

SONA NANOTECH

SOCIAL MEDIA REPORT

FEBRUARY 19, 2020 - MARCH 4, 2020

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EXECUTIVE SUMMARY

DURING THIS CAMPAIGN (FEB 19 - MARCH 4), SONA SHOWED SIGNIFICANT IMPROVEMENTS IN OVERALL REACH, IMPRESSIONS, FOLLOWERS, AND ENGAGEMENT RATES ACROSS ALL CHANNELS.

TWITTER

- 110,600 TOTAL IMPRESSIONS DURING CAMPAIGN (219% INCREASE)
- 7,400 DAILY IMPRESSIONS DURING CAMPAIGN (222% INCREASE)
- 1,246 FOLLOWERS (3.15% INCREASE)
- 0.7% AVERAGE ENGAGEMENT RATE DURING CAMPAIGN (1.2% AVERAGE BEFORE)

LINKEDIN

- 21,444 TOTAL IMPRESSIONS DURING CAMPAIGN (445% INCREASE)
- 3,600 DAILY IMPRESSIONS DURING CAMPAIGN (1274% INCREASE)
- 460 FOLLOWERS AFTER CAMPAIGN (8.15% INCREASE)
- 5.9% AVERAGE ENGAGEMENT RATE DURING CAMPAIGN (6.62% AVERAGE BEFORE)

FACEBOOK

- 21,472 TOTAL IMPRESSIONS DURING CAMPAIGN (119% INCREASE)
- 1,431 DAILY IMPRESSIONS DURING CAMPAIGN (119% INCREASE)
- 91 FOLLOWERS AFTER CAMPAIGN (60% INCREASE)
- 1,163 ENGAGED USERS DURING CAMPAIGN (512% INCREASE)
- 20,720 PEOPLE REACHED DURING CAMPAIGN (140% INCREASE)

TWITTER

CAMPAIGN PERIOD: 02/19/20 TO 03/04/20

COMPARISON PERIOD ("BEFORE"): 02/05/20 TO 02/19/20

PRE-CAMPAIGN PERIOD ("PRE-CAMPAIGN"): 01/22/20 TO 02/05/20

TOTAL IMPRESSIONS:

- 110,600 IMPRESSIONS DURING CAMPAIGN
- 34,700 IMPRESSIONS BEFORE
- 4,800 IMPRESSIONS PRE-CAMPAIGN
- 219% INCREASE COMPARED TO BEFORE
- 2204% INCREASE COMPARED TO PRE-CAMPAIGN

TOTAL FOLLOWERS:

- 1,246 FOLLOWERS AFTER CAMPAIGN
- 1,208 FOLLOWERS BEFORE
- 1,186 FOLLOWERS PRE-CAMPAIGN
- 3.15% INCREASE COMPARED TO BEFORE
- 5% INCREASE COMPARED TO PRE-CAMPAIGN

AVERAGE DAILY IMPRESSIONS:

- 7,400 DAILY IMPRESSIONS DURING CAMPAIGN
- 2,300 DAILY IMPRESSIONS BEFORE
- 321 DAILY IMPRESSIONS PRE-CAMPAIGN
- 222% INCREASE COMPARED TO BEFORE
- 2205% INCREASE COMPARED TO PRE-CAMPAIGN

ENGAGEMENT RATE

0.7% AVERAGE DURING CAMPAIGN

1.2% AVERAGE BEFORE

0.2% AVERAGE PRE- CAMPAIGN

LINK CLICKS:

- 82 CLICKS DURING CAMPAIGN
- 158 CLICKS BEFORE
- 0 LINK CLICKS PRE-CAMPAIGN

RETWEETS:

- 27 DURING CAMPAIGN, 41 BEFORE, 0 PRE-CAMPAIGN

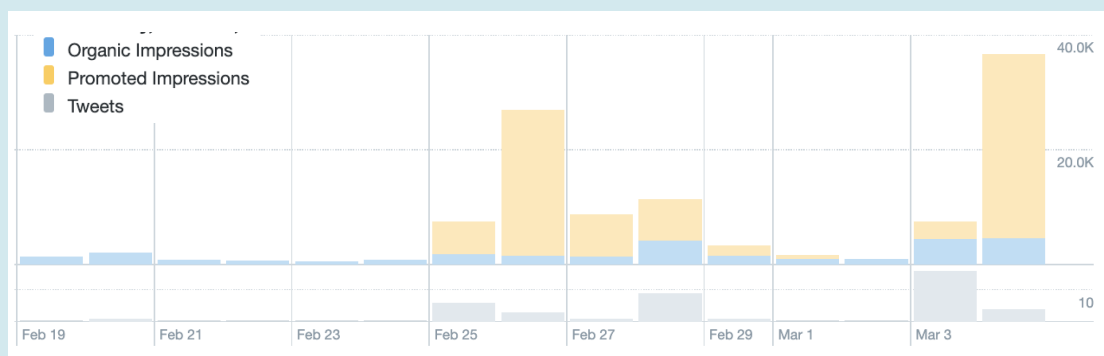
LIKES:

- 86 DURING CAMPAIGN, 104 BEFORE, 0 PRE-CAMPAIGN

REPLIES:

- 39 DURING CAMPAIGN, 30 BEFORE, 1 PRE-CAMPAIGN

IMPRESSIONS DURING CAMPAIGN:



LINKEDIN

CAMPAIGN PERIOD: 02/19/20 TO 03/04/20

COMPARISON PERIOD ("BEFORE"): 02/05/20 TO 02/19/20

PRE-CAMPAIGN PERIOD ("PRE-CAMPAIGN"): 01/22/20 TO 02/05/20

TOTAL IMPRESSIONS:

