



# DECONFINING

## Social Media

## Advertisements

## Report (Q1 & Q2 2024)

### 1. SUMMARY

While during the first year we were all about building the project and creating, focusing on artists, art residencies and building an online visibility of the project, our goal for the first half of 2024 was to share everything we've created so far (texts, videos, interviews). We aimed to grow our online community and increase engagement on LinkedIn and especially on Facebook as it is the leading social media platform in Africa in terms of market share. We used boosted posts and follower campaigns to achieve this. The next two quarters will be focused on Instagram growth and building a large WhatsApp community.

**5 BOOSTED POSTS  
ON FACEBOOK**

**1 FOLLOWERS  
CAMPAIGN ON  
FACEBOOK**

**2 CAMPAIGNS ON  
LINKEDIN  
(AWARENESS AND  
FOLLOWERS)**



## 2. WHAT WE DID

### THE DATA

CAMPAIGN TYPE	PLATFORM	REACH	RESULTS	COST PER RESULT (€)	POST ENGAGEMENT
Boosted Post for Video Views	FACEBOOK	28,944	6,216 ThruPlays	€ 0.00	19,217
Boosted Post for Video Views	FACEBOOK	54,479	12,017 ThruPlays	€ 0.00	39,493
Boosted Post for Event Responses	FACEBOOK	7,617	140 Event Responses	€ 0.25	251
Boosted Post for Engagement	FACEBOOK	4,024	495 Engagements	€ 0.05	495
Boosted Post for Engagement	FACEBOOK	15,557	981 Engagements	€ 0.02	981
New Followers Campaign	FACEBOOK	62,806	8,438 Follows	€ 0.04	N/A
Engagement Campaign	LINKEDIN	50,050	131 Engagements	€ 0.62	131
New Followers Campaign	LINKEDIN	71,597	698 Follows	€ 1.04	3,188



### 3. WHAT IT MEANS

## THE RESULTS

#### QUICK OVERVIEW

- **NEW FACEBOOK FOLLOWERS:** 8,438 (Cost per follower: € 0.04)
- **TOP CONTENT:** video post (interview) with 39,493 engagements
- **HIGHEST ENGAGEMENT:** post engagement at € 0.02 per engagement
- **BIGGEST WINS:** strong engagement with cultural content and growing our Facebook community and visibility in Africa.

## FACEBOOK CAMPAIGNS

### 1. VIDEO VIEWS (THRUPLAYS)

The campaigns were very cost-effective, with both achieving €0 cost per ThruPlay due to Facebook's reporting format, where ThruPlays that didn't hit a cost threshold show as zero cost (When it reports a €0 cost per ThruPlay, it suggests that the ad performed exceptionally well in driving video views at an extremely low cost). Additionally, the engagement on these posts was substantial (19,217 and 39,493), indicating that the content resonated well with the audience.

**RECOMMENDATION:** continue to exploit video content, as it not only drives views but also high engagement.



## 2. EVENT RESPONSES

With a cost per response of €0.25, this campaign was moderately successful, but the reach was relatively low (7,617). Nevertheless, it achieved a high number of event responses relative to the reach.

**RECOMMENDATION:** when promoting an event, we should consider combining its promotion with other types of content to increase reach and engagement, or testing different audience segments.

## 3. POST ENGAGEMENT

The two post engagement campaigns produced notably different results. Surprisingly, the campaign with a lower budget achieved a significantly higher reach (15,557) and engagement (981) compared to the campaign with a higher budget. The reason for this discrepancy is unclear, particularly since a similar post in July 2024 (not included in this report) performed exceptionally well with a reach of 5,726, post engagements of 2,557, and a cost per engagement of € 0.00.

**RECOMMENDATION:** we will do further testing to understand the factors that contributed to these varied outcomes. To optimise future post engagement campaigns, we'll analyse which content types or formats generate higher engagement with lower costs.

## 4. NEW FOLLOWERS CAMPAIGN

Achieved 8,438 new followers with a cost of € 0.04 per follow.

Before launching the campaign, our Facebook page had a modest following of 339 users. During the campaign, which ran from March 29 to April 13, we experienced an extraordinary surge in followers, adding 8,438 new followers. This represents a staggering 2,488% increase in our follower base within just 15 days. Such a dramatic increase highlights the



success of our targeted efforts to connect with our audience and the strong appeal of our content.

