

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

PERSADA

JCB

Facebook reach ⓘ

2,745 ↓ 87.6%

Instagram reach ⓘ

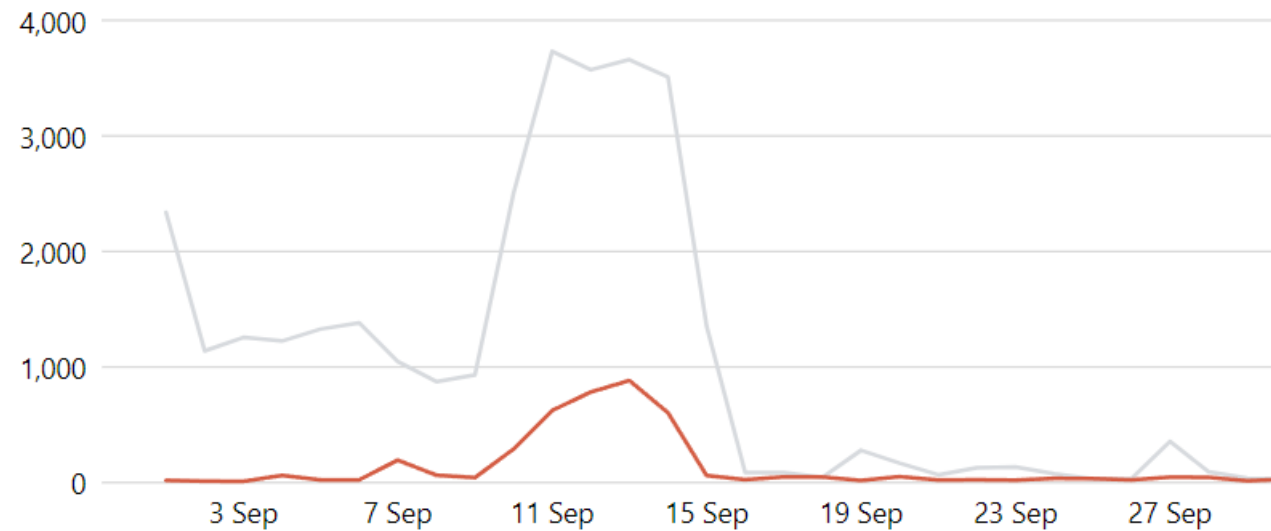
1,267 ↓ 26.2%

Paid reach ⓘ

2,521 ↓ 87.3%

Daily

Cumulative



1 Sept – 30 Sept 2023

Data diambil dari Meta

Followers Overview



Facebook Page likes ⓘ

931

Facebook followers ⓘ

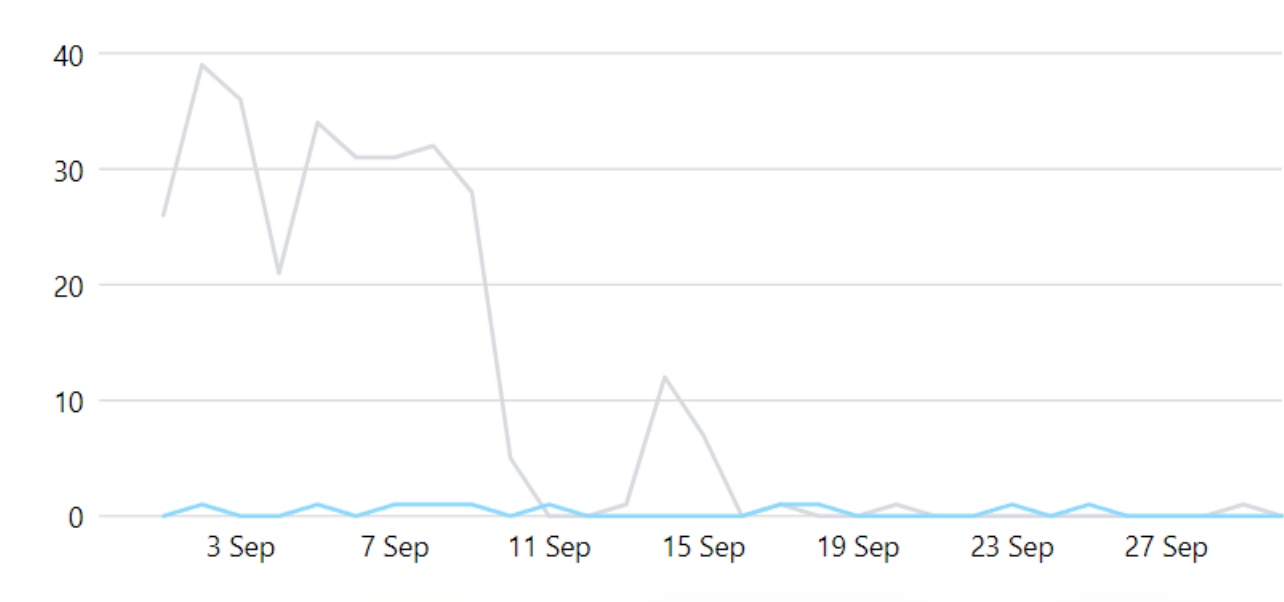
1,124

Instagram followers ⓘ

1,195

New Facebook Page likes ⓘ

10 ↓ 96.8%



1 Sept – 30 Sept 2023
Data diambil dari Meta

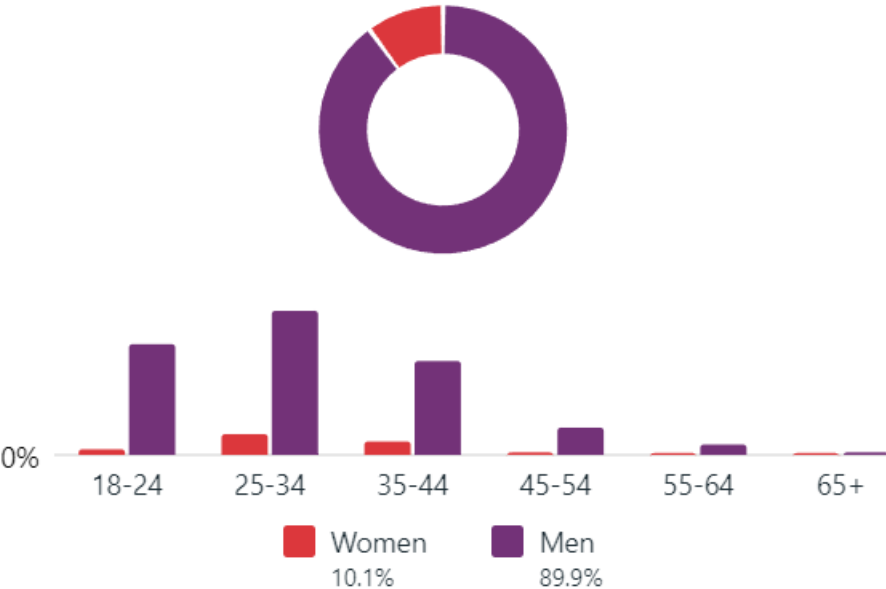
Followers Overview



