

Social Media Report

YALE Indonesia

Instagram | Facebook
August – September 2023

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					
November					
December					

- In Sept there was an increase in New Followers because we doing **Promote Page**

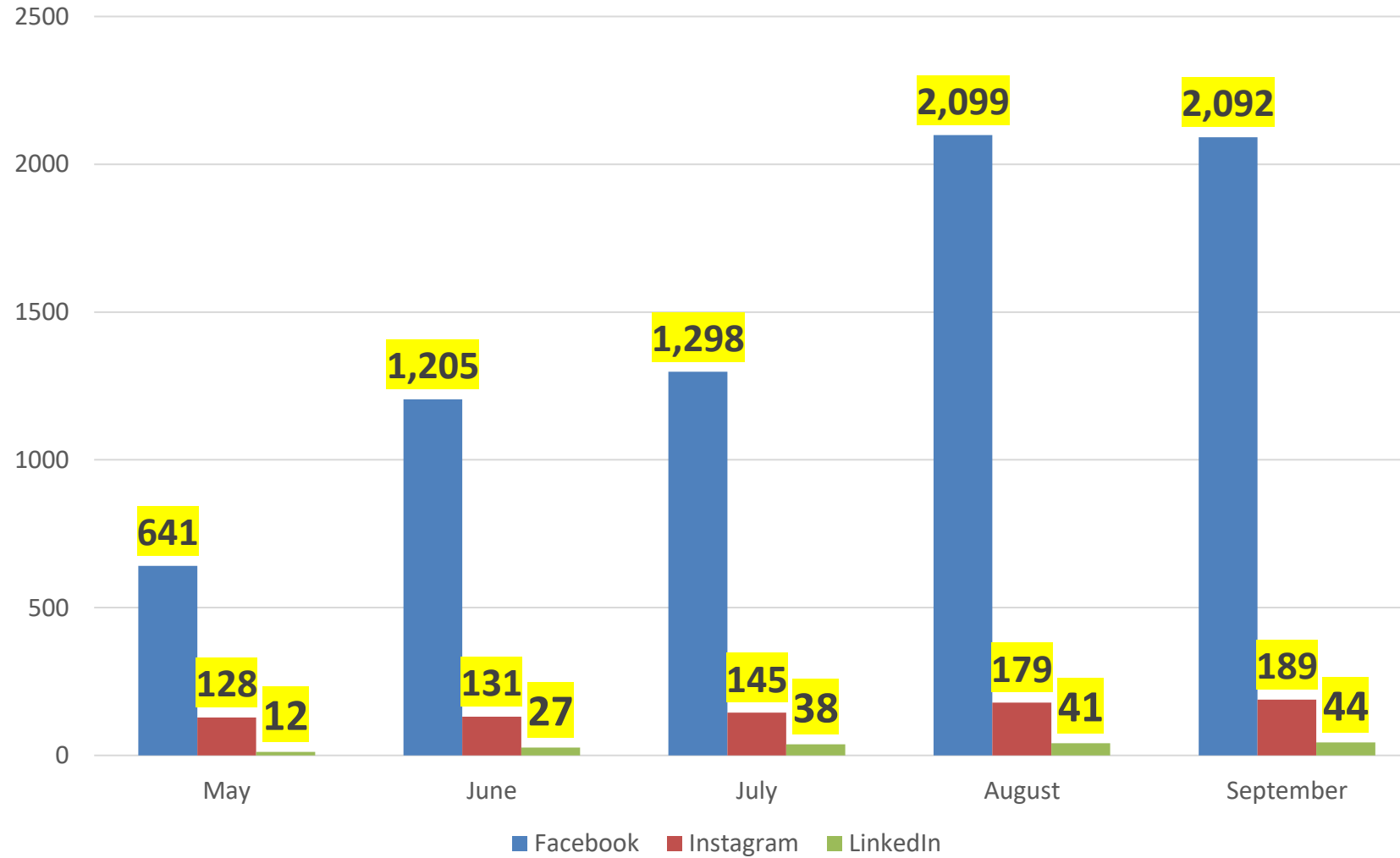
Instagram Reports Overview

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					
November					
December					








