ASSOCHAM
DIGITAL ACTIVITY REPORT

Entrepreneurship
Bringing new talent and energy to industry

Digitisation
Making enterprises more competitive and tech savvy

Women Empowerment
Creating more opportunities for growth & employment

Sustainability
Caring for the environment and ensuring a greener future for coming generations

KNOWLEDGE CHAMBER OF INDIA

Submitted by: ASSOCHAM
Celebrating 100 Years

21st December 2019 – 20th January 2020
KEY EVENTS WE COVERED (21st Dec ‘19 – 20th Jan ‘20)

Startup Launchpad, Kochi
10 January

Pre-Budget press meet
15 January

Shadow Union Budget
15 January

Food Value Chain Partnership
16 January

Roundtable on Ease of Doing Business
17 January
TWITTER HIGHLIGHTS
21st Dec 19 – 20th Jan 20

TOTAL PAGE FOLLOWERS
5,445
(increase of 233)

TWEETS
262
IN THE PERIOD OF ONE MONTH

792.4K
IMPRESSIONS
GAINED BY ASSOCHAM’S TWEETS

7287
ENGAGEMENT
(LIKES | RTs | REPLIES)
GAINED BY ASSOCHAM’S TWEETS

2587
TOTAL LIKES
GAINED BY ASSOCHAM’S TWEETS

611
TOTAL RETWEETS
GAINED BY ASSOCHAM’S TWEETS
TWITTER SUMMARY

Number of Followers
- Nov-Dec: 5212
- Dec-Jan: 5445
- Increase of 233

Number of Posts
- Nov-Dec: 373
- Dec-Jan: 262
- Decrease of 111

Reach
- Nov-Dec: 1032010
- Dec-Jan: 792400
- Decrease of 239610

Engagement
- Nov-Dec: 16726
- Dec-Jan: 7287
- Decrease of 9439

*Since the numbers are being compared to previous month's promoted posts, the decrease is inevitable*
The quote RT of Invest India was one of the top performing tweets since it got retweeted by Union Minister Smriti Irani. It registered a total 78,681 impressions with a total engagement of 367.

The tweet of the meeting with Union Minister Rajnath Singh, was the top-rated tweet which registered a total 5,474 impressions with a total engagement of 143.
FACEBOOK HIGHLIGHTS
21st Dec 19 – 20th Jan 20

TOTAL PAGE LIKES
23,384 (increase of 72)

142 POSTS
IN THE PERIOD OF ONE MONTH

49,137 REACH
GAINED BY ASSOCHAM’S POSTS

3393 ENGAGEMENT
(REACTIONS | SHARES | COMMENTS)
GAINED BY ASSOCHAM’S POSTS

2336 TOTAL REACTIONS
GAINED BY ASSOCHAM’S POSTS
FACEBOOK SUMMARY

**Page Likes**
- Nov-Dec: 23312
- Dec-Jan: 23384
- Increase of 72

**Reach**
- Nov - Dec: 68379
- Dec-Jan: 49137
- Decrease of 19242

**Number of Posts**
- Nov-Dec: 227
- Dec-Jan: 142
- Decrease of 85

**Engagement**
- Nov-Dec: 3929
- Dec-Jan: 2336
- Decrease of 1593

*Since the numbers are being compared to previous month’s promoted posts, the decrease is inevitable*
Niranjan Hiranandani’s video for #100YearsofASSOCHAM was the best performing post, garnering 1.7K reach and 41 engagement.
LINKEDIN HIGHLIGHTS
21st Dec 19 – 20th Jan 20

TOTAL PAGE FOLLOWERS
4457
(increase of 412)

POSTS
112
IN THE GIVEN PERIOD

ENGAGEMENT
3367
(REACTIONS | SHARES | COMMENTS | CLICKS)
GAINED BY ASSOCHAM’S POSTS

60.1K
IMPRESSIONS
GAINED BY ASSOCHAM’S POSTS

TOTAL REACTIONS
1242
GAINED BY ASSOCHAM’S POSTS

TOTAL SHARES
61
GAINED BY ASSOCHAM’S POSTS

21st Dec 19 – 20th Jan 20
LINKEDIN SUMMARY

Followers

- Nov-Dec: 4045
- Dec-Jan: 4457

Increase of 412

Impressions

- Nov-Dec: 35100
- Dec-Jan: 60983

Increase of 25800

Visitors

- Nov-Dec: 739
- Dec-Jan: 841

Increase of 102

Engagement

- Nov-Dec: 1890
- Dec-Jan: 3367

Increase of 1477
Announcement Post for our new president was a welcoming news for many. It garnered more than 4500 impressions.

