

Social Media **Report** BPOLBF

Periode: Februari - Maret



Instagram

Februari 2022



bpolf

Message

Follow



1,015 posts

8,082 followers

95 following

BPO Labuan Bajo Flores

Government organization

Akun Resmi Badan Pelaksana Otorita Labuan Bajo Flores

(BPOLBF) Satuan Kerja di bawah Kemenparekraf. Untuk informasi selengkapnya di link berikut 📌

tenta.ng/@bpolabuanbajoflores

OVERVIEW

Reach	44.1K	+435%	▲
Engament	7.168	+88,8%	▲
Impressions	149.449	+41.1%	▲
Follower	7.088	+350	▲
Post		23	
Story		62	
Reels		7	

Content reach ⓘ



● Followers ● Non-Followers

Top Posts

Based on reach



Top Stories

Based on reach



Top Reels

Based on reach



Post Interactions

vs Jan 4 - Jan 31

4,528

+28.9%

Likes

3,561

Comments

103

Saves

242

Shares

140

Top Posts

Based on likes



356

Feb 3



355

Feb 24



227

Feb 23



222

Feb 16

Story Interactions

vs Jan 4 - Jan 31

31

-18.5%

Replies

17

Shares

14

Top Stories

Based on replies



Top Stories

Based on replies



Feb 19



Feb 26



Feb 21



Feb 24

Reels Interactions	2,323
vs Jan 4 - Jan 31	+6,178%
Likes	1,686
Comments	56
Saves	96
Shares	485

Top Reels
Based on likes



Feb 20



Feb 2



Feb 4



Feb 5

Impressions vs Jan 4 - Jan 31	149,449 +41.1%
Profile Activity ⓘ	4,241
Profile Visits	4,145 +80.6%
Website Taps	77 -11.5%
Email Button Taps	2 —
Business Address Taps	14 —
Call Button Taps	3 +200%

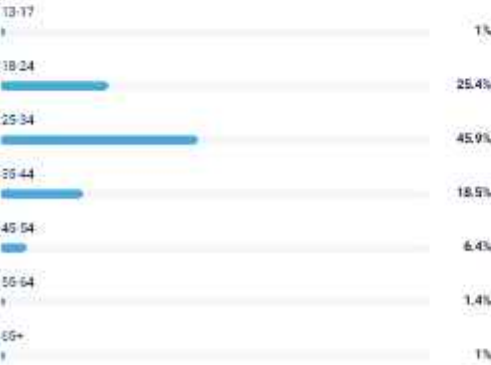
Growth

Overall	229
Follows	350
Unfollows	121



Age Range
of your followers

All Men Women



Top Locations
of your followers

City Countries





Maret 2022



bpolf

Message

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Reach	146K	+232%	▲
Engament	8.442	+17.7%	▲
Impressions	338.535	+126%	▲
Follower	7.529	+441	▲
Post		24	
Story		71	
Reels		11	

Followers and non-followers

Based on reach



You reached +260% more accounts that weren't following you compared to Feb 1 - Feb 28.

Content reach ⓘ



Top Posts

Based on reach



Mar 4



Mar 15



Mar 30



Mar 15

Top Stories

Based on reach



Mar 1



Mar 15



Mar 1



Mar 15

Top Reels

Based on reach



Mar 23



Mar 29



Mar 19



Mar 14

Post Interactions

vs Feb 1 - Feb 28

5,546

+22.4%

Likes

4,512

Comments

105

Saves

316

Shares

246

Top Posts

Based on likes



Mar 4



Mar 30



Mar 31



Mar 15

Story Interactions

vs Feb 1 - Feb 28

17

-45.2%

Replies

11

Shares

6

Top Stories

Based on replies



Mar 25



Mar 19



Mar 18



Mar 16



Mar 15

Reels Interactions

vs Feb 1 - Feb 28

1,846

-20.6%

Likes

1,574

Comments

37

Saves

47

Shares

188

Top Reels

Based on likes



Mar 14



Mar 23



Mar 29



Mar 2



Mar 9

Impressions	338,535
vs Feb 1 - Feb 28	+126%

Profile Activity ⓘ	5,848
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Profile Visits	5,556
	+34%

Website Taps	261
	+238%

Email Button Taps	1
	-50%

Business Address Taps	25
	+78.5%

Call Button Taps	5
	+66.6%

Growth

Overall	290
Follows	441
Unfollows	151



Top Locations
of your followers

Cities Countries

Jakarta	15.3%
Kupang	12%
Labuanbajo	6.5%
Denpasar	4.7%
Badung	3.3%

Age Range
of your followers

All Men Women

13-17	1%
18-24	25.4%
25-34	45.9%
35-44	18.5%
45-54	6.4%
55-64	1.4%
65+	1%

ANALITYCS

Februari - Maret

Compared with Previous Mount



Instagram



The total number of times your media objects (i.e. posts, stories, Reels and promotions) have been viewed. Includes ad activity generated through the API, Facebook ads interfaces, and the Promote feature. Does not include profile views.



