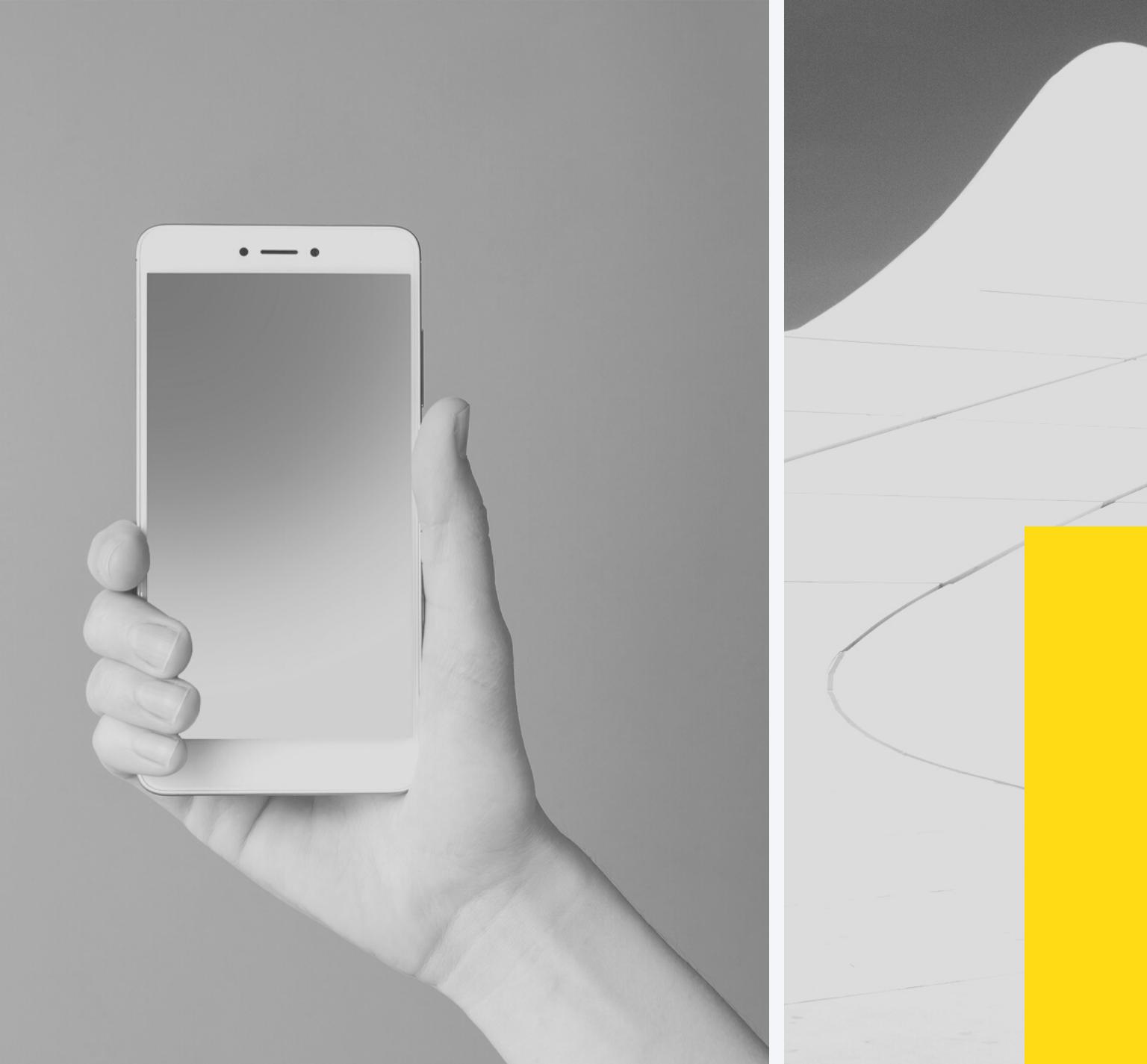




SOCMED REPORT

28 November 2021 - 27 Desember 2021

BY INTAN GINASTI



INSTAGRAM REPORT AND ANALYTICS

@SSC.JKT

INSTAGRAM INSIGHT OVERVIEW

REACH +527% MORE ACCOUNTS COMPARED TO OCT 28- NOV 26

OVERALL INSIGHT

Accounts reached	7,665	>	+572%
Accounts engaged	209	>	+161%
Total followers	1,570	>	+5.8%



@ssc.jkt

ENGAGEMENT RATE

3.16%

AVERAGE INTERACTIONS PER POST

38 LIKES

13 COMMENTS

+ 2.2% FROM PREVIOUS
ENGAGEMENT

ENGAGEMENT

2,276

Content Interactions

1.7% from ads and promotions

+511% vs Oct 28 - Nov 26

Post Interactions

vs Oct 28 - Nov 26

2,148

+528%

Likes

1,791

Comments

165

Saves

25

Shares

33

FOLLOWERS

1,570

Followers

+5.8% vs Nov 26

Growth

- Overall
- Follows
- Unfollows

87

103

16



Kenaikan followers paling banyak ada pada tanggal 12 desember 2021 sebesar 36 orang .

The Insight

WHAT DO WE DO ON DECEMBER 12TH 2021?

-
- PADA TANGGAL 2 DESEMBER SEMUA AKUN SOCMED SENTRAL SISTEM TIDAK MEMPOSTING CONTENT SAMA SEKALI
 - PADA TANGGALINI MERUPAKAN HARI KEDUA FB ADS WEBINAR SISTEM PENGUKURAN SEHINGGA AKUN MENDAPATKAN EXPOSURE LEBIH PADA SERACH PAGE DAN HOME AUDIENCE DI INSTAGRAM
 - DO A GREY HAT CAMPAIGN:
 - SELAMA TANGGAL 29 NOVEMBER-11 DESEMBER AKUN RUTIN BERINTERAKSI DENGAN AKUN AKUN LAIN (AKUN MEGA DAN MACRO) YANG BERHUBUNGAN DENGAN BISNIS , FINANCE, ATAUPUN TREND ACCOUNT, MELALUI LIKE DAN COMMENT YANG BERPENGARUH PADA ALGORITMA INSTAGRAM
 - AKUN MELAKUKAN FOLLOW- UNFOLLOW INFLUENCER MEGA DAN MACRO, DAN MENG-UNFOLLOW AKUN- AKUN TIDAK PENTING

