



# National Cassava Conference & Expo2023

CONNECTING BUSINESSES

## DIGITAL REPORT



# National Cassava Conference & Expo2023

CONNECTING BUSINESSES

October  
24th-26th  
2023

Safari  
Park  
Hotel &  
Casino  
Nairobi



Self Help  
AFRICA



IITA  
International Institute of Tropical Agriculture

MEDEV  
Ministry of Environment, Dev. & Planning



Ministry of Agriculture &  
Livestock Development

# OVERVIEW DIGITAL ANALYSIS



Engagements - 14,877      Reach - 688,374  
Net Follower Growth - 194      Impressions - 688,374



Engagements - 14,877      Reach - 8,476  
Net Follower Growth - 54      Impressions - 13,509



Engagements - 14,877      Reach - 6,351  
Net Follower Growth - 44      Impressions - 9,625



Views - 1,639      Subscribers- 63



Impressions - 4,259      Reach - 4,259  
Follower Growth - 130      Engagements - 2,346



# META - FACEBOOK AND INSTAGRAM ANALYSIS

## SUMMARY REPORT

### Pre-event Launch and Event Content:

- ❑ Significantly increased Facebook Page Reach.
- ❑ Effectively attracted attention to the page and website through advertisements.

### Posts Engagement:

- ❑ Posts resonated exceptionally well with the audience.
- ❑ Achieved high levels of engagement among the audience.

### Campaign Results:

- ❑ Engagement Campaign: Reached 500,670 people.
- ❑ Traffic Campaign: 11,654 post engagements.
- ❑ Awareness Campaign: Achieved a reach of 6,425.



# FACEBOOK ANALYSIS

Page	Followers	Net Follower Growth	Fans	Net Page Likes	Published Posts	Impressions	Engagements	Post Link Clicks	Engagement Rate (per impression)
<b>Reporting Period</b>	<b>195</b>	<b>194</b>	<b>110</b>	<b>110</b>	<b>85</b>	<b>688,374</b>	<b>14,877</b>	<b>3,648</b>	<b>2.2%</b>
Sep 1, 2023 – Nov 8, 2023	—	—	—	—	↗ —	—	↗ —	↗ —	—
<b>Compare to</b>	<b>—</b>	<b>—</b>	<b>—</b>	<b>—</b>	<b>0</b>	<b>—</b>	<b>0</b>	<b>0</b>	<b>—</b>
Jun 24, 2023 – Aug 31, 2023	—	—	—	—	—	—	—	—	—
 National Cassava Co...	195	194	110	110	85	688,374	14,877	3,648	2.2%

## OCTOBER PERFORMANCE

- Gained **195** followers and achieved a net increase of **110** page likes, indicating a positive growth in the audience and popularity.

## RECOMMENDATIONS

- Consistent post-event posting on Cassava knowledge will be valuable.
- Reach new potential audiences by sharing insightful Cassava knowledge.
- Explore different types of content (e.g., videos, infographics) to diversify engagement.

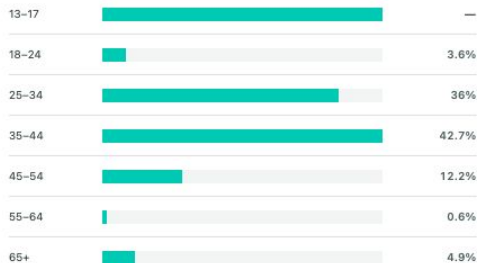


# FACEBOOK ANALYSIS

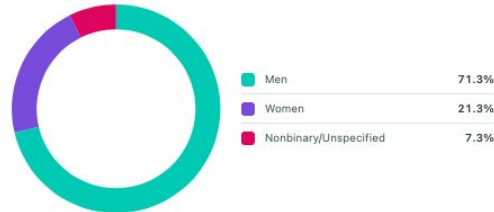
## Page Follower Demographics

Review your audience demographics as of the last day of the reporting period.

