



Social Media Audit Report
90 Day Performance and Assessment
Aug - Oct 2022

Social Media Report Oct- Dec 2022



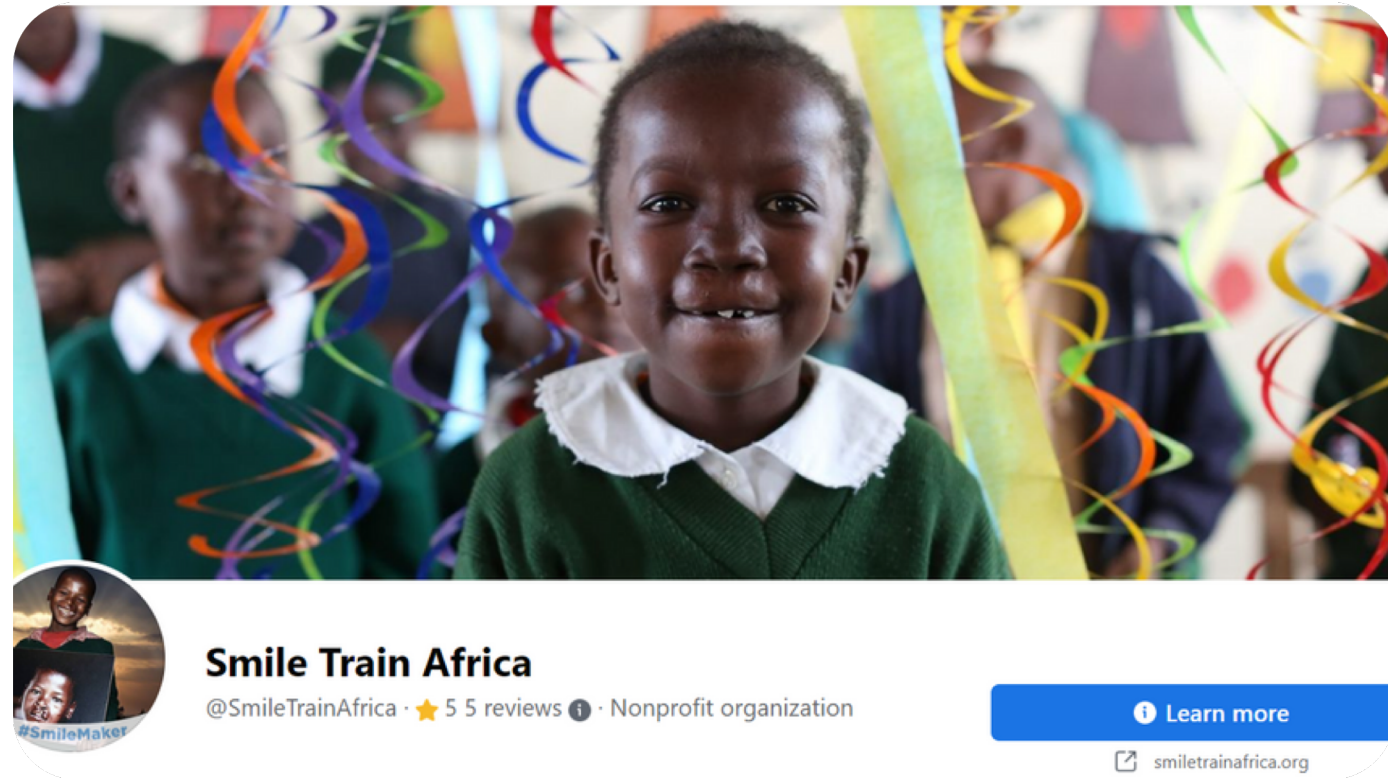
INTRODUCTION

What we focused on

- We conducted a 90 day lookback (Aug 1, 2022 – October 31, 2022) on all existing Smile Train Africa social media channels to evaluate use and performance
- We reviewed Demographics, post performance and engagement for each channel.