Sentral Sistem Consulting KPIs Overview

Followers

Total Followers

1 570

Absolute Change in Followers

46

Relative Change in Followers

+ 9,6 %

Content

Total Posts

21

Moving 7-Day Average of Interactions per 1000 Followers

21,01

Moving 30-Day Average of Interactions per 1000 Followers

16,23

Interactions

Total Interactions

929

Likes

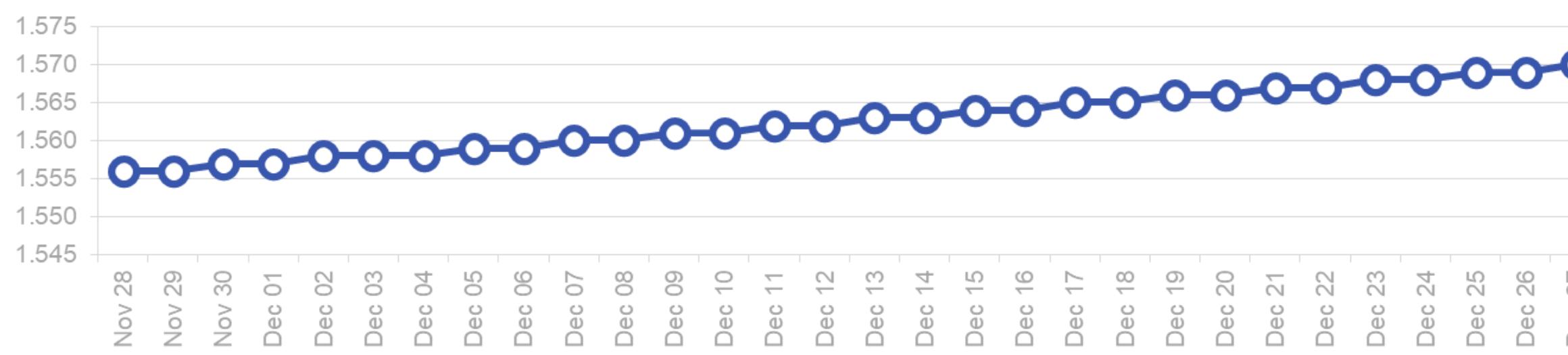
765

Comments

164

Sentral Sistem Consulting Followers

Growth of Total Followers



Followers Overview

Total Followers
1 570

Change in Followers
46

Max Change of Followers
4

Sunday Nov 28, 2021

Avg Followers Change per Day
1

Jumlah followers terus naik dikarenakan:

- Grey hat campaign
- Adanya 3 paid ads , yang digunakan untuk mempromosikan event
- Adanya campaign giveaway yang diadakan mulai tanggal 18 desember- 31 desember 2021
- Desain dengan format baru yang lebih menunjang reach dan awareness dari algoritma instagram

POST ON 26 NOV 2021



POST INSIGHT :

LIKE : 30

COMMENT: -

SAVED : -

IMPRESSION: 295

REACH : 231

PROFILE VISIT : 7

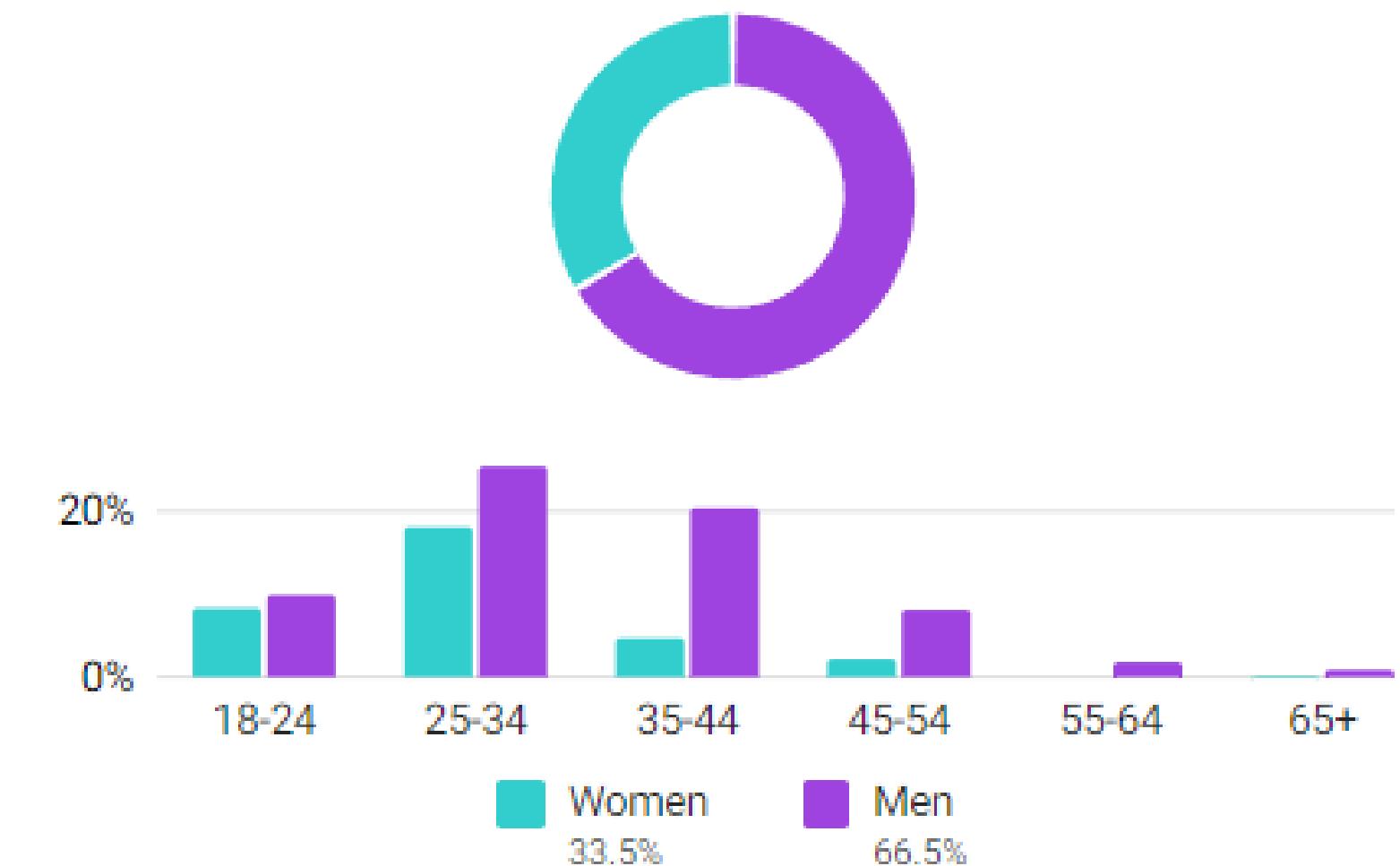
what do we do?

