

# Social Media Report

## YALE Indonesia

Instagram | Facebook  
September-October 2023

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# Facebook Reports Overview

Month	New Followers	Reach	Engagement	Total Post	Profile Visit
July	12	10,113	73	12	55
August	398	12,023	436	12	319
September	3	100	148	10	76
October	2	123	85	10	44
November					
December					

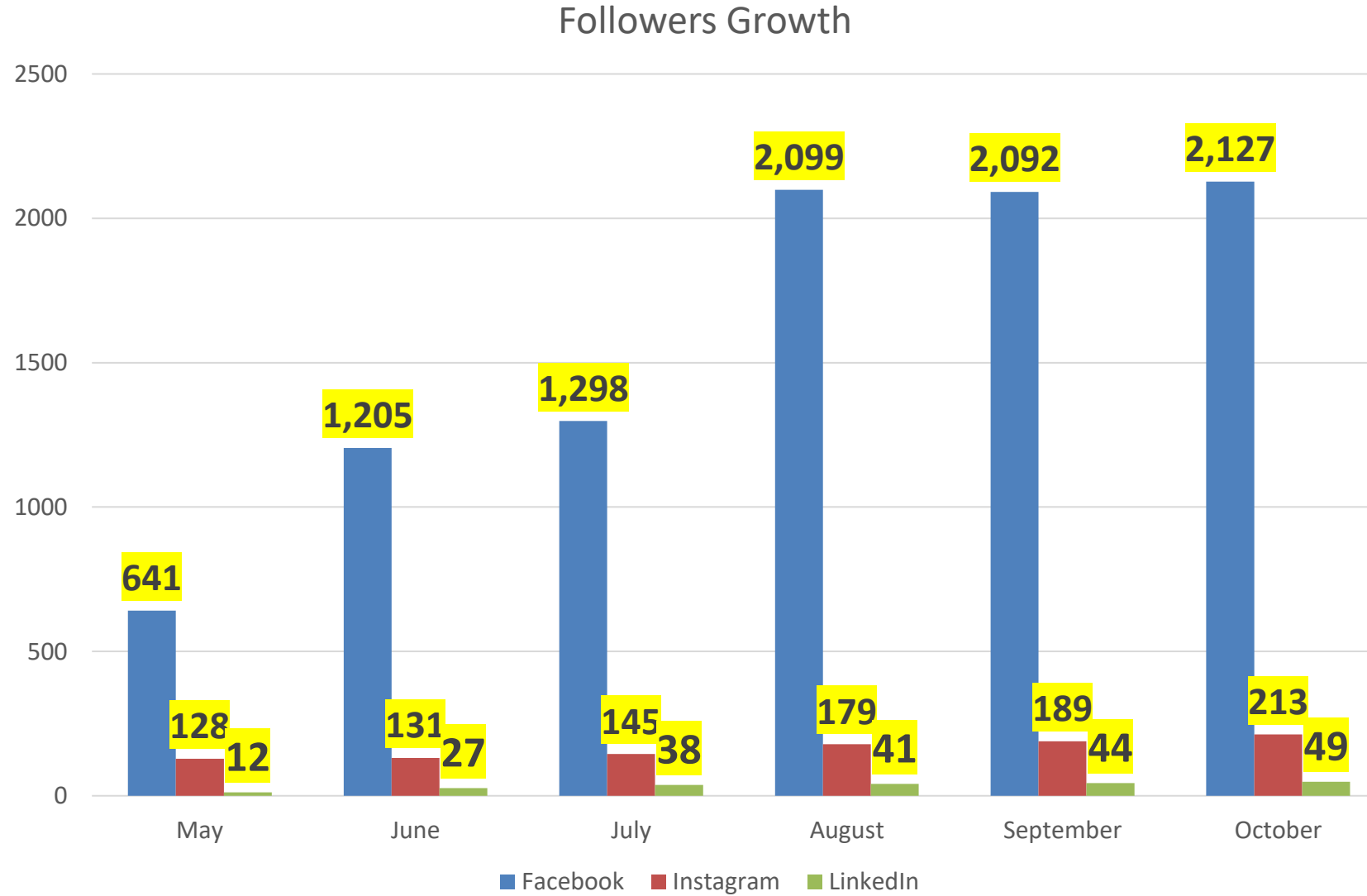
- In Oct there was a Decrease in New Followers because we don't **Promote Page**

