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 January – 20th February 2020
KEY EVENTS WE COVERED (21st Jan – 20th Feb)

**GEM Conclave**
23 January

**National Conference on Gig Economy**
24 January

**Workshop on CSR Awards**
24 January

**India-Brazil Business Forum**
27 January

**Meeting on Indo-Japan Relations**
28 January

**MSME Awards and Summit**
30 January

**ASSOCHAM Startup Launchpad, Vizag**
30 January

The two countries are working towards a global common vision and are committed to foster growth for social inclusion. ASSOCHAM President @IN_Hiramandani, at India-Brazil Business Forum.

The relationship between India and Japan has only grown from strength to strength over the years. ASSOCHAM Sr. Vice President @bajrangawal1, welcoming the delegates at the interactive meeting on Indo-Japan relations.

ASSOCHAM @ASSOCHAMIndia
The pre-budget discussion is now on with ASSOCHAM Sr-VP @sagarmalvi, Secretary General @Deeakodidil and other industry experts.

Speed is the essence!
New age media and better communication strategies will help disseminate the information to the right people at the right time and help organise the MSME sector better. @KentRIOSystems Director @varungupta747 at the MSME Excellence Awards and Summit.

With rising adoption of technology, India Inc. has seen inclination towards flexible workplaces. ASSOCHAM Secretary General @DeepakKodidil, during his welcome address at National Conference on Gig Economy, on the increasing share of India in global gig economy.

ASSOCHAM @ASSOCHAMIndia

#CSR is an integral part of the country’s growth and corporates are doing an excellent job in contributing to the society. NCSRA Nodal Officer Garima Dadich, during her welcome remarks at the Regional Awareness Workshop for the nomination process of NationalCSR Awards 2020.

ASSOCHAM @ASSOCHAMIndia

We are aiming to build not only green #infrastructure but also safe and sound communities. ASSOCHAM Chairman (Council for GEM) Pankaj R Dharak, addressing the GEM International Sustainability Conclave & Expo 2020.
KEY EVENTS WE COVERED (21st Jan – 20th Feb)

**Post Budget Conference**
4 February

The Roundtable Discussion on ‘Enforcement of EPC Contracts for Underground Construction and Tunneling’ is currently underway with Union Minister @natin.gadkari and MoS @Gen.VKSingh.

ASSOCHAM Council Member Vinod Shukla will be sharing an industry presentation.

**DefExpo**
5 February

President Marcelo Rebelo de Sousa’s presence is going to enhance the bilateral ties between India and Portugal. J K Enterprises CEO Anant Singhania, highlighting the shared history and culture of over 500 years, during his welcome remarks at the India-Portugal Business Forum

**Stakeholders Interaction**
7 February

We are getting you all the live action on #ASSOCHAM’s Stakeholders Interaction Augmenting Trade Potential Through Inland Waterways and Coastal Shipping, straight from the city of dreams.

**ASSOCHAM Startup, Dehradun**
7 February

#Startups are the growth engines in the aspiration of a $5 trillion economy by 2025. They need to face the brutality of the ambiguous economic environment.

#ASSOCHAM Deputy Secretary General @saurbh1959 during his address at Startup Launchpad Dehradun edition.

**Roundtable on Construction**
12 February

**India-Portugal Business Forum**
15 February

**INDISEC**
17 February

**ASSOCHAM Startup, Guwahati**
18 February
TWITTER HIGHLIGHTS
21st Jan – 20th Feb

TOTAL PAGE FOLLOWERS
5,890
(increase of 445)

395 TWEETS
IN THE PERIOD OF ONE MONTH

693.9K IMPRESSIONS
GAINED BY ASSOCHAM’S TWEETS

395 TWEETS
IN THE PERIOD OF ONE MONTH

13293 ENGAGEMENT
(LIKES | RTs | REPLIES)
GAINED BY ASSOCHAM’S TWEETS

4244 TOTAL LIKES
GAINED BY ASSOCHAM’S TWEETS

1108 TOTAL RETWEETS
GAINED BY ASSOCHAM’S TWEETS
TWITTER SUMMARY

Number of Followers

- Dec-Jan: 5445
- Jan-Feb: 5890
- Increase of 445

Number of Posts

- Dec-Jan: 262
- Jan-Feb: 395
- Increase of 133

Reach

- Dec-Jan: 792400
- Jan-Feb: 693900
- Decrease of 98500

Engagement

- Dec-Jan: 7287
- Jan-Feb: 13293
- Increase of 6006
The tweet from Post Budget Conference was one of the top performing tweets. It registered a total 28.9K impressions with a total engagement of 138.

The tweet from India-Brazil Business Forum was the top-rated tweet which registered a total 21.5K impressions with a total engagement of 399.

#Budget2020 addresses the issues of fraud, ensuring efficient functioning of the banking system: @cbic_india Member (Tax Policy) Dr John Joseph, at #ASSOCHAM's Post Budget Conference.

