



# Progress Report

*January-March 2021*



# Newsletter



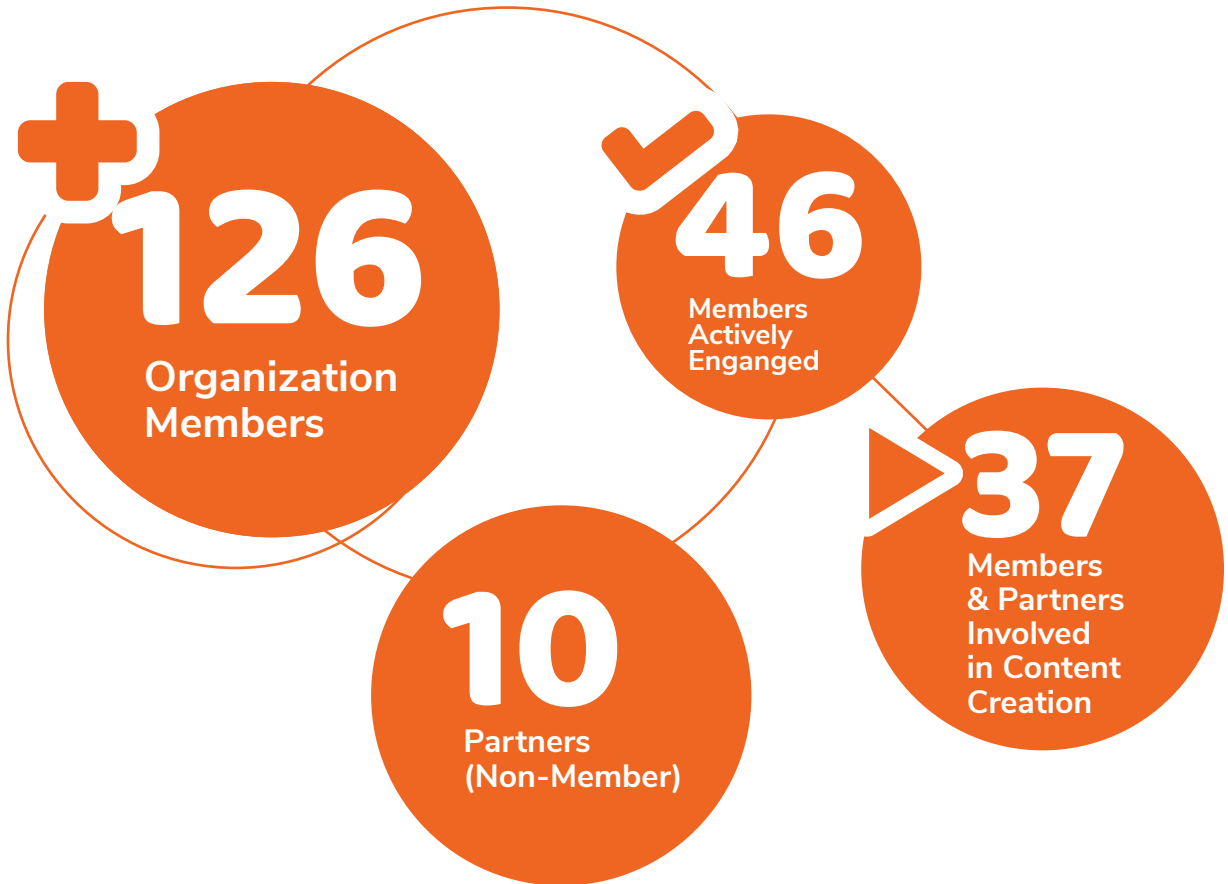
We have created 2 newsletters in total, starting from January to February 2021 and blasted it to 169 people monthly, including organizations and partners, with details as written below:

