

Social Media Insights - Elections 2024

Facebook & Instagram

Facebook @sa.elect ... Page 1 - 6

Instagram @sa.elect ... Page 7 - 10

Facebook @standrewsunion ... Page 10

Tiktok @standrewsunion ... Page 11

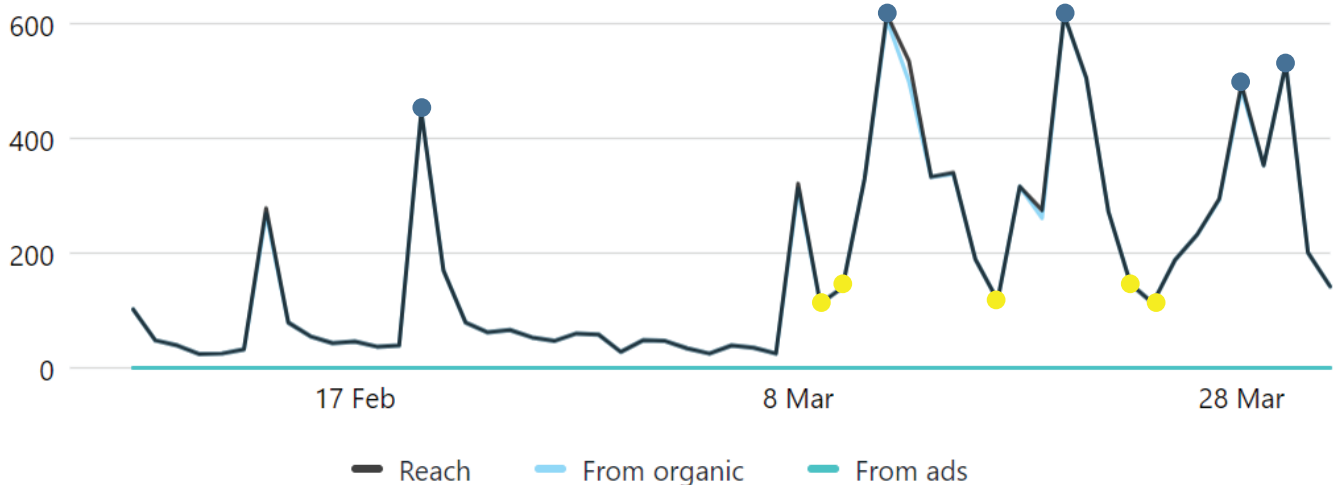
Comparison ... Page 12 - 13

Facebook - @sa.elect

- Profile pic and cover photo changed to 'Elections are Coming'
7th Dec '23
- Profile pic and cover photo changed to logo 2024 & Coming Artwork
7th Feb '24
- Posting begins consistantly from **Feb 20th** starting with 'Key Dates'

Insights from Feb 7th - April 1st 2024

Overall Reach: 4.1K



Top 5 peak days:

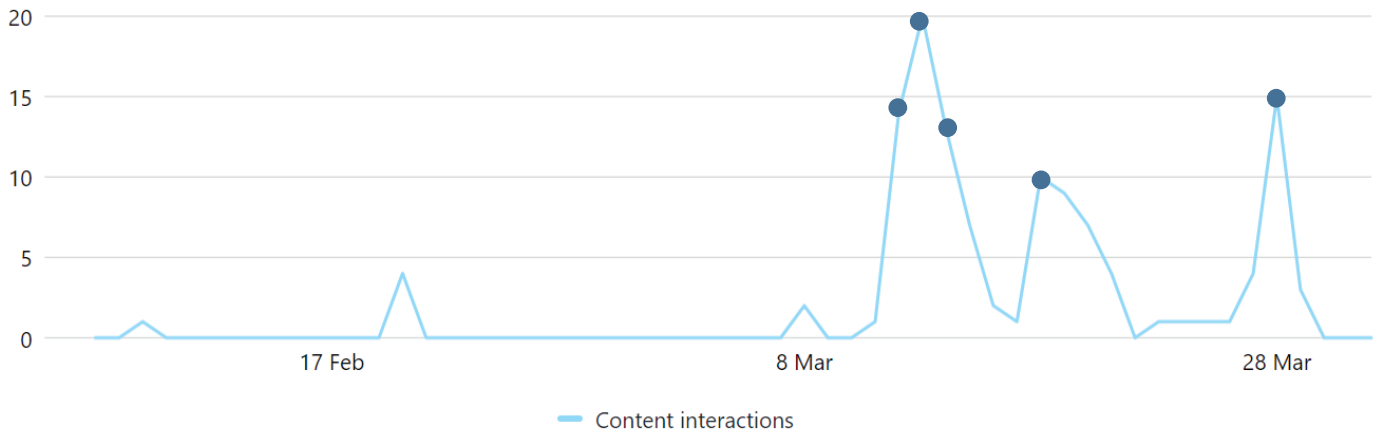
- 12th Mar: **616** ~ Key Dates
- 20th Mar: **615** ~ New Nominees, Launch Party
- 30th Mar: **529** ~ Nominations close at 5pm today, New Nominees, University Decisions, Nominations are now closed
- 28th Mar: **494** ~ Results Posts, Last day of voting posts
- 20th Feb: **446** ~ No Posts