Our wish post for the harvest season brought smiles on many faces and generated 1008 impressions.
INSTAGRAM HIGHLIGHTS
21st Dec 19 – 20th Jan 20

TOTAL PAGE FOLLOWERS
225 (Increase of 27)

49 POSTS
IN THE PERIOD OF ONE MONTH

11,152 IMPRESSIONS
GAINED BY ASSOCHAM’S POSTS

695 ENGAGEMENT
(REACTIONS | SHARES | COMMENTS | PROFILE VISITS)
GAINED BY ASSOCHAM’S POSTS

619 TOTAL REACTIONS
GAINED BY ASSOCHAM’S POSTS
INSTAGRAM SUMMARY

**Followers**
- Nov - Dec: 198
- Dec-Jan: 225
- Increase of 27

**Impressions**
- Nov - Dec: 7570
- Dec-Jan: 11152
- Increase of 3582

**Number of Posts**
- Nov - Dec: 46
- Dec-Jan: 49
- Increase of 3

**Engagement**
- Nov-Dec: 525
- Dec-Jan: 695
- Increase of 170
The post for #VisionOfTheDecade was the top rated post which registered a total 549 impressions.

The post for Union Budget Press Meet, was one of the top rated posts which registered a total 323 impressions.
ORGANIC INFLUENCER ENGAGEMENT

- Office of Nirmala Sitharaman
- Indian Embassy in Guyana
- Indian Embassy in Pakistan
- Indian Embassy in Jamaica
- Indian Embassy in Perth
- Indian Embassy in Mongolia
- NITI Aayog
- Ministry of Civil Aviation
- Union Minister RS Prasad
- Union Minister Smriti Irani
- World Bank India
- Department of Commerce
- Invest Punjab
- Invest India
- Skill India
- NSDC India
- DPIIT
- IRSDC
- Hindustan Zinc
- Kiren Rijiju
- Kerala Startup Mission
- APEDA
CONTENT TO DRIVE CONVERSATIONS
WHAT WE HAVE BEEN POSTING

HISTORY POSTS

1987 Indian Merchants’ Chambers, Bombay joins ASSOCHAM

TEAM INDIA with Jan Bhagidari

Time itself is the solution to all problems.
— Narasimha Rao

ASSOCHAM

By 2021, India’s retail market is expected to reach
• $1200 billion market size
• 10.8% compounded annual growth rate

Source: Invest India

THOUGHT LEADERSHIP

IWAI’s Stakeholders Conference Enhancing Inland Waterways Potential
Kochi | 24 January, 2020

National Conference on Gig Economy: Aligning Consumer Preferences
The Way Forward
January 24, 2020 | New Delhi

EVENT BASED CREATIVES
NOT JUST VISUALLY, VERBALLY AS WELL
WHAT WE HAVE BEEN POSTING

This #NewYear2020, looking beyond 100!

#100YearsOfASSOCHAM

Participating #entrepreneurs have started pitching their ideas and solutions to the jury at ASSOCHAM Startup Launchpad.

The teams are presenting propitious solutions for the economic and social growth of a #NewIndia. #ASSOCHAMStartups

8th Jan: Last date to apply!

To connect with the regional audience, we’ve been posting content in trending formats and regional languages.
| Platform | ASSOCHAM |  |  | FICCI |  |  | CII |  |  |
|----------|----------|  |  | Increase in the number of followers |  |  | Increase in the number of followers |  |  |
|          | Followers (as on Dec 20) | Followers (as on Jan 20) | Increase in the number of followers | Followers (as on Dec 20) | Followers (as on Jan 20) | Increase in the number of followers | Followers (as on Dec 20) | Followers (as on Jan 20) | Increase in the number of followers |
| Facebook | 23312 | 23384 | 72 | 25604 | 25882 | 278 | 283895 | 300917 | 17022 |
| Twitter  | 5212 | 5445 | 233 | 122871 | 124746 | 1875 | 129475 | 131439 | 1964 |
| Instagram| 198 | 225 | 27 | 2770 | 3040 | 270 | 12636 | 13066 | 430 |
| LinkedIn | 4045 | 4457 | 412 | 27784 | 28156 | 372 | 54306 | 55249 | 943 |
| YouTube  | 128 | 182 | 54 | 6.56K | 6.91K | 350 | 7.53K | 7.68K | 150 |
LEARNINGS

What work well

• Visibility of our leaders garnered more engagement

• Relatable content and trending content helped us reach more people

• Ministers and Delegates engaged with relevant content

What can improve

• LinkedIn pulse articles will help us widen our professional network

• Promotions on Twitter and Instagram