The total number of times your media objects (i.e. posts, stories, Reels and promotions) have been uniquely viewed over the chosen period. Includes ad activity generated through the API, Facebook ads interfaces, and the Promote feature.



The average engagement on reach per post published over the period. Calculated by taking the sum of engagements on reach of all posts, divided by the number of posts within the specified time frame. Includes paid and organic activity. Data is updated once a day.

High Enganging Reach Post



Lowest Enganging Reach Post



Most Comment Post



Lowest Comment Post



Most Reach Post



Lowest Reach Post



Most Impression Post



Lowest Comment Post



ANALITYCS

Engagement

Compared to Januari



+18.54%



7.92%

Average engagement on reach per post

7.92% 0%



8.4K

Likes received

8.4K 0

+52.95%



168.1

Average likes received

+75.39%



218

Comments received

218 0

-21.58%



4.4

Average comments received

-10.6%



Sort by least enga...

All



98 19 N/A



356 4 N/A



194 13 N/A



263 2 N/A



6.3K

Video views

+255.91%



3.1K

Average views per video

+255.91%



421

Saves

+21.16%



8.4

Average saves

+95.1%

Engagement



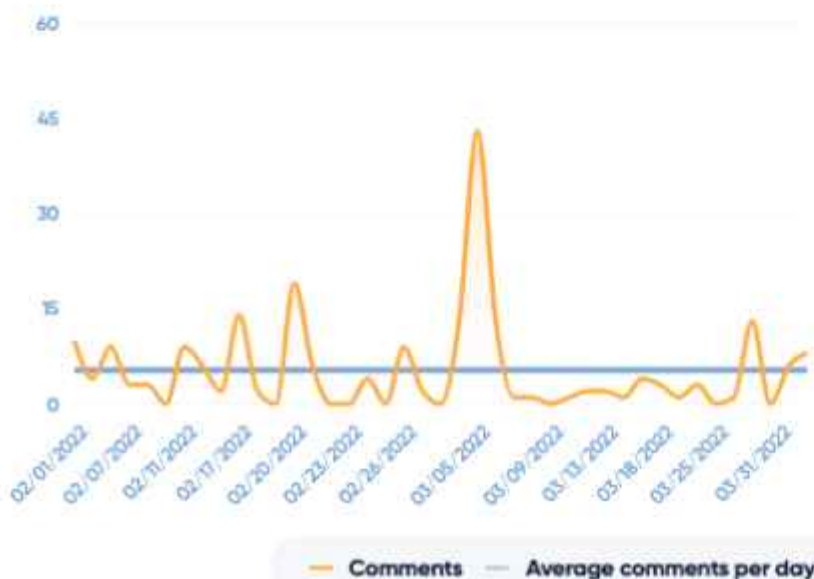
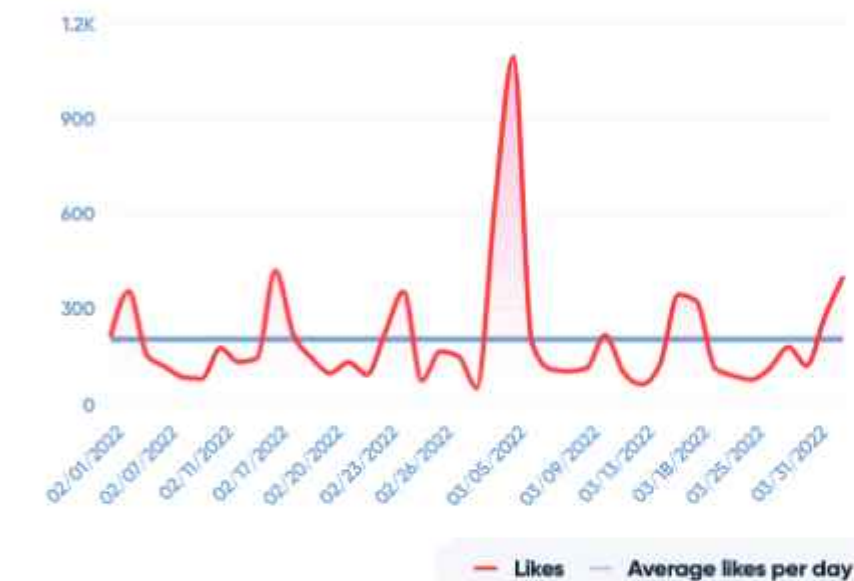
+18.54%



