



GEW Switzerland activities: Report 2019

Event statistics

- > **100 events** (> 50 alone in the «Romandie», incl. **30 at UNIL**, > 10 at GEN Basel, Zürich),
- in 9 cantons and **15** towns

Website

- 32 event posts and 1 news/press release

Medien / Media

- 1 press release (E)
- 2 reports in startupticker.ch (g, e, f)

Social Media

Facebook (FB)

General facts & figures for 2019/20 (Stand März):

- **707** [follower](#) (58 % males, 42 % females)
- 678 [likes](#)
- friends & fans mostly from, [Zurich, Geneva, Berne, Basel, Lausanne](#), ...

FB-events (from October – November)

- 24 announcements (in the event-calendar)
- 12637 [reached persons](#), 230 interested
- 230 accepts / rejects
- 32 ticket-clicks

FB-event posts:

- october + november: **50 posts** (see Insights)
- [Most reach](#)/attention for post of members like GEW Basel/Basel Area, Fongit, Geneus, Startupticker
- [1 promotion with 1,2 k reached](#)



Swissparks.ch

Association of Swiss Technology Parks
and Business Incubators

Twitter

- altogether **588** follower
- altogether **677** likes
- altogether **2259** tweets (since 2011, see: https://twitter.com/gew_switzerland)
 - **50** (own) [monthly tweets](#) in November 2019
 - **8572** (6,3 K) impressions (**286** per day)
 - 64 visits, **15 mentions**, **15 new follower**
 - **73** likes
 - most attention for GEW-CH-posts from **UNIL, GEN/GEW Basel, Fongit,** Startup Grind