- Mencoba tidak memakai hastag sama sekali pada caption
- Mencoba melakukan interaksi dengan akun lain (mega account, macro account) , melalui comment dan like

Instagram Followers ⓘ

1.6K

Age & Gender ⓘ



Top Cities

Jakarta, Indonesia

10.3%

Bekasi, West Java, Indonesia

5.5%

Tangerang, Banten, Indonesia

1.3%

Karawang, West Java, Indonesia

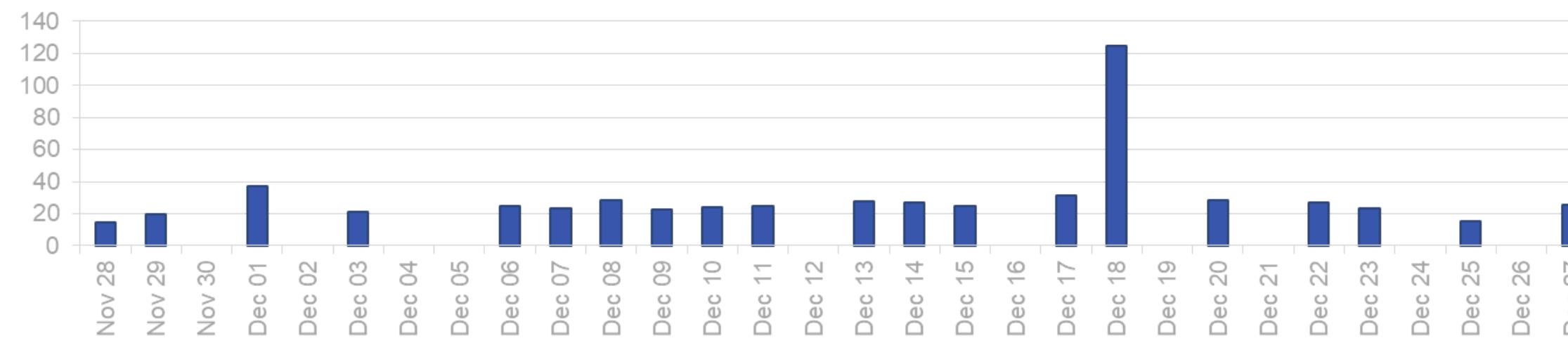
0.9%

Medan, North Sumatra, Indonesia

0.8%

Sentral Sistem Consulting Engagement

Interactions per 1000 Followers



Activity Overview

Max Interactions per 1000 Followers on

124,60

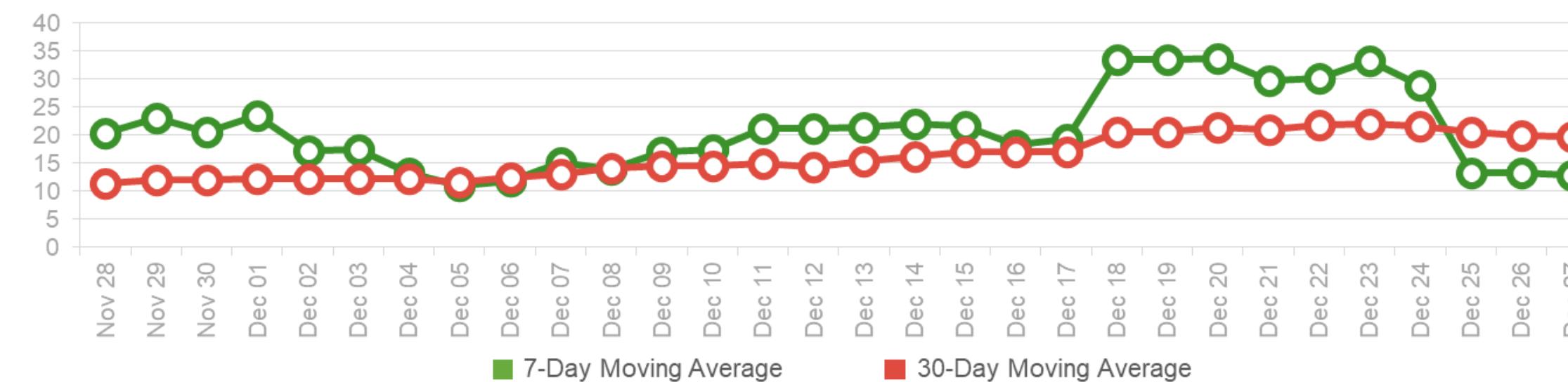
Saturday Dec 18, 2021

Min Interactions per 1000 Followers on

14,79

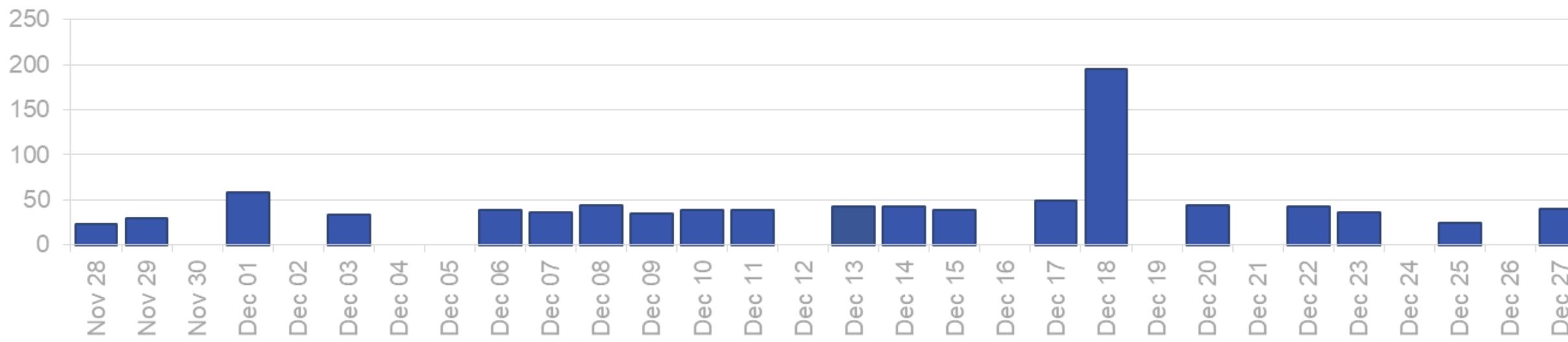
Sunday Nov 28, 2021

Moving Averages of Interactions per 1000 Followers



Nov 28, 2021 - Dec 27, 2021

Daily Interactions



Interactions Overview

Total Interactions

929

Max Interactions

195

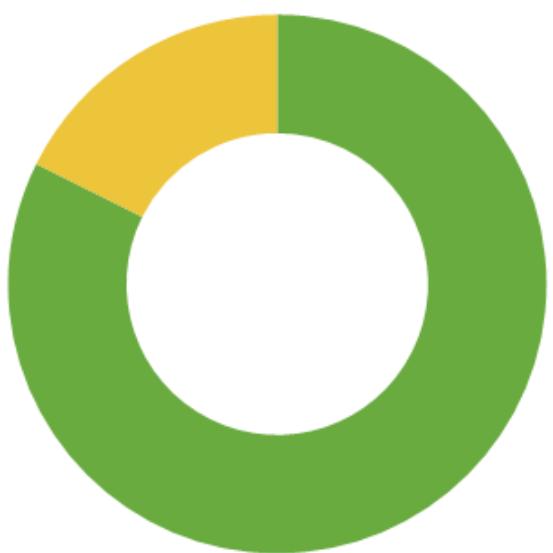
Saturday Dec 18, 2021

Min Interactions

23

Sunday Nov 28, 2021

Distribution of Interactions



Interaction Type	% of Interactions	# of Interactions
Likes	82,35 %	765
Comments	17,65 %	164

Avg Interactions per Day

31

Sentral Sistem Consulting Top Posts



Dec 18, 2021
12:00:40 UTC +07:00



Yas! It's giveaway time!
Sebagai bentuk Terima kasih sekaligus
dalam rangka menyambut Tahun baru,



Dec 17, 2021
13:37:06 UTC +07:00



Dalam menjalankan kegiatannya, setiap
perusahaan memiliki kewajiban untuk
menjaga dan mengelola lingkungan hidup.



Dec 08, 2021
17:00:10 UTC +07:00



Untuk memastikan bahwa penerapan ISO
37001 berjalan dengan baik dan lancar,
Setiap perusahaan perlu memilih lembaga



Dec 20, 2021
13:20:14 UTC +07:00



Introkeksi diri adalah kunci □
Sebelum kamu menyalahkan orang lain,

	Total Interactions	195
	Likes	77
	Comments	118
	Interactions per 1000 Followers	124,6

	Total Interactions	49
	Likes	43
	Comments	6
	Interactions per 1000 Followers	31,33

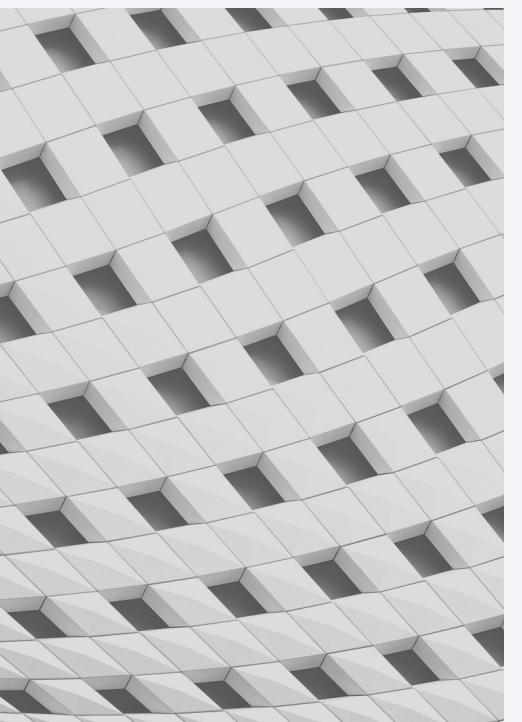
	Total Interactions	44
	Likes	43
	Comments	1
	Interactions per 1000 Followers	28,21

	Total Interactions	44
	Likes	37
	Comments	7
	Interactions per 1000 Followers	28,10



