GEW Switzerland 2020: Web and SM Report (1.12.20)

New website

- With new content and 30 GEW-CH event posts: www.gew-switzerland.ch
  - Introducing Google Analytics for hit statistics:
    - 237 user; 460 visits (in Oct./Nov.)
- 1 press release in E und G
  - 1 report in startupticker.ch (E), incl. 2 mentionings in their weekly newsletter
  - 1 report in moneycab.ch (G)

Social Media

Facebook (FB)

General facts & figures for 2020:

- 752 follower (March: 707):
- 719 Likes (March 678; 2017: 637)
  
  www.facebook.com/gewswitzerland/insights/?section=navFollowers

FB events (www.facebook.com/gewswitzerland/events/admin/)

- 30 (2019: 24) announcements in the event-calender
- 15137 reached persons (March: 12637)
- 218 accepts
1.10. – 30.11.20: 91 posts
(1 promotion)

- reach: around 1400
  ➢ See Insights
- 35 likes
- 36 new followers
- 441 interactions
  (between Nov. 3-30)

Twitter

- 613 Follower (March: 588)
- 1123 likes (March 20: 677) (+138 since Oct. 19!)
- Altogether 2259 tweets since 2011
- October - November (see: https://twitter.com/gew_switzerland)
  - 70 Tweets
    - >21’500 Impressions (2019: 8572); 788 per day in Nov. (2019: 286)
    - 500 visits (2019: 64); 50 mentions (2019: 15)
    - Nov: 186 Likes (March: 25) (7 per day); around 50 mentions

➢ Tweet activities: https://analytics.twitter.com/user/gew_switzerland/tweets
➢ Account with monthly analysis: https://analytics.twitter.com/user/gew_switzerland/home