# Instagram Reports Overview
























Month	New Followers	Reach	Engagement	Total Post	Profile Visit
July	16	15,788	73	12	136
August	33	7,753	83	12	114
September	14	520	331	10	81
October	28	8,979	305	10	182
November					
December					

- In Oct there was an Increase in New Followers because of **Promote Ads on Instagram**

# Followers























# Daily Post Content Facebook (October)

Title			Reach  ↓	Impressions  ↑↓	Likes and reaction
 Kesempatan terbatas! Dapatkan Electric Hand...	 Yale.id	Boost 	50 <small>Accounts Centre accou...</small>	58 <small>Impressions</small>	3 <small>Reactions</small>
 Rental Forklift dapat gratis Electric Hand Palle...	 Yale.id	Boost 	37 <small>Accounts Centre accou...</small>	45 <small>Impressions</small>	3 <small>Reactions</small>
 Yale® Mendapatkan penghargaan Green Sup...	 Yale.id	Boost 	27 <small>Accounts Centre accou...</small>	29 <small>Impressions</small>	0 <small>Reactions</small>
 Get Ready for "Lifting Innovation, Your Path t...	 Yale.id	Boost 	26 <small>Accounts Centre accou...</small>	31 <small>Impressions</small>	3 <small>Reactions</small>
 Bagian-Bagian Electric Hand Pallet yang Soba...	 Yale.id	Boost 	24 <small>Accounts Centre accou...</small>	28 <small>Impressions</small>	1 <small>Reactions</small>
 Lewati tantangan terberat dengan biaya oper...	 Yale.id	Boost 	22 <small>Accounts Centre accou...</small>	24 <small>Impressions</small>	0 <small>Reactions</small>
 Forklift Electric YALE ERP 25-35 UX sangat coc...	 Yale.id	Boost 	22 <small>Accounts Centre accou...</small>	26 <small>Impressions</small>	1 <small>Reactions</small>