FACEBOOK REPORT AND ANALYTICS

SENTRAL SISTEM CONSULTING



Sentral Sistem Consulting KPIs Overview

Fans

Total Fans

544

Absolute Change in Fans

3

Relative Change in Fans

+ 0,55 %

Content

Page Posts

21

Moving 7-Day Average of Interactions per 1000 Fans

7,42

Moving 30-Day Average of Interactions per 1000 Fans

8,23

Interactions

Total Interactions

91

Reactions

74

Comments

0

Shares

17

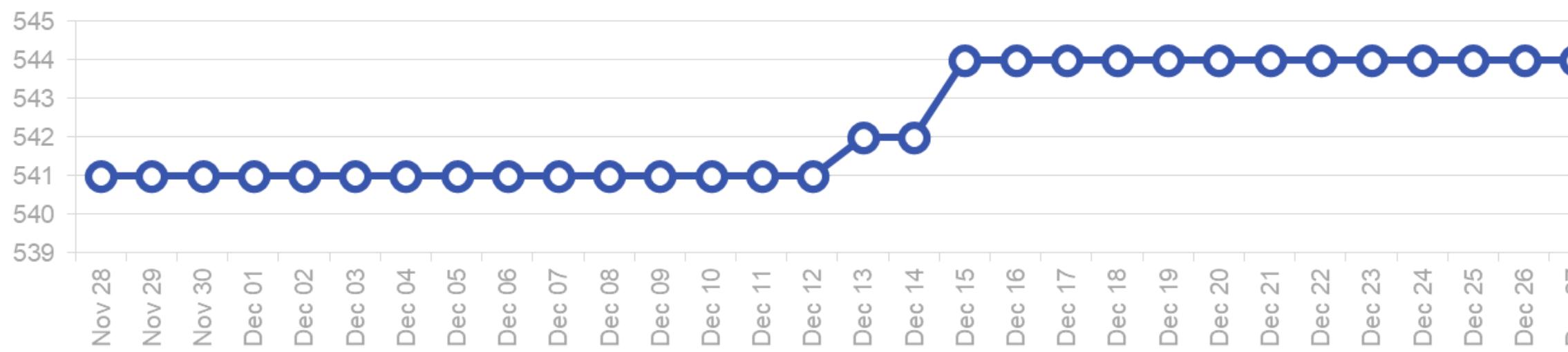
User Posts

0

Nov 28, 2021 - Dec 27, 2021

Sentral Sistem Consulting Fans

Total Fans



Fans Overview

Total Fans

544

Change in Fans

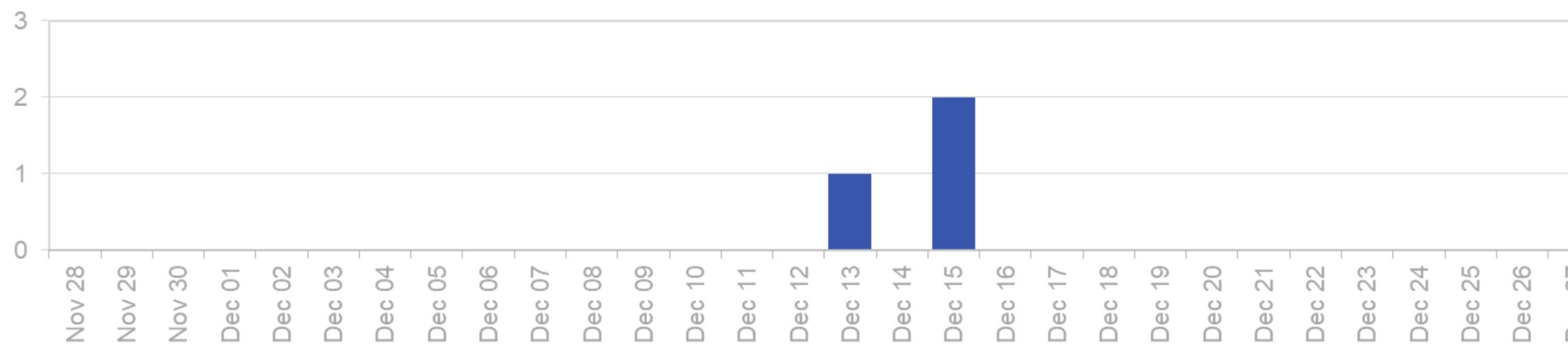
3

Max Change of Fans

2

Wednesday Dec 15, 2021

Growth of Total Fans

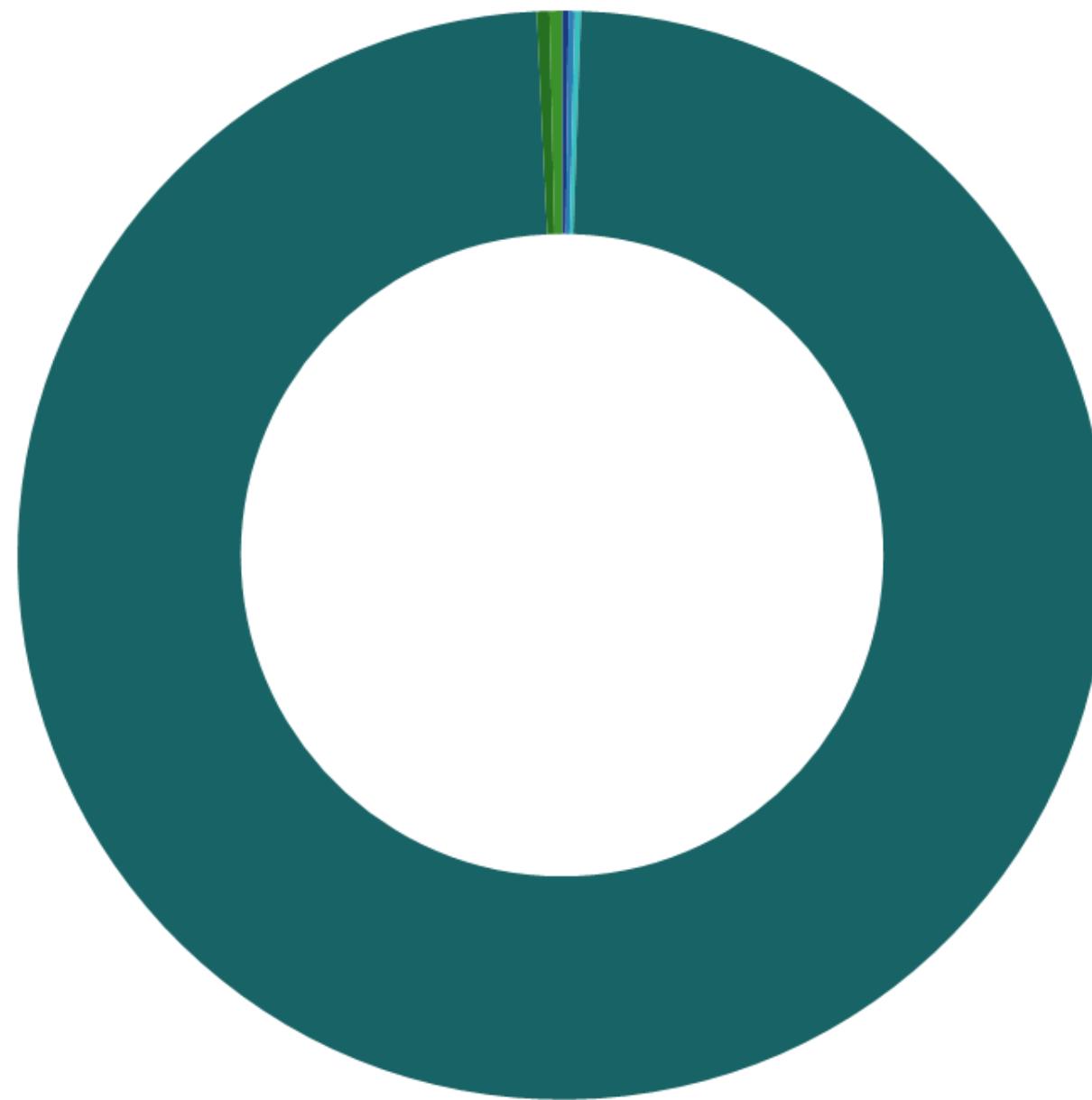


Avg Fan Change per Day

0,10

Nov 28, 2021 - Dec 27, 2021

Distribution of Fans

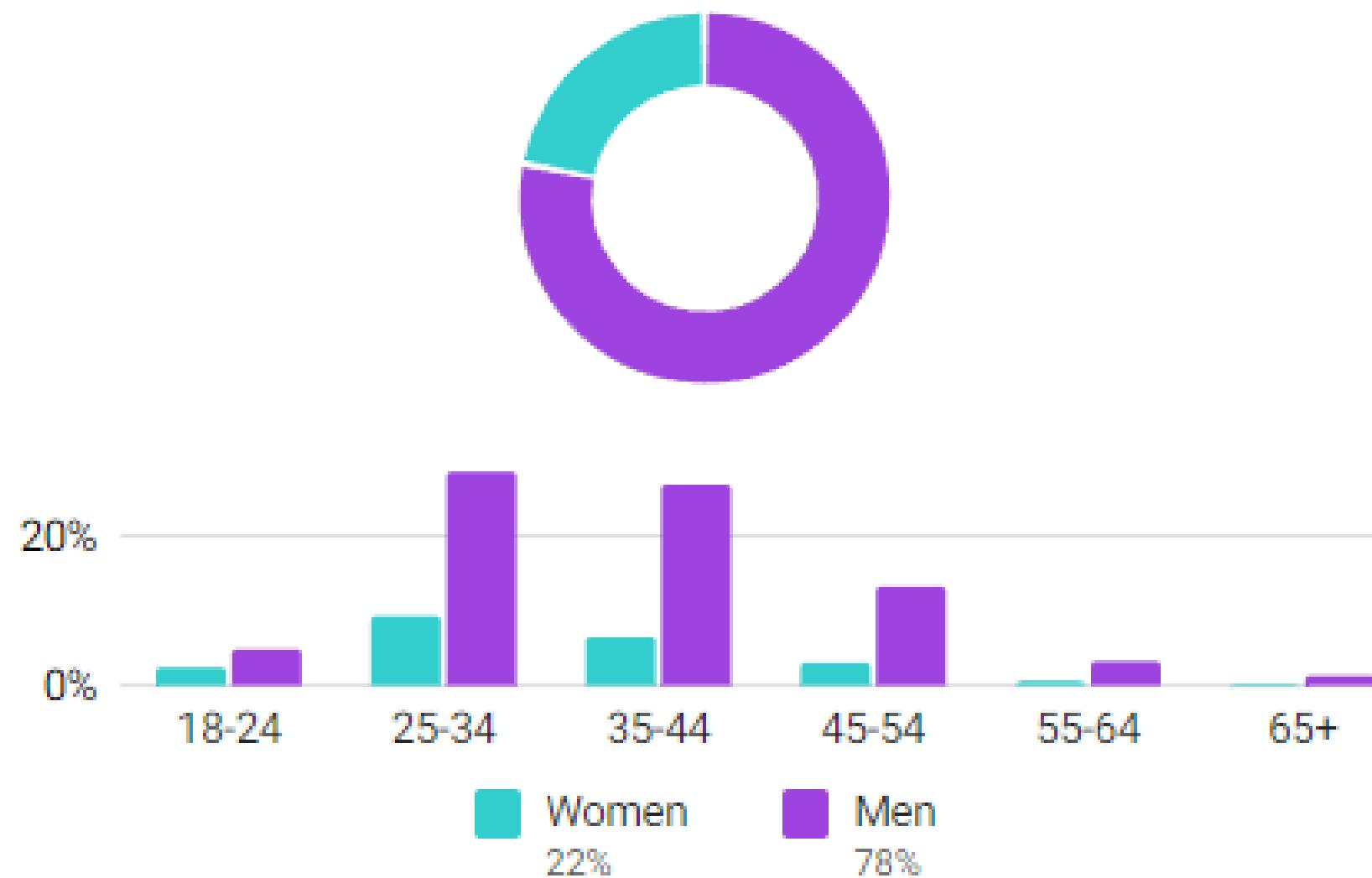


Country	Local Fans	% of Fans Base	Growth	% of Growth