- 21,444 DURING CAMPAIGN
- 3,934 BEFORE
- 345 PRE-CAMPAIGN
- 445% INCREASE COMPARED TO BEFORE
- 6116% INCREASE COMPARED TO PRE-CAMPAIGN

TOTAL FOLLOWERS:

- 460 FOLLOWERS AFTER CAMPAIGN
- 424 FOLLOWERS BEFORE
- 411 FOLLOWERS PRE-CAMPAIGN
- 8.5% INCREASE COMPARED TO BEFORE
- 12% INCREASE COMPARED TO PRE-CAMPAIGN

AVERAGE DAILY IMPRESSIONS:

- 3,600 DAILY IMPRESSIONS DURING CAMPAIGN
- 262 DAILY IMPRESSIONS BEFORE
- 23 DAILY IMPRESSIONS PRE-CAMPAIGN
- 1274% INCREASE COMPARED TO BEFORE
- 15,552% INCREASE COMPARED TO PRE-CAMPAIGN

ENGAGEMENT RATE

- 5.9% AVERAGE DURING CAMPAIGN
- 6.62 % AVERAGE BEFORE
- 3.46 % AVERAGE PRE-CAMPAIGN

LINK CLICKS:

- 234 CLICKS DURING CAMPAIGN
- 158 CLICKS BEFORE
- 7 CLICKS PRE-CAMPAIGN
- 48% INCREASE COMPARED TO BEFORE
- 3243% INCREASE COMPARED TO PRE-CAMPAIGN

SHARES:

- 34 SHARES DURING CAMPAIGN, 30 SHARES BEFORE, 3 SHARES PRE-CAMPAIGN

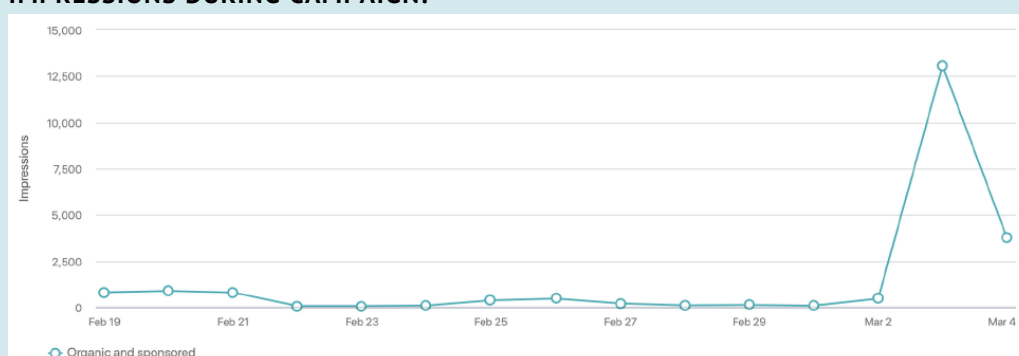
REACTIONS:

- 95 REACTIONS DURING CAMPAIGN, 78 BEFORE, 4 PRE-CAMPAIGN

COMMENTS:

- 12 COMMENTS DURING CAMPAIGN, 6 BEFORE, 0 PRE-CAMPAIGN

IMPRESSIONS DURING CAMPAIGN:



FACEBOOK

CAMPAIGN PERIOD: FROM 02/10/20 TO 02/18/20
COMPARISON PERIOD ("BEFORE"): 02/01/20 TO 02/09/20

TOTAL IMPRESSIONS:

- 21,472 TOTAL DURING CAMPAIGN
- 9,814 TOTAL BEFORE
- 39 TOTAL PRE-CAMPAIGN
- 119% INCREASE COMPARED TO BEFORE
- 54,956% INCREASE COMPARED TO PRE-CAMPAIGN

TOTAL PAGE FOLLOWERS:

- 91 FOLLOWERS AFTER CAMPAIGN
- 57 FOLLOWERS BEFORE
- 11 FOLLOWERS BEFORE
- 60% INCREASE COMPARED TO BEFORE
- 727% INCREASE COMPARED TO PRE-CAMPAIGN

TOTAL PAGE LIKES (NOTE: THIS IS A MEASURE OF PEOPLE WHO LIKE THE PAGE, NOT LIKES ON POSTS)

- 81 PAGE LIKES AFTER CAMPAIGN
- 41 PAGE LIKES BEFORE
- 0 PAGE LIKES PRE-CAMPAIGN

TOTAL ENGAGED USERS:

(THE NUMBER OF UNIQUE PEOPLE WHO ENGAGED WITH PAGE, I.E. CLICKING A POST, SHARING IT, ETC.)

- 1,163 ENGAGED USERS DURING CAMPAIGN
- 190 ENGAGED USERS BEFORE
- 0 ENGAGED USERS PRE-CAMPAIGN
- 512% INCREASE COMPARED TO BEFORE

AVERAGE DAILY IMPRESSIONS:

- 1,431 DAILY IMPRESSIONS DURING CAMPAIGN
- 654 DAILY IMPRESSIONS BEFORE
- 3 DAILY IMPRESSIONS PRE-CAMPAIGN
- 119% INCREASE COMPARED TO BEFORE
- 47,600% INCREASE COMPARED TO PRE-CAMPAIGN

POST REACH:

- 20,720 PEOPLES REACHED DURING CAMPAIGN
- 8,639 PEOPLES REACHED BEFORE
- 8 PEOPLES REACHED PRE-CAMPAIGN
- 140% INCREASE COMPARED TO BEFORE
- 258,900% INCREASE COMPARED TO PRE-CAMPAIGN

POST ENGAGEMENT:

- 1549 POST ENGAGEMENTS DURING CAMPAIGN, 205 POST ENGAGEMENTS BEFORE CAMPAIGN, 0 POST ENGAGEMENTS PRE-CAMPAIGN