Bottom 5 days (during main campaign 8th March onward):

- 9th Mar: **112** ~ No Posts
- 24th Mar: **113** ~ No Posts
- 17th Mar: **118** ~ No Posts
- 10th Mar: **140** ~ 'Elections are around the corner'
- 23rd Mar: **146** ~ No Posts

All these dates are Saturdays or Sundays, only one had a scheduled post go out.

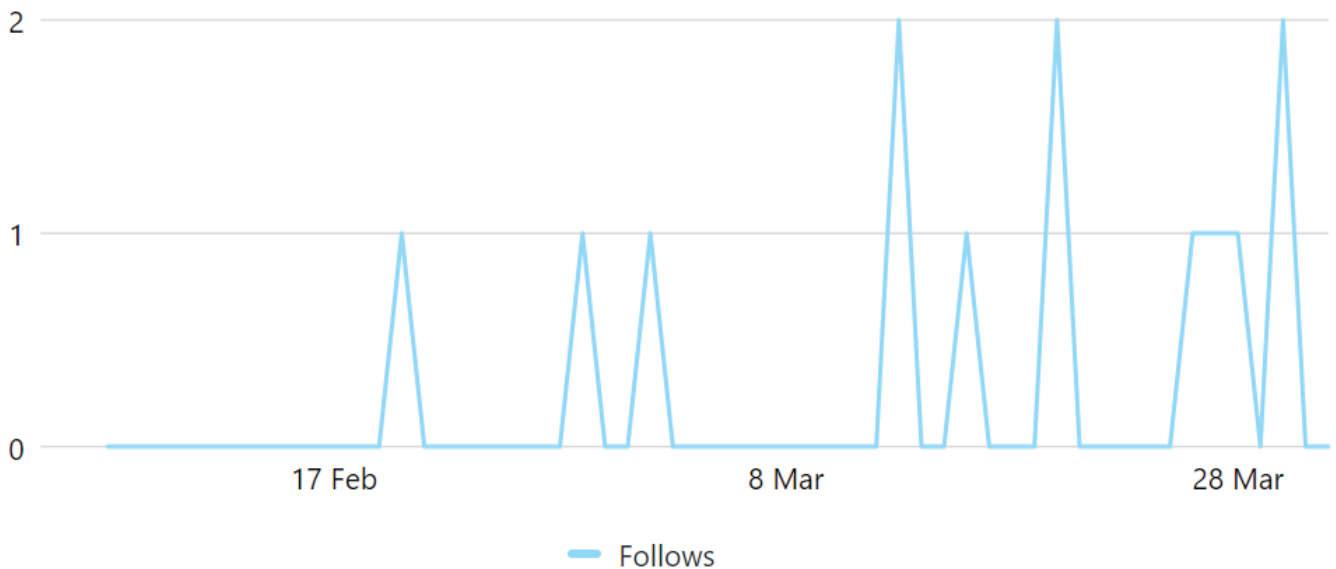
Overall Content interactions: 121



Top 5 peak days:

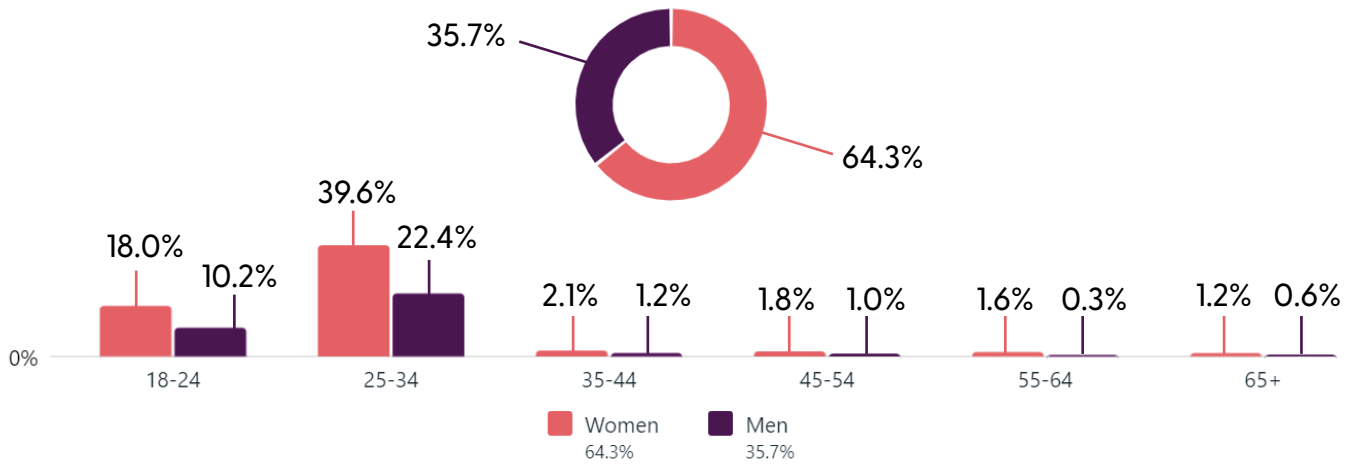
- 13th Mar: **20**
- 18th Mar: **15**
- 12th Mar: **14**
- 14th Mar: **13**
- 18th Mar: **10**

Audience Breakdown: 2.1K Followers/1.9K likes

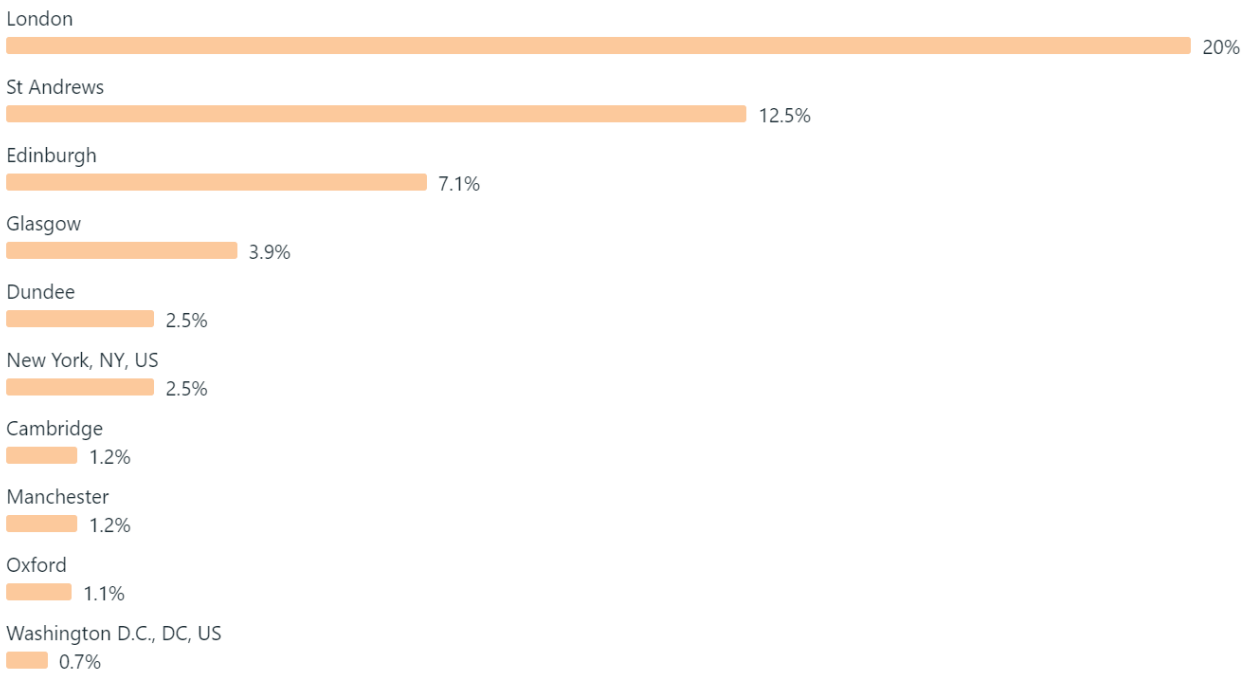


- New Followers ~ **13**
- Unfollows ~ **11**
- Net follows ~ **2**
- Total Page likes ~ **1,975**

Age & gender ⓘ



Top towns/cities



Top countries



Content Specific

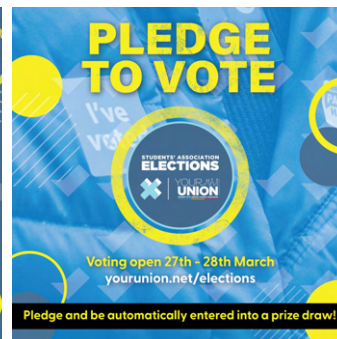
Top 8 Reach:

