

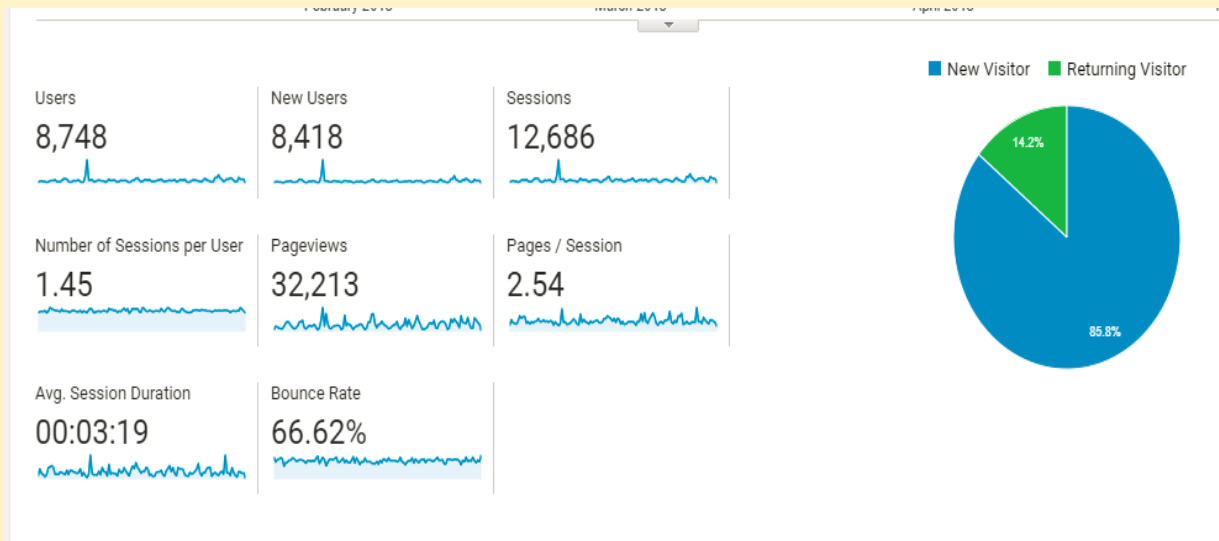
Update on Update on
Communications and ideas for the
rest of 2018



Sweetpotato Action for
Security and **Health** in **Africa**

Faith Njunge

Portal Analytics



Pageviews is the total number of pages viewed. Repeated views of a single page are counted.

A session is the period time a user is actively engaged with your website

New sessions is an estimate of the percentage of first time visits

Pages/Session is the average number of pages viewed during a session

Visits by Country



Country	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Kenya	882	800	2003	48.98%	4.13	427.44
Nigeria	777	755	922	70.07%	1.88	96.26
Philippines	591	586	657	79.15%	1.42	87.39
United States	562	537	717	79.64%	1.70	63.87
Tanzania	364	328	536	62.31%	3.04	303.70
India	302	296	337	78.04%	1.61	75.41
Uganda	203	182	276	59.42%	2.20	179.59
Ethiopia	191	173	246	69.11%	1.92	155.61
Ghana	136	113	207	63.29%	3.72	292.32
Rwanda	128	112	263	63.12%	2.30	186.51

Browser Tech

Browser	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Chrome	3007	2871	4934	63.42%	2.97	263.69
Android Webview	805	798	858	77.97%	1.42	44.68
Firefox	653	593	914	69.69%	2.18	200.14
Opera Mini	462	444	550	47.45%	2.14	113.67
Safari	421	395	535	77.01%	1.86	91.96
Internet Explorer	212	191	278	64.03%	2.56	174.24
Edge	129	118	199	60.30%	2.97	191.26
Android Browser	107	106	117	81.20%	1.38	58.00
Samsung Internet	86	80	103	81.55%	1.39	95.00
Opera	80	74	98	73.47%	2.20	171.32