Edition	Mailchimp		Website
	Open Rate	Click Rate	Page Views

<b>January 2021</b>	<b>52.8%</b>	<b>5.6%</b>	<b>46</b>
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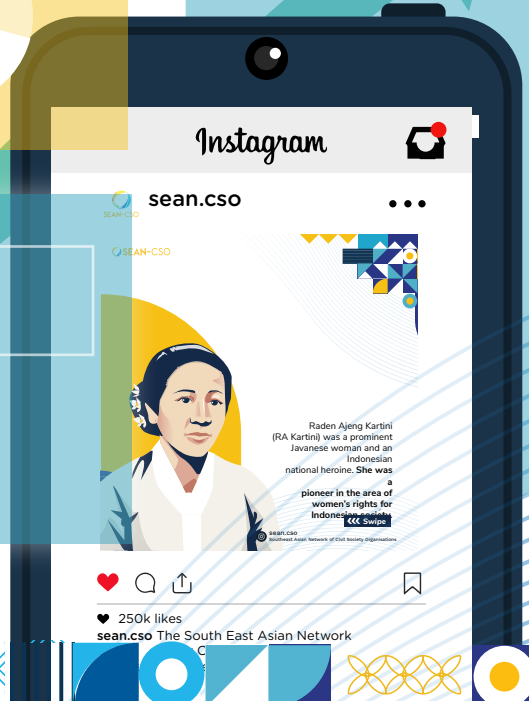
<b>February 2021</b>	<b>60.2%</b>	<b>5.7%</b>	<b>53</b>
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# Partners & Organizations





# Social Media Engagement Analysis



- **Through promoting content from members, we see increased recognition of SEAN-CSO and its community.** This can be seen through email communication, attendance of CHAT, as well as additional SEAN-CSO members following SEAN-CSO social media.



Based on an increasing number of liked posts and follows on our social media, **we see greater recognition of SEAN-CSO and its members by individuals in Southeast Asia and beyond.**



# 3 Months Overall Engagement



\*1 Jan 21-30 Mar 21

Facebook  
SEAN.CSO.WTAVE 

171.194



Reach



4.907

Post Engagement



Instagram  
SEAN.CSO 

106.929

Reach



735

Post Engagement

# Baseline (2020)



## Facebook

Account	:	<a href="https://www.facebook.com/SEAN.CSO.WTAVE/">https://www.facebook.com/SEAN.CSO.WTAVE/</a>
Followers	:	<b>3.707</b>
Number of total content	:	<b>144</b>
Average interaction (May)	:	<b>3.529 likes per promoted post</b>
Category of content	:	<ul style="list-style-type: none"><li>• <b>Highlighting stories about the monthly topic and programs helping it</b></li><li>• <b>Interview/Research : Illustrated research on the topic and interviews with experts</b></li><li>• <b>Member Highlight : Highlighting SEAN-CSO members</b></li></ul>
Content Posting	:	<b>Content posted 4-6x per week</b>

