



Wikimedia User Group Nigeria

SOCIAL MEDIA REPORT

April 1st 2023 - March 31st
2024

EXECUTIVE SUMMARY

This report provides an overview of Wikimedia Nigeria's social media performance from April 1st, 2023 to March 31st, 2024. Our social media strategy aims to promote Wikimedia projects, increase community engagement, and develop our advocacy initiatives. We have made significant progress in growing our online presence, engaging with our audience, and sharing content that helps disseminate knowledge to Nigerians and beyond.

Social Media Marketing objectives

Objective 1

Disseminating free knowledge to Nigerians and beyond.

Objective 2

Interactive community engagement

Objective 3

Strategic digital penetration for engagement in our Wikimedia campaigns



**OVERALL
SOCIAL
MEDIA
ANALYSIS**

FOLLOWING

6,863

**Overall following across our social media
platforms**

Resulting in 42.6% increase in followership

REACH

34,503

Overall **REACH** across our social media platforms

Resulting in 118.7% increase in reach

IMPRESSION

123,190

Overall **IMPRESSION** across our social media platforms

Facebook: 69,006 Instagram: 17410 Twitter: 36774

ENGAGEMENT RATE

25.5%

Average **ENGAGEMENT RATE** across our social media platforms.

Facebook: 8.1% Instagram: 12.8% Twitter: 4.6%

The graphic features four vertical bars of varying heights and colors: a pink bar with a dotted pattern on the left, a teal bar, a red bar, and a dark blue bar on the right. Several circles in teal, red, and pink are scattered across the bars and the background. The text 'FACEBOOK ANALYTICS' is positioned on the right side of the image.