Why we focused on this

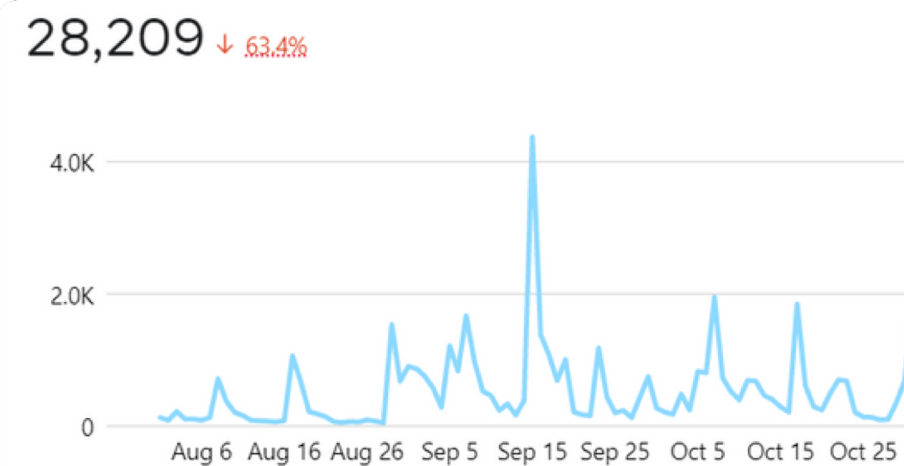
- To gather insights and key strengths of channel performances for the last 90days.
 - Recommend best practices to improve on delivering on set goals.
 - Inform content creation strategy for the next 90 days
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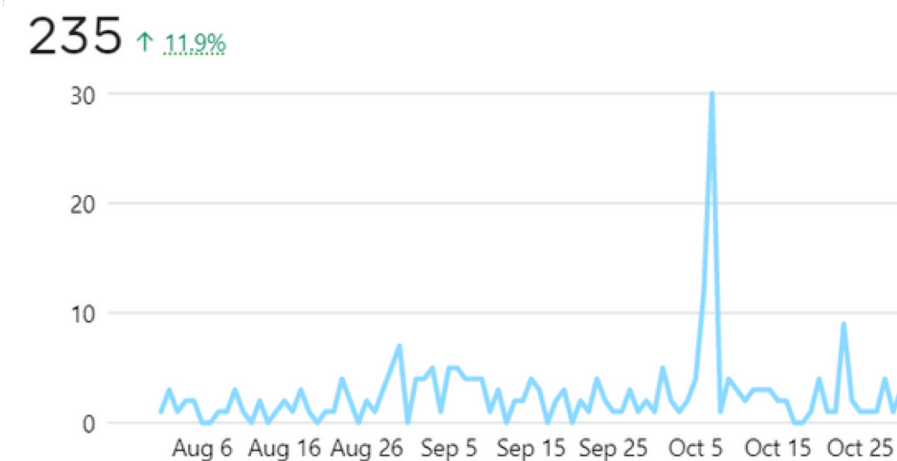
Facebook has the highest amount of followers (7,746) of the four channels and almost everything is posted in English.

- The page reach experienced a 63.4% drop compared to the prior 90 days.
- It witnessed an 11.9% increase in page likes (235)
- The number of people who visited the page in the last 30 days increased by 44.9% (1,689)
- The page has an audience of 53.9% (women) and 46.1% (men)

