PAHCHAAN

Time Frame
June 23' - August 24'

PAHCHAAN

Communication Department

Annual Social Media Report

PAHCHAAN

PAHCHAAN Communication Department Annual Social Media Report

Introduction

The Communication Department of PAHCHAAN seeks to further the ideology and development of the organization through appropriate social media usage. This report summarizes, reports on, and looks ahead in terms of activities, achievements, challenges, and prospects of every social media-oriented over the past year.

1. Overview of Social Media Strategy

Goals and Objectives

- **Increase Awareness**: Promote better knowledge of individual components of PAHCHAAN's appraising and advocating against abuse and neglect of children.
- **Engage Community**: Build an online community through guidance and campaigns via the use of active content.
- **Drive Advocacy**: Inspire people to get involved in and promote the protection and rights of children.
- **Support Fundraising**: Assist in fundraising through the PAHCHAAN's Social Media.

Platforms Utilized

- **Facebook**: A major social media platform used to promote news updates, events and do community engagement with people.
- **Instagram**: Visual media concentrating on promotion of PAHCHAAN presentations, mainly with the help of photos and short videos.
- **LinkedIn**: Portfolio of professional existence and distribution of researches, reports and joint works.

PAHCHAAN

2. Key Achievements

Audience Growth

- **Facebook**: Grew by 15% with a total follower count of 44000 followers.
- **Instagram**: Increased followers by 18%, reaching 1034 followers.
- **LinkedIn**: Grew by 12% with a follower count of 710 followers.

Content Production and Distribution

- **Total Number of Posts: 220**
    - The number of posts indicates consistent attempts to stay active on social media platforms. However, to enhance general interaction and reach entirely, there should be more frequency or optimization.
- **Total Number of Stories: 102**
    - More heavy usage of stories could have resulted in more effective real-time engagement and interaction. As they disappear after sometime, stories are a good way of promoting visibility hence the need for strategic inclusion in the content calendar.

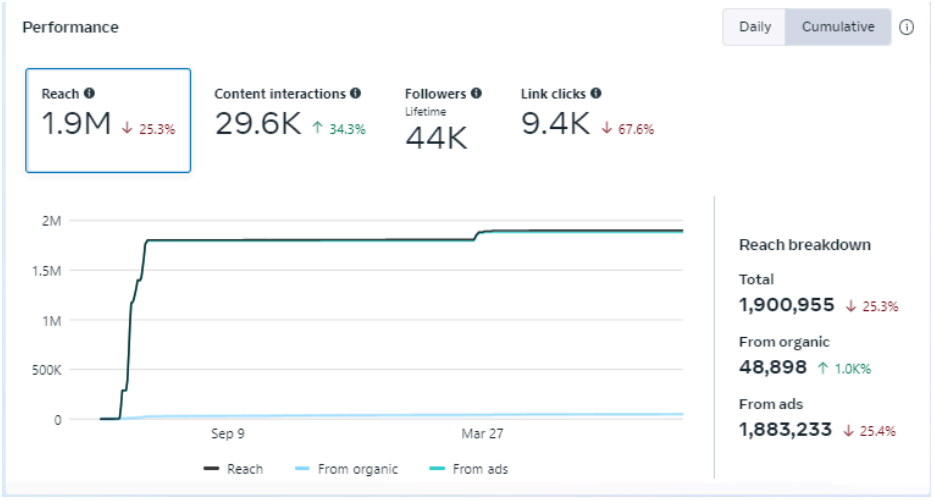
Engagement Metrics

- **Facebook Reach**

  Total Reach: **1,900,955 (1.9M)**

  Organic Reach: **48,898** (20.5% of total reach)

  Reach from Ads: **1,883,233** (79.5% of total reach)



The heavy reliance on paid advertising indicates a need for more compelling organic content to naturally engage our audience.

