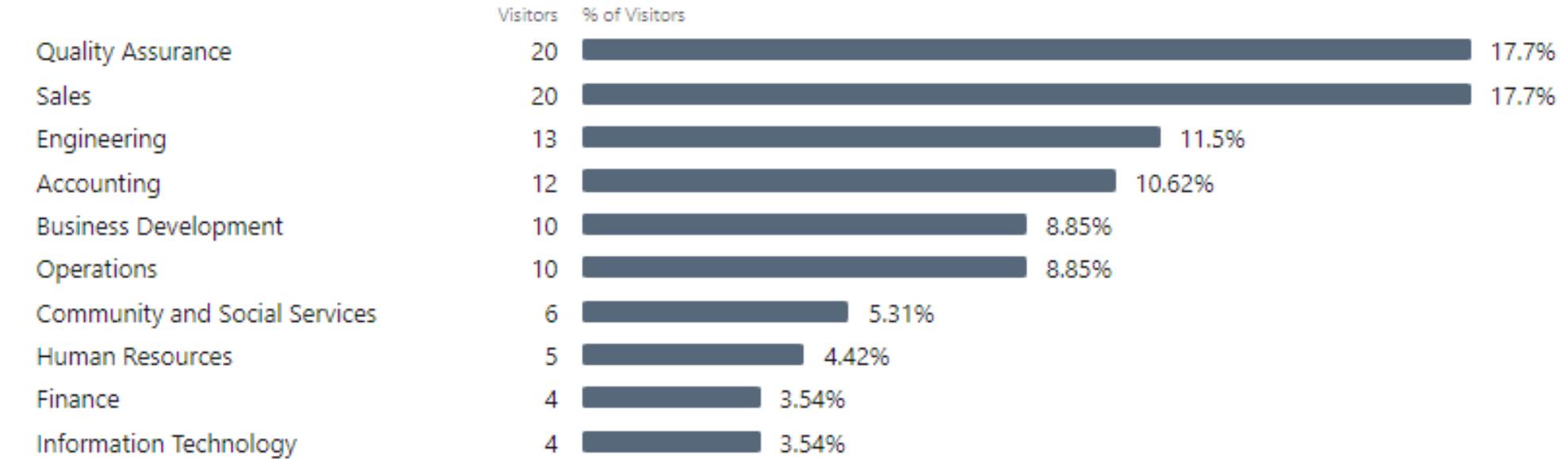
Data for: Job function

Current period

## Top job functions



## Top job functions



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

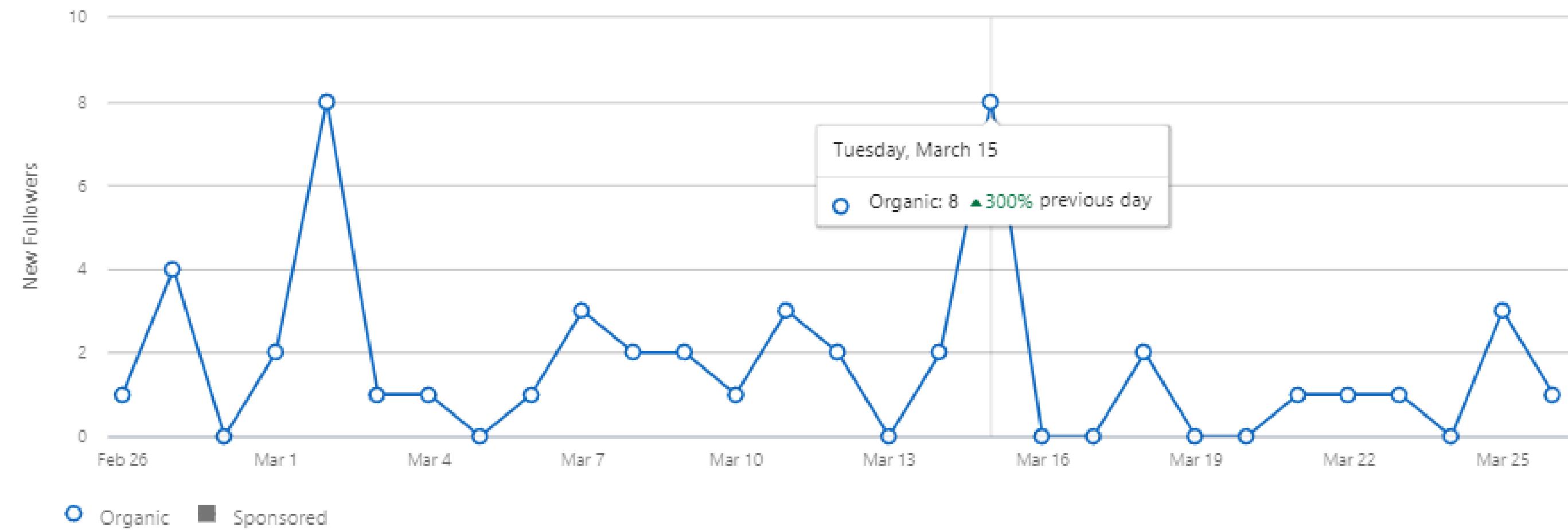
# Linkedin Followers

419

Total followers

50 ▲ 4%

New followers



New followers in the last 30 days

Feb 27, 2022 - Mar 26, 2022

Kenaikan followers mengalami kenaikan sebesar 4% dibandingkan periode sebelumnya sebanyak 50 orang, dengan total

# NEXT PLAN



**Makes more hard sale  
Content**



**Maximizing stories on  
instagram for content  
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!**