Indonesia	532	98,70 %	3	0,57 %
Malaysia	2	0,37 %	0	0 %
Saudi Arabia	2	0,37 %	0	0 %
Togo	1	0,19 %	0	0 %
India	1	0,19 %	0	0 %
Italy	1	0,19 %	0	0 %

Facebook Page Likes ⓘ

545

Age & Gender ⓘ



Top Cities

Jakarta, Indonesia

19.3%

Bekasi, West Java, Indonesia

14.7%

Karawang, West Java, Indonesia

7.9%

Tangerang, Banten, Indonesia

5.5%

Bandung, West Java, Indonesia

3.9%

Cikarang, West Java, Indonesia

2.8%

Depok, West Java, Indonesia

2.8%

Bogor, West Java, Indonesia

2.4%

Batam, Riau Islands Province, Indonesia

1.3%

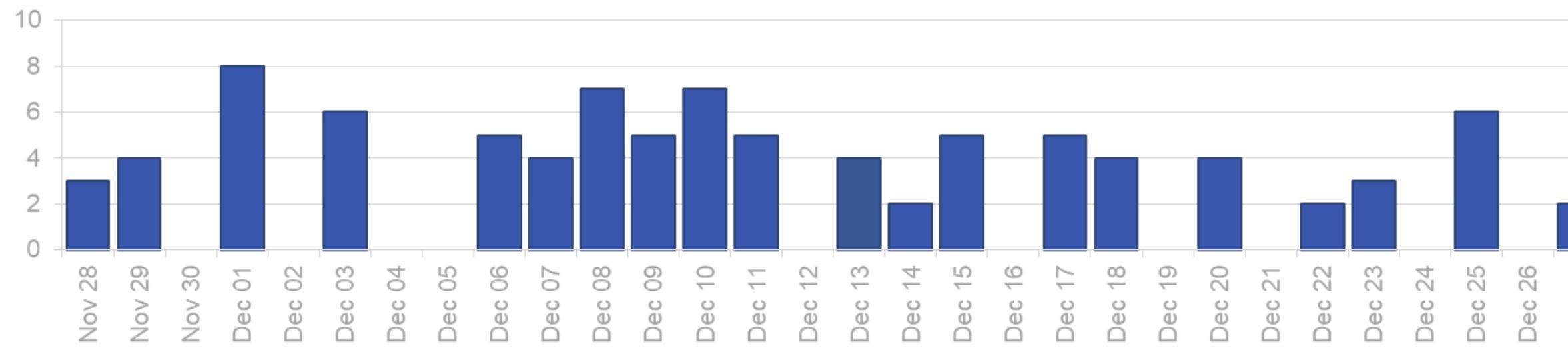
Surabaya, East Java, Indonesia

1.3%

Nov 28, 2021 - Dec 27, 2021

Sentral System Consulting Engagement

Daily Interactions



Interactions Overview

Total Interactions
91

Max Interactions
8

Wednesday Dec 01, 2021

Distribution of Interactions



Interaction Type	% of Interactions	# of Interactions
Reactions	81,32 %	74
Comments	0 %	0
Shares	18,68 %	17