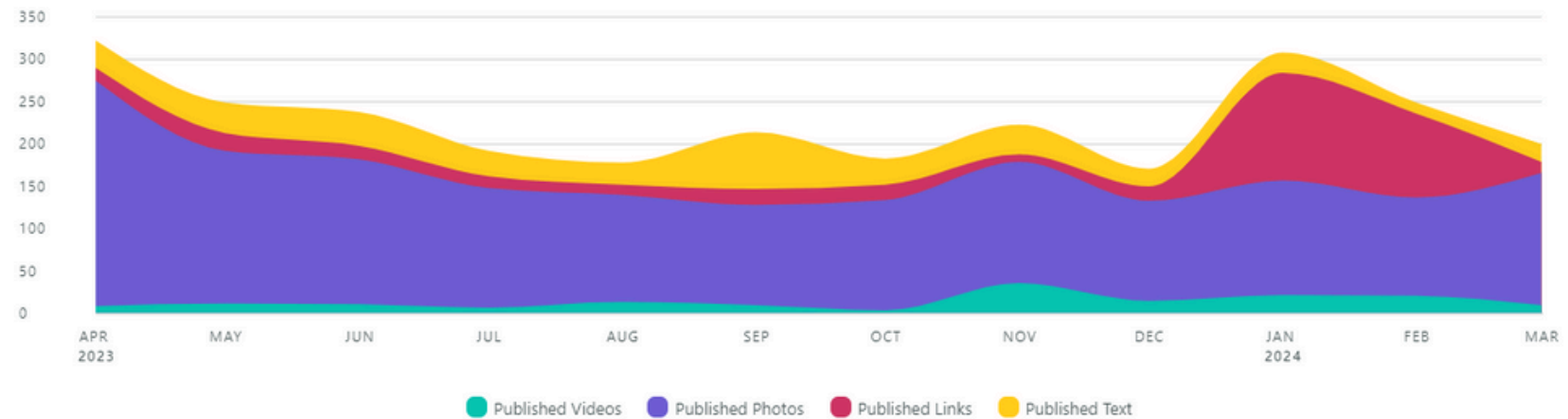
FACEBOOK ANALYTICS

PUBLISHING BEHAVIOR

Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Month



Over 300 post was published on Facebook

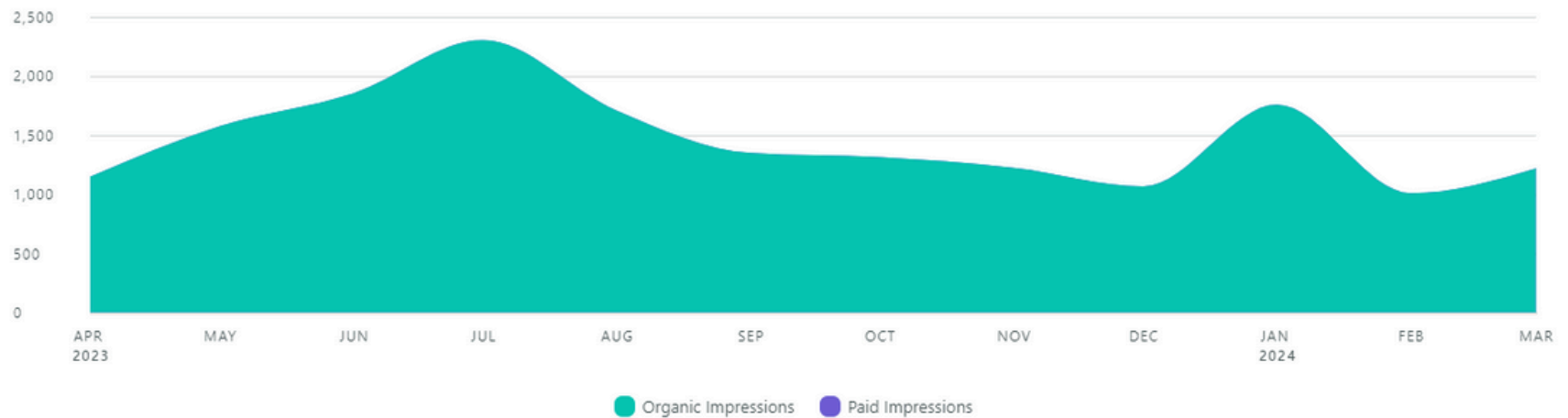
IMPRESSION

Impressions

Review how your content was seen by the Facebook community during the reporting period.