### Audience by Age



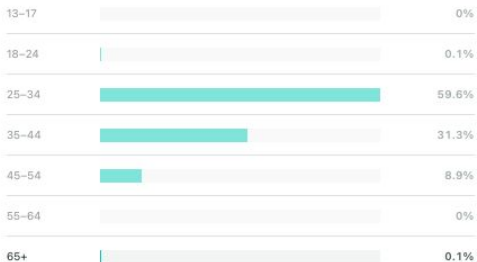
### Audience by Gender



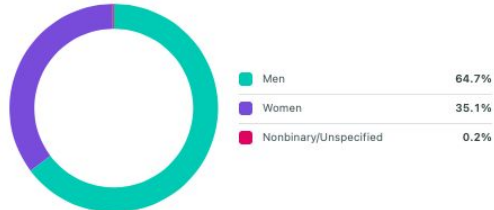
## People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

### People Reached by Age



### People Reached by Gender



## INSIGHTS

- The majority of the audience fell into the 25–44 age group, making up **79%** of the total audience.
- The 18–24 age group represents a relatively small portion, at **2.1%**.
- Men make up the majority of the audience at **71.3%**, while women represent **21.7%**.

## RECOMMENDATIONS

- Capitalize on the significant audience in the 25–44 age group by tailoring content and campaigns to their preferences and interests.
- Explore ways to increase engagement among the 18–24 age group, possibly by developing content relevant to their demographic.
- Encourage diversity and inclusivity in content and messaging to attract a broader and more inclusive audience

# FACEBOOK ANALYSIS



## TOP 3 PERFORMING POSTS ON FACEBOOK

### INSIGHTS

- Employed use of Positive trend in engaging the audience with educational content on the copies.
- Engaged audience with informative messages and external links that provided valuable insights.
- Continued delivery of informative and engaging messages with optimized external links is key for driving engagement and traffic to websites and Youtube.



# INSTAGRAM ANALYSIS

Profile ▾	Followers ▾	Net Follower Growth ▾	Published Posts ▾	Impressions ▾	Organic Engagements ▾	Engagement Rate (per Impression) ▾
<b>Reporting Period</b>	<b>54</b>	<b>45</b>	<b>79</b>	<b>13,509</b>	<b>249</b>	<b>1.8%</b>
Sep 1, 2023 – Nov 8, 2023	—	—	↗ —	↗ —	↗ —	—
<b>Compare to</b>	—	—	<b>0</b>	<b>0</b>	<b>0</b>	—
Jun 24, 2023 – Aug 31, 2023	—	—	—	—	—	—
 <b>nationalcassavacon</b>	54	45	79	13,509	249	1.8%

## Reach ①

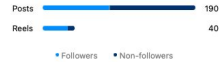
**8,476**

Accounts reached

Followers 49  
Non-followers 8,427

### By content type

All Followers Non-followers



## Top content based on reach



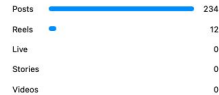
## Engagement ①

**601**

Accounts engaged

Followers 22  
Non-followers 579

### By content interactions



## INSIGHTS

- We had **79** published posts, **8,476** accounts reached and **13,509** impressions indicating good visibility.
- High engagement with **601** accounts.

## RECOMMENDATIONS

- Analyze peak engagement days, maintain a consistent posting schedule and use high-quality, engaging posts that will resonate with audience.
- Encourage profile visits and interaction by adding more interactive features like Stories.
- Focus on strategies to increase your follower count to expand reach.



# INSTAGRAM ANALYSIS

## INSIGHTS

- #Agriculture, #EconomicDevelopment, #FoodSecurity, #Kenya, #NationalCassavaCon, and #CassavaIndustry generated the highest lifetime engagements.
- The same set of hashtags is consistently used in posts, and they have been effective in attracting engagement over time.

