



# National Cassava Conference & Expo 2023

CONNECTING BUSINESSES

## DIGITAL REPORT



# National Cassava Conference & Expo 2023

CONNECTING BUSINESSES

**October**  
24th-26th  
**2023**

**Safari**  
**Park**  
Hotel &  
Casino  
Nairobi



# OVERVIEW DIGITAL ANALYSIS



Engagements - 14,877  
Net Follower Growth - 194

Reach - 688,374  
Impressions - 688,374



Engagements - 14,877  
Net Follower Growth - 54

Reach - 8,476  
Impressions - 13,509



Engagements - 14,877  
Net Follower Growth - 44

Reach - 6,351  
Impressions - 9,625



Views - 1,639

Subscribers- 63



Impressions - 4,259  
Follower Growth - 130

Reach - 4,259  
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><br>Sep 1, 2023 – Nov 8, 2023   | 195       | 194                 | 110  | 110            | 85              | 688,374     | 14,877      | 3,648            | 2.2%                             |
| <b>Compare to</b><br>Jun 24, 2023 – Aug 31, 2023   | —         | —                   | —    | —              | 0               | —           | 0           | 0                | —                                |
|  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

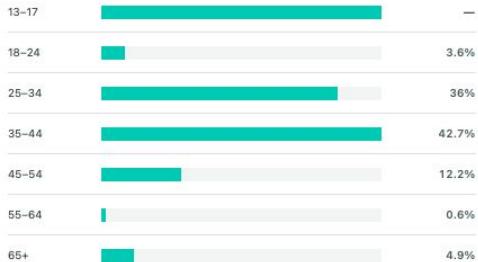
- Consistent post-event posting on Cassava knowledge will be valuable.
- Reach new potential audiences by sharing insightful Cassava knowledge.
- Explore different types of content (e.g., videos, infographics) to diversify engagement.

# FACEBOOK ANALYSIS

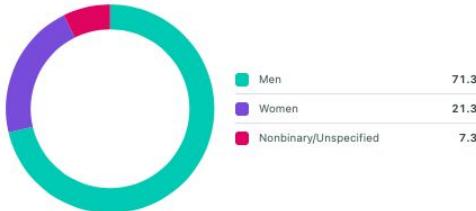
## Page Follower Demographics

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

### Audience by Age



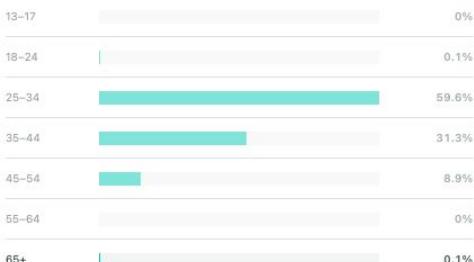
### Audience by Gender



## 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

  
National Cassava Conference & Expo 2023  
Mon 10/16/2023 6:37 am PDT

Are you a part of the cassava value chain? Don't miss your chance to shine at the National Cassava Conference and Expo for FREE! Exhibit your products and solutions to a worldwide...

| Total Engagements | 5,125 |
|-------------------|-------|
| Reactions         | 262   |
| Comments          | 42    |
| Shares            | 11    |
| Post Link Clicks  | 2,295 |
| Other Post Clicks | 2,515 |

  
National Cassava Conference & Expo 2023  
Tue 10/24/2023 12:58 am PDT

Discover the untapped potential of this remarkable crop and seize the incredible opportunities it presents. #cassavacon #CassavaExpo2023 #NationalCassavaCon #CassavaIndustry...



  
National Cassava Conference & Expo 2023  
Wed 10/11/2023 12:39 pm PDT

Dive into the fascinating world of cassava at the National Cassava Conference & Expo, a vibrant event happening from October 24th to 26th at Safari Park Hotel. Discover the...



