
SEABED 2030 SOCIAL MEDIA Y7 REPORT

August 1, 2023 - July 31, 2024
by Meridian



SOCIAL MEDIA RESULTS

August 1, 2023 - July 31, 2024

Facebook

- Reach: 97.372 (+130% increase)
- Impressions: 127.443 (+154% increase)
- Engagement:
 - 3.2% engagement rate
 - *A good engagement rate for Facebook is about 2%
 - 292 posts
 - 4.055 content interactions (+136% increase)
- Fans growth:
 - 1.301 total (+27% increase)

LinkedIn

- Impressions: 575.764
- Engagement:
 - 66.131 interactions
 - 4.4% engagement rate
 - *A good engagement rate for LinkedIn is about 2%
 - 15.076 reactions
 - 421 comments
 - 424 reposts
 - 50.210 clicks on posts
- Follower growth:
 - 4.957 new followers
 - 7.877 total (+221% increase)


Twitter

- Impressions: 226.399
- Engagement:
 - 0.5% engagement
 - *A good engagement rate for Twitter is about 1%
 - 486 tweets
- Follower growth:
 - 552 new followers
 - 3.048 total (+22% increase)

Total Impressions: 929.606
Total Followers: 12.226

Y7 SOCIAL MEDIA GROWTH

AND KEY PLATFORM INSIGHTS



All of Seabed 2030's social media channels have experienced **significant growth** and **engagement** in **Y7**. This in turn has resulted in higher brand awareness, trust, and opportunities to highlight partners.

LinkedIn has been the standout performer. With over half a million impressions and an impressive engagement rate of **4.4%** (double the 2% benchmark), the platform has shown **exceptional results**. This is particularly positive since that is the **preferred platform** of most **SB2030 partners**.

RECOMMENDATIONS

Double Down on LinkedIn Success

- Continue focusing on LinkedIn as it shows the highest engagement rate and follower growth
- Analyze top-performing content on LinkedIn and replicate successful strategies across other platforms
- Check website analytics to see where the LinkedIn traffic is going and what content it prefers

Engagement-Focused Tactics

- We can implement more regular Q&A sessions, polls, and interactive content to nurture engagement. As it's currently mostly through in-person events

Experiment for Twitter Performance

- Understand the platform is losing followers so we're swimming against the current
- However we can try to increase tweet frequency and experiment with different content formats to boost engagement

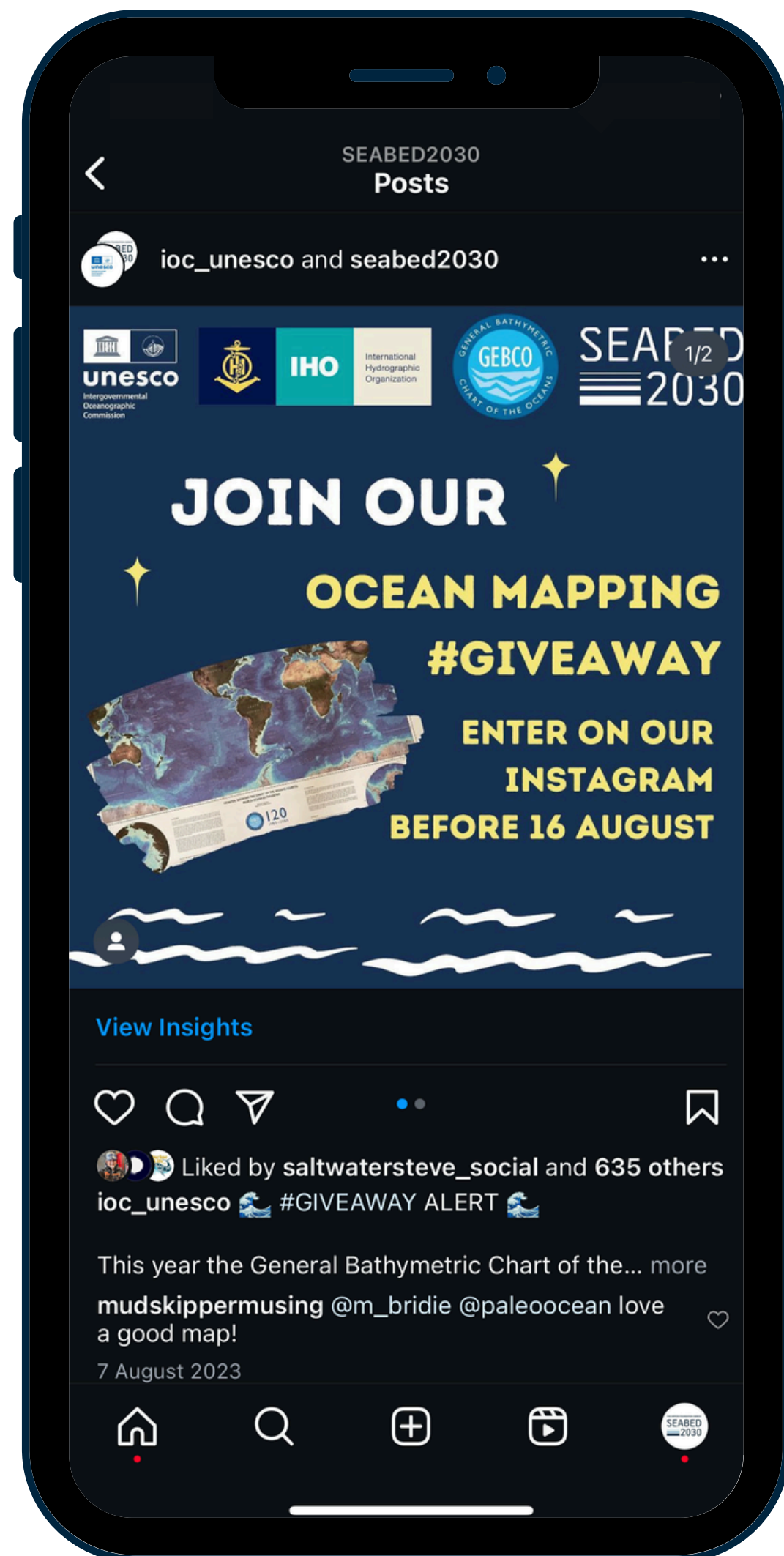
More Collaborations

- Create more opportunities like the giveaway with UNESCO and cross-post partners regularly
- Make sure live events such as WOS have CTAs for people to engage online

Maintain Facebook Growth

- Encourage more user-generated content - or partner content - and discussions to maintain a high engagement rate
- Translate more content to see if there are particular regions that engage more than others

CONTENT HIGHLIGHT OF THE YEAR



Analytics

- 4.452 impressions
- 3.360 accounts reached
- 5% engagement rate
- 1.058 content interactions

An aerial photograph of two people swimming in dark, choppy water. The water is a deep teal or dark blue color with white foam from the swimmers' movement. The two swimmers are positioned in the upper center of the frame, leaving a trail of white foam behind them. Overlaid on the image are two rectangular boxes: a dark blue one containing the word 'THANK' and a light blue one containing the word 'YOU'.

THANK

YOU