

NWTN AGM 2024

Social Media report

This year I joined the NWTN's committee as the Social Media Officer, and have been in charge of Facebook, Twitter, LinkedIn and Instagram since mid-September 2023. My strategy has been to post regularly in order to keep our members informed of all of our events, encourage them to participate in them and keep an active profile for anyone who had not yet joined the NWTN but could come across it. The primary focus was, therefore, conveying the value we add to our members, with a secondary aim to reach out to new potential members via hashtags.

We have been posting regularly on all our social media profiles (ranging from once a week to up to three times a week), and have been using Vista Social to schedule and manage publications.

I have prepared a separate pdf file where we can find the statistics about our social media platforms, sadly mixed, as our Vista Social membership doesn't allow for analysis of all platforms.

Evolution of our profiles

Facebook

We seem to have grown significantly on Facebook, increasing in every metric we could measure (followers, number of posts, engagement, awareness, and impressions). The current strategy of posting often, and focusing on content that is both informative, fun and with simple imagery seems to work well on this platform.

LinkedIn

LinkedIn, with data ranging from March 2023 to March 2024, has also been another strong platform for the NWTN this year. We have grown significantly on

the number of impressions (a stunning 593.3% of growth), most notably towards August 2023, September 2023, November 2023, and February 2024. We have also acquired more followers (both translators and interpreters, as well as others) over the last year. Our top performing posts in terms of impressions and engagement seem to indicate content that performs well includes outdoor activities, social events deemed as valuable to the profession and, importantly, using a strategy of tagging several people/institutions.

Twitter [X]

On Twitter [X] we have also grown on impressions, suggesting regular posting works well on this platform. With a stable engagement rate and number of followers, it would appear beneficial to keep posting often to maintain regular engagement.

Instagram

Instagram seems to have declined over the last 90 days, but unfortunately their insights do not allow for us to measure this on a longer, more representative term. It's hard to take many conclusions from data from such a small date range, but what we know is that most of our followers seem to be aged 25-44, so it would be a good idea to adapt the strategy in the future to cater to that age range. We have also found our followers seem to be most active from Tuesday to Friday, with the most active times being between 3pm to past 6pm, so in the future posts should aim to go live then.

Future recommendations

Unfortunately, due to personal circumstances, I will be needing to step down from this role soon, but have a few recommendations for the future, based on observations:

Vista Social

With our high output of posts, which has been seemingly beneficial across all platforms, our current plan of Vista Social cannot support our demands and we would need to either upgrade to another plan, or change how many platforms we manage through there. My recommendation would be to choose Facebook and Instagram to be managed through the platform (as the first one is tricky to manage, and the app/website of the second one does not support scheduling), so future social media managers can schedule posts without needing to worry about publishing live.

Future of Instagram and potential TikTok, not recommending Threads at the moment

In order to reach younger people and make the NWTN look more exciting and welcoming and not scary to newcomers, it would be ideal for the future social media officer to be able to attend most in-person events (including coworking ones) and have conversations with the Events Team ahead of time to discuss what sort of video content could be published (have a draft to work on, and allocate time for it during the event).

The NWTN could consider opening a TikTok account to appeal to younger crowds, as TikTok seems particularly good for targeting users based in certain regions, so it could be good to reach to new members. Content should be more fun and should always include people speaking, asking questions, laughing, etc. as opposed to Instagram, where background music can do for most videos.

On the other hand, Threads doesn't seem to have taken off at the moment, so being on that platform would bring no additional benefits to the NWTN.

Future strategies

During my time in the NWTN, the high post output strategy with information about our events has been aimed at trying to increase awareness of our value, getting more members to go to events, and overall making sure we look active

via our social media profiles. We'll have to see our other volunteers' reports to see if this has helped with events turn-ups, increased memberships, etc. Ideally, it would be great to get two volunteers for this position, so they can bounce ideas off each other, and split the attendance to events between both.

Marta Cisa

Social Media Officer

March 2024