- The most Reach Content by Organic

# Daily Post Content Instagram (October)

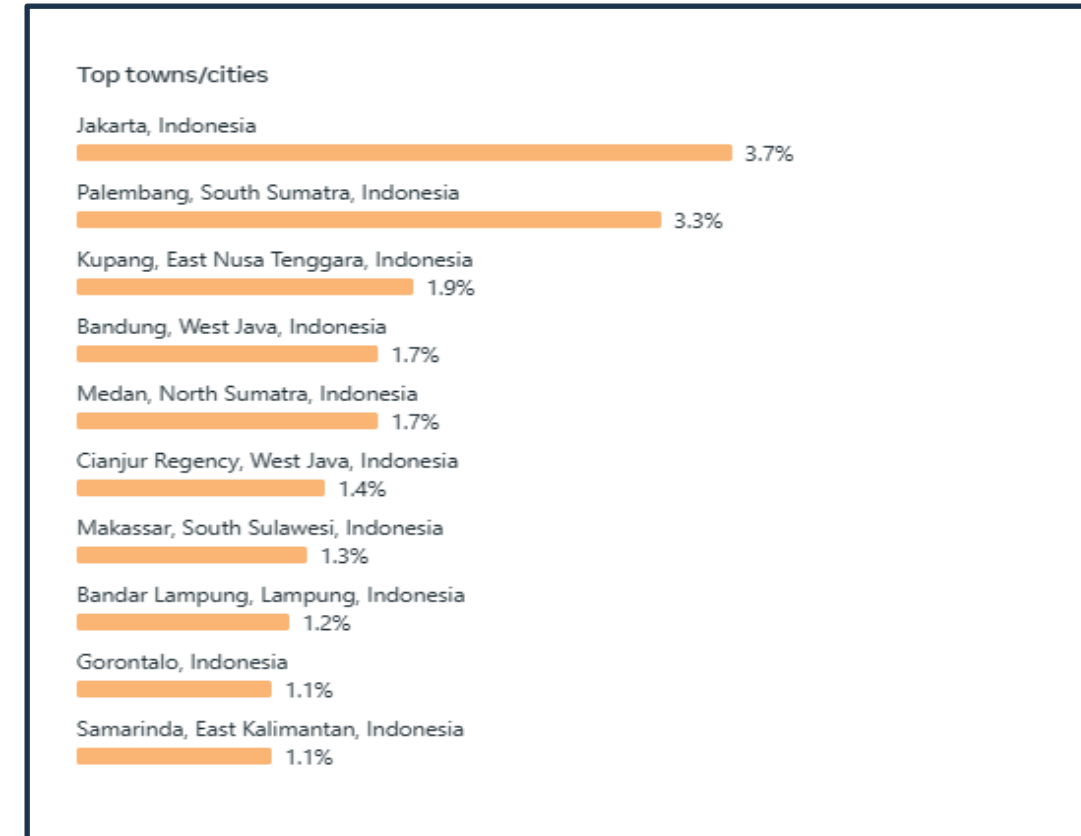
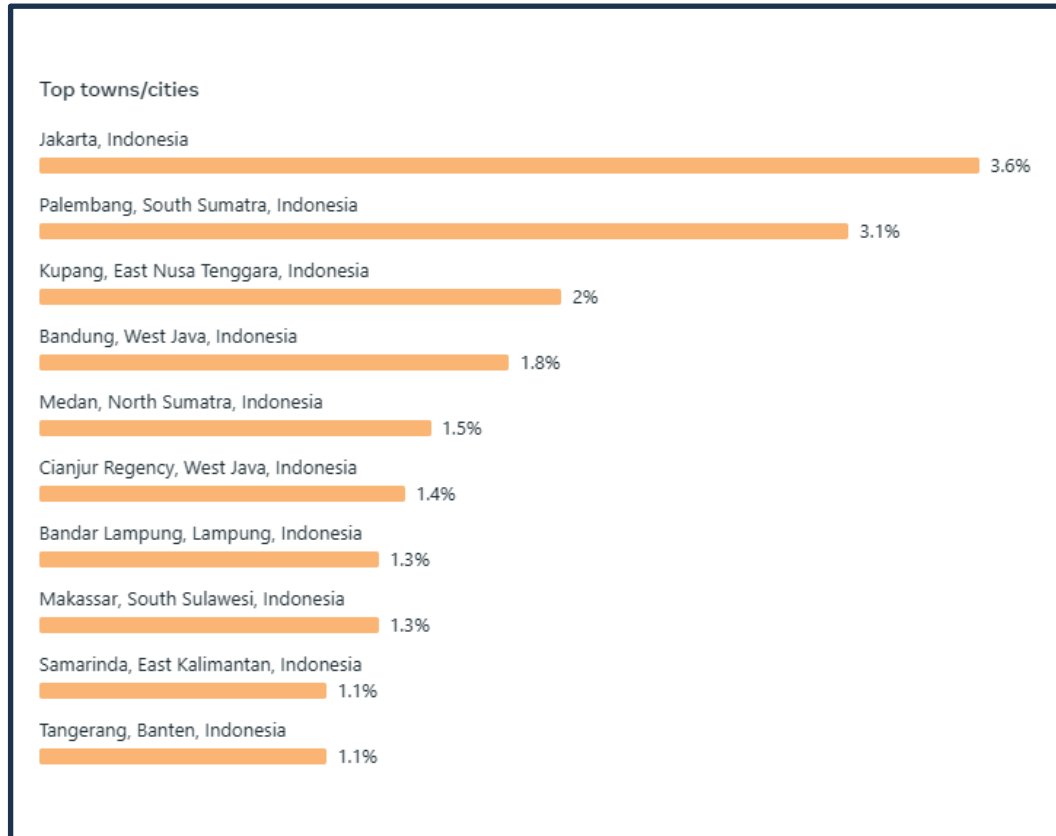
Title	Reach  ↓	Impressions  ↑↓	Likes a reactio
 Get Ready for "Lifting Innovation, Your Path t... yale_indonesia	Boost 	8.9K Accounts Centre accou...	11.9K Impressions
 ULTI Friends bisa temukan berba... ulti.id	Boost Unavailable 	229 Accounts Centre accou...	338 Impressions
 Fitur Keamanan Forklift YALE ERP... yale_indonesia	Boost Unavailable 	159 Accounts Centre accou...	200 Impressions
 Rental Forklift dapat gratis Electr... yale_indonesia	Boost Unavailable 	155 Accounts Centre accou...	177 Impressions
 Kesempatan terbatas! Dapatkan ... yale_indonesia	Boost Unavailable 	128 Accounts Centre accou...	154 Impressions
 Forklift Electric YALE ERP 25-35 UX sangat coc... yale_indonesia	Boost 	96 Accounts Centre accou...	107 Impressions
 Yale® Mendapatkan penghargaan Green Sup... yale_indonesia	Boost 	91 Accounts Centre accou...	105 Impressions
 Lewati tantangan terberat dengan biaya oper... yale_indonesia	Boost 	90 Accounts Centre accou...	111 Impressions
 Bagian-Bagian Electric Hand Pallet yang Soba... yale_indonesia	Boost 	87 Accounts Centre accou...	102 Impressions