- In August there was an increase in Followers

Followers

Followers Growth









Daily Post Content Facebook (September)

Title	Type	Date published ↑↓	Reach ⓘ ↓	Likes and reactions ⓘ ↑↓	Sticker taps ⓘ ↑↓	Link clicks ⓘ ↑↓	Comments ⓘ ↑
 Forklift YALE ERP 25-30 UX mempunyai ... Yale.id	Boost post	Post	21 September 17:05 40 Accounts Centre accou...	3 Reactions	--	--	0 Comments
 5 Bagian Forklift dan Fungsinya yang So... Yale.id	Boost post	Post	15 September 16:38 33 Accounts Centre accou...	3 Reactions	--	--	0 Comments
 Beli 1 dapat 2 Electric Hand Pallet, Prom... Yale.id	Boost post	Post	12 September 16:00 22 Accounts Centre accou...	0 Reactions	--	--	0 Comments
 Forklift Yale® dapat diandalkan di Pergu... Yale.id	Boost post	Post	5 September 16:59 19 Accounts Centre accou...	2 Reactions	--	--	0 Comments
 Forklift Electric YALE ERP 25-35UX Mem... Yale.id	Boost post	Post	7 September 16:39 14 Accounts Centre accou...	0 Reactions	--	--	0 Comments
 Beli 1 dapat 2 Electric Hand Pallet, Prom... Yale.id	Boost post	Post	12 September 16:07 13 Accounts Centre accou...	1 Reactions	--	--	0 Comments
 How To : Cara Menyalakan Forklift yg Be... Yale.id	Boost post	Post	29 September 16:49 4 Accounts Centre accou...	--	--	--	--

- The most Reach Content by Organic

Daily Post Content Instagram (September)