Facebook followers ⓘ

1,124

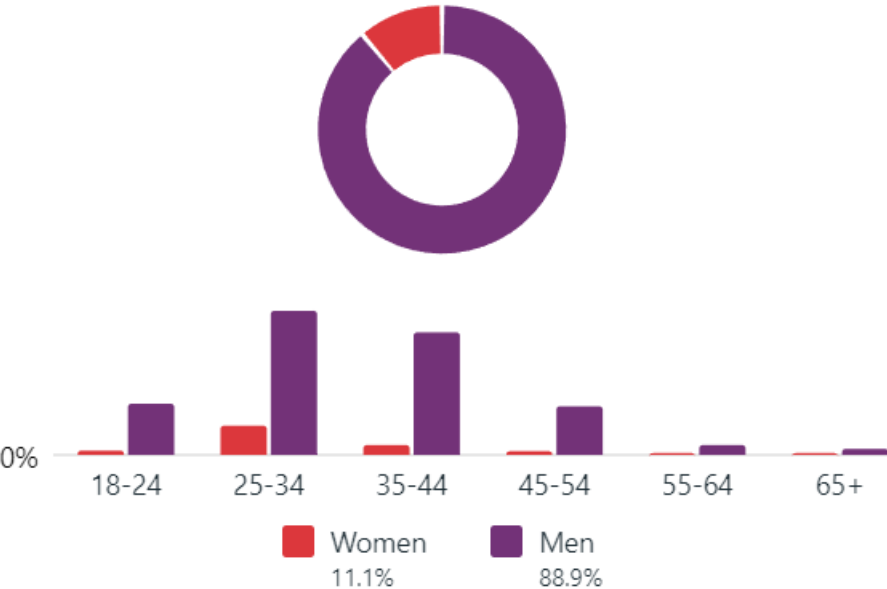
Age & gender ⓘ



Instagram followers ⓘ

1,195

Age & gender ⓘ



1 Sept – 30 Sept 2023

Data diambil dari Meta

Meta Ads : Promo Kemerdekaan

PERSADA

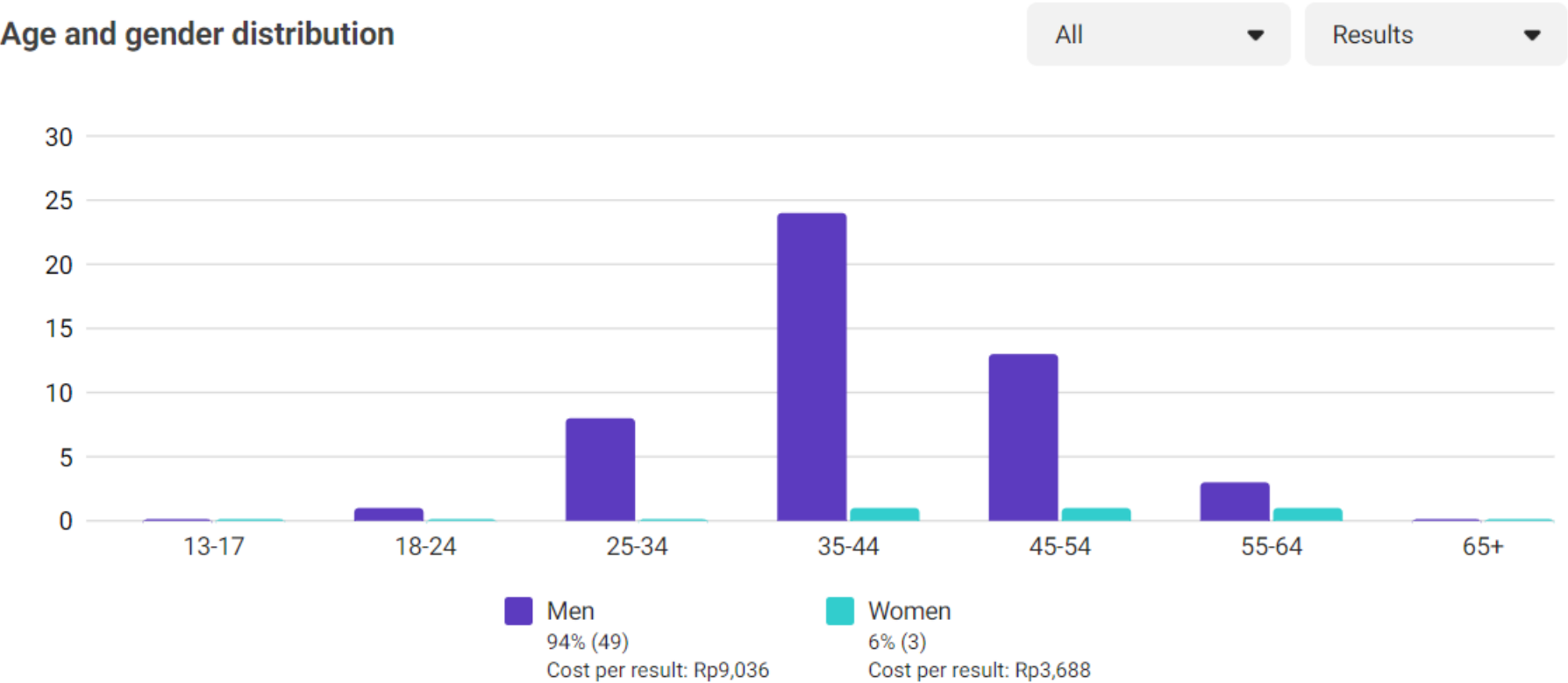


Indicators	Result
Impressions	20,669
Reach	12,164
Engagement	336
Link Clicks	264
Leads	52

1 Aug – 31 Aug 2023

Data diambil dari Meta

Meta Ads Breakdown



1 Aug – 31 Aug 2023

Data diambil dari Meta

Meta Ads Breakdown

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Region	Impressions	Reach	Engagement	Link Clicks	Leads Result
Aceh	982	600	11	9	1
Bali	223	166	2	1	0
Bengkulu	462	196	7	4	2
Jakarta	313	132	5	4	1
Jambi	249	532	21	18	5
Central Java	952	632	6	4	0
East Java	1,127	720	14	13	2
Papua	462	292	7	6	0
Jogjakarta	153	68	0	0	1
West Kalimantan	616	336	7	7	2

1 Aug – 31 Aug 2023

Data diambil dari Meta

Issue

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

Plan

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

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PERSADA**JCB**

THANK YOU

Dian Novtani

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