



Communication Audit

Performance Analysis

This report outlines the progression of organic channel growth from 1 March 2024 to 31 August 2024 (6 months)

Prepared by	Prepared For
Divya Sharma	GOGO Foundation



Demographics:

Our audience for Facebook is mostly women between 45-54 age groups, with 93.3% and male followers are quite low with around 6.7%. And the audience for Instagram is mostly women between 35-44 age groups, with 92.8%. However, male followers are very low with around 7.2% in all age groups. The estimated potential audience covers around 56.5% female audience and 43.5% male audience.

LinkedIn got 1002 page views in the selected period and mostly Non-Profit Organisations (17%) and Financial Services (7.8%). However, most of our followers were Individuals who belonged to the Non-Profits (10.6%) along with the Higher Education field (6.2%).

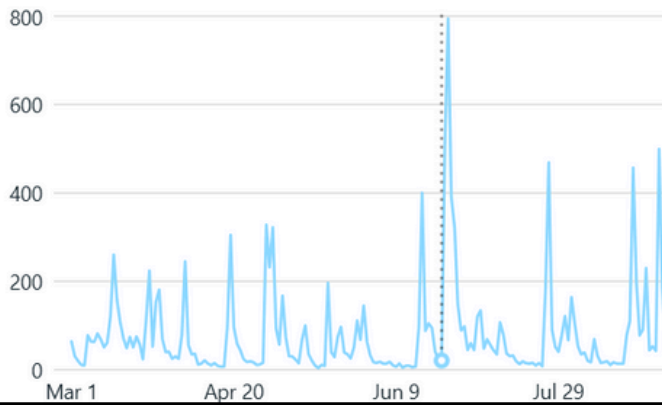
Metrics	Facebook	Instagram	LinkedIn
Followers	406	202	894
Total number of Posts	39	10	14
Total Reach	6.5k	1.5k	-
Profile Visit	4.7k	502	Page view- 1002 Unique visitor- 494
Content Interactions	1.3k	283	-