- Results - Your SRC Officers- 28th March @ 21:07 ~ Reach **785**, Likes/Reactions **2**, Comments **0**, Shares **1**
- Nominations Close 5pm - 20th March @ 10:54 ~ Reach **783**, Likes/Reactions **0**, Comments **0**, Shares **2**
- New Nominees - 12th March @ 17:26 ~ Reach **778**, Likes/Reactions **12**, Comments **4**, Shares **0**
- Key Dates - 20th February @ 15:00~ Reach **772**, Likes/Reactions **1**, Comments **0**, Shares **1**
- Full Candidate List - 21st March @ 11:47 ~ Reach **727**, Likes/Reactions **2**, Comments **0**, Shares **1**
- Nudge Someone to run - 8th March @ 11:00 ~ Reach **640**, Likes/Reactions **0**, Comments **0**, Shares **2**
- Nominations are now open - 11th March @ 09:00 ~ Reach **605**, Likes/Reactions **0**, Comments **0**, Shares **3**
- Elections are coming - 13th February @ 12:01 ~ Reach **552**, Likes/Reactions **0**, Comments **0**, Shares **0**



Bottom 8 Reach:

- Elections Results - 28th March @ 11:32 ~ Reach **98**, Likes/Reactions **0**, Comments **0**, Shares **0**
- Voting is now open - 27th March @ 00:03 ~ Reach **115**, Likes/Reactions **0**, Comments **0**, Shares **0**
- Pledge to vote - 25th March @ 10:52 ~ Reach **116**, Likes/Reactions **0**, Comments **0**, Shares **0**
- SRC - 22nd March @ 16:22 ~ Reach **119**, Likes/Reactions **0**, Comments **0**, Shares **0**
- Results save the date - 21st March @ 16:53 ~ Reach **121**, Likes/Reactions **1**, Comments **0**, Shares **0**
- DoWell Fact - 18th March @ 14:01 ~ Reach **126**, Likes/Reactions **0**, Comments **0**, Shares **0**
- Nominations now closed - 20th March @ 17:11 ~ Reach **127**, Likes/Reactions **0**, Comments **0**, Shares **0**
- Association Pres Fact - 18th March @ 10:06 ~ Reach **128**, Likes/Reactions **0**, Comments **0**, Shares **0**



Top 5 likes/ Reactions:

- New Nominees - 14th March @ 22:08 ~ Reach **411**, Likes/Reactions **12**, Comments **0**, Shares **0**
- New Nominees - 13th March @ 16:32 ~ Reach **497**, Likes/Reactions **12**, Comments **0**, Shares **1**
- New Nominees - 12th March @ 17:26 ~ Reach **778**, Likes/Reactions **12**, Comments **4**, Shares **0**
- New Nominees - 18th March @ 17:21 ~ Reach **371**, Likes/Reactions **7**, Comments **0**, Shares **0**
- New Nominees - 20th March @ 17:53 ~ Reach **494**, Likes/Reactions **5**, Comments **0**, Shares **0**

There where 33 posts to recieve no likes or reactions

Only 1 post recieved comments:

- New Nominees - 12th March @ 17:26 ~ Reach **778**, Likes/Reactions **12**, Comments **4**, Shares **0**

Top 3 shares:

- Nominations are now open - 11th March @ 09:00 ~ Reach **605**, Likes/Reactions **0**, Comments **0**, Shares **3**
- Nominations Close 5pm - 20th March @ 10:54 ~ Reach **783**, Likes/Reactions **0**, Comments **0**, Shares **2**
- Nudge Someone to run - 8th March @ 11:00 ~ Reach **640**, Likes/Reactions **0**, Comments **0**, Shares **2**

There where 11 posts that where shared once. All others where not shared.

All these dates are Saturdays or Sundays, only one had a scheduled post go out.

