KEY EVENTS WE COVERED (21st Feb – 20th Mar)

India is going to be the youngest country by 2030, thus it becomes important and pertinent to instill our youth with employable skills. #ASSOCHAM Secretary General @Deepaksood99, during his welcome address at the 13th Higher Education, Skill and Livelihood Conclave.

13th Higher Education, Skill and Livelihood Conclave
25 February

The beauty industry is the fastest-growing, and recession-proof industry in India but the most crucial challenge that it faces is the dignity of labour. @BiginIndia CEO @samir_srivastav while addressing the audience at the event.

Beauty, Wellness and Personal Care Awards
28 February

As part of the #BreatheFree campaign, #ASSOCHAM and @volvoKarno organised an awareness workshop for the students of Heritage International Xperiential Learning School, Gunugram.

Taking the message of a green earth to the torchbearers of the future!

Breathe Free Campaign
Multiple Dates

A bright new morning comes with its brand new dreams.ortality.

With an aim to further the contribution of our country’s North-East region towards a $5 trillion economy, #ASSOCHAM is all set to kick off the three-day long #EmergingNortheast.

Stay tuned for LIVE updates!

Emerging North East
27-29 February

Government and private organisations are putting their best foot forward to tackle the issue of malnutrition

Such partnerships will further the agenda of a healthy India. @TechMRResearch Vice President Vivek Gupta

12th Capital Market Summit
4 March

At #ASSOCHAM, we are aligned to achieve PM @narendramodi’s vision of a $5 trn economy. We create such platforms to share our concerns, experiences and feedback for a better future. Secretary General @Deepaksood99, welcoming the august gathering at the 15th Annual Banking Summit.

3rd National Conference on Nutrition and Functional Foods
5 March

Conference on Approaches to Shaping Climate Resilient Agriculture
28 February

Karnataka Chief Minister @BSYBJP inaugurated #ASSOCHAM - @terin joint Conference on Approaches to Shaping Climate Resilient Agriculture in #Bengaluru today.
TWITTER HIGHLIGHTS
21st Feb – 20th Mar

TOTAL PAGE FOLLOWERS
6,301
(increase of 411)

335
TWEETS
IN THE PERIOD OF ONE MONTH

536.1K
IMPRESSIONS
GAINED BY ASSOCHAM’S TWEETS

335
TWEETS
IN THE PERIOD OF ONE MONTH

11507
ENGAGEMENT
(LIKES | RTs | REPLIES)
GAINED BY ASSOCHAM’S TWEETS

3471
TOTAL LIKES
GAINED BY ASSOCHAM’S TWEETS

784
TOTAL RETWEETS
GAINED BY ASSOCHAM’S TWEETS
TWITTER SUMMARY

**Number of Followers**
- January-February: 5890
- February-March: 6301
  - Increase of 411

**Number of Posts**
- January-February: 395
- February-March: 335
  - Decrease of 60

**Impressions**
- January-February: 693900
- February-March: 536100
  - Decrease of 157800

**Engagement**
- January-February: 13293
- February-March: 11507
  - Decrease of 1786
The tweet inviting solutions for curbing the spread of COVID19 was one of the top performing tweets. It registered a total **28.9K impressions** with a total engagement of **647**.

The tweet from with SG’s quote was the top-rated tweet which registered a total **61.5K impressions** with a total engagement of **811**.
FACEBOOK HIGHLIGHTS
21st Feb – 20th Mar

TOTAL PAGE LIKES
23,411
(Decrease of 116)

130
POSTS
IN THE PERIOD OF ONE MONTH

31,902
REACH
GAINED BY ASSOCHAM’S POSTS

2217
ENGAGEMENT
(REACTIONS | SHARES | COMMENTS)
GAINED BY ASSOCHAM’S POSTS

1175
TOTAL REACTIONS
GAINED BY ASSOCHAM’S POSTS
FACEBOOK SUMMARY

Page Likes

Jan-Feb: 23527
Feb-Mar: 23411
Decrease of 116

Reach

Jan-Feb: 42991
Feb-Mar: 31902
Decrease of 11089

Number of Posts

Jan-Feb: 220
Feb-Mar: 130
Decrease of 90

Engagement

Jan-Feb: 2421
Feb-Mar: 1175
Decrease of 1246
The post of BK Goenka with President Trump was the best performing post, garnering 2077 reach and 371 engagement.
LINKEDIN HIGHLIGHTS
21st Feb 19 – 20th March 20

TOTAL PAGE FOLLOWERS
5,211
(increase of 392)

