



Public Relations Report | District Public Relations Manager Kenneth Suan Gustilo

Over the past year, our public relations efforts have been instrumental in enhancing our presence and engagement across major social media platforms. This report provides a comprehensive overview of our performance on LinkedIn and Facebook, highlighting the significant achievements and growth metrics observed between September 1, 2023, and May 31, 2024.

Our primary objective has been to expand our reach, foster community engagement, and establish our brand as a leader in communication and leadership development. The data presented in this report underscores the success of our strategies and offers insights into areas of improvement for continued growth.

Public Relations Key Performance Index

Report Period: June 21, 2023 - June 19, 2024

LinkedIn Performance Overview:

- **New Followers:** 47 (last 30 days)
- **Total Followers:** 696

Engagement Metrics:

- **Reactions:** 2,059
 - **Comments:** 151
 - **Reposts:** 57
-

Facebook Performance Overview:

Organic Reach (September 1, 2023 - May 31, 2024):

- **Reach:** 23.4K (89% increase)
- **Content Interactions:** 5.9K (69.1% increase)
- **Followers:** 1.2K

Paid Reach (Advertisements):

- **Reach:** 2,055



Recent Highlights (Data for May 21, 2024 - June 19, 2024):

- **Reactions:** 601 (56.1% increase)
- **Comments:** 27 (42.1% increase)
- **Reposts:** 16 (166.7% increase)

Visitor Highlights:

- **Page Views:** 284 (19.8% increase)
- **Unique Visitors:** 99 (12.4% increase)

Key Achievements:

- On LinkedIn, we have seen a notable increase in our follower base, with 47 new followers in the last 30 days, bringing our total to 696. The engagement levels have been remarkable, with substantial reactions, comments, and reposts.
- Our Facebook page has experienced tremendous organic growth, with an 89% increase in reach and a significant rise in content interactions and followers. Additionally, our targeted advertisements have effectively extended our reach further.

Recent Highlights:

- Between May 21, 2024, and June 19, 2024, we saw a significant uptick in engagement on LinkedIn, with 601 reactions (a 56.1% increase), 27 comments (a 42.1% increase), and 16 reposts (a 166.7% increase).

Visitor Highlights:

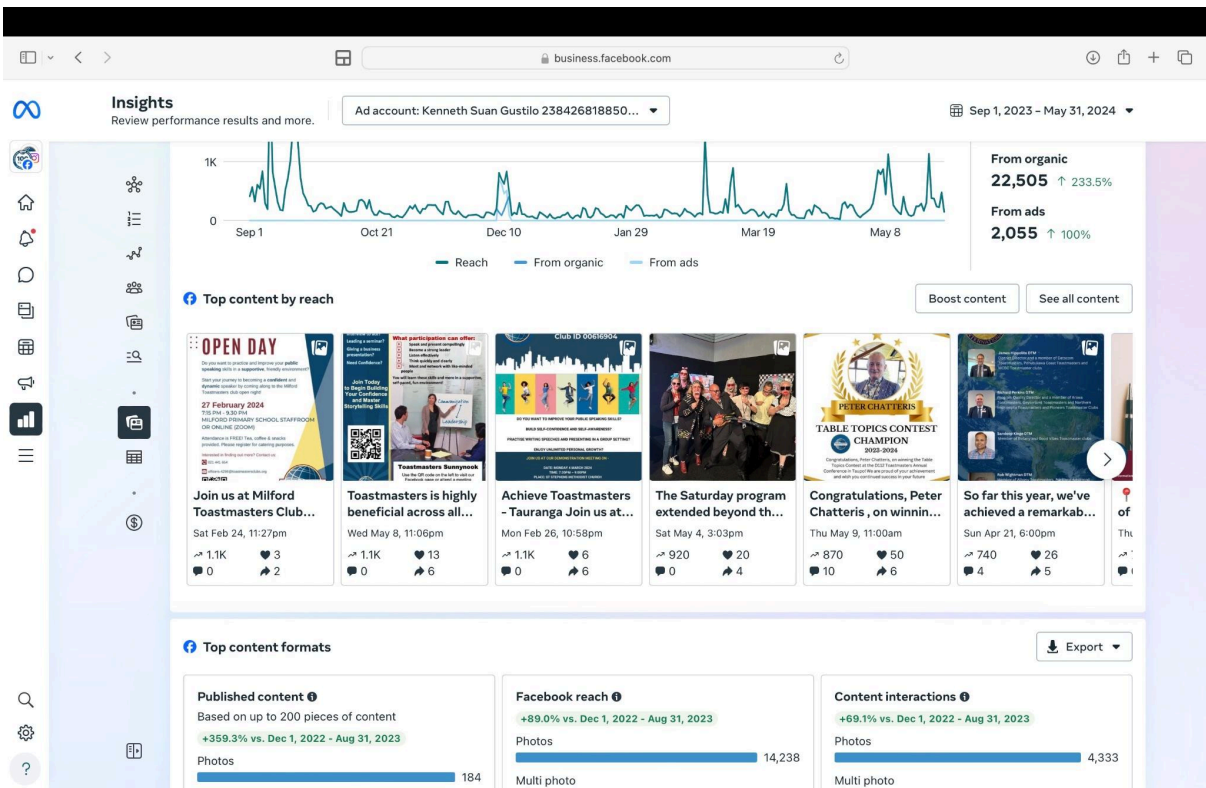
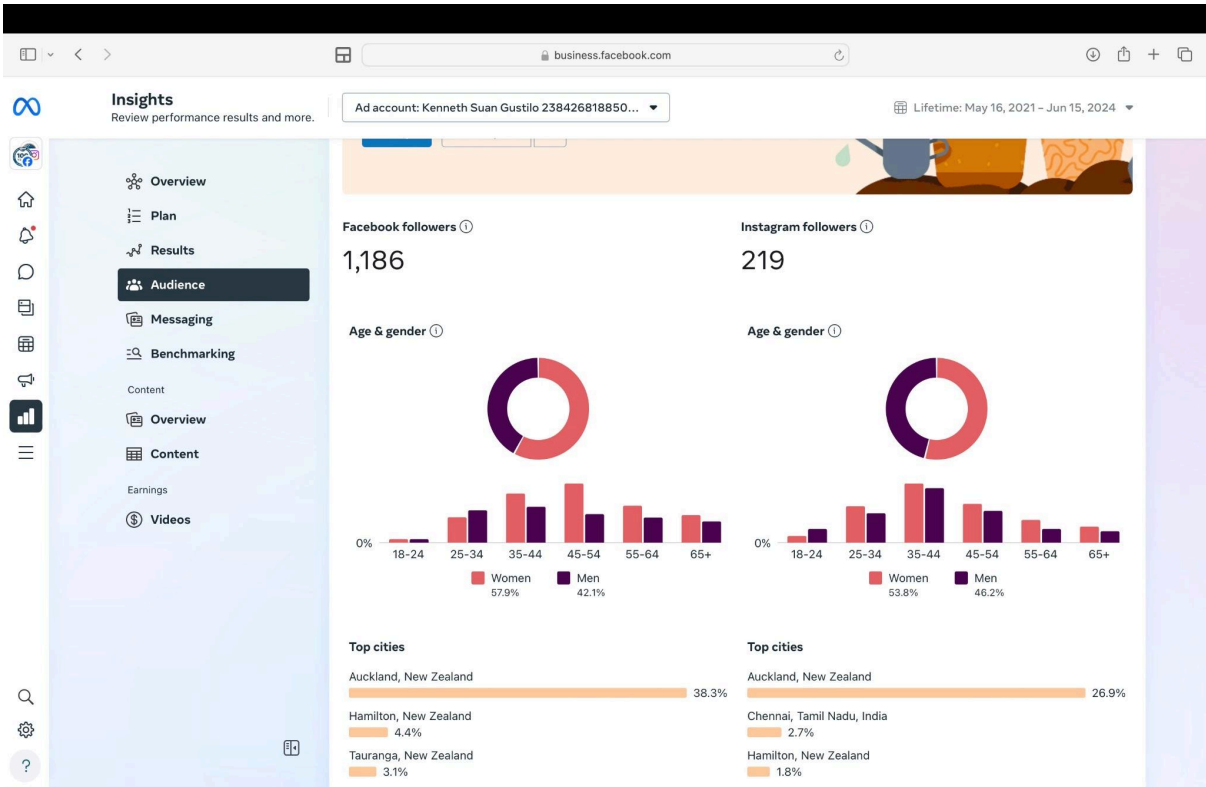
- Our LinkedIn page received 284 page views, reflecting a 19.8% increase.
- We also attracted 99 unique visitors, marking a 12.4% increase.

This report will delve into the specifics of these achievements, analyze the impact of our efforts, and provide recommendations for future strategies to ensure sustained growth and engagement.

We will consistently monitoring our performance and adapting our strategies, we aim to continue building a robust online presence that aligns with our mission of empowering individuals to become more effective communicators and leaders.