Instagram - @sa.elect

- Account created on the 11th March

Insights from March 11th - April 1st 2024

Accounts reached: 10,898

- 3.6% Follower
- 96.4% Non-followers

Impressions: 57,737

- 3.6% Follower
- 96.4% Non-followers

Profile Visits: 4,653

External Link Taps: 345

Accounts Engaged: 689

- 35.4% Followers
- 64.4% Non-Followers

Content Interactions: 1,828

Post Interactions: 1,690

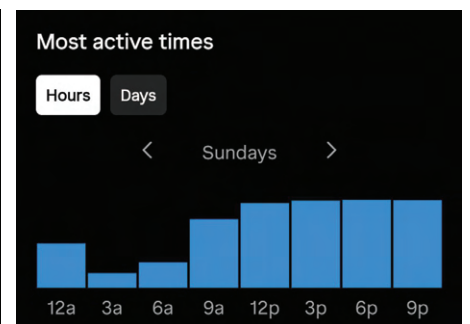
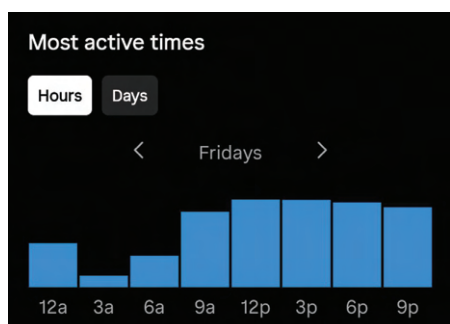
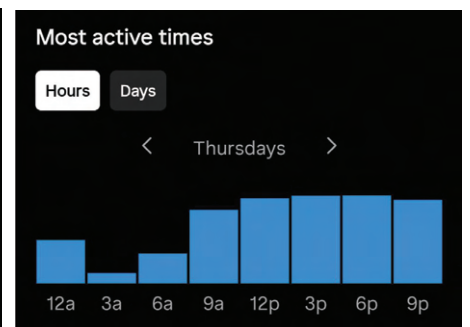
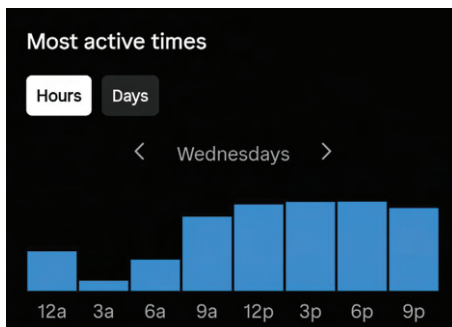
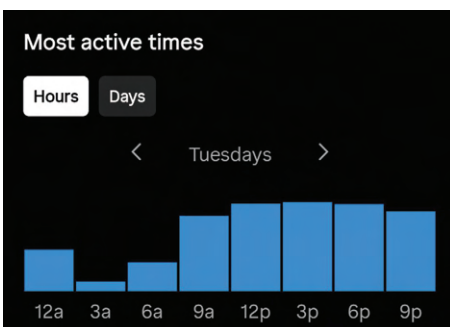
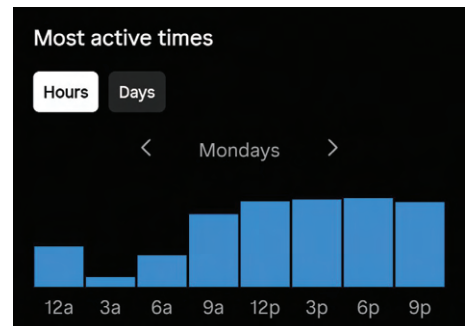
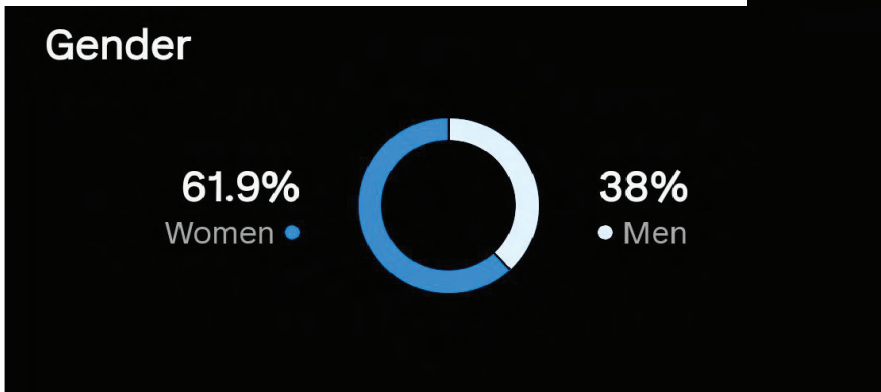
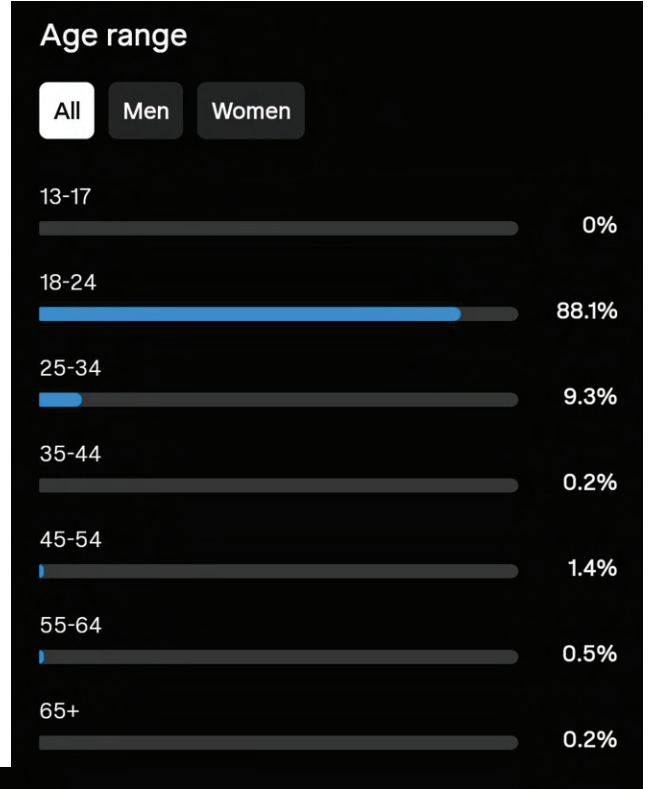
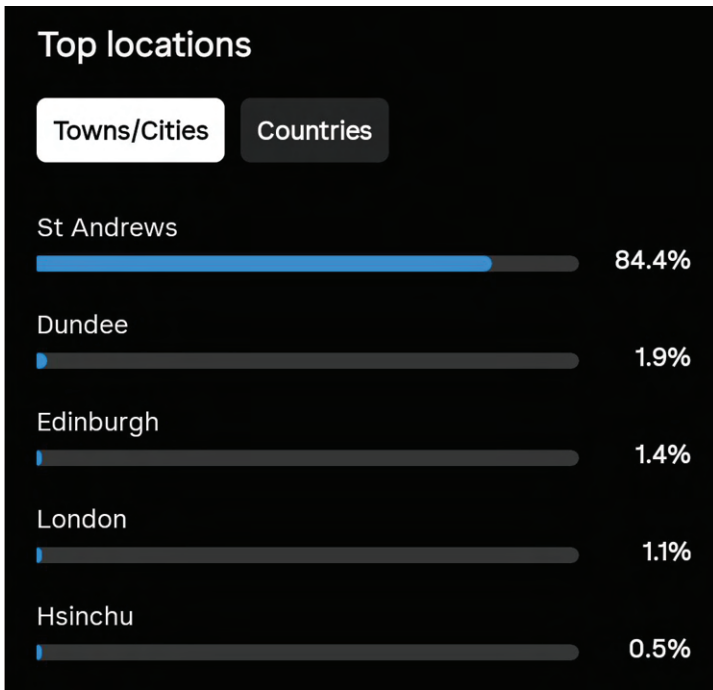
- Likes ~ 1,316
- Comments ~ 38
- Saves ~ 42