## TOP 3 PERFORMING POSTS ON FACEBOOK

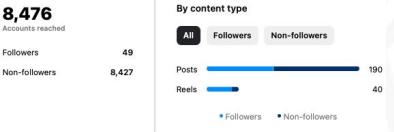
### INSIGHTS

- 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><br>Sep 1, 2023 – Nov 8, 2023   | 54        | 45                  | 79              | 13,509      | 249                 | 1.8%                             |
| <b>Compare to</b><br>Jun 24, 2023 – Aug 31, 2023   | —         | —                   | 0               | 0           | 0                   | —                                |
|   <b>nationalcassavacon</b> | 54        | 45                  | 79              | 13,509      | 249                 | 1.8%                             |

## Reach



### Top content based on reach



## Engagement



## 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.

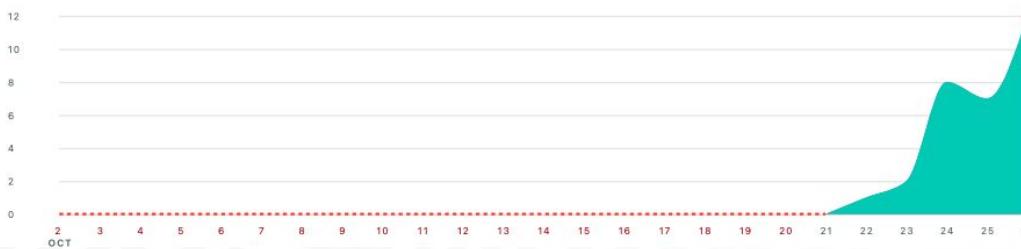
# INSTAGRAM ANALYSIS

## INSIGHTS

### 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  |

- #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.