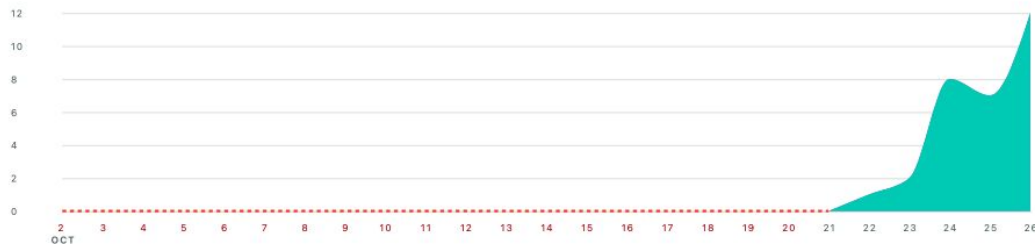
## RECOMMENDATIONS

- Occasionally incorporate new, relevant hashtags to tap into different segments of your target audience.
- Leverage continued use of the most effective and highly engaging hashtags to reach a broader audience interested in Cassava and related topics.
- Regularly review engagement data associated with specific hashtags to fine-tune hashtag strategy. If certain hashtags consistently outperform others, focus more on those.
- Stay updated with trending & relevant industry-specific hashtags that can boost visibility during specific events.
- Emphasize the quality of engagement over the quantity of hashtags used. A few well-chosen, relevant hashtags can often be more effective than numerous generic ones.

### Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day



Most Used Hashtags

#Agriculture	76
#EconomicDevelopment	76
#FoodSecurity	76
#Kenya	76
#NationalCassavaCon	76
#CassavaIndustry	75
#CassavaExpo2023	63
#CassavaCon	55
#cassavacon	7
#CassavaCon2023	4

Top Hashtags by Lifetime Engagements

#Agriculture	241
#EconomicDevelopment	241
#FoodSecurity	241
#Kenya	241
#NationalCassavaCon	241
#CassavaIndustry	240
#CassavaExpo2023	200
#CassavaCon	171
#cassavacon	32
#Day2	14

# X(TWITTER) ANALYSIS

Profile	Followers	Net Follower Growth	Published Posts	Impressions	Engagements	Post Link Clicks	Engagement Rate (per Impression)
<b>Reporting Period</b> Sep 1, 2023 – Nov 8, 2023	51	44	77	9,625	1,114	72	11.6%
<b>Compare to</b> Jun 24, 2023 – Aug 31, 2023	—	—	0	—	—	—	—
 @NationalCassava	51	44	77	9,625	1,114	72	11.6%



## INSIGHTS

- We had **6,662** impressions, **881** interactions & **66** post link clicks indicating content visibility.
- High engagement rate of **13.2%** was attained showing that our content resonated well.

## RECOMMENDATIONS

- Continue to engage with audience actively as it's driving a significant E R through responding to comments & initiating conversations.
- Experiment with various content types, including photos, videos, and text-based tweets to gauge what resonates best with audience.
- Maintain a regular posting schedule to keep Twitter audience engaged and informed.
- Maintain strategies that attract and retain new followers.

# X(TWITTER) ANALYSIS

Audience Metrics	Totals	% Change
<u>Followers</u>	51	—
<u>Net Follower Growth</u>	44	—
<u>Followers Gained</u>	44	—
<u>Followers Lost</u>	0	—
<u>Following</u>	8	—

## INSIGHTS

- **44** new followers were gained with no recorded follower losses, indicating steady growth.

## RECOMMENDATIONS

- Diversify content by incorporating videos, links, infographics and text-based posts. This will keep audience engaged & attract a wider range of followers.
- Continue with an active posting schedule but analyze which days are most effective for gaining followers or engagements.
- Maintain strategies that are attracting new followers and aim for steady, consistent growth.