Reel Interactions: 138

- Likes ~ 123
- Comments ~ 1
- Saves ~ 1
- Shares ~ 13

Followers: 353

- 3.6% Follower
- 96.4% Non-followers



Content Specific

Top 8 Reach:

- Voting is open Reel - 27th March ~ Reach **4,003**, Views **5,481**, Likes **35**, Comments **0**, Shares **0**, Saves **0**
- Voting is now open post - 27th March ~ Reach **2,619**, Likes **62**, Comments **0**, Shares **0**, Saves **2**, Profile visits **46**, External Link taps **31**
- Last Chance to vote - 28th March ~ Reach **2,480**, Likes **12**, Comments **0**, Shares **0**, Saves **0**, Profile visits **20**, External Link taps **3**
- Voting Closes today - 28th March ~ Reach **2,187**, Likes **20**, Comments **0**, Shares **0**, Saves **1**, Profile visits **15**, External Link taps **8**
- Results Reel ~ DoEd - 28th March ~ Reach **1,842**, Views **3,420**, Likes **28**, Comments **0**, Shares **0**, Saves **0**
- Results Reel ~ DoWell - 28th March ~ Reach **1,742**, Views **3,334** Likes **28**, Comments **1**, Shares **0**, Saves **0**
- Results Reel ~ DoES - 28th March ~ Reach **1,702**, Views **2,828**, Likes **15**, Comments **0**, Shares **0**, Saves **0**
- Results Reel ~ DoSDA- 28th March ~ Reach **1,414**, Views **2,350**, Likes **12**, Comments **0**, Shares **0**, Saves **0**

These are top reach from what I can see on the account. Reach is not showing up on posts that were posted before it was made into a business account. Cannot therefore calculate what posts were lowest reach as it is likely these will have been the first posts.