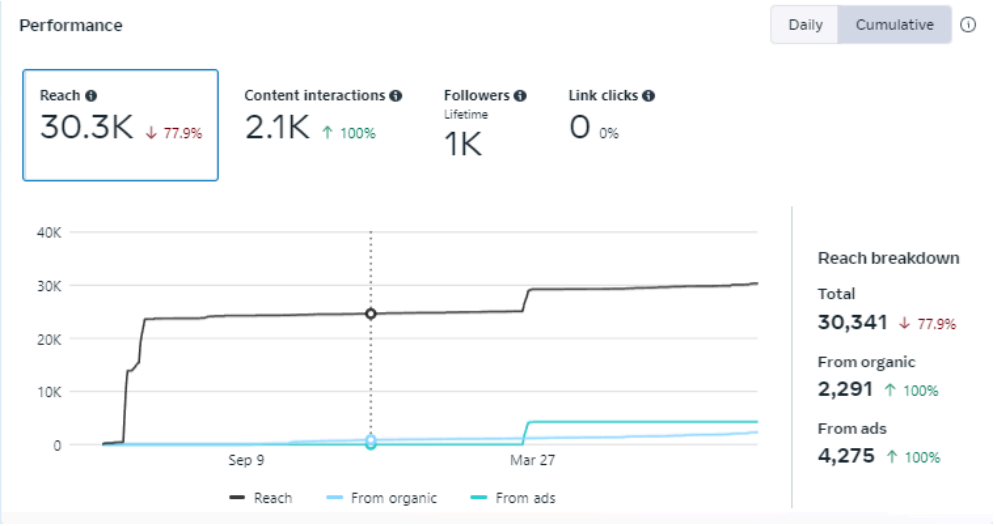
- **Instagram Reach**

  Total Reach: **30,341**

  Organic Reach: **2,291** (28.9% of total reach)

  Reach from Ads: **4,275** (65.8% of total reach)

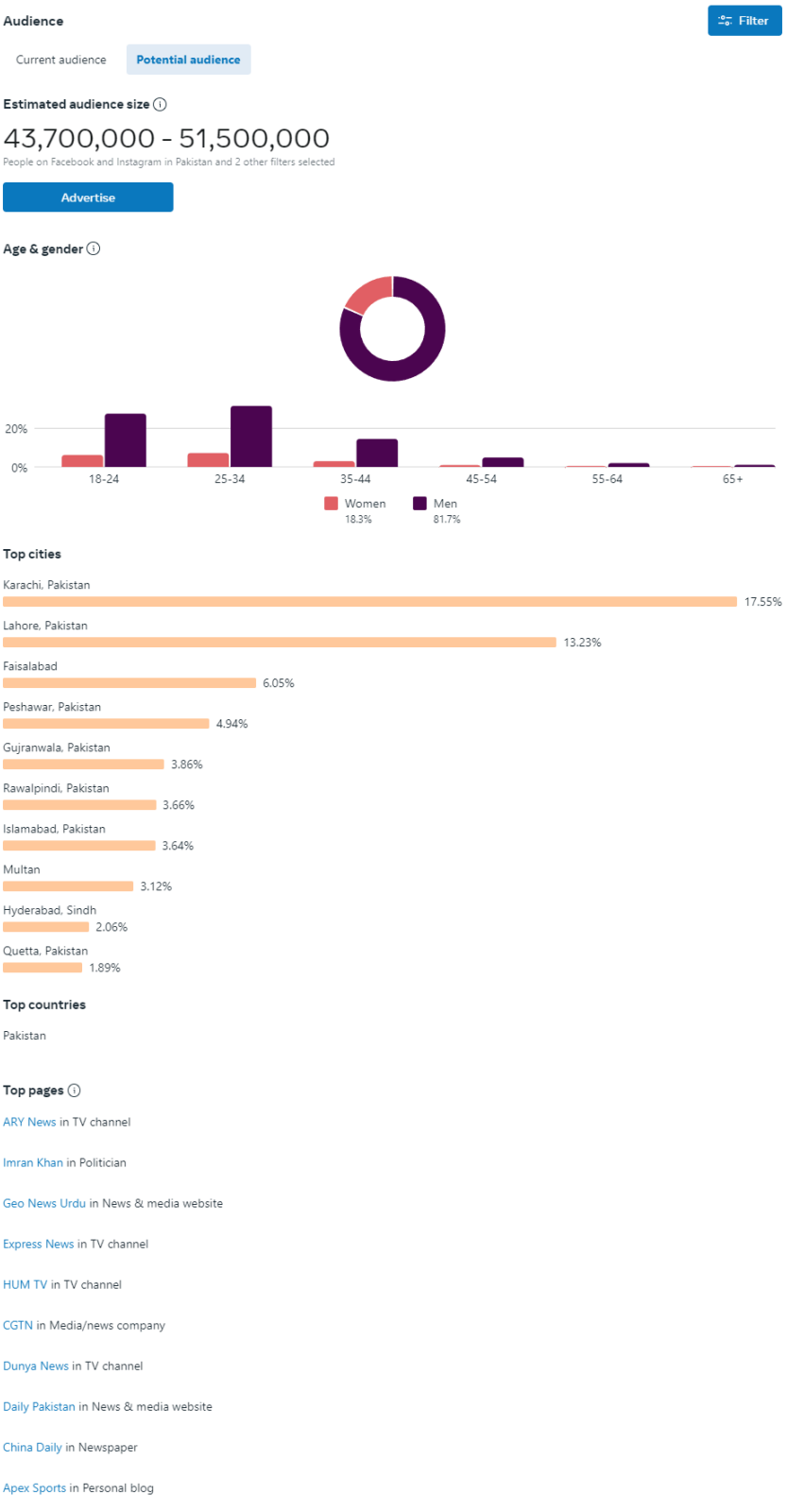
Similar to Facebook, Instagram also shows a strong dependence on paid promotions, with a lower organic reach. This highlights the challenge in building a more engaged community through organic content and suggests the need for refining our content strategy.