Toastmasters New Zealand North District 112





Ad trends

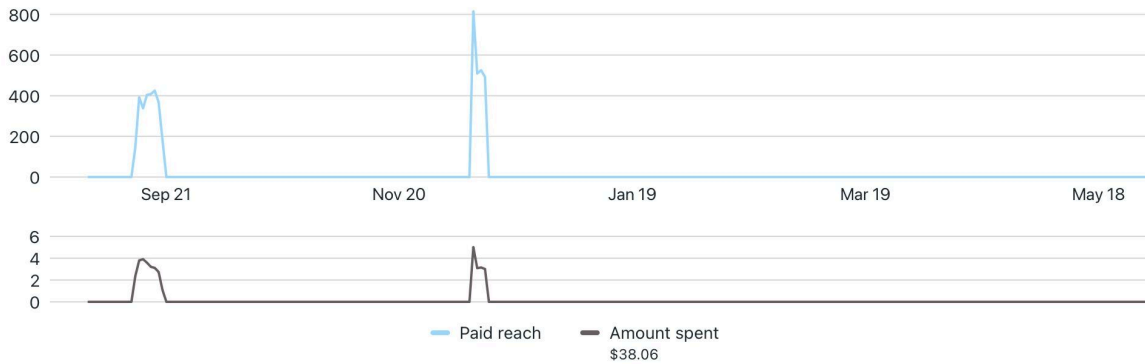
Export

Paid reach ⓘ

4,021 ↑ 100%

Paid impressions ⓘ

5,659 ↑ 100%

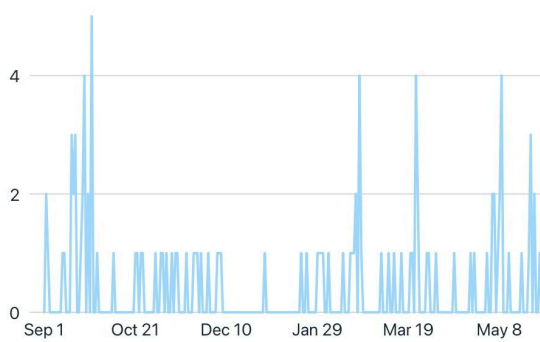