- The most Reach from Paid ads and Organic (video Reels)

# Top 10 Facebook Audience by Cities

Sept 2023

Oct 2023



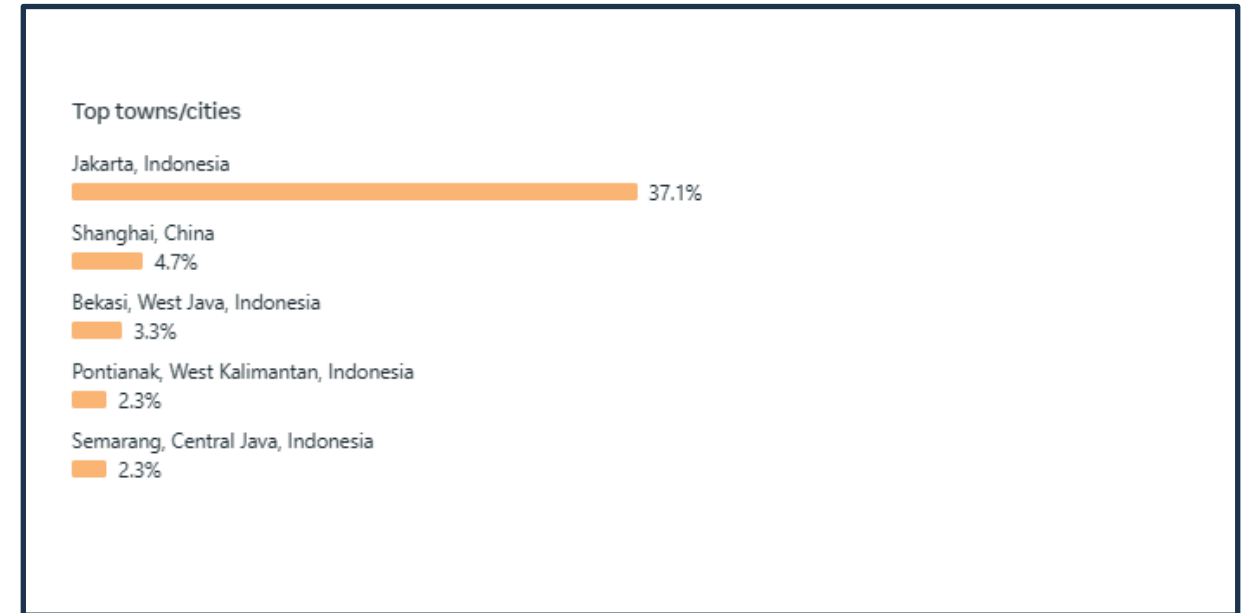
- The Most audience followers on Facebook in Oct from **Jakarta and Palembang**

