

SOCIAL MEDIA REPORT (PERSADA JCB)

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September 2023

Instagram | Facebook

Instagram Overview

PERSADA



The account reached= 1,267

Impressions = 3,845

Profile Visit = 154 views

Tap Address = 2 click

Total Post = 10

Account Engagement = 71

New Followers = 15

Total Followers = 1,195

1 Sept – 30 Sept 2023

Data diambil dari Instagram Insight

Facebook Overview

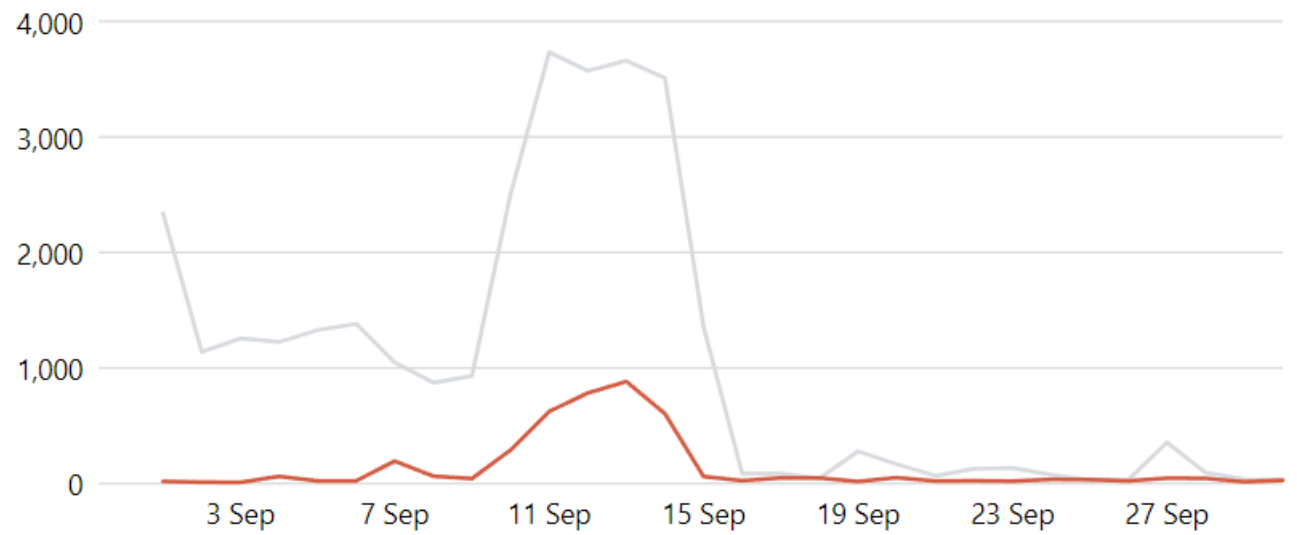


Facebook reach ⓘ
2,745 ↓ 87.6%

Instagram reach ⓘ
1,267 ↓ 26.2%

Paid reach ⓘ
2,521 ↓ 87.3%

DailyCumulative



1 Sept – 30 Sept 2023
Data diambil dari Meta

Followers Overview



Facebook Page likes ⓘ

931

Facebook followers ⓘ