Follows

Export

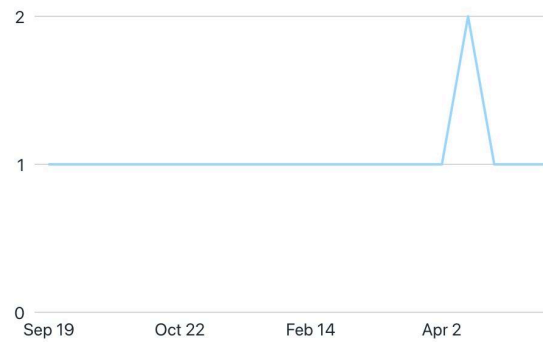
Facebook follows ⓘ

107 ↓ 1.8%



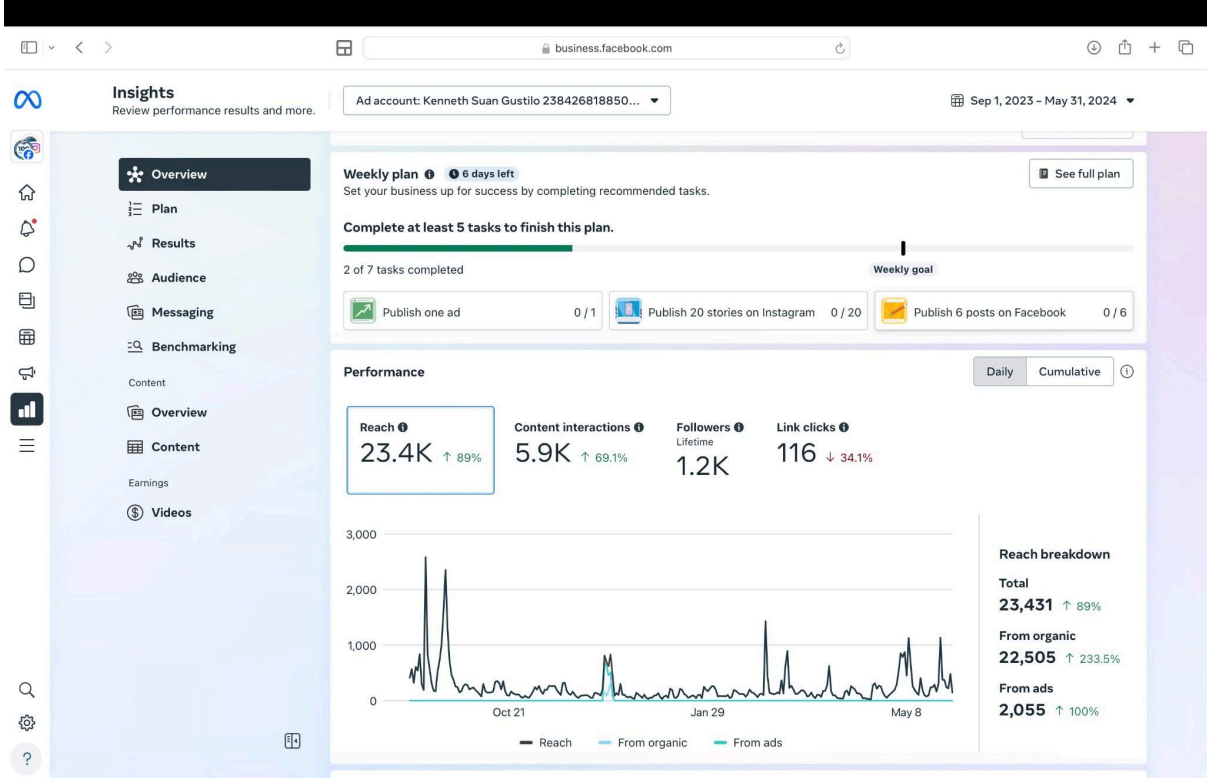
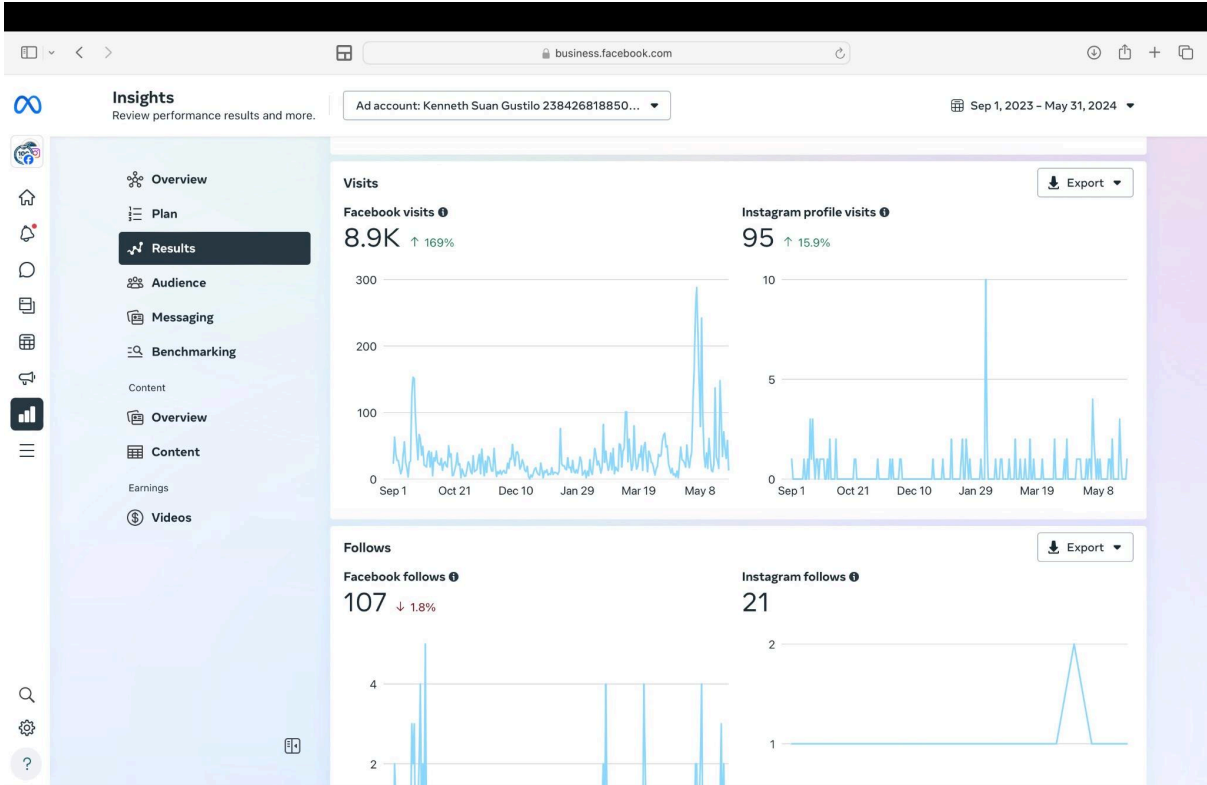
Instagram follows ⓘ