# X(TWITTER) ANALYSIS

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



## National Cassava Conference & Expo 2023

@NationalCassava

Joined October 2023

8 Following 51 Followers

## 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

### Followers

#### Net Follower Growth

##### Followers Gained

##### Followers Lost

### Following

Totals % Change

51 —

44 —

44 —

0 —

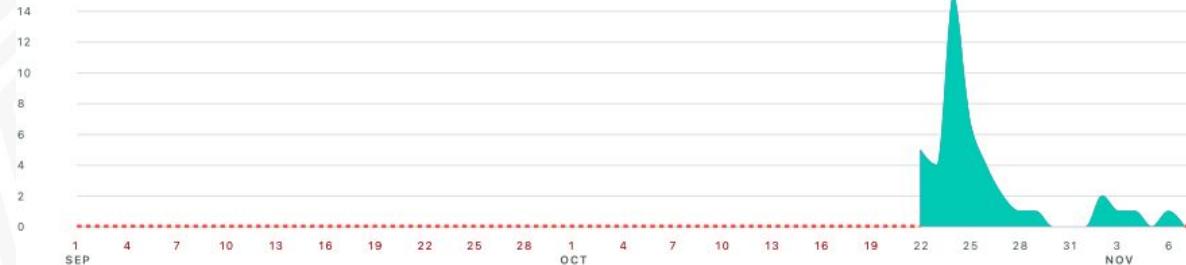
8 —

## 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.

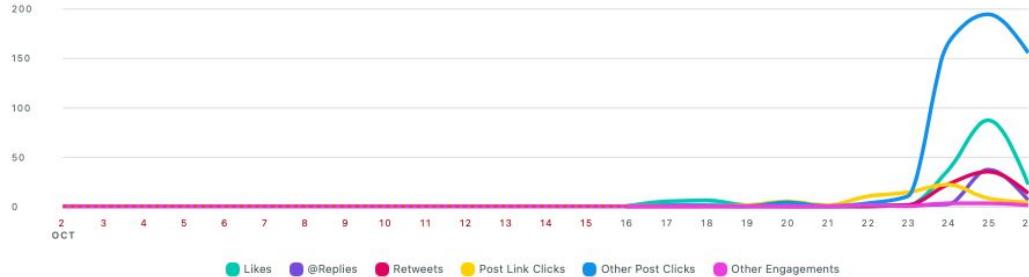


# X(TWITTER) ANALYSIS

## Engagement

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

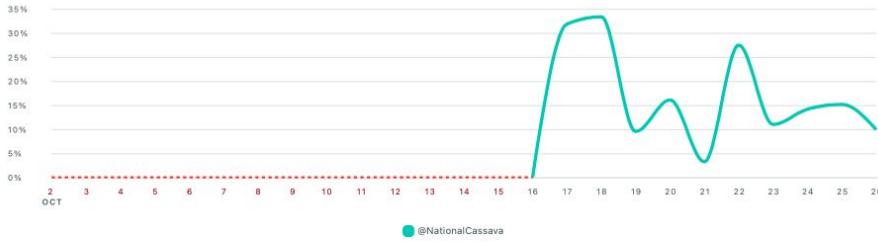
Engagements, by Day



## 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

13.22%

% Change

—

## 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

 @NationalCassava  
Tue 10/24/2023 1:31pm UTC

This your chance to enrich yourself with Cassava knowledge! Don't miss out on this incredible opportunity watch us here!...



| Total Engagements | 76 |
|-------------------|----|
| Likes             | 8  |
| @Replies          | 1  |
| Retweets          | 4  |
| Post Link Clicks  | 2  |
| Other Post Clicks | 61 |
| Other Engagements | 0  |

 @NationalCassava  
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 woul...



| Total Engagements | 52 |
|-------------------|----|
| Likes             | 12 |
| @Replies          | 1  |
| Retweets          | 4  |
| Post Link Clicks  | 1  |
| Other Post Clicks | 33 |
| Other Engagements | 0  |

 @NationalCassava  
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...



| Total Engagements | 50 |
|-------------------|----|
| 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



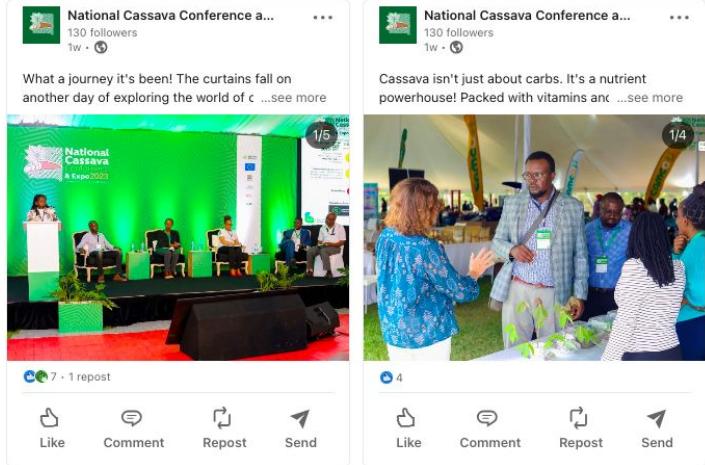
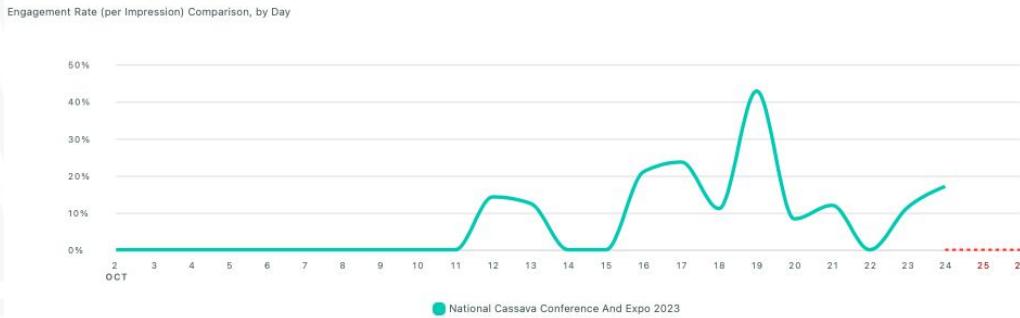
**GO GAGA**  
GO GAGA EXPERIENTIAL

# 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



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

**GO GAGA**  
GO GAGA EXPERIENTIAL

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