Reach

↓ Export ▼

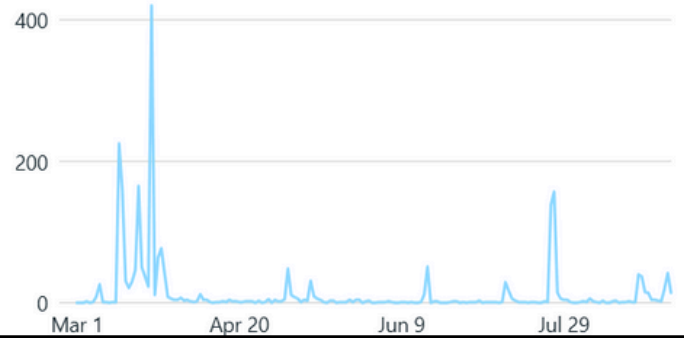
Facebook reach ⓘ

6.5K ↑ 25.6%



Instagram reach ⓘ

1.5K ↑ 1.1K%

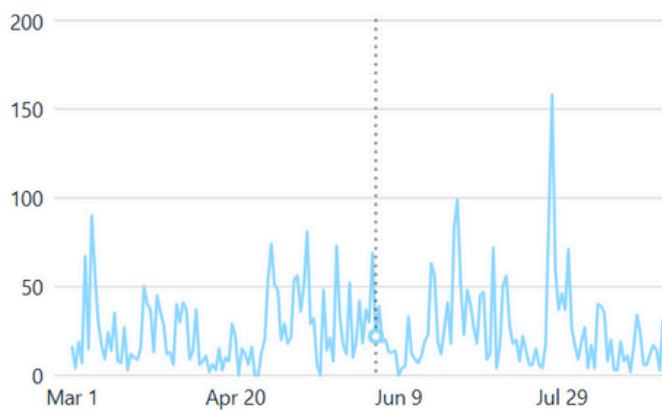


Visits

↓ Export ▼