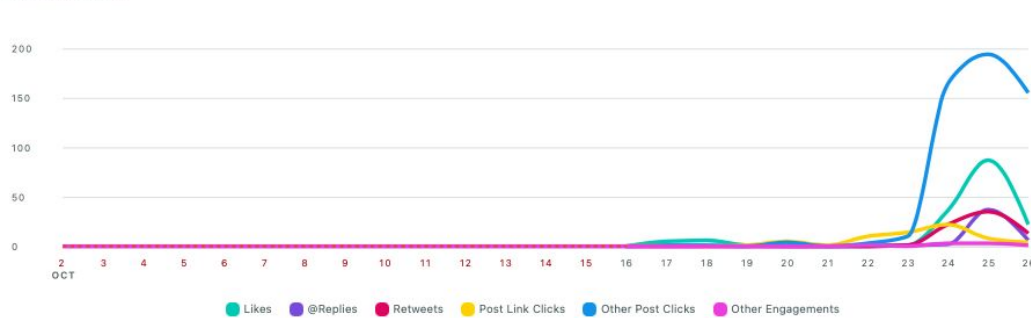


# X(TWITTER) ANALYSIS

## Engagement

See how people are engaging with your posts during the reporting period.

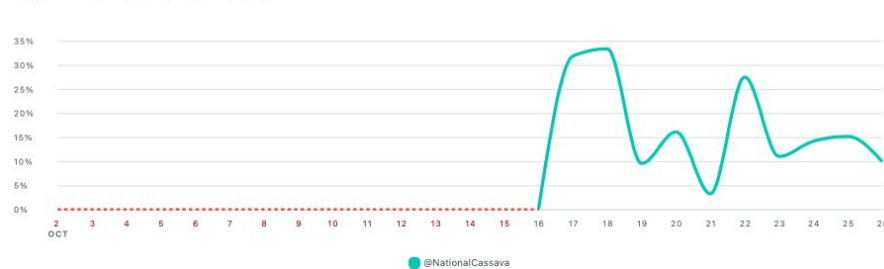
Engagements, by Day



## Engagement Rate

See how engaged people are with your posts during the reporting period.

Engagement Rate (per Impression) Comparison, by Day



Engagement Rate Metrics

Engagement Rate (per Impression)

Rate % Change

13.22% —

## INSIGHTS

- There were **881** engagements, indicating that the content was successful in capturing the attention and interaction of the audience.
- The engagement rate of **13.22%**, showed healthy level of interaction and interest from audience. Showing that the content is resonating well with the audience.

## RECOMMENDATIONS

- Identify posts that received high engagement and replicate their success in future content.
- Encourage more replies and discussions with audience to foster a sense of community around content.
- Keep an eye on trending topics and discussions in Cassava niche and incorporate them into content strategy when relevant.
- Maintain a consistent posting schedule to keep

# X(TWITTER) ANALYSIS

 <b>@NationalCassava</b> Tue 10/24/2023 1:31 pm UTC	
This your chance to enrich yourself with Cassava knowledge! Don't miss out on this incredible opportunity watch us here!...	
	
<b>Total Engagements</b>	<b>76</b>
Likes	8
@Replies	1
Retweets	4
Post Link Clicks	2
Other Post Clicks	61
Other Engagements	0

 <b>@NationalCassava</b> Wed 10/25/2023 9:17 am UTC	
Cassava's secret weapon? It's gluten-free! This root superstar is a game-changer for gluten-sensitive diets. Who in your life would...	
	
<b>Total Engagements</b>	<b>52</b>
Likes	12
@Replies	1
Retweets	4
Post Link Clicks	1
Other Post Clicks	33
Other Engagements	1

 <b>@NationalCassava</b> Tue 10/24/2023 10:02 am UTC	
Did you know? Cassava ranks as the world's sixth-largest food crop, producing a staggering 300m tons yearly! For more...	
	
<b>Total Engagements</b>	<b>50</b>
Likes	7
@Replies	0
Retweets	4
Post Link Clicks	6
Other Post Clicks	33
Other Engagements	0

## TOP 3 PERFORMING POSTS ON TWITTER

### INSIGHTS

- Employed use of Positive trend in engaging the audience with educational content on the copies.
- Engaged audience with informative messages and external links that provided valuable insights.
- Continued delivery of informative and engaging messages with optimized external links is key for driving engagement and traffic to websites and Youtube.