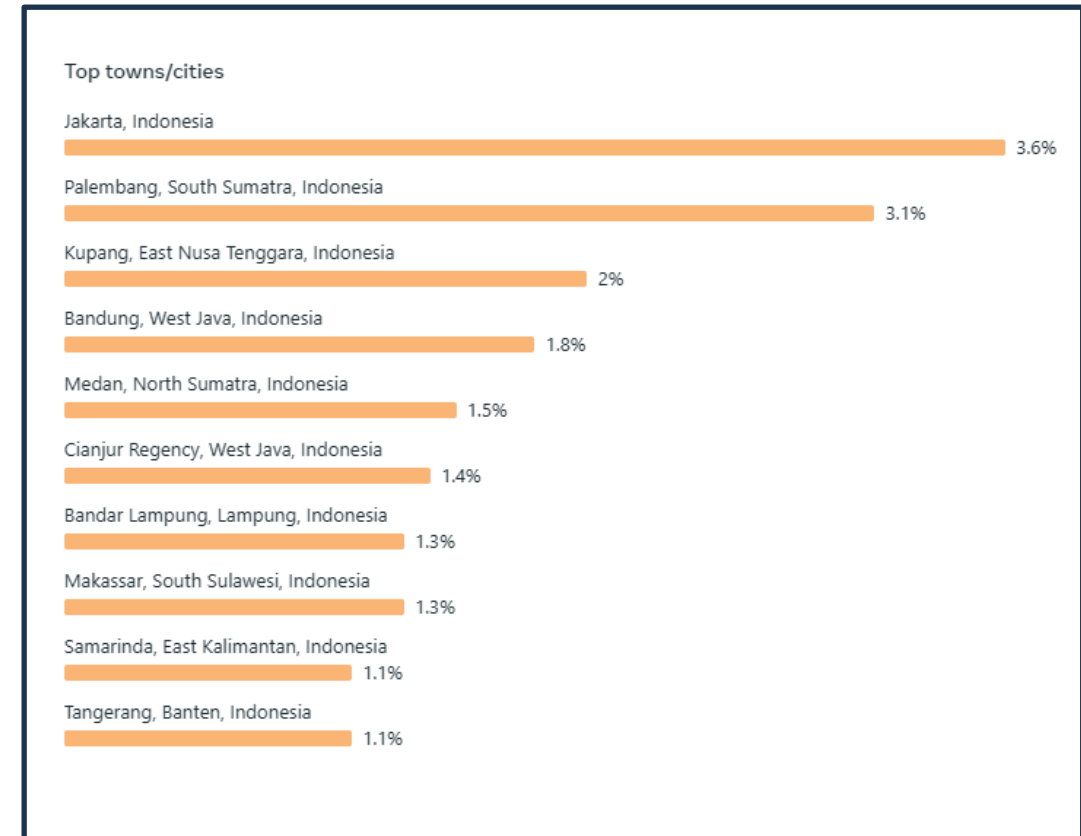
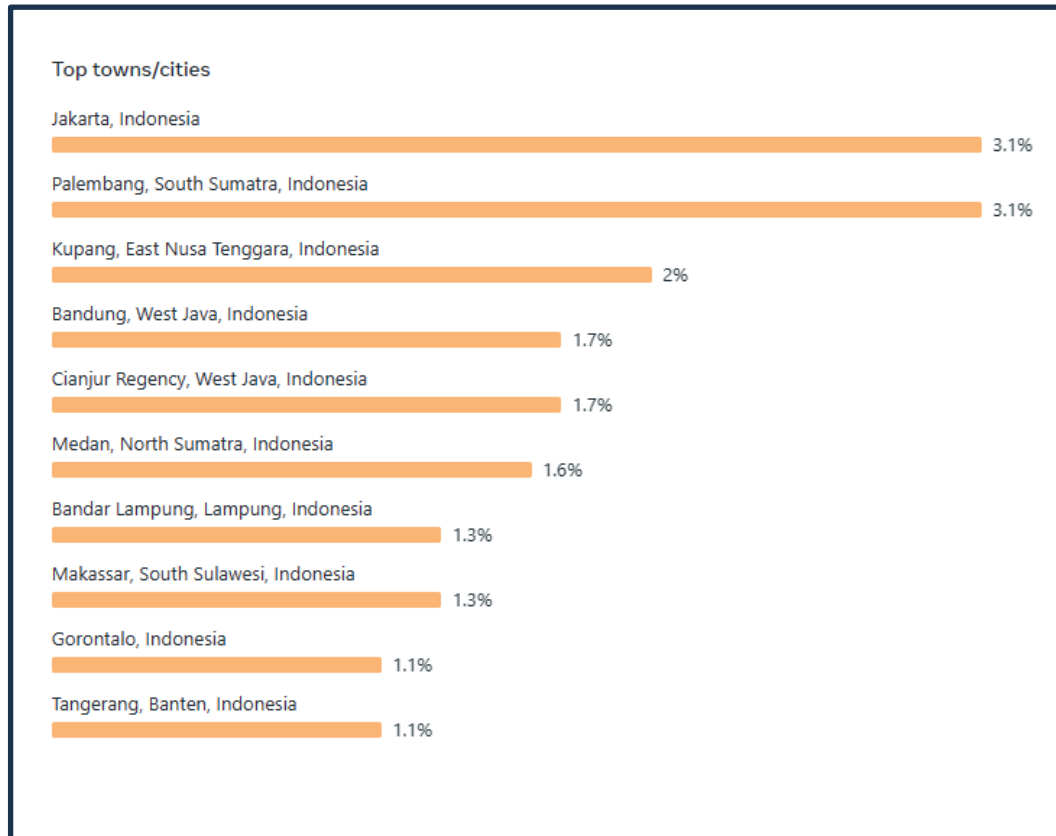
	Title		Type	Date published ↑↓	Reach ⓘ ↓	Likes and reactions ⓘ ↑↓	Sticker taps ⓘ ↑↓	Link clicks ⓘ ↑↓	Comments ⓘ	
<input type="radio"/>	 Beli 1 dapat 2 Electric Hand Pallet, Pro... ulti.id	Boost again	...	Post	12 September 16:19	6K Accounts Centre accou...	20 Likes	--	--	6 Comments
<input type="radio"/>	 How To : Cara menyalakan Forkli... yale_indonesia	Boost Unavailable	...	Post	29 September 16:17	329 Accounts Centre accou...	13 Likes	--	--	1 Comments
<input type="radio"/>	 Forklift Yale® dapat diandalkan di Pergu... yale_indonesia	Boost post	...	Post	5 September 16:59	67 Accounts Centre accou...	6 Likes	--	--	0 Comments
<input type="radio"/>	 Forklift Electric YALE ERP 25-35UX Mem... yale_indonesia	Boost post	...	Post	7 September 16:38	61 Accounts Centre accou...	3 Likes	--	--	0 Comments
<input type="radio"/>	 5 Bagian Forklift dan Fungsinya yang So... yale_indonesia	Boost post	...	Post	15 September 16:38	53 Accounts Centre accou...	4 Likes	--	--	2 Comments
<input type="radio"/>	 Forklift YALE ERP 25-30 UX mempunyai ... yale_indonesia	Boost post	...	Post	21 September 17:05	51 Accounts Centre accou...	3 Likes	--	--	0 Comments