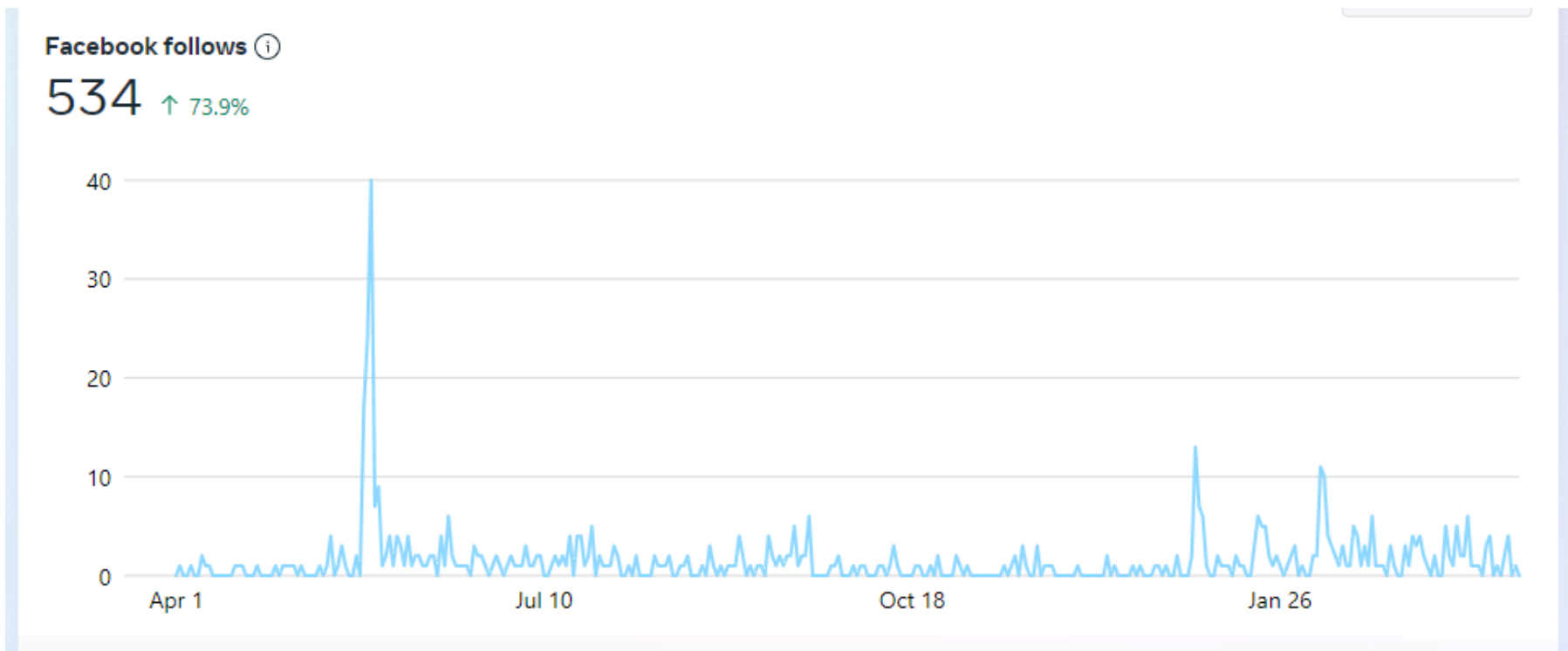
Organic and Paid

Impressions Breakdown, by Month



Impression breakdown per month

FOLLOWS

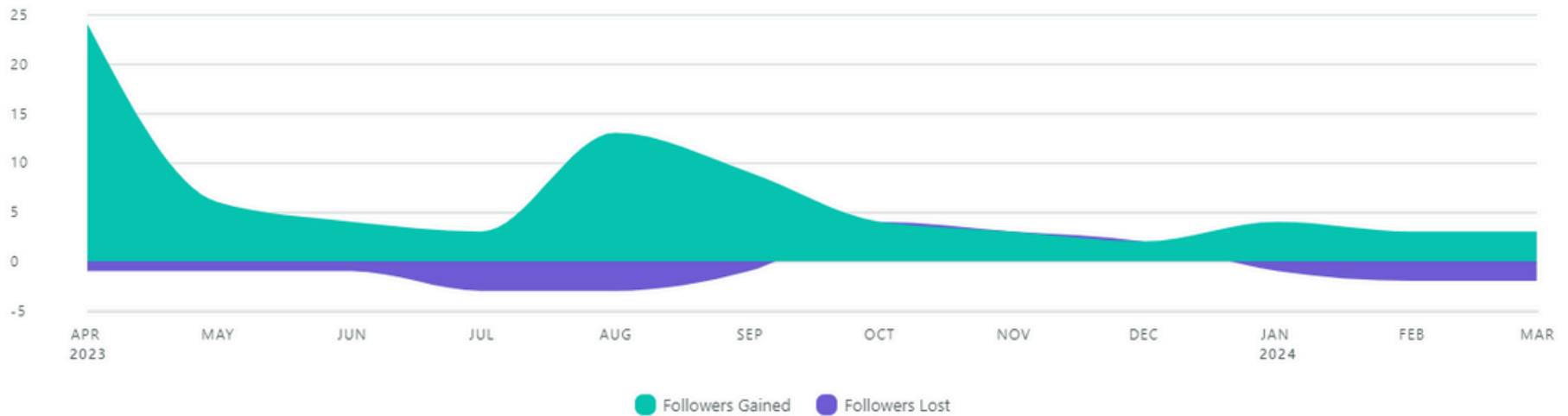


73.9% increase in follow

The graphic features three vertical bars of different colors: a light red bar with a dark red dot pattern on the left, a teal bar in the middle, and a red bar on the right. The bottom portion of the image is a solid dark blue background. Several circles in red, teal, and light blue are scattered across the composition, some overlapping the bars and others floating in the blue space.

INSTAGRAM ANALYTICS

FOLLOWS



Audience Metrics	Totals	% Change
Followers	209	↗ 42.2%
Net Follower Growth	63	↗ 110%
Followers Gained	78	↗ 47.2%
Followers Lost	15	↘ 34.8%