# Top 5 Instagram Audience by Cities

Sept 2023



Oct 2023



- The most audience followers on Instagram Sept and Oct from **Jakarta**



# Instagram Ads 5-6 Oct. 2023

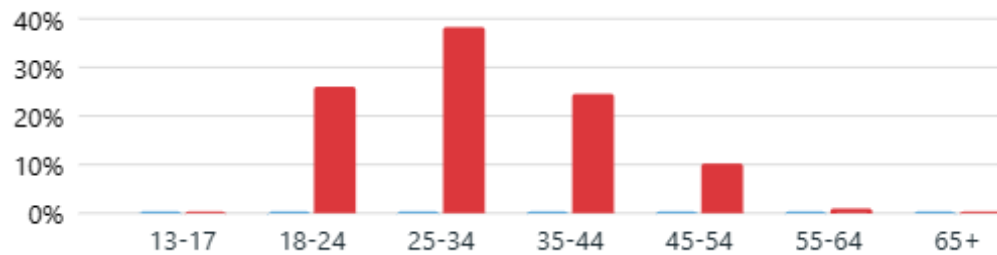


Instagram

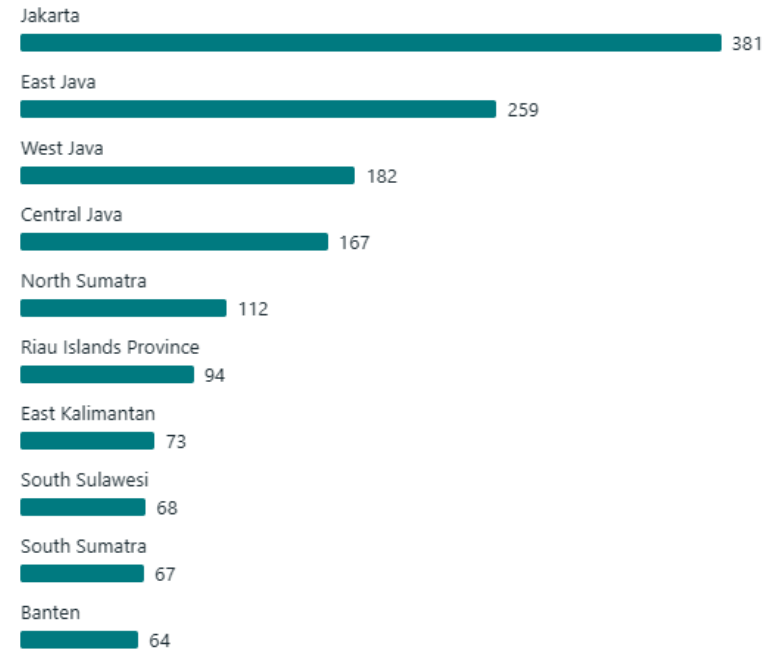
Indicators	Result
Impressions	2,300
Reach	1,968
Engagement	9
Link Clicks	5
Message	2

- 2 Person Direct Messages on Instagram

# Ads Breakdown



- The most interesting on Instagram by age is 25-34 yo



- Target Location Indonesia and Male Only

# Instagram Ads 9-15 Oct. 2023

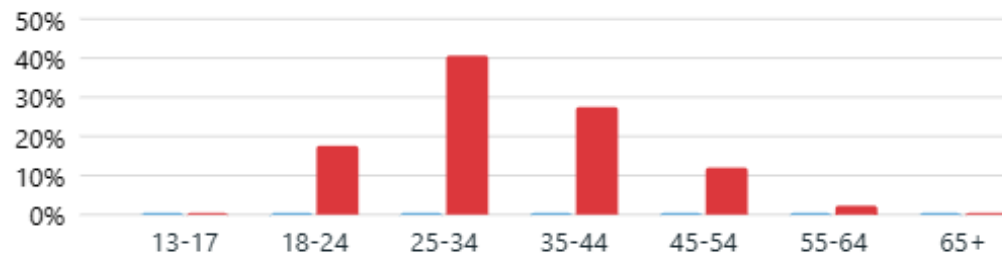


Instagram

Indicators	Result
Impressions	8,352
Reach	<b>6,832</b>
Engagement	34
Link Clicks	9
<b>Message</b>	<b>4</b>

- 4 Person Direct Messages on Instagram

# Ads Breakdown



- The most interesting on Instagram by age is 25-34 yo



- Target Location Jabodetabek and Male Only