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

Top 10 Facebook Audience by Cities

Aug 2023

Sept 2023



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

Top 5 Instagram Audience by Cities

Aug 2023

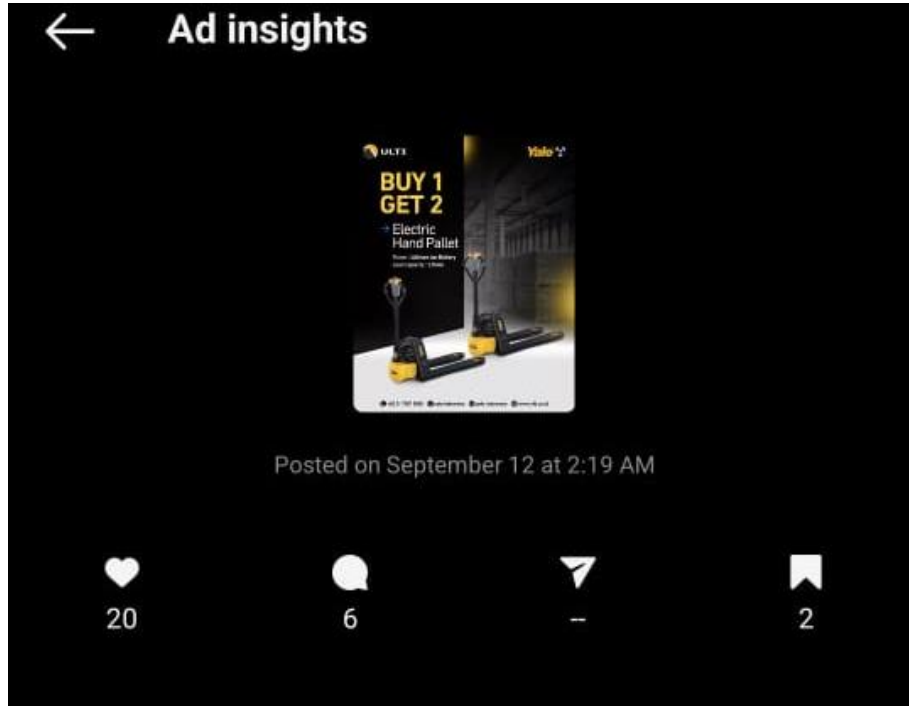


Sept 2023



- The most audience followers on Instagram Aug and Sep from **Jakarta**

Ads Performance 12-15 Sept 2023



Instagram

Indicators	Result
Impressions	7,082
Reach	5,888
Engagement	28
Link Clicks	50
Message	3

- 3 Person looking for inquiry

Ads Breakdown



- The most interesting by age is 35-44 yo