Facebook Analytics

Likes	9,632
Reach	187,661
Impressions	419,042
Engagement	2,686

Please tag us or share our posts on
@sweetpotatoknowledge



Facebook Demographics

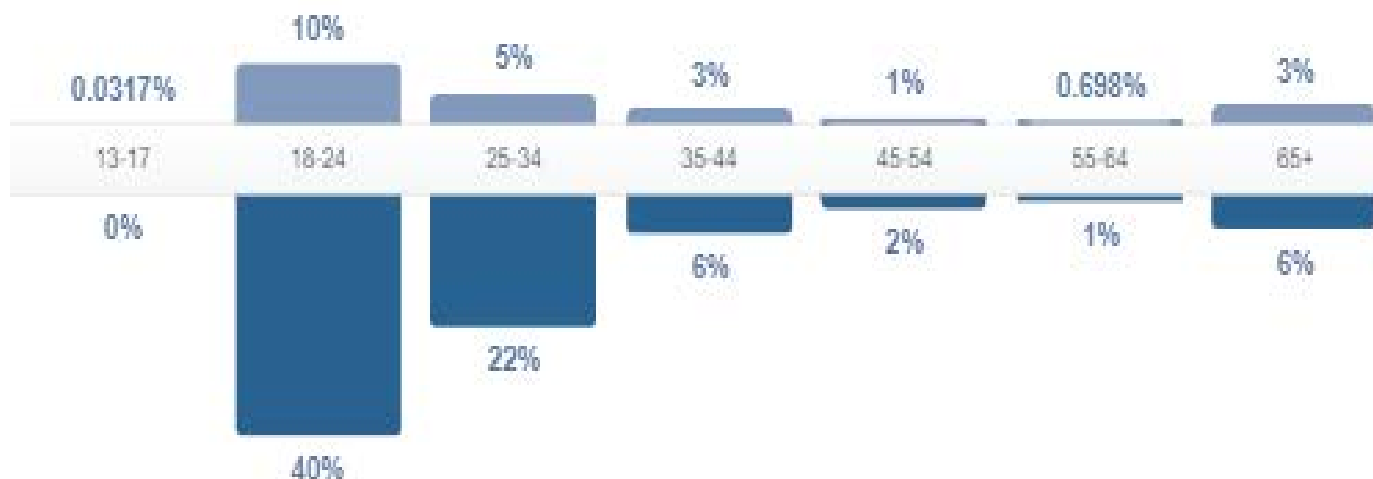
Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles.

Women

23%
Your Fans

Men

77%
Your Fans



We have a huge following
from youth which is good

HIGH PERFORMING POST

Post Details



Sweetpotato Knowledge

Published by Faith Njunge [?] · 23 April at 16:41 · 🌐

Women in Agriculture!

Vestine Kambibi a successful Vine Multiplication Farmer in Rwanda. Read her story here: <http://www.sweetpotatoknowledge.org/weakness-couldnt-see-w.../>



Women in Agriculture: Vestine Kambibi a successful Vine Multiplication Farmer in...



Women in Agriculture: Vestine Kambibi a successful Vine Multiplication Farmer in...

Performance for your post

8,017 People Reached

75 Likes, Comments & Shares ⓘ

70 Likes	68 On Post	2 On Shares
2 Comments	2 On Post	0 On Shares
3 Shares	3 On Post	0 On Shares

213 Post Clicks

0 Photo views	204 Link clicks	9 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

HIGH PERFORMING POST

ne tr News How to Stop Diarrhea



Sweetpotato Knowledge

Published by Faith Njunge [?] · 24 April at 10:00 ·

Great read!

Sweetpot yogurt is a flagship brand that produces delicious #yogurt enriched with highly nutritious Orange-fleshed sweetpotato (OFSP). #Sweetpotato yogurt is naturally flavored and supplemented with Vitamin A, and dietary fibres, presenting consumers with a healthy food choice. Read more: <http://www.sweetpotatoknowledge.org/story-sweetpotato-yogu.../>



Sweetpotato Yogurt in Ghana - Sweetpotato Knowledge Portal

Sweetpot yogurt is a flagship brand that produces delicious yogurt enriched with highly nutritious Orange-fleshed sweetpotato (OFSP). Sweetpotato yogurt is...