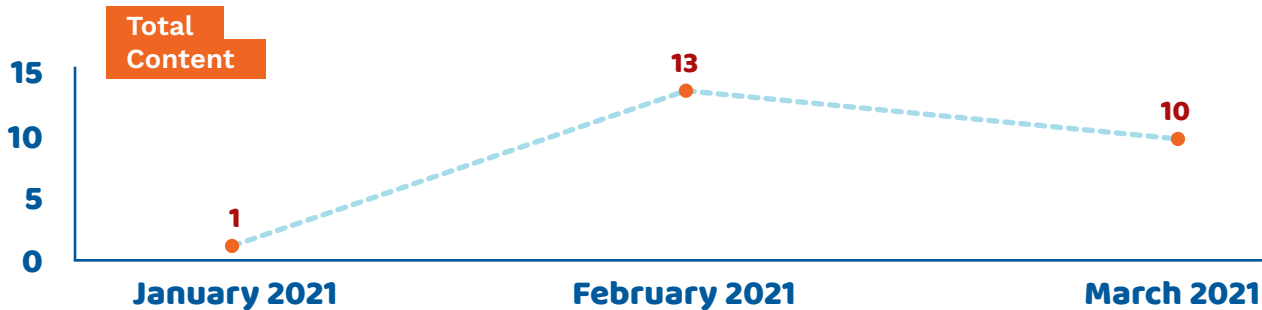
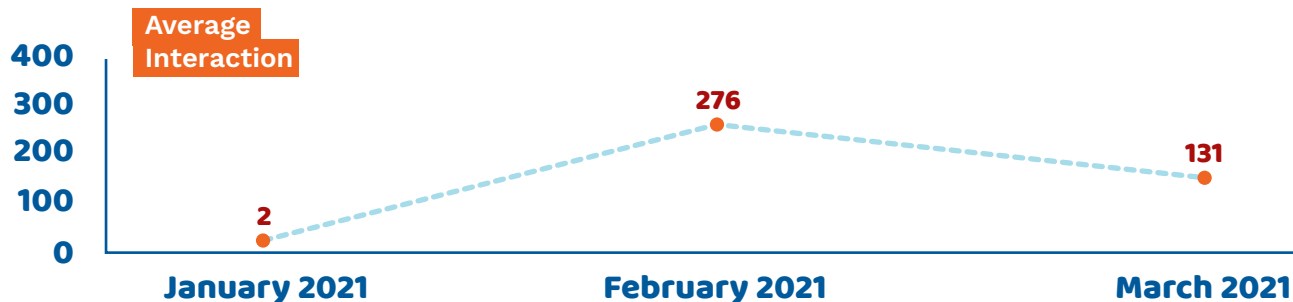
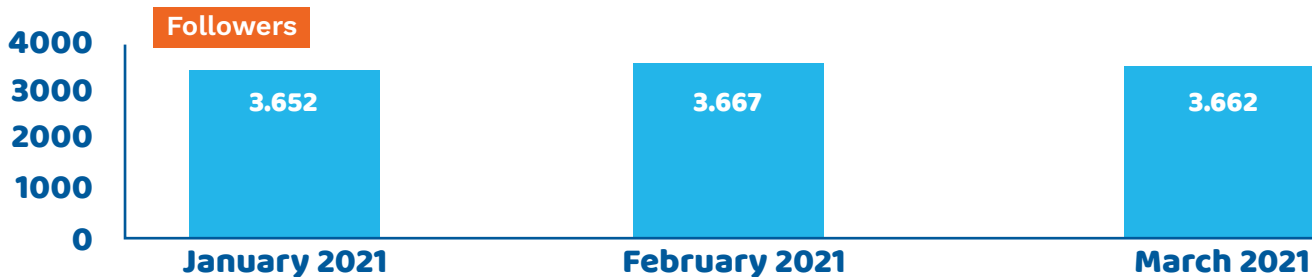
## Instagram

Followers	:	<b>586</b>
Total Content	:	<b>112</b>
Average interaction (Nov)	:	<b>342 likes per promoted post</b>

# Current Progress: Facebook



Data is from the 1st of the month to the last day of the month.