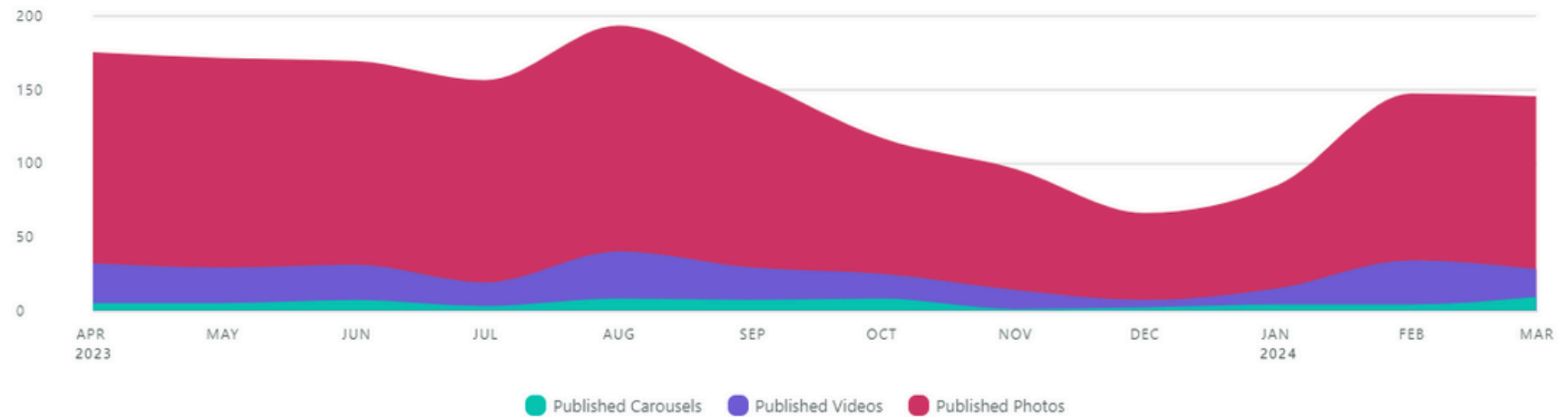
42.2% increase in followers

PUBLISHING BEHAVIOR

Publishing Behavior

View the different types of posts, stories, and reels you published during the selected time period.

Published Posts Content Breakdown, by Month



Publishing behaviour for Instagram

The graphic features four vertical bars of varying heights and colors: a pink bar with a grid pattern on the left, a teal bar, a light teal bar with a dashed grid pattern, and a red bar on the right. Several circles in teal, red, and pink are scattered across the bars and the dark blue background. The text 'TWITTER ANALYTICS' is positioned on the right side of the image.