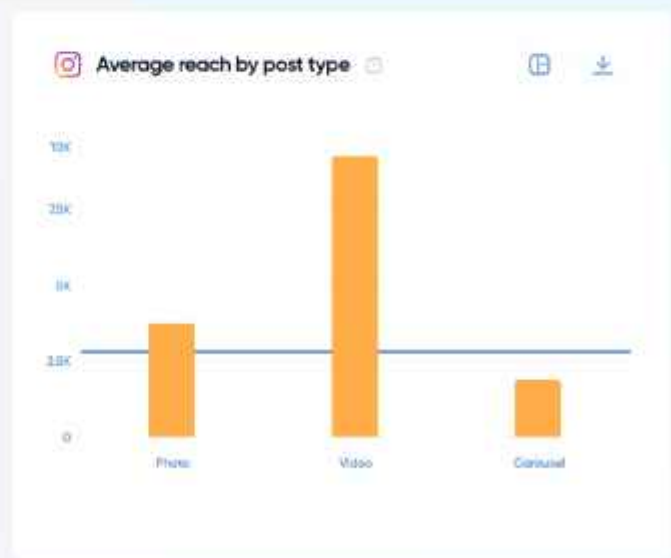
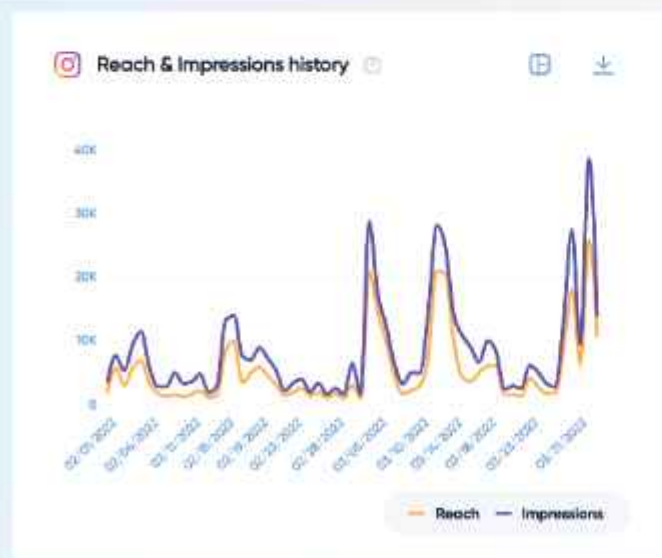
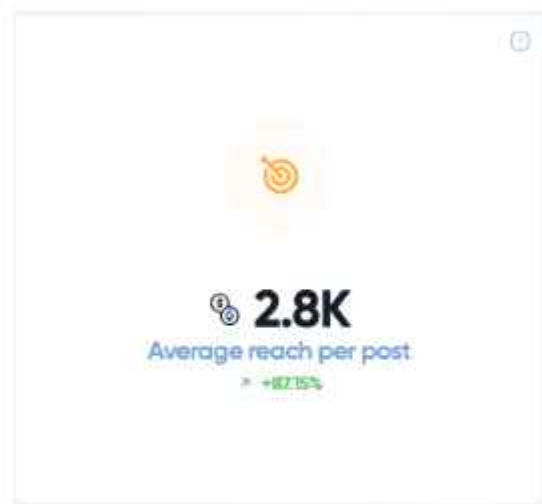
7.92%

Average engagement on reach per post

📈 7.92% 📉 0%



Reach & Impressions



ANALITYCS

Profile Activity

Compared to Januari



9.7K

Profile Visits

↑ +126.03%



338

Website clicks

↑ +103.61%



39

Get directions clicks



3

Email clicks

↑ +200%



8

Phone Call clicks

↑ +100%



0

Text Message clicks



Profile Visits



Profile Visits



Website clicks



Website clicks



3.48%

Website click rate

↓ -10.08%



0.03%

Email click rate

↑ +50%



0.4%

Get directions click rate



G20
INDONESIA
2022

#pulih
bersama

wonderful
indonesia



Terima Kasih



www.labuanbajoflores.id



BPO Labuan Bajo Flores



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