

Social Media Coordinator

Dora Fourou

Goals

- Create a rules document for the Facebook IEEE Region 8 Group .
- Maintain the engagement on IEEE Region 8 Facebook Page
- Increase the followers on Facebook and Twitter
- Increase the frequency of posts

Points of Concern

- Low engagement and interest coming from Region 8 members from European Countries.
- In IEEE Region 8 Facebook Group, unrelated content with IEEE is being posted, such as political or religious. Such content is being reported by other members to be deleted.
- In LinkedIn there is an already existing page of IEEE Region 8. I'm managing to find who has created it.

Insights about posts and impact

Facebook Page:

Data Since last report (14/9/2019 - 28/01/2020)

- 19 New Posts
- Total Page Likes: 2,543 (+85 new likes)

Facebook Page Followers Insights

- 67% Men Followes
- 33% Women Followers
- Age Group: 18-24

Top 10 Countries on Number of Followers:

- Egypt
- Tunisia
- Jordan
- Greece
- Sudan
- Angola
- Turkey
- India
- Nigeria
- Palestine

Facebook Group Insights:

- 29.9% Men Members
- 70.3%Women Members
- Age Group: 25-34

Top 10 Countries on Number of Followers:

- Egypt
- Tunisia
- Turkey
- India
- Jordan
- Nigeria
- United States
- Pakistan
- Greece
- Germany

Progress against goals since the last report

- Social Media are active: Main channels are Facebook Page and Facebook Group
- Twitter has been re-activated
- Number of followers increased
- Collaboration with other initiatives and AG achieved.

Proposals for improvements

Increase the awareness of Region's social media in the European area to reach and gain new followers.

Other Issues to report