



Social medias update



IAPH BAKU

May 2018



Report for Social Media

⇒ **Current situation (number of members on Facebook and LinkedIn)**

⇒ **Evolution for 2017/2018**

⇒ **Posts for 2017/2018 (number of posts, most liked posts...)**

⇒ **WF Booklet**

Report for Social Media

⇒ Current Situation

- Facebook : 94 members
 - Number of men increased from 2 to 9
- LinkedIn : 51 members
 - Low increase of members on that social media

Report for Social Media

⇒ Evolution 2017/2018

- Facebook : 26 new members (+37%) // 4 pending
- LinkedIn : 3 members (+8%)

THIS YEAR SHOWS:

- * *Lower interest in LinkedIn from members?*
- * *Many new men on the facebook page*

Report for Social Media

⇒ Posts for 2017/2018

- Facebook : 30 new posts (average of 2.5 posts per month) => slight increase compare to last year figure.
 - most liked post: Dec 31th,2017 // Post from Diane Edwards
 - most shared post: 0 share

Comment : Many thanks to Aya for her active posting!

Report for Social Media

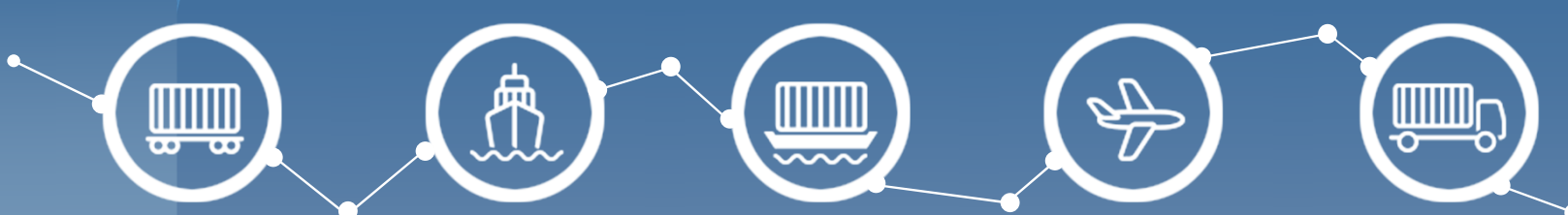
⇒ Posts for 2017/2018

- LinkedIn: 4 new posts (average of 1 post per quarter)
 - most liked post: Max liked post reached 2
 - most shared post: 0 share
 - num of posts lower than in 2016/2017

Report for Social Media

⇒ WF Booklet

- Posted on social media and on the IAPH website on march 1st 2018
- Main goal : present our forum and explain our activities (both past and future)
- available on www.iaphworldports.org/womens-forum



Thank you for your attention

Justine Camoin
International Business Developer

Contact details:
+ 33 6 43 82 01 58
j.camoin@gyptis.fr

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