Top 5 Engagement with accounts:

- Voting is now open post - 27th March ~ Account Engaged **107** (55.1% Followers & 44.9% Non-Followers), Reach **2,619**, Likes **62**, Comments **0**, Shares **0**, Saves **2**, Profile visits **46**, External Link taps **31**
- Results ~ School Presidents - 28th March ~ Account Engaged **91** (61.5% Followers & 38.5% Non-Followers), Reach **1,005**, Likes **80**, Comments **0**, Shares **0**, Saves **4**, Profile visits **111**, External Link taps **2**
- Candidates- IR School Pres - 22nd March ~ Account Engaged **91** (68.1% Followers & 31.9% Non-Followers), Reach **709**, Likes **80**, Comments **6**, Shares **0**, Saves **8**, Profile visits **174**, External Link taps **0**

- Candidates- Student Trustees - 26th March ~ Account Engaged **88** (28.4% Followers & 71.6% Non-Followers), Reach **713**, Likes **71**, Comments **6**, Shares **0**, Saves **4**, Profile visits **124**, External Link taps **11**
- Results ~ SRC - 28th March ~ Account Engaged **68** (70.6% Followers & 29.4% Non-Followers), Reach **817**, Likes **63**, Comments **0**, Shares **0**, Saves **0**, Profile visits **100**, External Link taps **4**

Top 3 Posts (based on likes):

- Full Candidate list - 21st March ~ Reach ?, Impressions ?, Likes **338**, Comments **0**, Shares **0**, Saves **8**, Profile visits ?, External Link taps ?
- Results ~ School Presidents - Reach **1,005**, Impressions **1,196**, Likes **80**, Comments **0**, Shares **0**, Saves **4**, Profile visits **111**, External Link taps **2**
- Candidates- IR School Pres - 22nd March ~ Reach **709**, Impressions **924**, Likes **80**, Comments **6**, Shares **0**, Saves **8**, Profile visits **174**, External Link taps **0**

Bottom 3 Posts (based on likes):

- DoSDA Fact - 18th March ~ Reach ?, Impressions ?, Likes **5**, Comments **0**, Shares **0**, Saves **1**, Profile visits ?, External Link taps ?
- DoES Fact - 18th March ~ Reach ?, Impressions ?, Likes **6**, Comments **0**, Shares **0**, Saves **0**, Profile visits ?, External Link taps ?
- DoWell Fact - 18th March ~ Reach ?, Impressions ?, Likes **6**, Comments **0**, Shares **0**, Saves **0**, Profile visits ?, External Link taps ?

Top 3 Reels (based on likes):

- Barry Run reel - 15th March ~ Reach ?, Views **2,704**, Likes **36**, Comments **0**, Shares **0**, Saves **1**
- Voting is open Reel - 27th March ~ Reach **4,003**, Views **5,481**, Likes **35**, Comments **0**, Shares **0**, Saves **0**
- Results Reel ~ DoWell - 28th March ~ Reach **1,742**, Views **3,334** Likes **28**, Comments **1**, Shares **0**, Saves **0**

Facebook - @standrewsunion

Main posts where shared from the elections page to the main association page. The only one to have interaction was 2 likes on the 'key dates' post.

Tiktok - @standrewsunion

We posted 3 elections related reels on our Tiktok account.

Nominations are Open Reel (14th March):

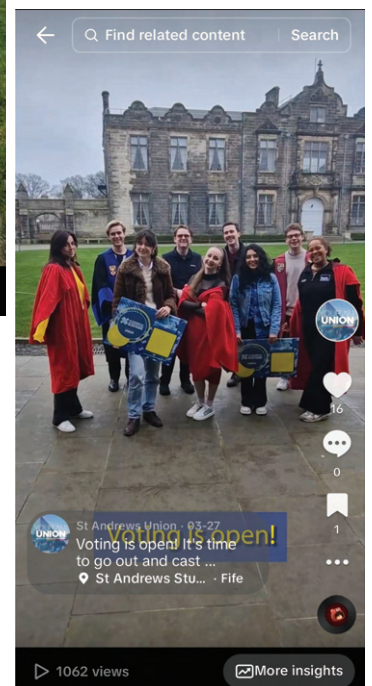
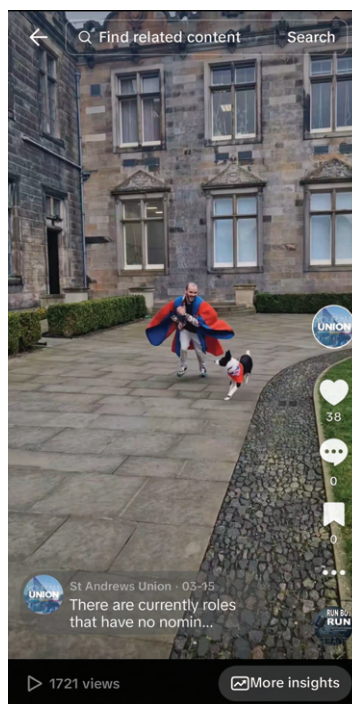
- Views **932** (841 total viewers)
- Likes **9**
- Comments **0**
- Shares **0**
- Saves **0**
- Average watch time **2.9s**