PAGE REACH



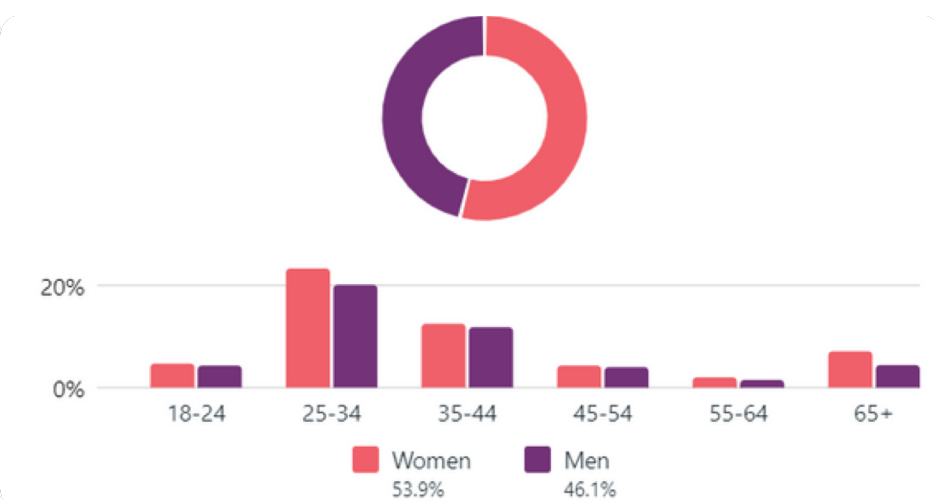
NEW PAGE LIKES



PAGE VISITS




AUDIENCE GENDER



smiletrainafrica

Message


...

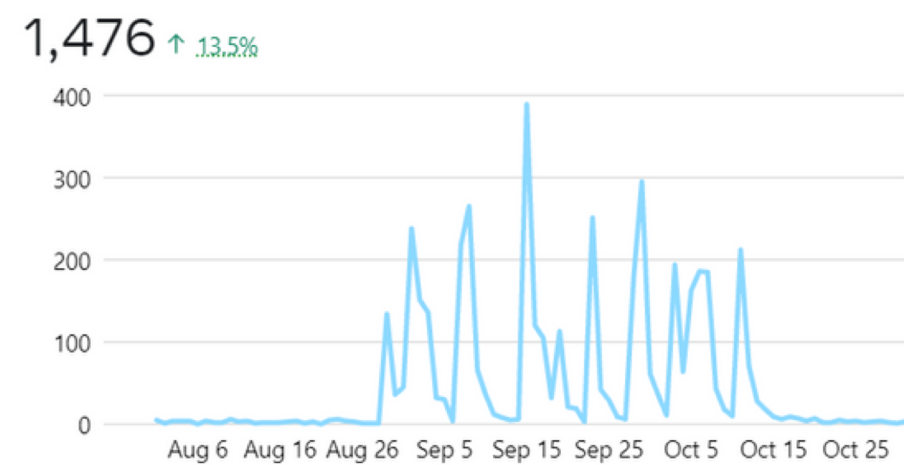
325 posts
1,883 followers
102 following

Smile Train Africa
Smile Train is the world's leading cleft charity, empowering local medical pro to provide cleft treatment in their own communities.
www.facebook.com/SmileTrainAfrica/videos/246319977076709
Followed by smiletrain

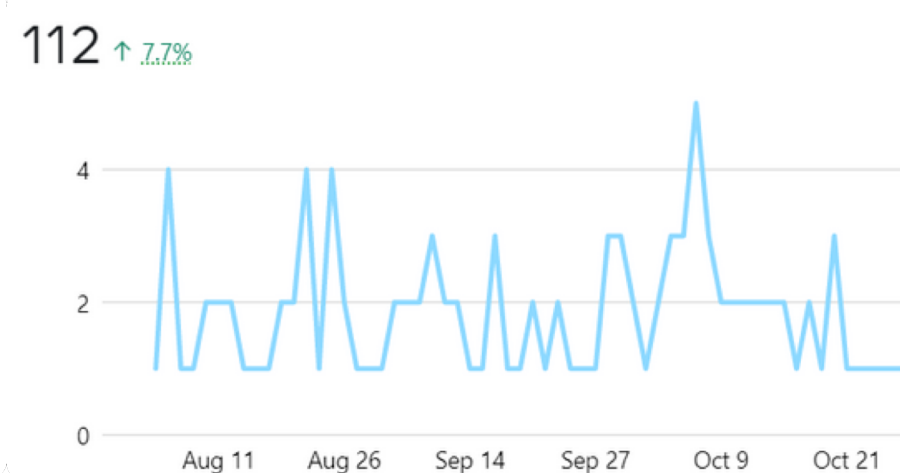
Instagram has the 2 highest amount of followers (1,884) of the four channels and everything is posted in English.