Min Interactions
2

Tuesday Dec 14, 2021

Avg Interactions per Day
3

Sentral Sistem Consulting Top Posts

 Dec 10, 2021
10:00:53 UTC +07:00
[View on Facebook](#)



Internal Training Mindset Leadership PT. Yuasa Battery Indonesia

Organic

 Dec 08, 2021
17:00:03 UTC +07:00
[View on Facebook](#)



Untuk memastikan bahwa penerapan ISO 37001 berjalan dengan baik dan lancar, Setiap perusahaan perlu memilih lembaga

Organic

 Dec 25, 2021
09:00:04 UTC +07:00
[View on Facebook](#)



Seluruh Keluarga besar Sentral Sistem Consulting mengucapkan, Selamat natal untuk seluruh masyarakat Indonesia yang

Organic

 Dec 03, 2021
10:00:02 UTC +07:00
[View on Facebook](#)



Virtual Internal Training Sistem Informasi Pelaporan Elektronik Lingkungan Hidup (SIMPEL) PT Cahaya Riau Mandiri

Organic

 Total Interactions	7
 Reactions	6
 Comments	0
 Shares	1
 Interactions per 1000 Fans	12,94

 Total Interactions	7
 Reactions	4
 Comments	0
 Shares	3
 Interactions per 1000 Fans	12,94

 Total Interactions	6
 Reactions	4
 Comments	0
 Shares	2
 Interactions per 1000 Fans	11,03

 Total Interactions	6
 Reactions	5
 Comments	0
 Shares	1
 Interactions per 1000 Fans	11,09



