



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/>



Swissparks.ch

Association of Swiss Technology Parks
and Business Incubators

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
- Insights: <https://www.facebook.com/gewswitzerland/insights/?section=navPosts>

Twitter

- 568 follower
- 559 likes
- altogether 2059 tweets (see: 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