Performance for your post

2,594 People Reached

167 Reactions, comments & shares

139

Like

113

On post

26

On shares

2

Love

1

On post

1

On shares

1

Haha

1

On post

0

On shares

5

Wow

3

On post

2

On shares

3

Comments

2

On Post

1

On Shares

18

Shares

18

On Post

0

On Shares

65 Post Clicks

0

Photo views

25

Link clicks

40

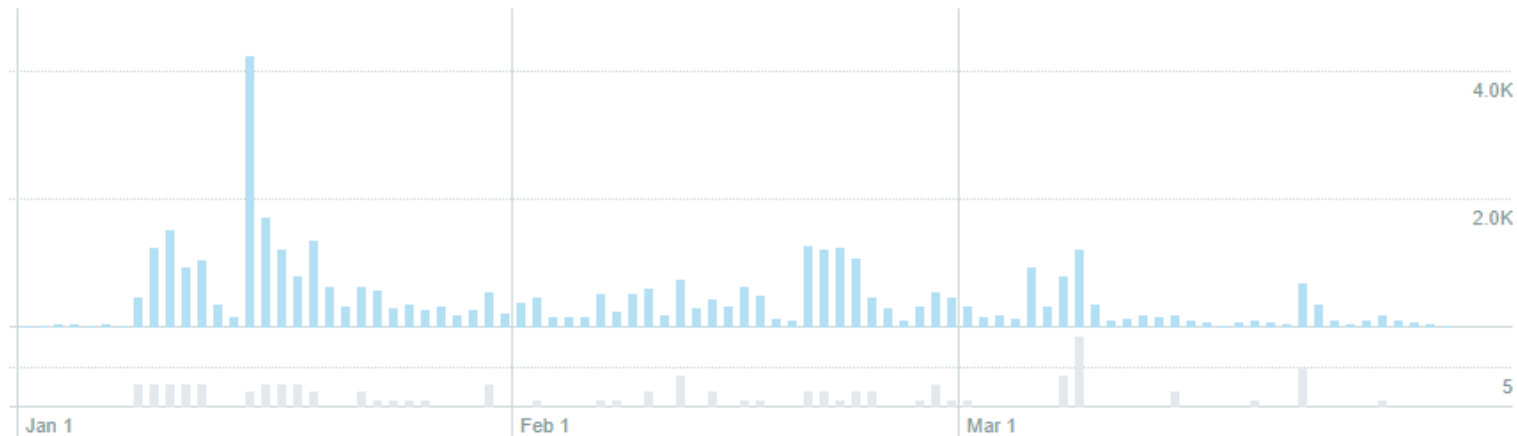
Other Clicks

On the portal
13 comments
and 596 views

Twitter Analytics



Your Tweets earned **41.7K impressions** over this **90 day** period



Have more staff tweet during events especially during key International days

Re-tweet our messages

Share content with us and we can tweet it out for you!

Top Tweet

Tweet activity



sweetpotatoknowledge @oursweetpotato
Why is investing in women entrepreneurs good for everyone? Studies show that women reinvest 90 cents of every extra dollar of income back into their families' education and health. Why do you think it's important to support women entrepreneurs?
pic.twitter.com/YoQ3RiACQ3



Reach a bigger audience

Get more engagements by promoting this Tweet!

[Get started](#)

Impressions	6,290
Total engagements	87
Media engagements	33
Likes	17
Retweets	13
Profile clicks	13
Detail expands	9
Link clicks	2

TIPS FOR BEGINNERS!



Sweetpotato Action for
Security and Health in Africa

- Create and account
- Follow people
- Tweet or do a post
- Don't forget to use photos or videos they are a big hit
- Use Hashtags as much as you can
- Live Tweet from your events
- Take advantage of International Days to promote your work.

THANK YOU!!!!!!

