

Connecting Dreams Foundation

Social Media Report

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Introduction

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- Intended goals: Increase brand awareness of Connecting Dreams Foundation, Engage with the target audience i.e the youth.
- Overall No. of posts to be released: Release 20 posts in a week.
- Aim: A comparative analysis of social media posts of Facebook, Instagram, X (formerly Twitter) and LinkedIn between Sept 25-Oct 2 and May 25-June 2.

Data tracking

Instagram performance

[Sept 25-Oct 2; in white] vs. [May 25-June 2; in green]

# of posts	Net Followers Gain/Loss	Total Likes
11	16 (15.8% decrease)	208
20	34 (30.8% increase)	926

Top performing post



Facebook performance

[Sept 25-Oct 2; in white] vs. [May 25-June 2; in green]

# of posts	Total Likes	Page Reach
12	20	900 (17.7% decrease)
23	135	2,041 (1.6% decrease)

Top performing post

<https://www.facebook.com/photo?fbid=722830293219650&set=a.639238204912193>

Connecting Dreams Foundation
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Exciting News! Our Founder & Executive Director, Dr. Amit Tuteja is all set to share insights at the international webinar series on Open Source Digital Technologies for a Self-Reliant India! Join us on September 30th at 11:30 AM IST as he dives into the systemic model of entrepreneurship. Don't miss out!

#EmpoweringIndia #OpenSourceTech #Entrepreneurship

African Asian Rural Development Organization Shobhit University India NITI Aayog Ministry of Education Ministry of Electronics & Information Technology, Government of India

Shobhit
Deemed to be University
EDUCATION EMPOWER

AARDO
AFRICAN-ASIAN RURAL DEVELOPMENT ORGANIZATION
(AARDO)

CoLearning
LIFELONG LEARNING

Centre for Informatics Development Solutions and Applications (CIDSa) Centre for Industry 4.0 Technology Studies and Applications (CITSa)

International Webinar Series

on

Open Source Digital Technologies towards Self-Reliant India (Atmanirbhar Bharat) 112th Edition

Topic: Systemic Model of Entrepreneurship: Connecting Dreams, Sustainable Solutions & Changing Lives – Localization of SDGs

Guest Speaker

Dr. Amit Tuteja
Founder & Director
Connecting Dreams Foundation
New Delhi & Mumbai
(www.connecting-dreams.org)

Moderator

Prof. M. Moni
Professor Emeritus and Chairman
(CAIRS, CADMS, CIDSa & CITSa)
Shobhit Deemed University, Meerut
&
Former Director General
National Informatics Centre

X (f.k.a. Twitter) performance

[Sept 25-Oct 2; in white] vs. [May 25-June 2; in green]

# of posts	Total Likes	Total Retweets	Engagement Rate
12	17	5	5.1%
5	14	1	5.7%

Top performing post



LinkedIn performance

[Sept 25-Oct 2; in white] vs. [May 25-June 2; in green]

# of posts	Total Likes	Total Shares
15	220	9
20	195	16

Top performing post

 Connecting Dreams Foundation
10,312 followers
5d • 

A team from Zoho Backstage visited the Connecting Dreams Foundation to explore the incredible journey of the [Changemaker20](#) Summit, organized under the G20 presidency of India. This historic summit not only brought together young changemakers but also broke THREE world records!

As the technology platform partner for Changemaker20, Zoho Backstage played a crucial role in making this summit a monumental success. Their support and collaboration were invaluable, ensuring seamless and engaging virtual sessions.

We're thrilled to share that Zoho Backstage will be crafting a case study on the Changemaker20 Summit, highlighting the innovative approach and the impact created by our young changemakers.

A massive shoutout and heartfelt thanks to the Zoho Backstage team for being an integral part of this journey towards positive change.

Vanathy Senthilathiban Ajay Jeyaraj Sridhar Gopalakrishnan Dharmaraj
Elangovan Zoho Backstage Amit Tuteja Sonali Sahansar Urvi Dhar Anupma
Thakur Sumeena Sawhney Anugya Srivastava Anant Joshi

#Changemaker20 #ChangemakersUnite #Innovation #Change #zohobackstage



Analysis

Analysis

- After comparing the data of Sept 25-Oct 2 with May 25-June 2, what is evident that the overall engagement has sharply declined recently.
- The content being posted is not new. Apart from the Inclusion team (whose recent content reflects one side of CDF), there's a lack of unique content showcasing the activities of CDF, due to which the target audience of the respective teams is losing interest.

Conclusion

Future strategies

What worked?

- Posting at different time intervals in the evening (so as to not overwhelm the audience)

What didn't work?

- Posting everyday does not work when there is a dearth of on-ground activities undertaken by Connecting Dreams Foundation.

How will we adjust our strategy in the future?

- Posting in the evening (5 PM to 7 PM), leaving some gaps is essential.

Action items

- We will focus on X (formerly Twitter).
- Even though India is the country with the highest Facebook users (369.9 million, according to Oberlo), the youth uses Instagram (62 million) and LinkedIn (53 million) the most, so focus on Instagram and LinkedIn has to be maintained for brand awareness.
- Twitter's usage can be essential if we have posted something that warrants a conversation, since it is a partially formal platform where people spread facts and opinions. Modifying the voice of the posts released by the verticals could be done to fulfill this purpose.