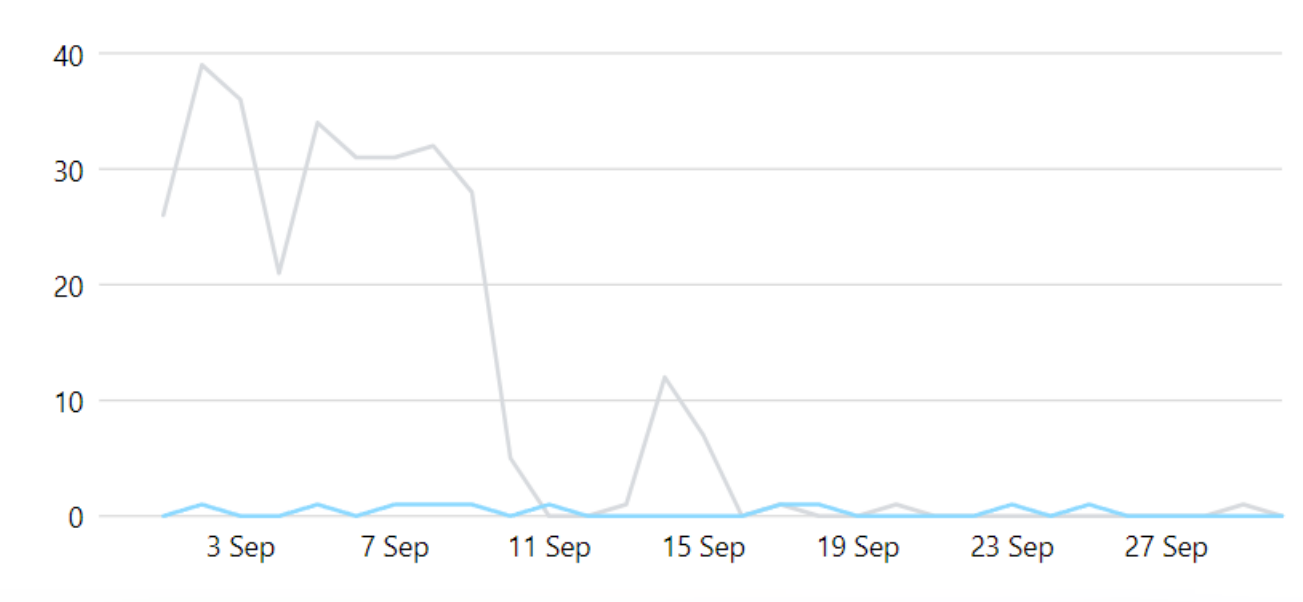
1,124

Instagram followers ⓘ

1,195

New Facebook Page likes ⓘ

10 ↓ 96.8%



1 Sept – 30 Sept 2023

Data diambil dari Meta

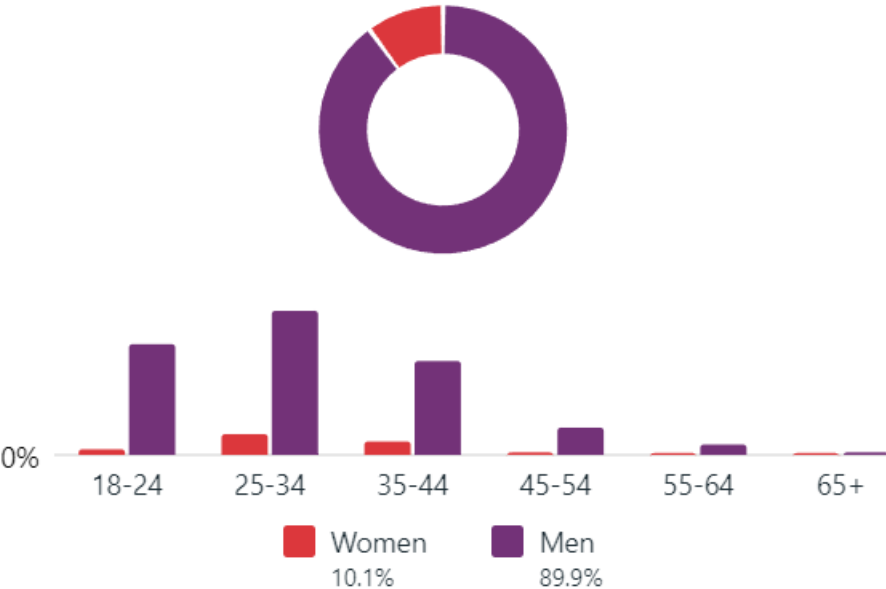
Followers Overview



Facebook followers ⓘ

1,124

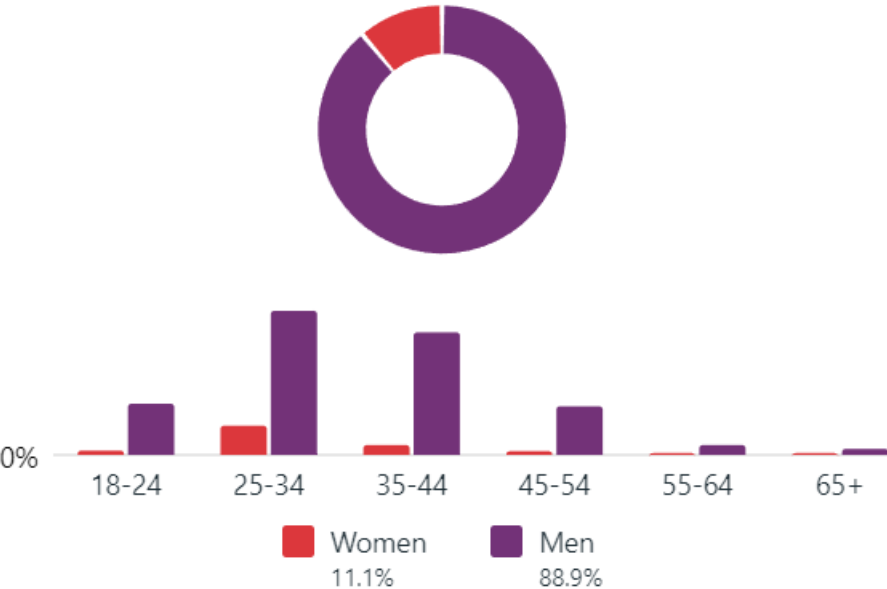
Age & gender ⓘ



Instagram followers ⓘ

1,195

Age & gender ⓘ



1 Sept – 30 Sept 2023

Data diambil dari Meta

Issue

PERSADA



1. Konten masih kurang cukup menarik audiens untuk melakukan interaksi.

Plan

PERSADA



1. Perbanyak referensi , perbanyak bahan foto atau video untuk bahan konten.

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PERSADA

THANK YOU

Dian Novtani

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