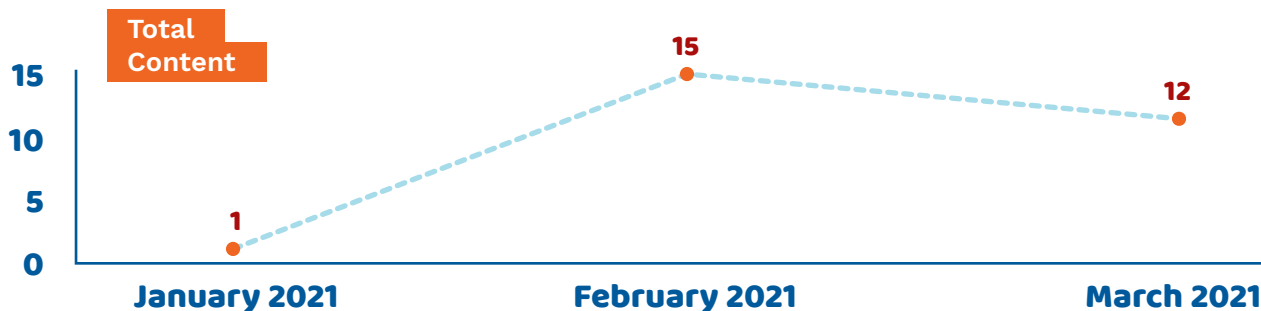
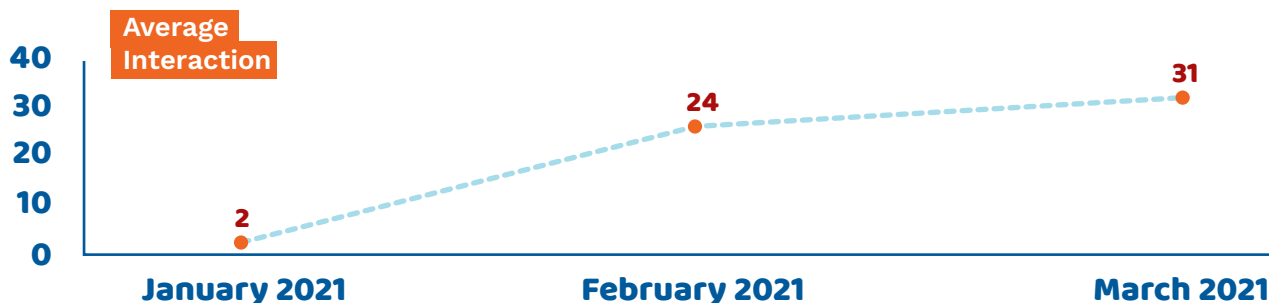
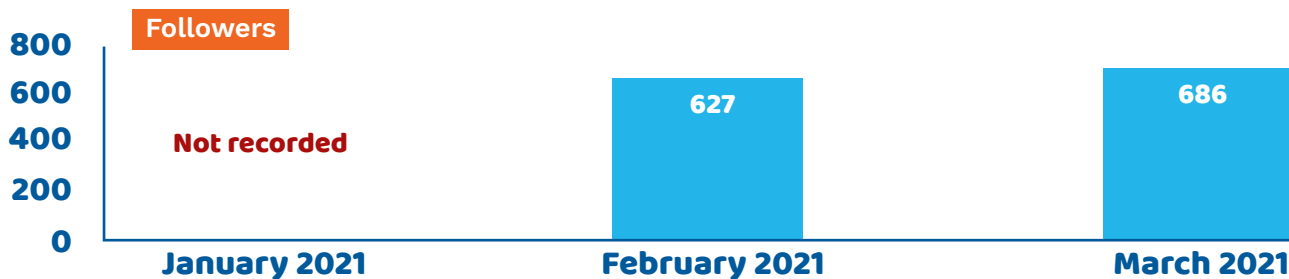




# Current Progress: Instagram



Data is from the 1st of the month to the last day of the month.



# Current Progress



## Facebook

Account	:	<a href="https://www.facebook.com/SEAN.CSO.WTAVE/">https://www.facebook.com/SEAN.CSO.WTAVE/</a>
Followers	:	<b>3.662</b>
Number of total content	:	<b>168</b>
Average interaction (Mar)	:	<b>1.309 likes per promoted post</b>
Category of content	:	<ul style="list-style-type: none"><li>• <b>Highlighting stories about the monthly topic and programs helping it</b></li><li>• <b>Interview/Research : Illustrated research on the topic and interviews with experts</b></li><li>• <b>Member Highlight : Highlighting SEAN-CSO members</b></li></ul>
Content Posting	:	<b>Content posted 4-6x per week</b>

## Instagram

Followers	:	<b>686</b>
Total Content	:	<b>141</b>
Average interaction (Nov)	:	<b>57 likes per promoted post</b>

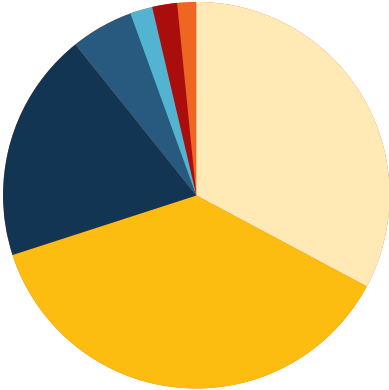
# Audience Demographic



Collected on 30 March 2021

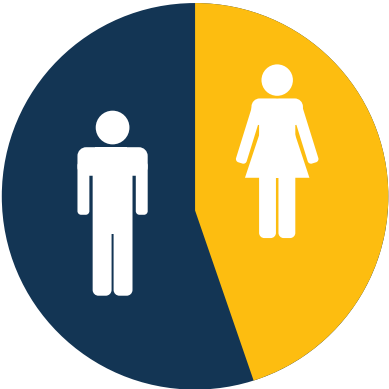
 **Facebook**  
SEAN.CSO.WTAVE

## Age



- 13-17 (17.96%)
- 18-24 (52.2%)
- 25-34 (19.64%)
- 35-44 (5.85%)
- 45-54 (2.28%)
- 55-64 (0.77%)
- 65+ (1.072%)

