GEW Switzerland activities: Report 2018

Event statistics

- > 80 events (> 50 alone in the «Romandie”), in 10 cantons and 13 towns

Website

- 22 event posts
- 14 news with photos, 10 event-reports (www.gew-switzerland.ch/news/)

Startups.ch

- 2 blogs about GEW CH (G, E, F, I) with 1853 and 3857 views, „open rate“ of 3068 in the newsletter
  - with posts in Facebook (about 15’000 follower) and Twitter (about 2000 f)

Medien / Media

- 1 press release (G, E)
- 2 reports in startupticker.ch (g, e, f) and moneycab; print: AGEFI, “Booster”...

Social Media

Facebook (FB)

General facts & figures for 2018:

- 678 follower (www.facebook.com/gewswitzerland/insights/?section=navFollowers)
- 674 likes
- friends & fans mostly from Geneva, Zurich, Berne, Lausanne, Basel...
  www.facebook.com/gewswitzerland/insights/?section=navPeople

FB-events (from October – November)

- 23 event-announcements
- 8900 reached persons
- 127 accepts / rejects
- 36 Ticket-clicks

https://www.facebook.com/gewswitzerland/events/admin/
FB-event posts:

- 8.10. – 20.11.18: 32 posts
- Most reach/attention for post of members like HTW Chur/SIP Biel/Bienne /Startup Invest or Startupticker
  - reach: [www.facebook.com/gewswitzerland/insights/?section=navReach](http://www.facebook.com/gewswitzerland/insights/?section=navReach)

- Insights: [https://www.facebook.com/gewswitzerland/insights/?section=navPosts](https://www.facebook.com/gewswitzerland/insights/?section=navPosts)

Twitter

- 568 follower
- 559 likes
- altogether 2059 tweets (see: [https://twitter.com/gew_switzerland](https://twitter.com/gew_switzerland))
  - 60 tweets in November 2018
    - 3250 (6,3 K) impressions (211 per day)
    - 444 visits
    - 25 likes
    - most attention for GEW-CH-posts from Fongit, Business Parc, Success Stories from USI Tessin …
  - 44 tweets in Oktober 18
    - 2000 (4,5 K) impressions (145 per day)
    - 248 visits
    - 19 likes

- account with monthly recording: [https://analytics.twitter.com/user/gew_switzerland/home](https://analytics.twitter.com/user/gew_switzerland/home)