We are taking a lot of success stories back home, the sesame seed and corn seed export deals are the cornerstones of this new phase of cooperation between our Governments: Minister of Agriculture, Livestock & Food Supply of Brazil @TerezaCrisMS, at India-Brazil Business Forum.
FACEBOOK HIGHLIGHTS
21st Jan – 20th Feb

TOTAL PAGE LIKES
23,527
(increase of 143)

220
POSTS
IN THE PERIOD OF ONE MONTH

2421
ENGAGEMENT
(REACTIONS | SHARES | COMMENTS)
GAINED BY ASSOCHAM’S POSTS

1363
TOTAL REACTIONS
GAINED BY ASSOCHAM’S POSTS

43.0K
REACH
GAINED BY ASSOCHAM’S POSTS
The post for #BreatheFree campaign was the best performing post, garnering 1.9K reach and 221 engagement.
LINKEDIN HIGHLIGHTS
21st Jan 20 – 20th Feb 20

TOTAL PAGE FOLLOWERS
4947
(increase of 492)

166
POSTS
IN THE GIVEN PERIOD

52.9K
IMPRESSIONS
GAINED BY ASSOCHAM’S POSTS

2848
ENGAGEMENT
(REACTIONS | SHARES | COMMENTS | CLICKS)
GAINED BY ASSOCHAM’S POSTS

821
TOTAL REACTIONS
GAINED BY ASSOCHAM’S POSTS

66
TOTAL SHARES
GAINED BY ASSOCHAM’S POSTS
Linked saw a huge peak in visitors from Business and marketing domain in the last month.
LINKEDIN SUMMARY

**Followers**
- December-January: 4457
- January-February: 4947
  - Increase of 492

**Impressions**
- December-January: 60983
- January-February: 52892
  - Decrease of 8091

**Visitors**
- December-January: 841
- January-February: 1123
  - Increase of 282

**Engagement**
- December-January: 3367
- January-February: 2848
  - Decrease of 519
Wrap up post for the post budget session was the top performing post

Our green initiative post with Dr. Harshavardan and Secretary General was the second highest performing post of the month
**INSTAGRAM HIGHLIGHTS**

21st Jan 20 – 20th Feb 20

**TOTAL PAGE FOLLOWERS**
328

(Increase of 103)

**40**

POSTS

IN THE PERIOD OF ONE MONTH

**13,146**

IMPRESSIONS

GAINED BY ASSOCHAM’S POSTS

**718**

ENGAGEMENT

(REACTIONS | SHARES | COMMENTS | PROFILE VISITS)

GAINED BY ASSOCHAM’S POSTS

**763**

TOTAL REACTIONS

GAINED BY ASSOCHAM’S POSTS

**2**

Jan

21st

–

Feb

20th

103
INSTAGRAM SUMMARY

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

- **Impressions**
  - Dec-Jan: 11152
  - Jan-Feb: 13146
  - Increase of 1994

- **Number of Posts**
  - Dec-Jan: 49
  - Jan-Feb: 40
  - Decrease of 9

- **Engagement**
  - Dec-Jan: 695
  - Jan-Feb: 718
  - Increase of 23

To be updated
The post on DefExpo2020 Announcement garnered the most traction

The post on #EmergingNorteast was one of the top-rated posts
ORGANIC INFLUENCER ENGAGEMENT

• Delhi Airport
• Urban Clap
• Inland Waterways Authority of India, Ministry of Shipping
• Bureau of Energy Efficiency
• Skill India
• EU Embassy in India
• Indian in Sao Paulo
• DPIIT
• Department of Commerce, Ministry of Commerce and Industries
• Apex Brasil
• APEDA
• Marcos Troyjo, Deputy Economy Minister for Foreign Trade & International Affairs - Government of Brazil
• Embassy of Brazil in India
• National Skill Development Corporation
• Deepak Bagla, CEO, Invest India
• Invest India
• Martha Seillier, Special Secretary for the Investments Partnerships Programme in Brazil
• Ministry of Commerce, Technology and Communication, Govt of Brazil
• Tereza Cristina, Minister of Agriculture, Govt of Brazil
• Volvo Cars India
• AICEP Portugal Global
• Invest India in Germany
• UNIDO India
• Technology Development Board

• Indian Embassy in Japan
• Pratap Sarangi, MOS, Animal Husbandry, Dairying and Fisheries and MSME
• NITI Aayog
• Invest India in Sweden
• Durga Shanker Mishra, Secretary, Ministry of Housing & Urban Affairs
• World Cancer day
• Indian Embassy in Mauritius
• CBIC
• Income Tax
• Dr Harshvardhan, Union Minister
• DefExpo 2020
• Indian Embassy in Hungary
• Ministry of Finance
• Indian Embassy in Denmark
• Defence Production in India
• Shripad Yesso Naik, MoS, Ministry of Defence
• Ajay Kumar, Secretary, Ministry of Defence
• PIB in Jammu and Kashmir
• PIB in Maharashtra
• Global Innovation Index
• NCIIPC
• Dhananjay Singh, Assistant Commissioner, CBIC
• Invest India in Taiwan
• Spokesperson, Ministry of Defence
• Kiren Rijiju, Union Minister
• Boeing India
• Adani India
CONTENT TO DRIVE CONVERSATIONS
WHAT WE HAVE BEEN POSTING

TOPOICAL 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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<thead>
<tr>
<th>Platform</th>
<th>Assotech</th>
<th>FICCI</th>
<th>CII</th>
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<tbody>
<tr>
<td></td>
<td>Followers (as on Jan 20)</td>
<td>Followers (as on Feb 20)</td>
<td>Increase in the number of followers</td>
</tr>
<tr>
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<td>YouTube</td>
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<td>212</td>
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</tr>
</tbody>
</table>
LEARNINGS

What work well

• Visibility of our leaders garnered more engagement

• Relatable content and trending content helped us reach more people

• Informative content with organic pictures worked very well

What can improve

• LinkedIn pulse articles will help us widen our professional network

• Promotions on Twitter and Instagram

• Lesser number of post on linkedin and Twitter
ASSOCHAM
Celebrating 100 Years