- The page reach experienced a 13.5% increase compared to the prior 90 days.
- It witnessed a 7.7% increase in page likes (112)
- The number of people who visited the page in the last 30 days dropped by 21.3% (363)
- The page has an audience of 62.9% (women) and 37.1% (men)

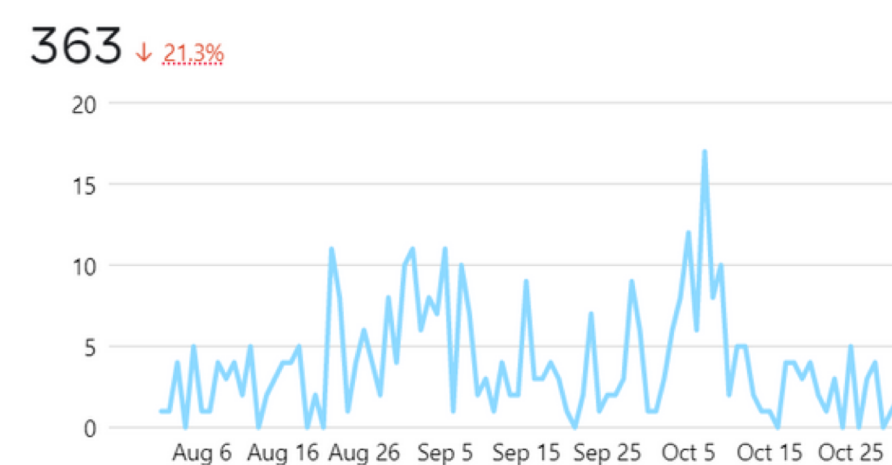
PAGE REACH



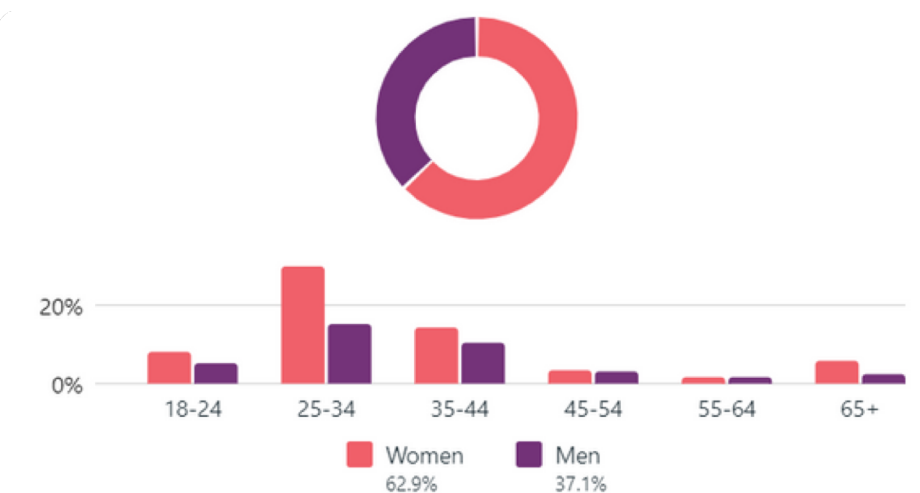
NEW PAGE LIKES



PAGE VISITS



AUDIENCE GENDER





Smile Train Africa Official

We are in 41 countries in Africa with 245+ partner hospitals, having created over 120,000 smiles in continent