# YOUTUBE ANALYSIS



## National Cassava Conference & Expo

@NationalCassavaCon · 63 subscribers · 5 videos

More about this channel >

Subscribe

Home Live Playlists Channels



National Cassava Conference & Expo Live Stream Day 3

308 views · Streamed 12 days ago



National Cassava Conference & Expo Live Stream Day Two

286 views · Streamed 13 days ago



National Cassava Conference & Expo Live Stream

367 views · Streamed 2 weeks ago



National Cassava Conference & Expo Live Stream

648 views · Streamed 2 weeks ago



National Cassava Conference & Expo Live Stream

33 views · Streamed 2 weeks ago

## Stats

Joined Oct 3, 2023

1,639 views

## INSIGHTS

- Engaged audience with informative live sessions that provided valuable insights.
- Continued delivery of informative and engaging messages with optimized external links is key for driving engagement on Youtube.
- Creating shorter, easily shareable highlight clips from the live streams. These will be shared on social media platforms to attract new viewers and provide quick insights.
- Continue building an online community around Cassava. Involving dedicated social media groups, newsletters, and other forms of communication to keep the audience engaged between live streams.



This project is funded by the European Union





# LINKEDIN ANALYSIS

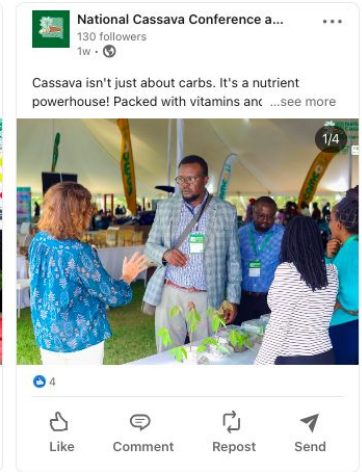
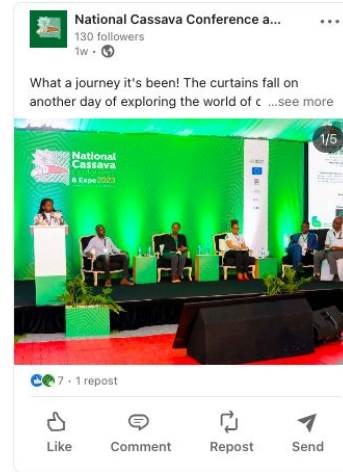
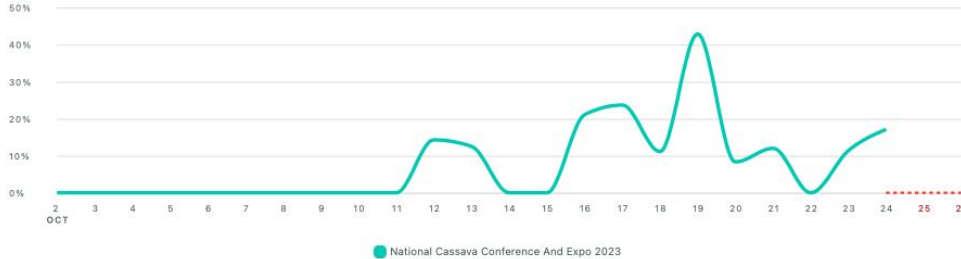


## National Cassava Conference and Expo 2023

Promoting and developing Cassava production and processing amongst farming households in Kenya.

Non-profit Organizations - 130 followers - 11-50 employees

Engagement Rate (per Impression) Comparison, by Day



We have gained 130 followers.

## RECOMMENDATIONS

- Continue producing engaging content to maintain high engagement and interaction.
- Make an effort to provide more data for comprehensive analysis in the future to refine LinkedIn strategy further.

# THANK YOU

**GOGAGA**

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<https://www.gogagaexp.com/>