## Gender



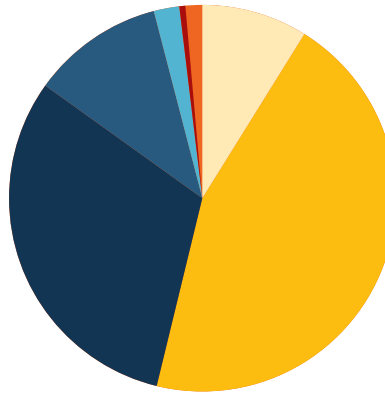
- Men (60%)
- Women (40%)

# Audience Demographic



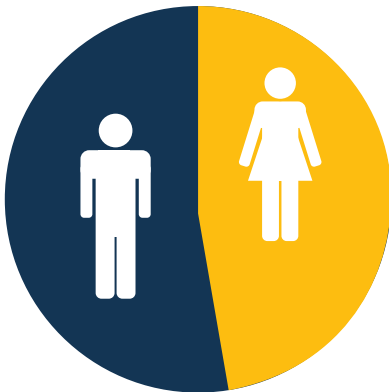
 **Instagram**  
SEAN.CSO

## Age



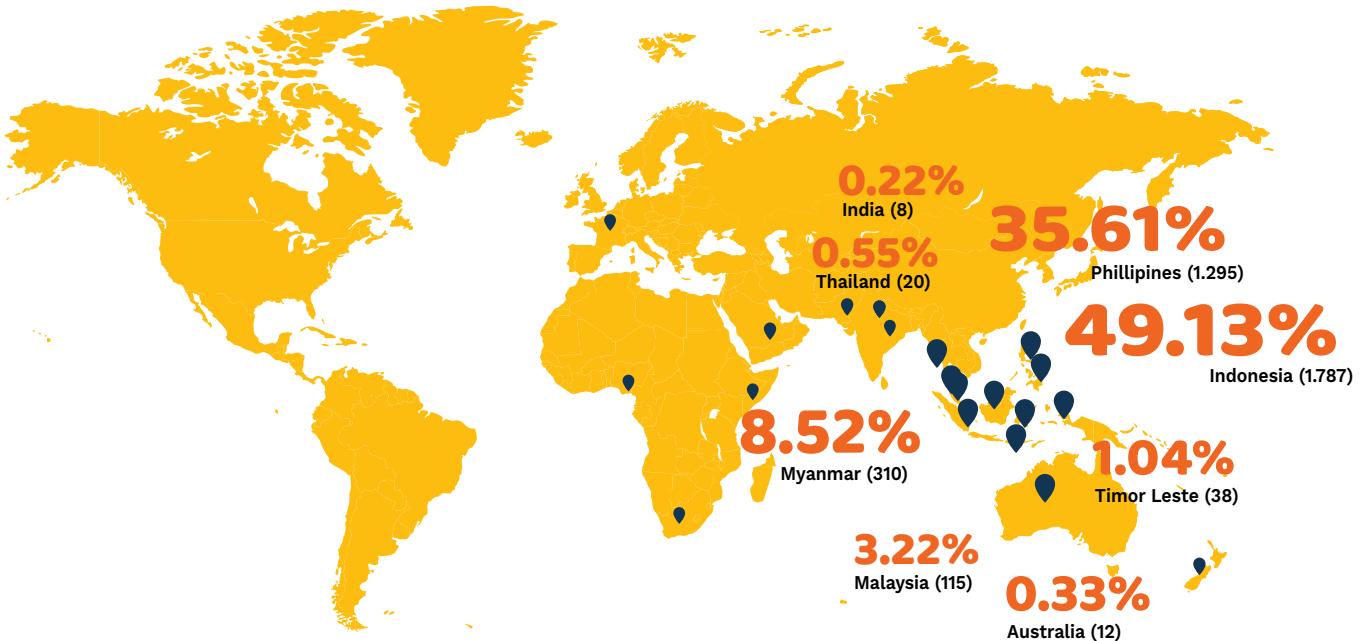
- 13-17 (3%)
- 18-24 (45.6%)
- 25-34 (34.6%)
- 35-44 (12.2%)
- 45-54 (3.3%)
- 55-64 (0.3%)
- 65+ (1%)

