

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 Followes
- 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