Hospitals and Health Care · NAIROBI, Nairobi · 515 followers

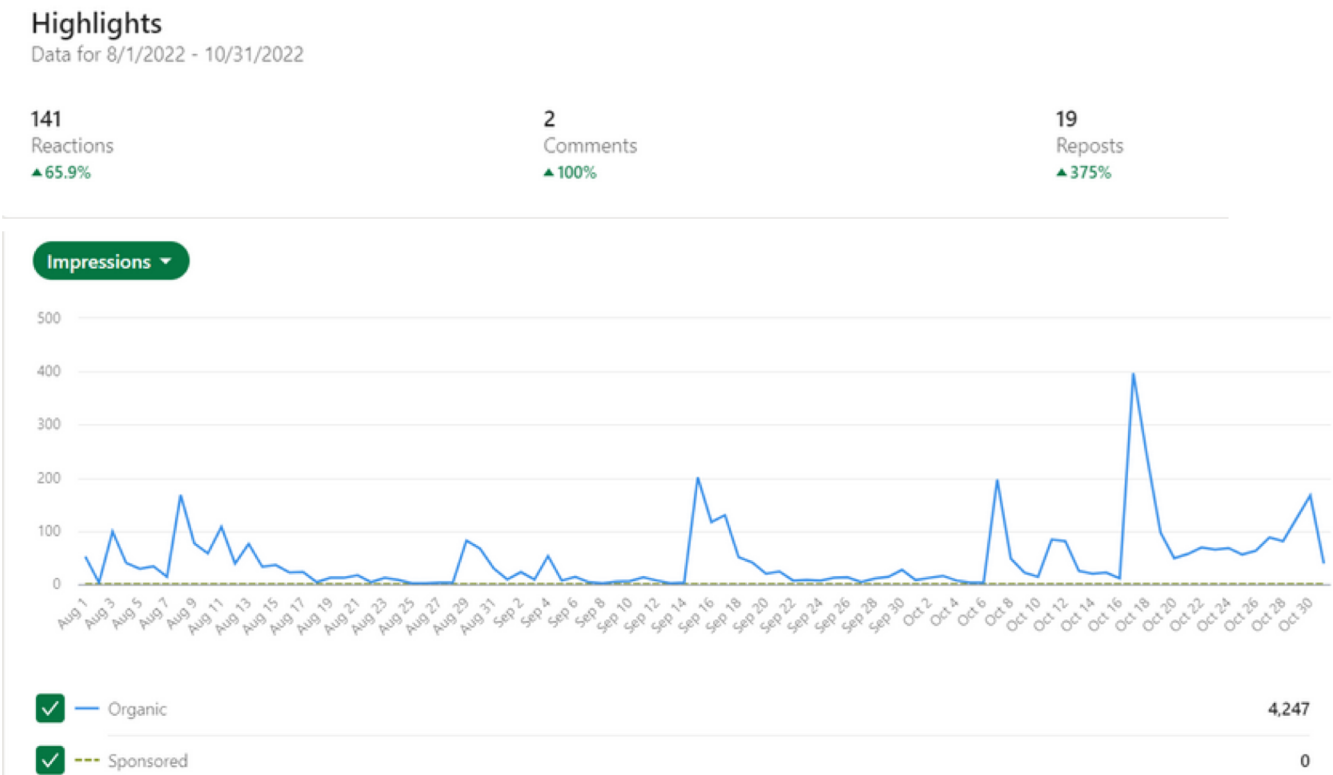
Deborah works here · 3 employees

✓ Following

Visit website

More

FOLLOWER INSIGHT



LinkedIn has the least amount of followers (514) of the four channels and almost everything is posted in English.

- The page Reaction is at a 65.9% increase.
- It witnessed a 37.5% reposts (19)
- The overall impression in the last 90 days (4247)
- The top content engagement was on the post Smile Train Africa Brand Ambassador Andy Bumuntu.

CONTENT ENGAGEMENT

Post title	Post type	Audience	Impressions	Views	Clicks	CTR	Reactions	Comments	Reposts	Follows
Smile Train Africa Brand Ambassador Andy Bumuntu cuddled four month old Baby... Posted by Emily Waithera 10/17/2022 Boost	Image	All followers	1,411	-	273	19.35%	33	2	1	-
"Only those who have learned the power of sincere and selfless contribution experien... Posted by Emily Waithera 10/11/2022 Boost	Image	All followers	289	-	5	1.73%	10	1	1	-
Children With Clefts in Sahel Region at High Risk of Malnutrition-Related Deaths,... Posted by Emily Waithera 10/7/2022 Boost	Video	All followers	329	132	3	0.91%	22	0	2	-