## Gender



- Men (51%)
- Women (49%)

# Audience Demographic

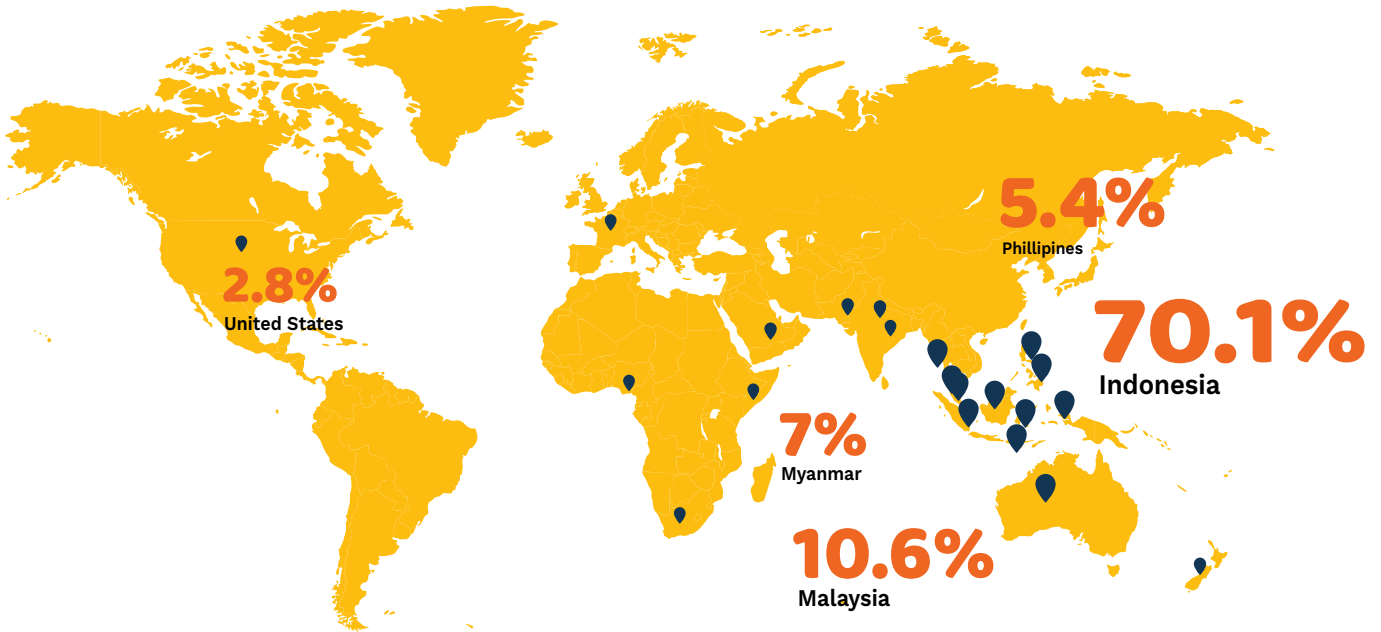


 **Facebook**  
SEAN.CSO.WTAVE

## Other-1.38%

including USA, Singapore, Hong Kong, Nigeria, United Kingdom, Bangladesh, Saudi Arabia, Cambodia, South Africa, Pakistan, Germany, Taiwan, Finland, Jordan, New Zealand, Qatar, Bhutan, Uganda, Somalia, Switzerland, Spain, China, Zambia, Papua New Guinea, and Vietnam

# Audience Demographic



**Other-4.1%**

# Current Progress

January 1 - March 30 2021



## 1.422

 **Users**

In Google Analytics, a user is a visitor who has initiated a session on your website: the moment a person lands on any page of your site, they are identified as either a new or returning user.

