

PR and Media Quarterly Report

JULY-SEPT

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Thank you to everyone who's been following, liking, commenting, sharing RAM's content recently.

This quarter involved the RAM Virtual Conference, in which my responsibilities included:

- Creating an overall strategy to promote the Virtual Conference through RAM's website, social media and email strategy
- Creating all website content including registration form, donation form, programs and speakers, powerpoints, recordings, feedback surveys etc
- Creating content such as flyers, graphics, cover photos, events, for RAM's communication channels, including emails and social media (Facebook, Instagram, Twitter, LinkedIn)
- Setting up the Zoom call, liaising to play speakers' videos and put speakers' Powerpoints on the website as well as publishing Zoom recordings on Youtube, and providing tech support during the Virtual Conference

Key achievements in the July-September quarter include:

- The Virtual Conference communications and website strategy
- Adapting to the realities of covid-19 in our social media strategy
- Creating a blog for the website and adding several posts, as well as cleaning up the appearance of the website, which is still a work in progress
- Setting up a Youtube channel (see below for link)
- Advising District Supervisors on how they can assist RAM PR and Media, and how RAM PR and Media can assist them

Social media achievements:

- Consistent and branded posts
- Greater engagement and reach over the past quarter
- Planned and strategic approach
 - Facebook - <https://www.facebook.com/ram.australia/>
 - Instagram - http://instagram.com/rotarians_against_malaria_aus
 - Twitter - http://twitter.com/ramalaria_aus
 - LinkedIn - <https://www.linkedin.com/company/rotarians-against-malaria-australia>
 - Youtube - https://www.youtube.com/channel/UCUhhFMHE1NUWGx_t-1MiaQ

Key metrics

- Facebook
 - 1062-1157 likes (since April 2020); increased post reach by 155% and post engagement by 413%, increased 3 second video views by 389% and story reach by 68% (in the last 28 days)
 - For Conference, 19 posts with 5065 total reach, 5719 total impressions, 294 likes, comments or shares, 145 total actions on posts
- Instagram
 - 58-112 followers (since April 2020)
 - For Conference, 16 posts and additional stories with 497 reach, 571 impressions, 143 likes and comments

- Posts and stories with 26% increase in accounts reached, 120% increase in impressions, 63% increase in content interactions, and 25% increase in profile visits (in the last 7 days)
- Twitter
 - 48-82 followers (since April 2020)
 - For Conference, 40 posts with 4.9k overall impressions or 62 impressions per day, 1.5% engagement rate, 19 link clicks, 17 retweets, 92 likes, 14 replies (from 1 July - 17 September 2020)
 - For Conference, 500% more tweets, 1279% more impressions, 86% fewer profile visits (last 28 days compared to previous period)
- LinkedIn - NA
- Youtube - currently 4 subscribers, 78 total views (mostly of Conference Recordings)
- Mail - 321-379 subscribers; email engagement 21% often, 34% sometimes, 43% rarely to 27% often, 27% sometimes, 36% rarely (since April 2020)
- Website - NA

*further social media analytics from page 3 onwards

FACEBOOK