1		UNICEF	4,039,863	167,248
2		Save the Children International	891,254	76,766
3		Smile Foundation	78,541	6,753
4		Operation Smile	26,411	1,407
5		Cleft Lip and Palate Association (CLAPA)	2,194	142
6		Kids Operating Room	2,042	205
7		Smile Train Africa Official	515	113

AUDIENCE LOCATION

London Area, United Kingdom, United Kingdom · 12 (2.3%)

New York City Metropolitan Area · 9 (1.7%)

Greater Delhi Area, India · 6 (1.2%)

Washington DC-Baltimore Area · 5 (< 1%)

Los Angeles Metropolitan Area · 3 (< 1%)

Gold Coast, Australia · 3 (< 1%)

Mumbai Metropolitan Region, India · 3 (< 1%)

Greater Bengaluru Area, India · 3 (< 1%)

AUDIENCE INDUSTRY

Hospitals and Health Care · 73 (14.2%)

Medical Practices · 40 (7.8%)

Non-profit Organizations · 39 (7.6%)

Philanthropic Fundraising Services · 34 (6.6%)

Higher Education · 32 (6.2%)

Hospitals · 30 (5.8%)

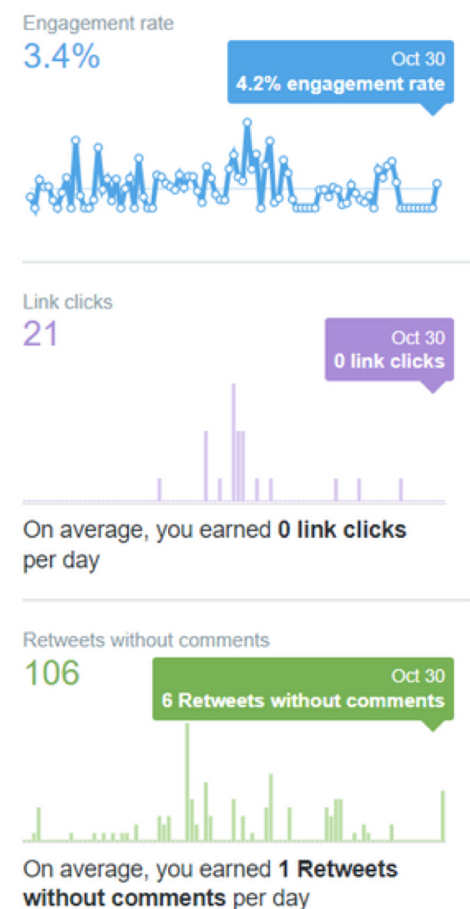
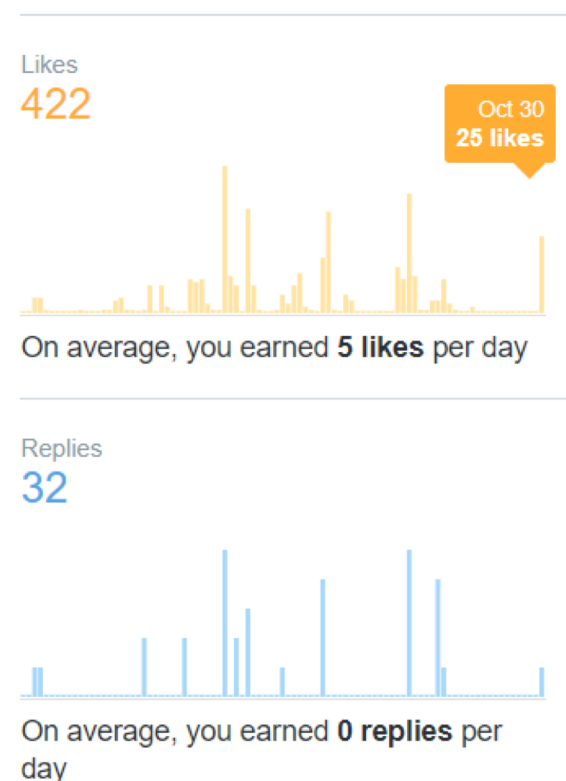
Wellness and Fitness Services · 25 (4.9%)

Research Services · 11 (2.1%)

- Most followers are based in the United State (New York), United Kingdom (London) and India (New Delhi) and they are from the Health care, medical practices and Non-Profit industries
- Competitor have high increase in followers compared to channel.
- Content primarily focuses on patient stories, with a mix of lectures and partnership spotlights
- Posting inconsistent on the channel.