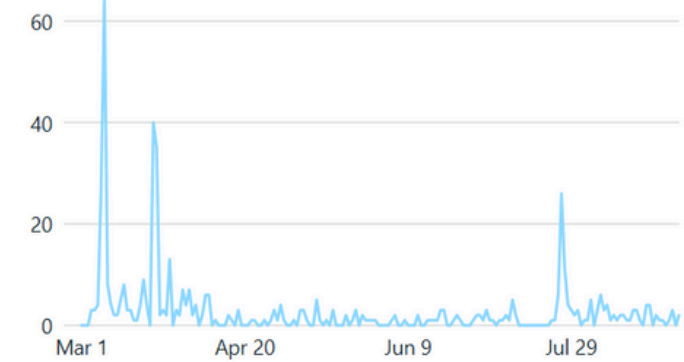
Facebook visits ⓘ

4.7K ↑ 100%



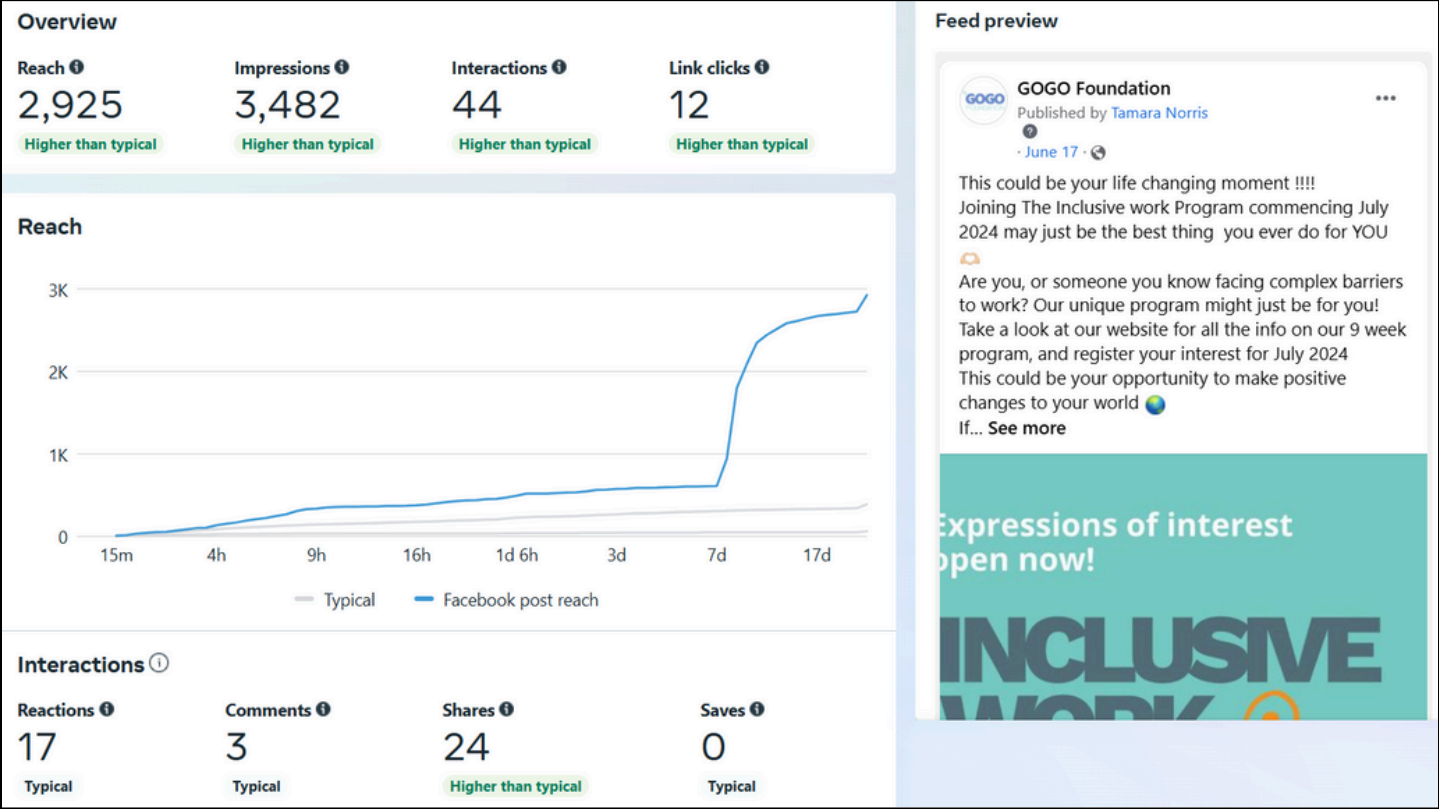
Instagram profile visits ⓘ

502 ↑ 67.9%

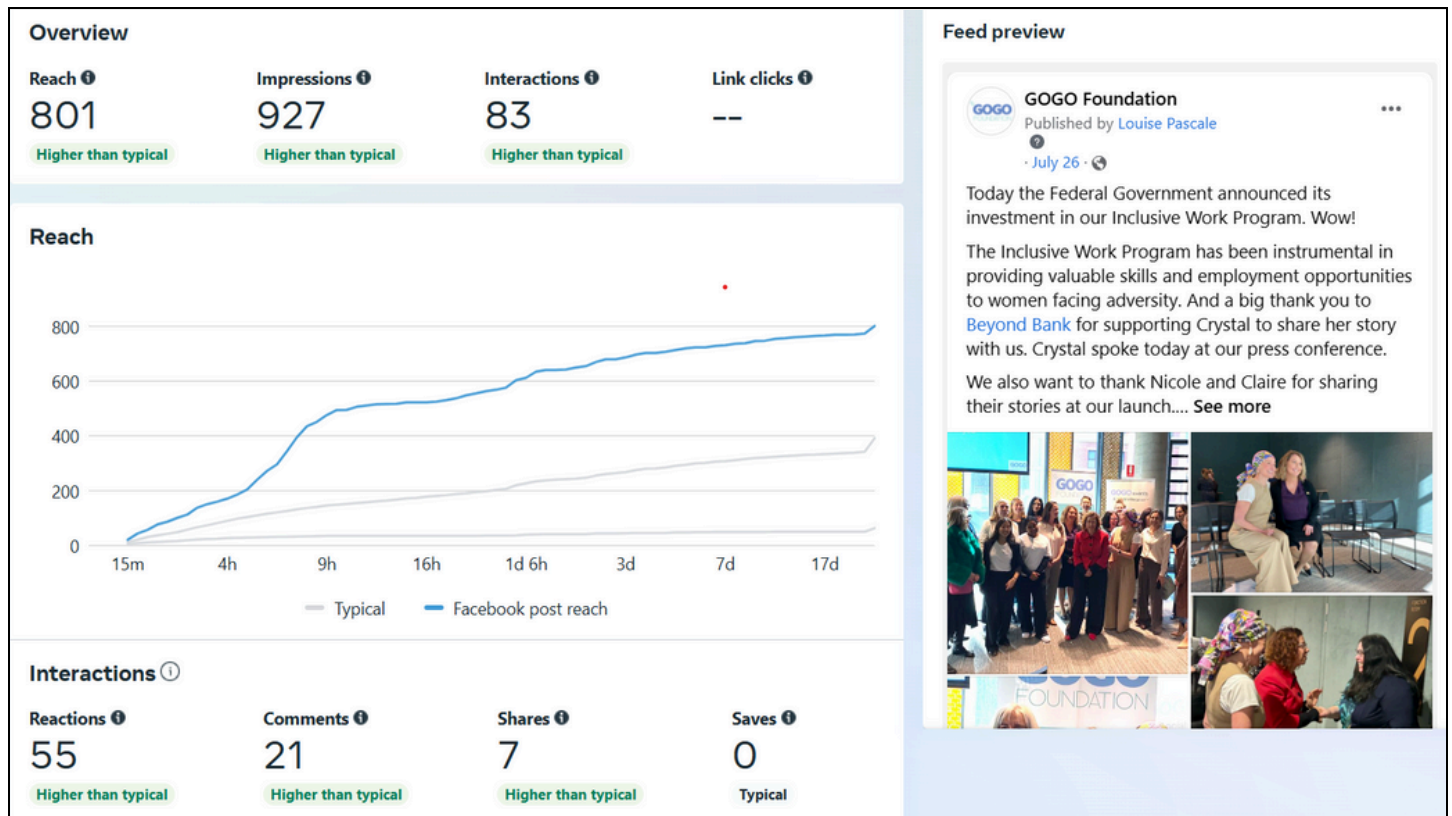


Most reach