21





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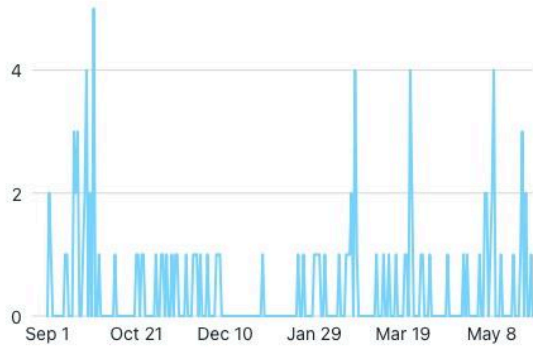


Follows

Export

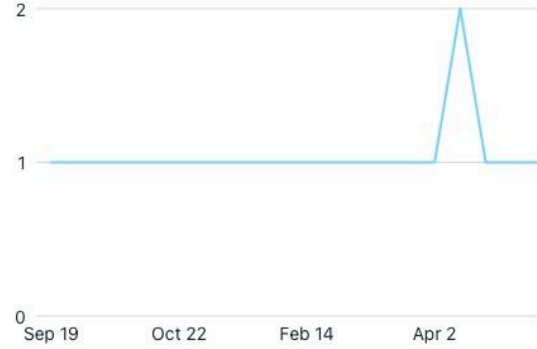
Facebook follows

107 ↓ 1.8%



Instagram follows

21

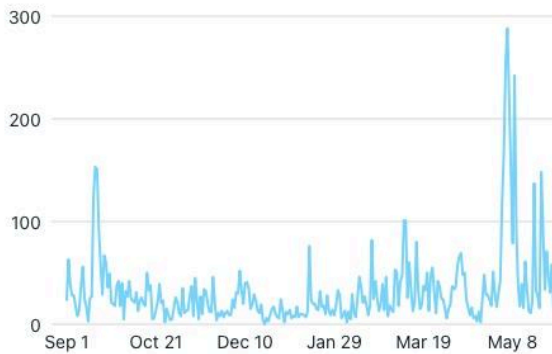


Visits

Export

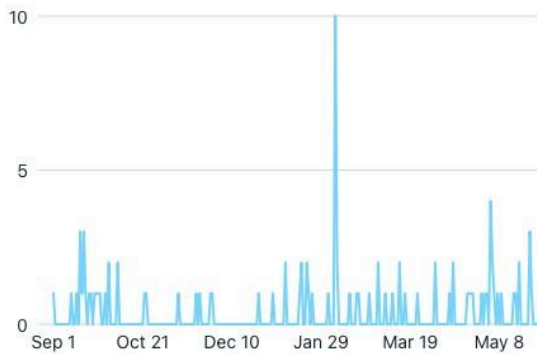
Facebook visits

8.9K ↑ 169%



Instagram profile visits

95 ↑ 15.9%





Insights
Review performance results and more.

Ad account: Kenneth Suan Gustilo 238426818850...
Sep 1, 2023 - May 31, 2024

- Overview
- Plan
- Results**
- Audience
- Messaging
- Benchmarking
- Content
 - Overview
 - Content
- Earnings
- Videos

Set a goal, track progress and learn helpful tips for your professional success. [Start new goal](#)

Reach [Export](#)

Facebook reach 23.4K ↑ 89%

Instagram reach 522 ↑ 140.6%

Ad trends [Export](#)

Paid reach 4,021 ↑ 100%

Paid impressions 5,659 ↑ 100%

— Paid reach — Amount spent \$38.06



May 21, 2024 - Jun 19, 2024 ▾

Export

Highlights

Data for 5/21/2024 - 6/19/2024

601

Reactions
▲56.1%

27

Comments
▲42.1%

16

Reposts
▲166.7%

Metrics

May 21, 2024 - Jun 19, 2024 ▾

Export

Follower highlights ⓘ

696

Total followers

47

New followers in the last 30 days
▲56.7%

💡 Pages that post at least once a week see 5x more followers. [Start a post](#)



Follower metrics ⓘ

6

Visitor highlights ⓘ

284

Page views
▼19.8%

99

Unique visitors
▼12.4%

0

Custom button clicks

💡 Pages that post at least once a week see 5x more followers. [Start a post](#)