PERFORMANCE INSIGHT



Twitter has the 3rd highest number of followers (1,661) of the four channels and almost everything is posted in English.

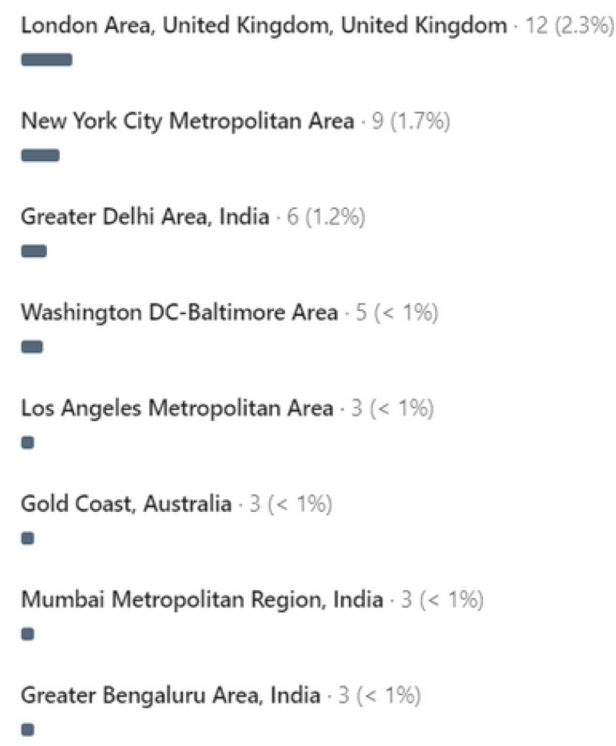
- The page engagement rate is at a 3.4%.
- It had 103 retweets
- Likes 422, Link clicks 21 and 32 replies.
- The top content engagement was on the partner recognition post for Dr Ver-Or Ngutor and Dr Bayo Aluko-Olokun.
- Content is mostly focused on partnerships, awareness days, promotion of virtual lectures, and company/staff highlights