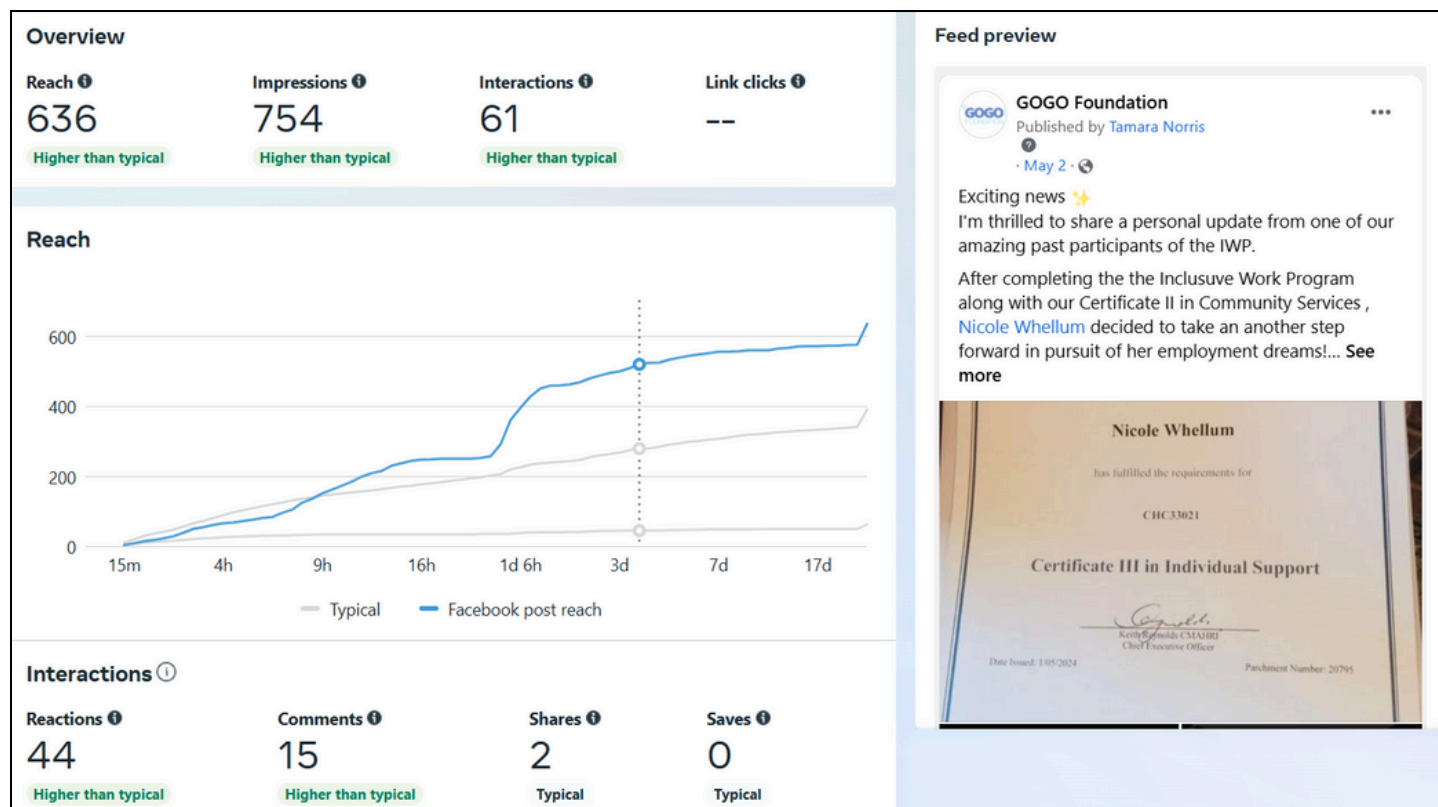
- Expression of Interest post of Inclusive Work program- 2925 reach



- Announcement of federal government investment in the inclusive work program- 801 reach



