Goals
- Re-activate Twitter account.
- Maintain active the current accounts
- Digital Marketing Webinar

Points of Concern
Low engagement and interest coming from Region 8 members from European Countries

Insights about posts and impact
Facebook Page:
- Data Since last report (13/3/2019 - 13/9/2019)
  - +248 Page Likes
  - +63 Facebook Posts
Facebook Page Followers Insights
  - 68% Men Followers
  - 32% Women Followers
  - Age Group: 18-24
Top 10 Countries on Number of Followers
  - Egypt
  - Tunisia
  - Jordan
  - Greece
  - Sudan
  - Angola
  - Turkey
  - India
  - Ethiopia
  - Palestine
Facebook Group:
  - Insights:
    - 71.1% Men Members
    - 28.8 %Women Members
    - Age Group: 25-34
Top Countries:
  - Egypt
  - Tunisia
  - Turkey
  - India
  - Jordan
  - United States
  - Nigeria
  - Germany
  - Pakistan
  - Greece

Proposals for improvements
- Create rules to follow on IEEE Region 8 Group
- Suggestion for the creation of a LinkedIn Page or Group to interact with the age group of 30-49 (Demographic data usage of LinkedIn as described in the 2019 Social Media Demographics for Marketers by Sproutsocial)

Other Issues to report
Progress against goals since the last report
Achieved
- Social Media are active: Main channels are Facebook Page and Facebook Group
- Number of followers increased
- Collaboration with other initiatives and AG achieved.
Didn’t achieved
- Webinar