**RECOMMENDATION:** while this campaign was highly efficient, the next challenge is to retain this expanded community and keep them actively engaged to sustain this momentum. Also use this new community to build an audience on other social media platforms.

## LINKEDIN CAMPAIGNS

### 1. ENGAGEMENT

The engagement campaign cost €0.62 per engagement, which is higher than our Facebook engagement costs and as it didn't lead to meaningful connections with our audience we shut it down after just a few days.

**RECOMMENDATION:** in regards to engagement campaigns we should experiment with different content types to see if costs can be reduced.

### 2. NEW FOLLOWERS

The LinkedIn campaign was more expensive, with a cost of €1.04 per follow. This is significantly higher than the cost on Facebook, reflecting LinkedIn's generally higher ad costs and perhaps a more niche audience. However, the campaign was successful in generating followers, reaching 71,597 people and getting 698 new followers (before the campaign, our LinkedIn page had 100 followers).

**RECOMMENDATION:** we should consider refining the targeting on LinkedIn to reduce costs or focus on high-value followers that align with specific business objectives.



## 4. KEY INSIGHTS

- Facebook campaigns for new followers and video views were very cost-effective, indicating strong content appeal and good targeting.
- LinkedIn ads were more expensive, reflecting the platform's premium nature. We need to evaluate if the higher cost is worth it and manage the budget carefully.
- Both platforms showed strong engagement, especially on Facebook, signalling that our content resonates well with the audience.
- There's room to optimise LinkedIn campaigns to lower costs and improve performance.

## 5. KPI & SUCCESS MEASUREMENT REPORT

Our social media platforms were launched in mid-March 2023, marking the beginning of our online community-building efforts.

### **PREDICTED GOALS (4-YEAR TARGETS)**

By the end of the four-year period, we aim to achieve the following audience development goals:

- **WEB PLATFORM:** 25,000 unique visitors | 7,000 unique visitors in the first year



- **EMAIL LIST:** 5,000 contacts | 200 subscribers in the first year
- **FACEBOOK:** 7,000 page followers | 1,500 page followers in the first year
- **LINKEDIN:** 2,000 followers | 400 followers in the first year
- **INSTAGRAM:** 6,000 followers | 900 followers in the first year
- **YOUTUBE:** 1,000 followers | 100 followers in the first year
- **TWITTER:** 4,000 followers | 300 followers in the first year

## CURRENT PROGRESS

As of now, just over a year since our launch:

- **WEB PLATFORM:** We have reached 5,725 unique visitors, which represents 22.9% of our four-year target of 25,000 unique visitors. This is a solid initial traction and sets a strong foundation for continued growth.
- **EMAIL LIST:** We have 125 email contacts (excluding partners and cooperation organisations).
- **FACEBOOK:** We have already surpassed our four-year goal with 8,438 page fans.
- **LINKEDIN:** We have reached 798 community members, surpassing our year 1 goal and making steady progress toward our four-year goal.
- **INSTAGRAM** We have 272 followers which means that we have not acquired as many targeted users as predicted. That is why we are focusing the next phase of our campaigns on Instagram.
- **OTHER PLATFORMS:** In reviewing our social media strategy, we chose to prioritise Instagram, Facebook, and LinkedIn over Twitter and YouTube for several key reasons, but mainly to strategically optimise our resources and ensure that our content and engagement strategies are focused and effective, maximising the impact of our campaigns. Additionally, we chose to focus on developing a WhatsApp group which offers a direct, personal way to build and maintain community relationships, particularly in regions where



WhatsApp is a dominant communication tool. It allows us to engage more intimately with our audience, offering exclusive updates, fostering discussion, and building a sense of community.

## 6. NEXT STEPS

- Keep investing in Facebook video content to drive engagement.
- Focus on both expanding our reach on new platforms and retaining our current engaged community (utilise tools such as facebook stories)
- Test different audience settings and content formats on LinkedIn to reduce costs.
- Develop a strategy for upcoming campaigns on Instagram and WhatsApp, using insights from Facebook and LinkedIn.

*\*One of our key promotional activities for the second year was to promote the anthology DECONFINING ebook. However, due to delays in the publishing of the ebook in both English and French, the promotion has also been postponed. We continue to closely monitor the progress of all DECONFINING partners and adjust our communication plan accordingly to ensure effective promotion for all the activities.*

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