CONTENT ENGAGEMENT

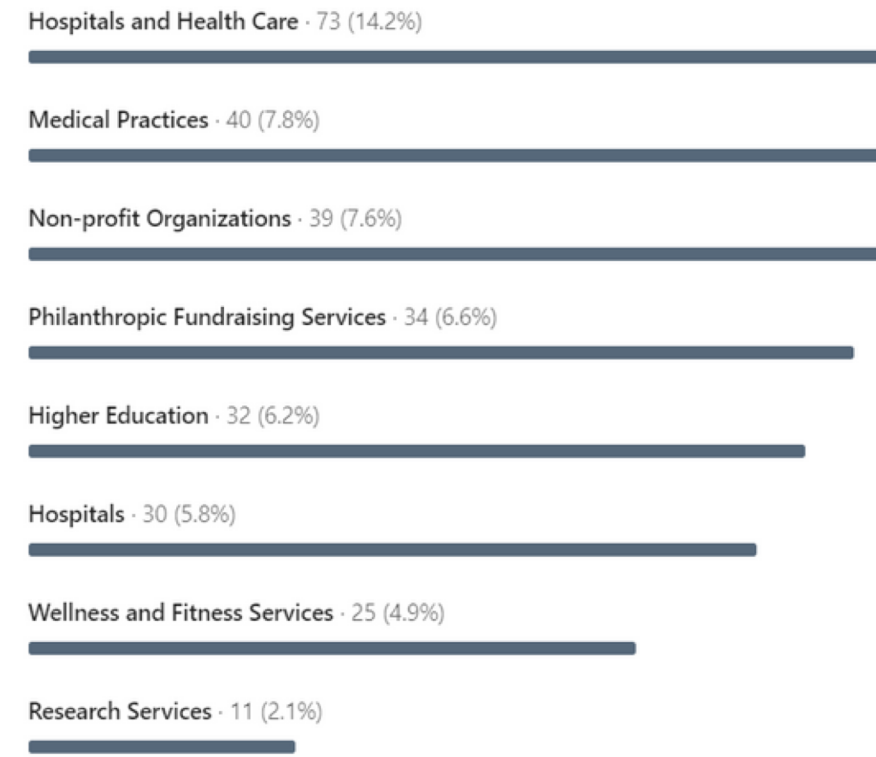
 Smile Train Africa @SmileTrainAfric · Oct 11 Congratulations to @Smiletrain partners Dr Ver-Or Ngutor of @OHAIAfrica360 & Dr. Bayo Aluko-Olokun of Bayo Aluko-Olokun Foundation who today were feted by HE President @MBuhari GCFR! Thank you for creating smiles on patients with #clefts in #Nigeria!ng smiletrainafrica.org pic.twitter.com/lCbUp2faN View Tweet activity	3,884	322	8.3%
 Smile Train Africa @SmileTrainAfric · Oct 5 Join our Facebook Live Session on #WorldSmileDay coming Friday, 7th October 2022 as we listen to our outreach partners from #Africa in #Cameroon, #Nigeria, #Uganda & #Mozambique share their highs and lows of creating smiles. fb.me/e/2brunPGOO pic.twitter.com/DrdhveYFBj View Tweet activity	1,705	36	2.1%
 Smile Train Africa @SmileTrainAfric · Oct 7 .#SafeSurgery starts with healthy patients. Children in Sahel region of #Africa among the highest affected-sobering but important data on prevalence & impact of #malnutrition for children with #clefts from @SmileTrain & @IHME_UW. #WorldSmileDay RT bit.ly/3RCZ5U9 pic.twitter.com/dGZgPrmd4k View Tweet activity	1,085	20	1.8%

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AUDIENCE LOCATION



AUDIENCE INDUSTRY



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Next Quarter Timeline

Strategic Plan

30

LEARN

- Conduct a mini [social audit](#) of ST Africa channels.
- Create a [social media editorial calendar](#).
- Create a content creation workflow chart
- Mock up the first two weeks of potential content, including both copy and visuals, for review.
- Create a deck of relevant social media best practices.

60

IMPLEMENT

- Launch reviewed and revised social media content.
- Develop a social media posting schedule when the audience is online.
- Engage with social media comments and mentions.
- Plan and launch a social media campaign.
- Report on the first 30 days' worth of metrics.
- Set monthly and quarterly goals going forward based on the first 30 day metric benchmarks.

90

OPTIMIZE

- Identify opportunities for new types of content (e.g., video or visuals).
- Create a spreadsheet of potential influencers (micro and macro) to engage.
- Report on the first 60 days worth of social media metrics and suggest next steps for what's working and what can be improved upon.

WHAT'S WORKING

- Patient stories with before and after imagery have high engagement
- Followers react well to timely moments and holidays, such as World Smile Day

RECOMMENDATIONS

- Consistent posting schedule (2-3 times a week per channel) will contribute to building brand awareness and presence across all channels.
- Increasing the use of hashtags and engagement with followers will increase credibility.
- Other content types such as videos, stories, and reels could help boost engagement on Facebook and Instagram
- Engage the Smile Train Africa team in the consistent sharing of our content on their pages to drive engagement from different people groups. times a week

Next Quarter Timeline

Jan - March 2023

TOP GOALS TO ACHIEVE:

- Balance between creating awareness and advocacy. Stage advocacy conversations with partners like Lifebox, KidsOR, G4Alliance by tagging them on related posts.
- Build strong brand communities by collaborating more with friends of Smile Train on social. Notably; Friends of Smile Train Madagascar , The moving Smile Ethiopia , etc



Thank You