132
POSTS
IN THE GIVEN PERIOD

2977
ENGAGEMENT
(REACTIONS | SHARES | COMMENTS | CLICKS)
GAINED BY ASSOCHAM'S POSTS

46.5K
IMPRESSIONS
GAINED BY ASSOCHAM'S POSTS

919
TOTAL REACTIONS
GAINED BY ASSOCHAM'S POSTS

40
TOTAL SHARES
GAINED BY ASSOCHAM'S POSTS
**LINKEDIN SUMMARY**

**Followers**
- January-February: 4819
- February-March: 5211
- Increase of 392

**Impressions**
- January-February: 52892
- February-March: 46587
- Decrease of 6305

**Visitors**
- January-February: 1123
- February-March: 841
- Decrease of 282

**Engagement**
- January-February: 2848
- February-March: 2977
- Increase of 1477
One of our top posts this month was from our Emerging northeast event.

Our post for with past president and Donald Trump garnered 4500+ impressions.
INSTAGRAM HIGHLIGHTS
21st Feb 19 – 20th March 20

TOTAL PAGE FOLLOWERS
385
(Increase of 57)

41 POSTS
IN THE PERIOD OF ONE MONTH

12,162 IMPRESSIONS
GAINED BY ASSOCHAM’S POSTS

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

765 TOTAL REACTIONS
GAINED BY ASSOCHAM’S POSTS
INSTAGRAM SUMMARY

**Followers**

- Jan-Feb: 328
- Feb-March: 385

Increase of 57

**Impressions**

- Jan-Feb: 13146
- Feb-March: 14240

Increase of 1094

**Number of Posts**

- Jan-Feb: 385
- Feb-March: 41

Increase of 1

**Engagement**

- Jan-Feb: 40
- Feb-March: 41.2

Increase of 0.2

- Jan-Feb: 40.4
- Feb-March: 41

Increase of 0.6

Decrease of 12
Our Topical post on social distancing was one of the top-rated posts.

Women's day special campaign video was the top-rated post for the month.
ORGANIC INFLUENCER ENGAGEMENT

- PM Narendra Modi
- Piyush Goyal, Union Minister
- Office of Union Minister Nirmala Sitharaman
- Indian Embassy in Japan
- Manohar Lal Khattar, CM, Haryana
- Chetan Sanghi, Chief Secretary, Andaman and Nicobar Islands
- Kiran Mazumdar Shaw, Industrialist
- Invest India - Taiwan
- Invest India - France
- Lt. Governor's Secretariat, Andaman and Nicobar Islands
- NSIC Ltd
- Indian Embassy in Sweden
- My Gov
- PIB in Hyderabad
- Kiren Rijiju, Union Minister
- Ministry of Development of NE Region
- Ministry of Civil Aviation
- AICTE
- Ajay Kumar, Secretary, Ministry of Defence
- Rameswar Teli, MoS, MOFPI
- IIM Kozhikode
- Department of Commerce, Ministry of Commerce and Industry
- Chandrima Sinha, VP, Invest India
- Vivek Sonny Abraham, VP and Co-Head, Invest India
- AIR News – Guwahati

- Dr Harshvardhan, Union Minister
- Jagdish Mukhi, Governor of Assam
- Chandra Mohan Patowary, Cabinet Minister of Transport, Industry & Commerce, Govt of Assam
- Ministry of Jal Shakti
- UNDP India
- Skill India
- NSDC
- Blossom Kochhar
- AIU India
- DefExpo 2020
- Defence Production India
- FSSAI
- Bombay Stock Exchange
- Ashish Chauhan, CEO, BSE
- National Stock Exchange
- Arjan De Wagt, Chief Nutrition, UNICEF India
- Ministry of Finance
- Income Tax India
- Mahendra Nath Pandey, Union Minister
- PIB in Maharashtra
- DPIIT
- Invest India
- Global Innovation Index
- OASME, Odisha
- Biotechnology Industry Research Assistance Council (BIRAC)
CONTENT TO DRIVE CONVERSATIONS
WHAT WE HAVE BEEN POSTING

TOPOCAL POSTS

THOUGHT LEADERSHIP

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

To connect with the regional audience, we’ve been posting content in trending formats and regional languages.
## WHERE WE ARE - VIS-À-VIS COMPETITORS

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<td>Followers (as on Mar 20)</td>
<td>Increase in the number of followers</td>
<td>Followers (as on Feb 20)</td>
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<td>7.92K</td>
<td>8.09K</td>
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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

• Decreasing the number of posts on Facebook will help retain followers and increase our reach and engagement too.
• Promotions on Twitter and Instagram

While our followers increased, we have experienced an overall decline in our platforms due to COVID19