Barry Run Reel (15th March):

- Views **1,721** (1,568 total viewers)
- Likes **38**
- Comments **0**
- Shares **1**
- Saves **0**
- Average watch time **3.9s**

Voting is Open (27th March):

- Views **1,062** (908 total viewers)
- Likes **16**
- Comments **0**
- Shares **0**
- Saves **1**
- Average watch time **2.6s**



Comparison

Top Reaching on Facebook:

- Results - Your SRC Officers
- 28th March @ 21:07
- Reach **785**,
- Likes/Reactions **2**
- Comments **0**
- Shares **1**

Same post on Instagram:

- Reach **817**,
- Likes **63**
- Comments **0**
- Shares **0**
- Saves **0**



Top Reaching on Instagram:

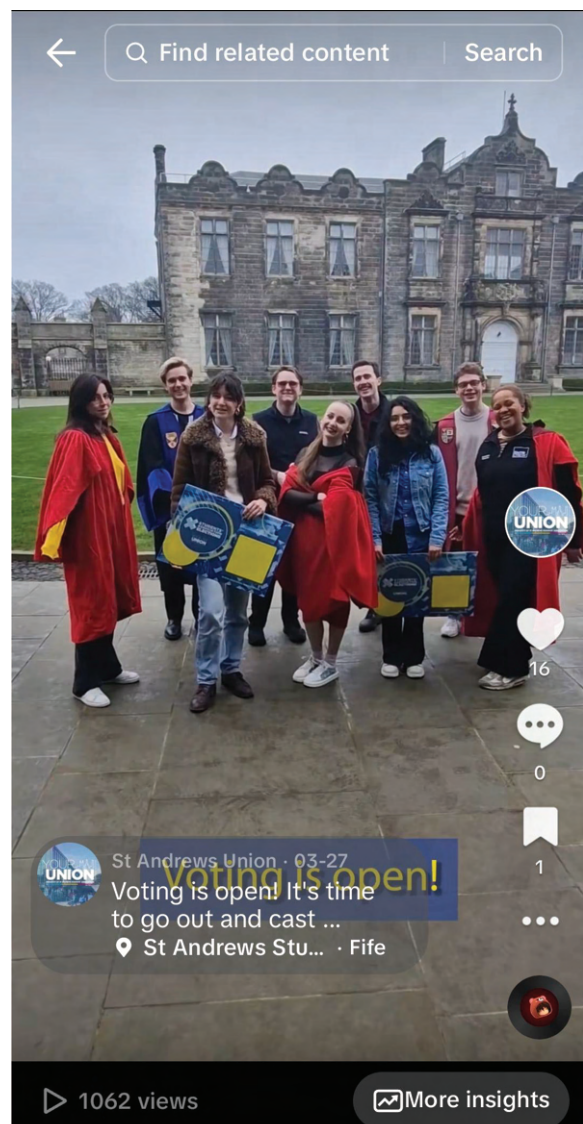
- Voting is open Reel - 27th March
- Reach **4,003**
- Views **5,481**
- Likes **35**
- Comments **0**
- Shares **0**
- Saves **0**

Same post on Facebook:

- Reach **157**,
- Views **554**
- Likes **2**
- Comments **0**
- Shares **1**

Same post on Tiktok:

- Reach **908**,
- Views **1,062**
- Likes **16**
- Comments **0**
- Shares **0**
- Saves **1**



2nd Top Reaching on Facebook:

- Nominations Close 5pm
- Reach **783**
- Likes/Reactions **0**
- Comments **0**
- Shares **2**

Same post on Instagram:

- Reach **?**,
- Likes **14**
- Comments **0**
- Shares **0**
- Saves **0**



2nd Top Reaching on Instagram:

- Voting is now open post
- Reach **2,619**
- Likes **62**
- Comments **0**
- Shares **0**
- Saves **2**
- Link Clicks **31**

Same post on Facebook:

- Reach **115**,
- Likes **0**
- Comments **0**
- Shares **0**
- Saves **0**
- Saves **2**



Highest Reach on Facebook = 785

Highest Reach on Instagram = 4,003

Most likes/reactions on fb = 12

Most likes on Instagram = 338

Highest Reel views on Instagram = 5,481

Highest Reel view on Facebook = 554