- Nicole's success story- 636 reach

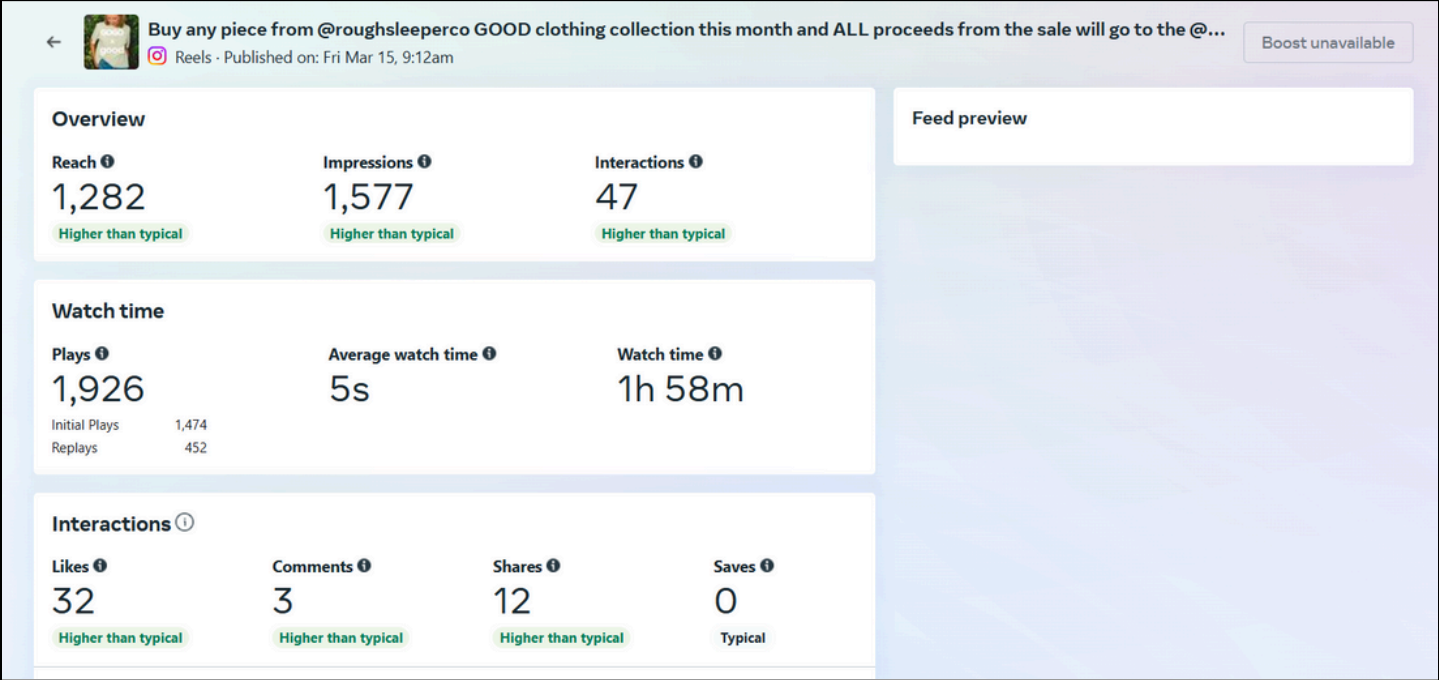


Most Interactions

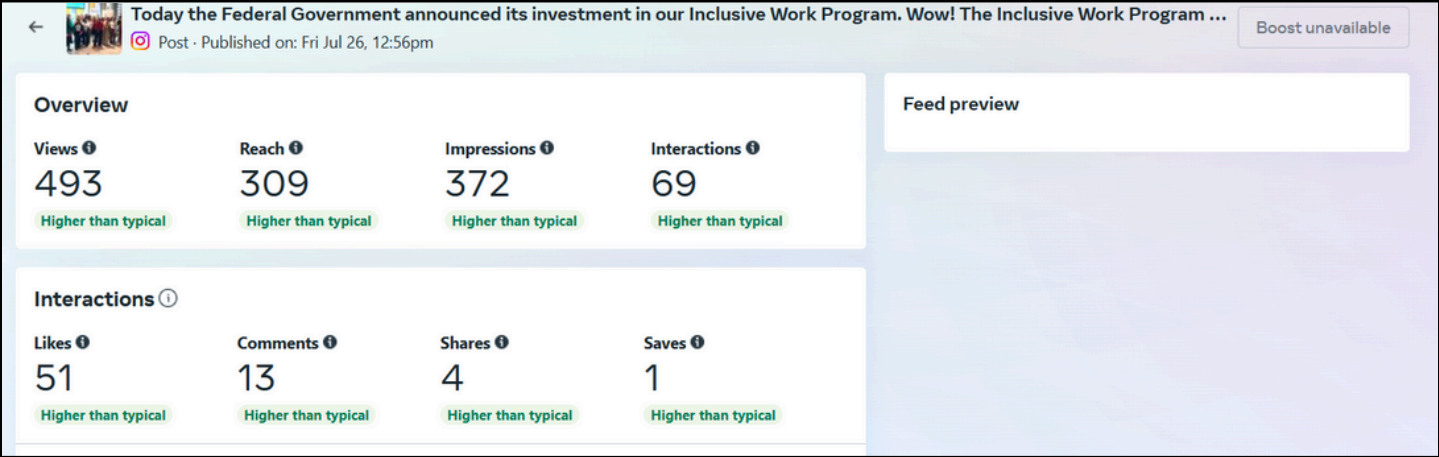
	Interactions	Likes & Reactions	Comments	Shares	Video plays
Announcement of federal government investment in the inclusive work program	83	55	21	7	n/a
Success Story of Nicole who completes Cert 3 after IWP	61	44	15	2	n/a
Sarah was interviewed by her friend and colleague Amanda Duggan for a video about the foundation	46	43	3	0	n/a
Expression of Interest post of Inclusive Work program	44	17	3	24	n/a


Most reach

- GOOD Clothing collection reel- 1282 reach




- Announcement of federal government investment in the inclusive work program- 493 reach



- 

This morning Sarah Gun was interviewed by her friend and colleague Amanda Duggan for a video about the foundation. Tha...