LINKEDIN REPORT AND ANALYTICS

SENTRAL SISTEM CONSULTING



Sentral Sistem Consulting KPIs Overview

69
▼ 62.5%
Search appearances
Last 7 days

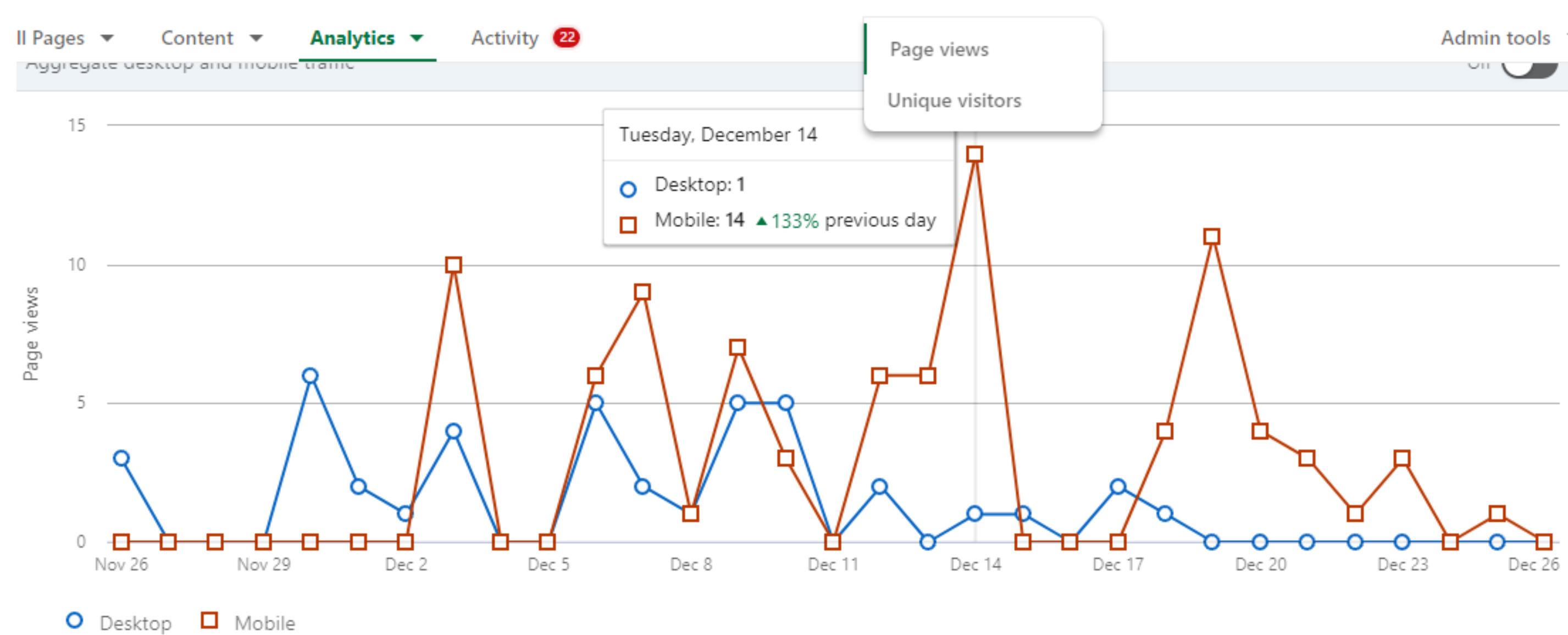
61
▲ 117%
New followers

44
▲ 33%
Unique visitors

2.1K
▼ 1%
Post impressions

1
0%
Custom button clicks

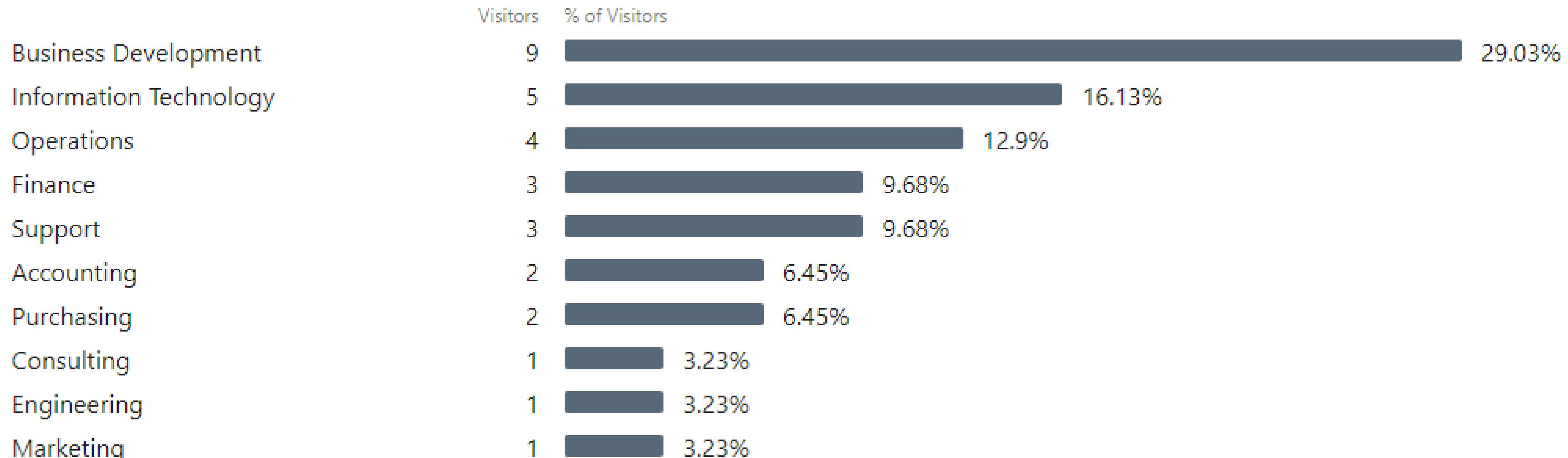
Linked in Visitors



Pengunjung paling banyak ada pada tanggal 14 desember 2021 sebanyak 15 orang. 14 orang menggunakan HP untuk mengunjungi linked in kita.

Visitors Demographics

Top job functions



Nov 28, 2021 - Dec 27, 2021

Linkedin Followers

254

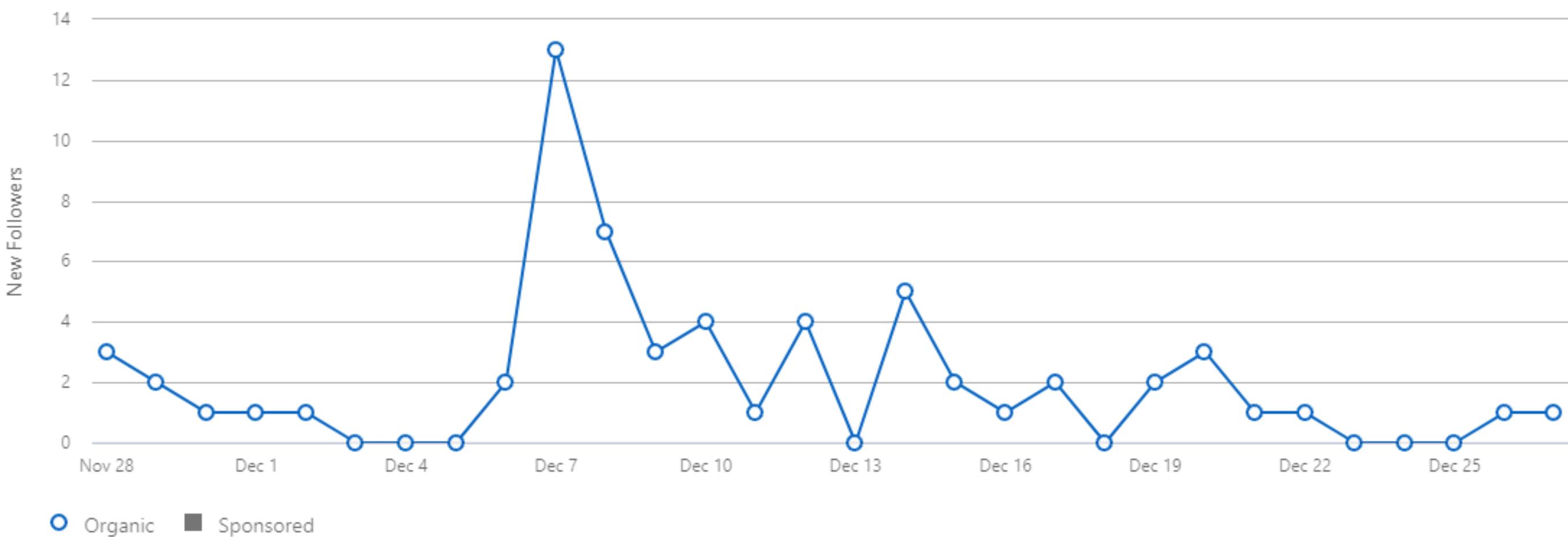
Total followers

61 ▲117%

New followers

New followers in the last 30 days

Nov 28, 2021 - Dec 28, 2021



Kenaikan followers paling banyak ada pada tanggal 7 desember 2021 sebanyak 14 orang. ini deisebabkan karena quota invite followers yang masih banyak dan banyak orang yang menerima invitation kita.

NEW YEAR GIVEAWAY CAMPAIGN

18 DESEMBER -31 DESEMBER 2021



THE INSIGHT :

- LIKE : 78
- COMMENT : 121
- SHARE 129
- SAVED: 16
- PROFILE VISIT : 63
- WEBSITE VISIT: 3
- IMPRESSIONS : 6037
- REACH : 6037
- FOLLOWS : 56

WHAT DO WE DO FOR GIVEAWAY CAMPAIGN?

- Memberikan informasi kepada akun-akun buzzer seputar giveaway untuk menshare campaign melalui repost feed dan story. dari sini terdapat 2 akun yang mau merepost secara gratis yaitu **@giveaway.kuy** dan **@giveawayindoinfo**
- Menggunakan FB ads selama 5 hari dengan objective awareness dan mengarahkan link CTA ke Instagram profile **@ssc.jkt**
- Setiap 2 hari sekali merepost ulang postingan untuk reminder via story



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 and HISE content

**THANK
YOU!**