PAHCHAAN

3. Audience

Potential Audience



PAHCHAAN

Current Audience

Audience

Current audience | Potential audience

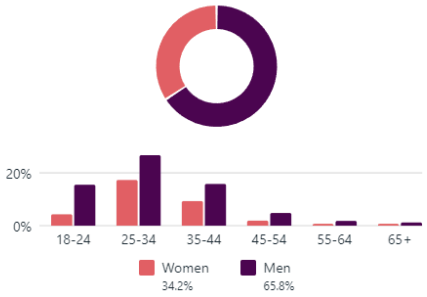
Facebook followers

44,027

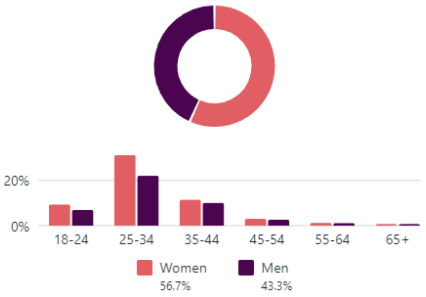
Instagram followers

1,034

Age & gender



Age & gender



Top cities

Lahore, Punjab, Pakistan	33.2%
Karachi, Sindh, Pakistan	13.2%
Faisalabad, Punjab, Pakistan	3.5%
Islamabad, Islamabad Capital Territory, Pakistan	3.3%
Rawalpindi, Punjab, Pakistan	2.7%
Peshawar, Khyber Pakhtunkhwa, Pakistan	2.5%
Multan, Punjab, Pakistan	2.4%
Gujranwala, Punjab, Pakistan	1.9%
Hyderabad, Sindh, Pakistan	1.8%
Sheikhupura, Punjab, Pakistan	1.4%

Top cities

Lahore, Punjab, Pakistan	41.9%
Karachi, Sindh, Pakistan	11.9%
Islamabad, Islamabad Capital Territory, Pakistan	5.6%
Rawalpindi, Punjab, Pakistan	2.9%
Faisalabad, Punjab, Pakistan	1.7%

Top countries

Pakistan
Saudi Arabia
United Arab Emirates
United Kingdom
United States
Canada
India
Australia
Germany
Qatar

Top countries

Pakistan
United Kingdom
United States
United Arab Emirates
Canada

PAHCHAAN

4. Challenges Faced

- **Algorithm Changes**: Social media algorithm changes affected organic reach, particularly on Facebook.
- **Content Saturation**: Increased competition in the social media space made it challenging to maintain high engagement levels.
- **Resource Constraints**: Limited budget and resources impacted the ability to produce high-quality video content consistently.

5. Future Plans

Content Strategy

- **Video Content**: Increase the production of short, impactful videos, particularly for Instagram Reels and YouTube.
- **Storytelling**: Focus on personal stories and testimonials from beneficiaries to create a deeper connection with the audience.
- **Data-Driven Approach**: Utilize analytics to refine content strategies and focus on what resonates most with the audience.

Platform Expansion

- **YouTube**: Launch a dedicated YouTube channel to host longer-form content, educational videos, and webinars.
- **TikTok**: Explore TikTok as a platform to engage a younger audience through creative content.

Community Engagement

- **Interactive Campaigns**: Introduce more interactive campaigns like polls, Q&A sessions, and live streams.

Partnerships and Collaborations

- **Strengthen Existing Partnerships**: Continue working closely with UNICEF, the Government of Punjab, and local influencers.
- **New Collaborations**: Identify and collaborate with new partners in the fields of education and healthcare.

6. Conclusion

In the last year, there has been a remarkable growth in the social media platforms of PAHCHAAN that has changed the course of the organization. Eminence in future communication efforts spells out a unique possibility to go further than before with the right tools; this could mean for example making use of more online channels. The organization's intent is to use these favorable trends which will help it increase its influence not only through numbers but also via the way they talk about themselves – vulnerable children should be listened to everywhere.