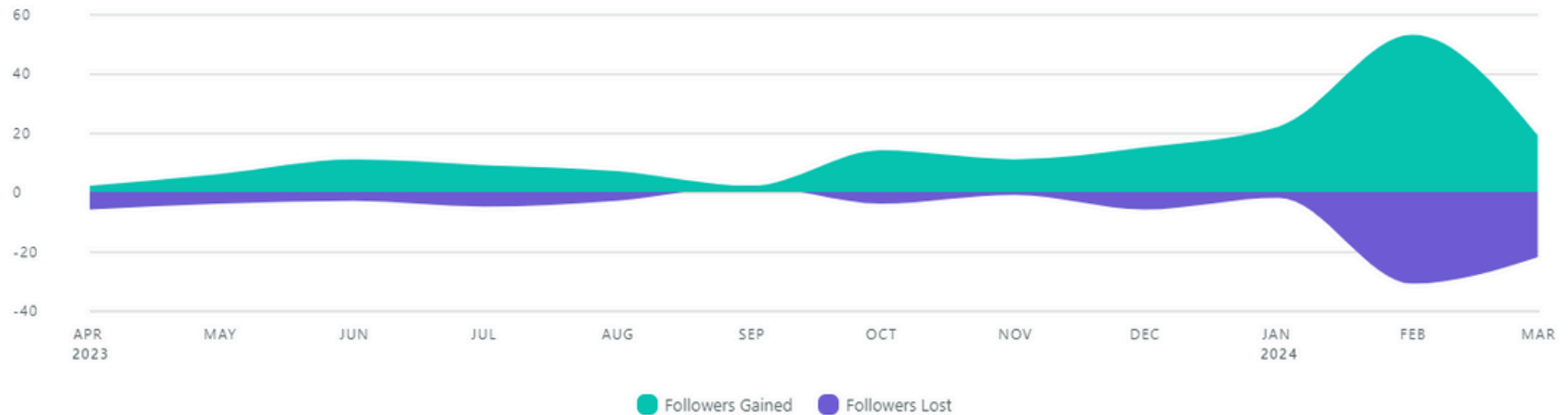
TWITTER ANALYTICS

FOLLOWS

Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Month



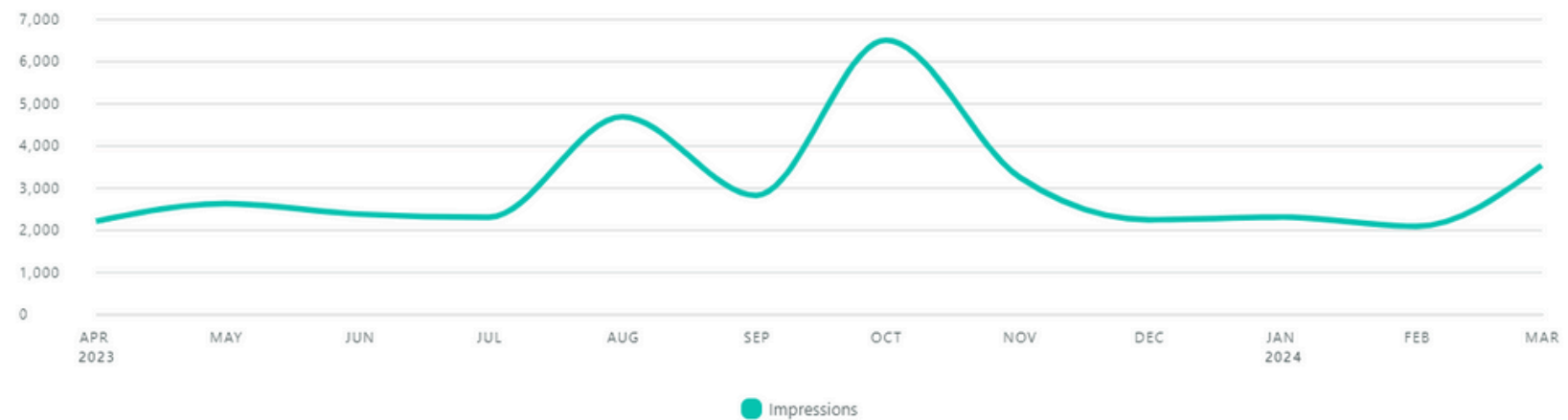
16.8% increase in followers

IMPRESSION

Impressions

Review how your content was seen by the X community during the reporting period.

Impressions, by Month



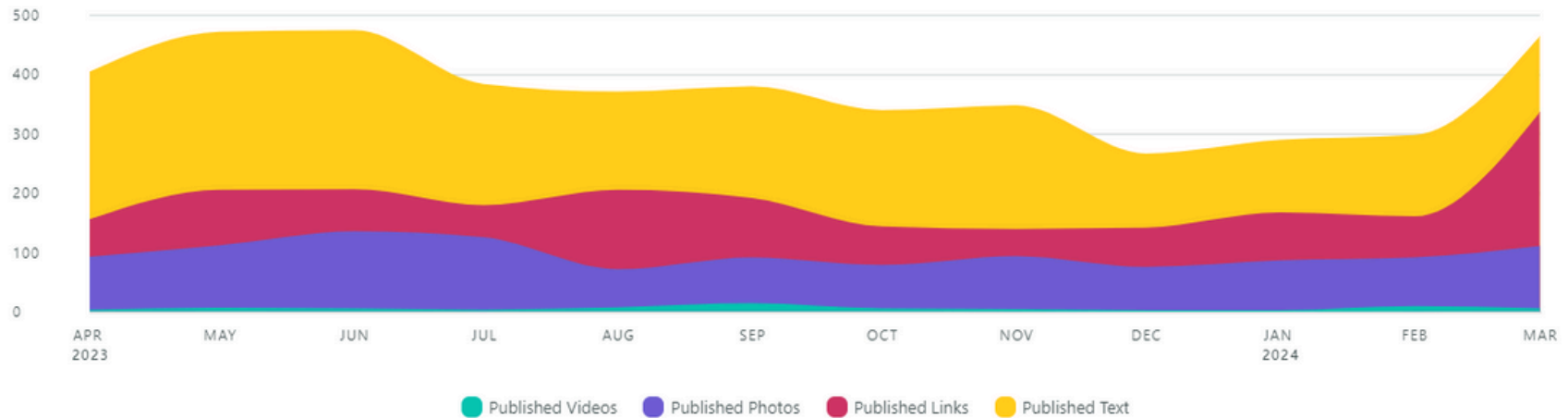
16.8% increase in impression

PUBLISHING BEHAVIOUR

Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Month



Over 400 posts were published.

PERFORMANCE SUMMARY

Performance Summary

View your key profile performance metrics from the reporting period.

Impressions

36,774 ↘ 5.6%

Engagements

1,707 ↗ 6.2%

Post Link Clicks

311 ↗ 238%

Engagement Rate (per Impression)

4.6% ↗ 12.4%

REPORT CONCLUSION

Social media metrics such as followership, engagement rate and impression can translate to the following:

- Increase Wikipedia article contributions
- Improve content quality
- Community engagement.



REPORT CONCLUSION

By prioritising these metrics, we can better understand the effectiveness of our promotional efforts for our various campaigns and initiative advocacies to drive meaningful growth for Wikimedia User Group Nigeria which will translate into growth for the Wikimedia Foundation.

THANK YOU!

