

Social Media Coordinator

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Goals

- Maintain the engagement on IEEE Region 8 Facebook Page and Twitter by increasing the number of new followers.
- Promote LinkedIn page.
- Increase the membership on Social Media from the European Countries.

Points of Concern

- Low engagement and interest coming from Region 8 members from European

Insights about posts and impact

Twitter Account*

- Account Followers 707
- Impressions 41.763

*Source: Twitter Analytics

Facebook Page:

- Page Likes 2,872
- Page Followers 2,946
- Reach 33,990
- Engagement Rate 8

*Source: Facebook Insights

LinkedIn Page

- Page Followers 310
- Impressions 6,825
- Engagement Rate 6.5

IEEE Region 8 Facebook Group

- Total Membership: 9,366
- Demographics:
- Male: 70
- Women: 30
- Main Age Group: 25-34

Top 5 Countries on Number of Followers:

- Egypt: 1,536
- Tunisia: 1,131
- Turkey: 700
- India: 603
- Jordan: 540

Progress against goals since the last report

Overall the IEEE Region 8 Social Media are active, with one new channel having been included (LinkedIn).

Twitter is active, with a gradual increase in numbers of followers (+13% since last report)

Facebook Page is the strongest channel and the one with the higher number of likes (+13% since last report) and followers.

LinkedIn's page since its claim and activation, is showing a great increase in terms of followers numbers and engagement.

Proposals for improvements

Better define the content IEEE R8 member willing to see on Social Media.

Other Issues to report

An engaging Facebook campaign run under the theme "Explore IEEE Region 8" promoting other committees' Facebook Pages. All related posts can be found under the hashtag [exploereieeregion8](#).

A campaign promoting IEEE Day Offers run on Social Media (Facebook Page, Twitter and LinkedIn), showing all available offers to the members.

Group rules created and published for IEEE Region 8 Facebook Group Available at: <https://www.facebook.com/groups/2490621134/permalink/>

To enhance the security for the IEEE Region 8 Group on Facebook, one membership question was set as obligatory to be answered before the user submits its interest to become a member to the group. Anyone interested at becoming a member of the IEEE Region 8 Group, now has to additional answer on the "Which is your IEEE Section?" question, as long as accepting the rules of the group.

Challenge Faced

522 profiles/members of the IEEE Region 8 Group, were found as Unavailable, and have been removed from the Group. —; Note: A profile is marked as unavailable in most cases because the user owned it has deactivated it.

IEEE Region 8 Social Media

Facebook Group: <https://www.facebook.com/groups/2490621134> Facebook Page: <https://www.facebook.com/ieeer8> Twitter Account: <https://twitter.com/ieeer8> LinkedIn Page: <https://www.linkedin.com/company/13576334>