## 54.46%

 **Bounce Rate**

A bounce is a sin-page session on your site. Bounce rate is single-page sessions divided by all sessions, or the percentage of all session on your site in which users viewed only a single page and triggerred only a single request to the Analytics server.

## 1.851

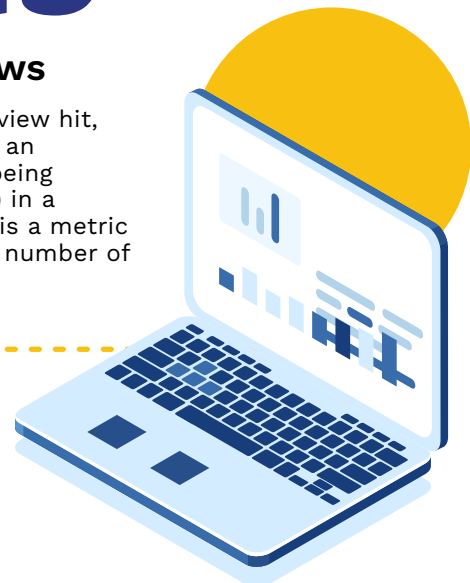
 **Session**

The period of time a user is active on your site or app. By default, if a user is inactive for 30 minutes or more, any future activity is attributed to a new session. Users that leave your site and return within 30 minutes are counted as part of the original session.

## 3.913

 **Page Views**

A pageview (or pageview hit, page tracking hit) is an instance of a page being loaded (or reloaded) in a browser. Pageviews is a metric defined as the total number of pages viewed.



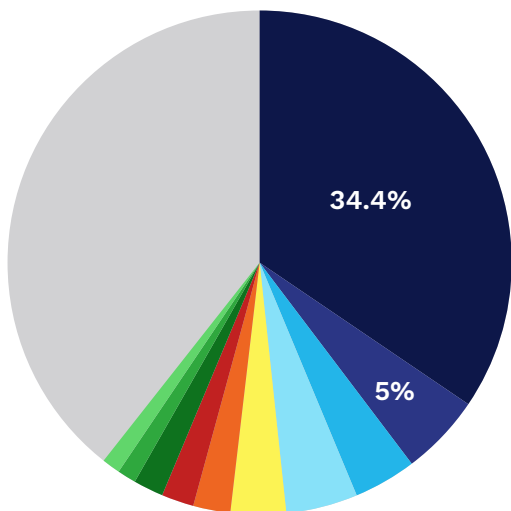
## 1 minutes 39 seconds

 **Average session duration**

Average session duration is total duration of aol sessions (in seconds) / number of sessions.

Progress Report 2021

# Page Views



# 3.913

 Page views



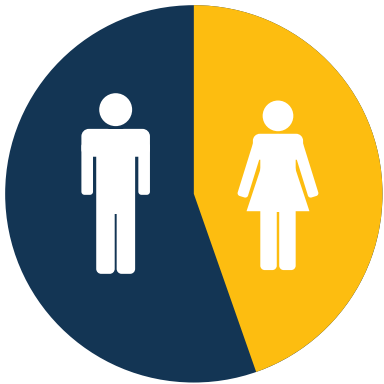
- / (Home page) **(1.346)**
- /about/ **(197)**
- /announcement-grant-opportunity-2/ **(171)**
- /members/ **(169)**
- /strategy/ **(135)**
- /blog/ **(94)**
- /announcement-grant-opportunity/?fbclid=PAAbC0BS0RV0V6PI0tJYLF5Ez6fauqAwANqiQBikdaQSP5h0WvalVNi-ExBI **(70)**
- /newsletter-february-2021-vulnerable-groups-and-covid-19/ **(53)**
- /newsletter-January-2021-members-voices/ **(46)**