 Post · Published on: Thu Mar 14, 5:45pm

Boost unavailable

Overview

Reach ⓘ

143

Higher than typical

Impressions ⓘ

180

Higher than typical

Interactions ⓘ

32

Higher than typical

Interactions ⓘ

Likes ⓘ

32

Higher than typical

Comments ⓘ

0

Typical

Shares ⓘ

0


Typical

Saves ⓘ


0

Typical

Feed preview

- 

Eight weeks ago I embarked on this journey of self-discovery and healing, reminding me of the profound power within me to ...


Post · Published on: Thu Mar 28, 1:42pm

Boost unavailable

Overview

Reach ⓘ

114

Higher than typical

Impressions ⓘ

149

Higher than typical

Interactions ⓘ

20

Typical

Feed preview

Interactions ⓘ

Likes ⓘ

19

Typical

Comments ⓘ

1

Typical

Shares ⓘ

0

Typical

Saves ⓘ

0

Typical

Most Interactions

	Interactio ns	Likes & Reactions	Comments	Shares	Video plays
Announcement of federal government investment in the inclusive work program	69	51	13	4	n/a
GOGO Foundation got Nominated for Excellence in Diversity award and Industry Collaboration	26	23	3	0	N/A
Past Inclusive Program participant & graduate Tracey success story	19	19	0	0	n/a
Beyond Bank open door post	17	16	0	0	n/a

Most Impressions

- 1. Announcement of federal government investment in the inclusive work program- 2267
- 2. Sarah shares her word of wisdom with the student of SEDA College- 1457
- 3. Investing in empowering women- 1247
- 4. Post on new Board members appointment in the InDaily- 1000

Most Interactions

	Reactions	Comments	Reposts	Engagement rate
Announcement of federal government investment in the inclusive work program	142	42	10	62.46%
Sarah was interviewed by her friend and colleague Amanda Duggan for a video about the foundation	51	3	1	23.23%
Investing in empowering women	48	2	0	7.3%
GOGO Foundation got Nominated for Excellence in Diversity award and Industry Collaboration	43	13	7	16.13%

Overview:

The GOGO Foundation's social media audit reveals a strong presence primarily on Facebook, which boasts the highest follower count (406) and engagement metrics, including a total reach of 6.5k and 4.7k profile visits. The foundation's content, particularly posts related to the Inclusive Work Program and success stories of participants, resonates well with the audience across all platforms. Instagram, while having fewer posts (10), shows potential for growth, especially with video content that has proven effective in reaching wider audiences. LinkedIn demonstrates strong engagement rates, particularly for posts about government investments and empowering women.

Recommendations:

- 1. Increase posting frequency on Instagram:** With only 10 posts, there's room to increase content output on this platform to boost engagement and reach.
- 2. Leverage video content:** The GOOD Clothing collection reel on Instagram had the highest reach. Consider creating more video content, especially Reels, to capitalize on this trend.
- 3. Cross-platform content strategy:** Repurpose high-performing content across all platforms. For example, the federal government investment announcement performed well on all three platforms.
- 4. Focus on success stories:** Posts featuring program participants' success stories (like Nicole and Tracey) tend to generate good engagement. Create more content highlighting these personal stories.
- 5. Encourage more sharing:** Posts with high share counts tend to have greater reach. Include clear calls-to-action in your posts encouraging followers to share the content.
- 6. Optimize LinkedIn strategy:** Given the high engagement rates on LinkedIn, consider increasing activity on this platform, especially for professional and industry-related content.
- 7. Engage with comments:** Posts with higher comment counts tend to perform better. Actively respond to comments to boost engagement and build community.
- 8. Utilize hashtags:** While not mentioned in the data, using relevant hashtags can increase reach, especially on Instagram and LinkedIn.
- 9. Experiment with different content types:** Try polls, Q&As, or behind-the-scenes content to diversify your content mix and boost engagement.
- 10. Analyze posting times:** Look into when your posts get the most engagement and adjust your posting schedule accordingly.