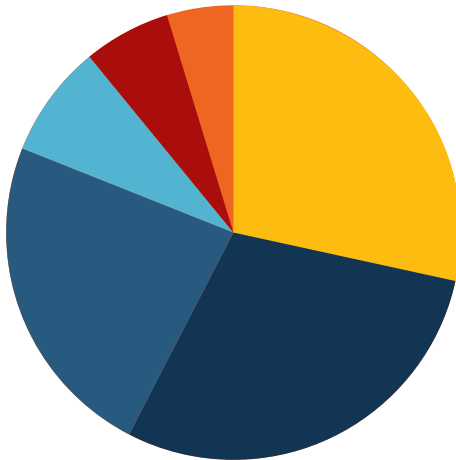
# Website Demographic



Based on 30 March 2021



- Male (**57.86%**)
- Female (**42.14%**)

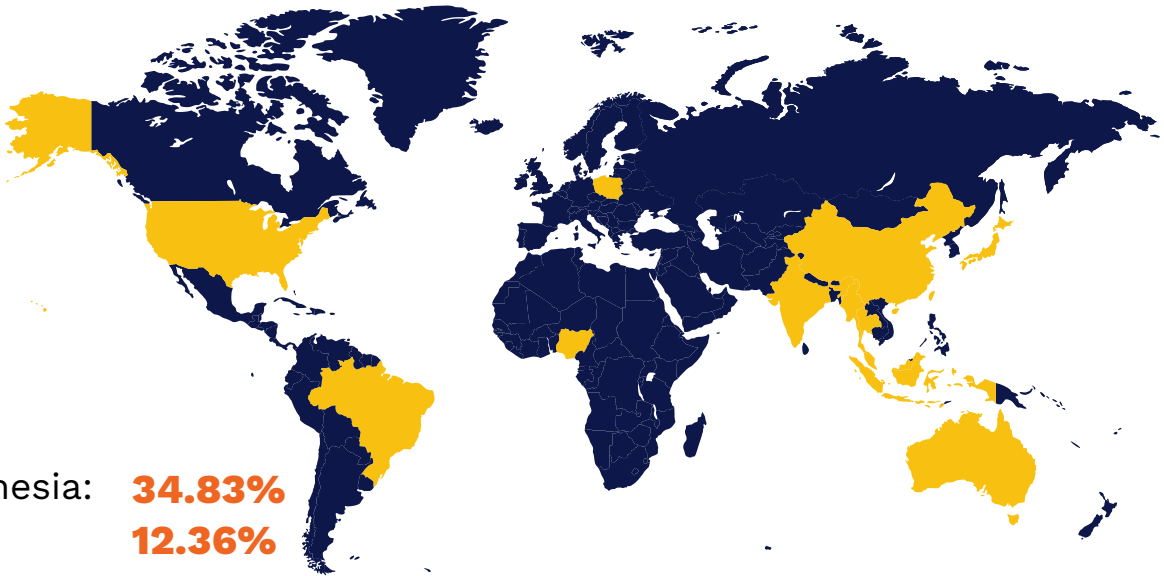


- 13-17 (**Not Listed**)
- 18-24 (**31.65%**)
- 25-34 (**25.32%**)
- 35-44 (**18.99%**)
- 45-54 (**14.24%**)
- 55-64 (**5.38%**)
- 65+ (**4.43%**)

# Website Demographic



Based on 30 March 2021



Indonesia: **34.83%**

US: **12.36%**

Malaysia: **7.09%**

Australia: **5.41%**

Philippines: **34.83%**

Brazil: **4.35%**

Germany: **3.58%**

Canada: **1.76%**

Thailand: **1.76%**

China: **1.62%**

India: **1.62%**

UK: **1.54%**

Japan: **1.19%**

Nigeria, Canada,  
Myanmar, Singapore:

**Less than 1%**

# Recommendations for Future Work



## What is Working

- Continue producing accessible infographics and posting to FB and IG (3-4 times a week)
- Posts that highlight specific individuals and members in our network are effective and can help expand our reach



## Suggestion for Improvement

- Determine what buzzwords to avoid in our infographics so that more of them can be boosted on FB and IG.
- Increase online interaction between SEAN-CSO and its members (creating IG stories, liking comments, responding to comments, reposting relevant posts)
- Increase engagement with our members, perhaps have different organizations do “Take Over Days” where they show us a day in their life/a day at their organization
- Be more intentional in our work by critically considering what we are posting, why we are posting it, and who we are posting for

***THANK YOU***

