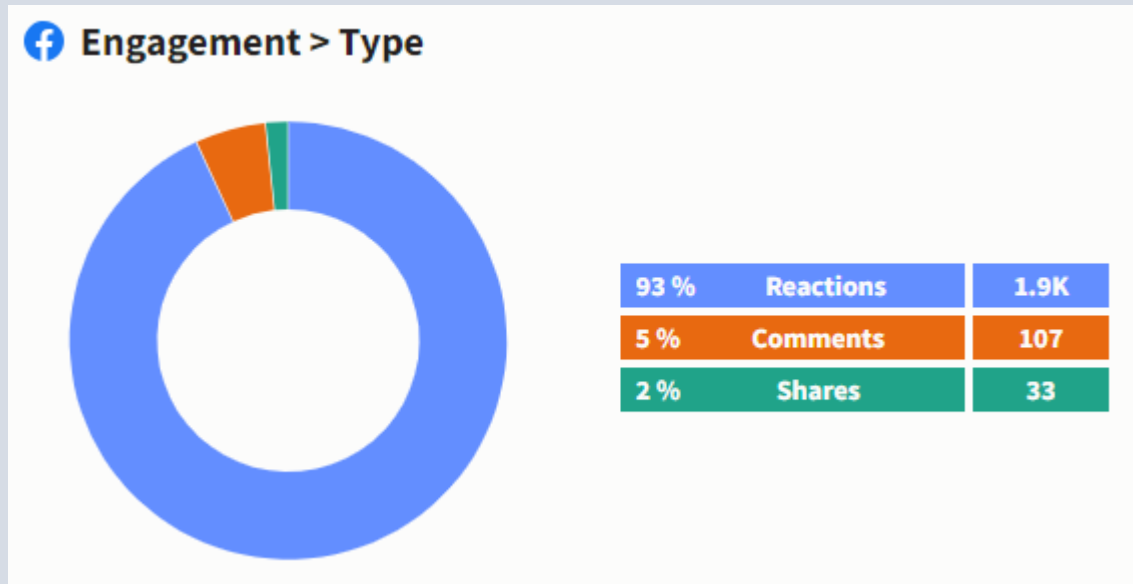
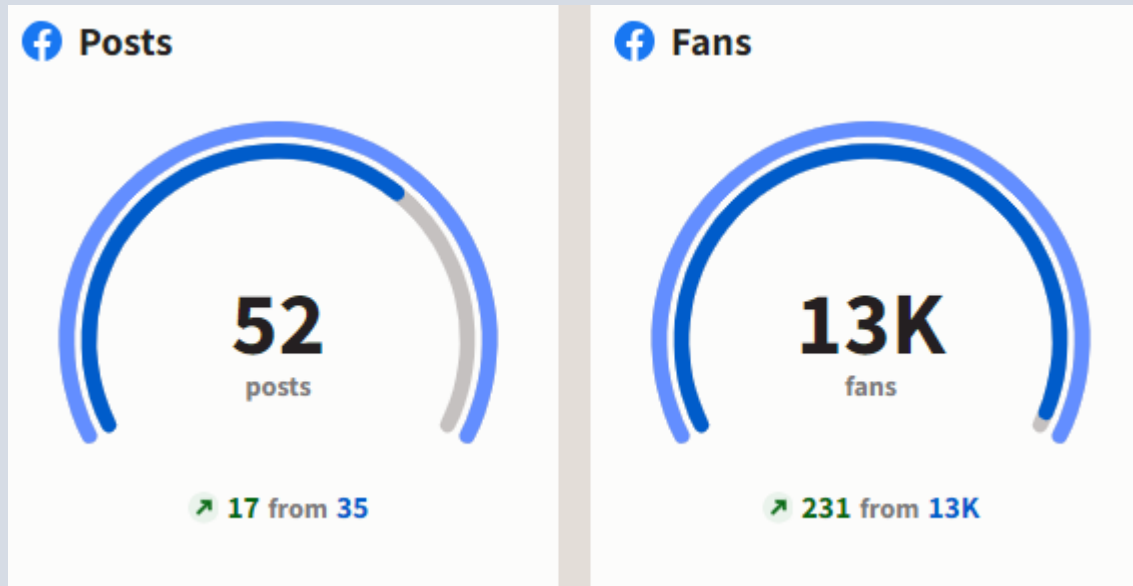




**SOCIAL MEDIA PERFORMANCE HIGHLIGHTS**  
**(October 1<sup>st</sup> – October 31<sup>st</sup>)**

# FACEBOOK





- In October (1st-31st) we had 13,152 total Facebook followers (Increase of 231 new followers)
- 52 posts were shared
- We had 2,071 Total Engagements, as per below engagement type contribution; 93% Reactions (1.9k)  
5% Comments (107)  
2% Shares (33)



# INSTAGRAM

- In October (1st-31st) we had 11,854 total Instagram followers (Increase of 493 new followers)
- 50 post were shared
- We had 7,802 Total Engagements, as per below contribution;  
35% Photos (2.7k)  
44% Carousel Album (3.4k)  
21% Reel (1.6k)

## Posts > Account

tanzaniairports  18  50

## Followers > Account

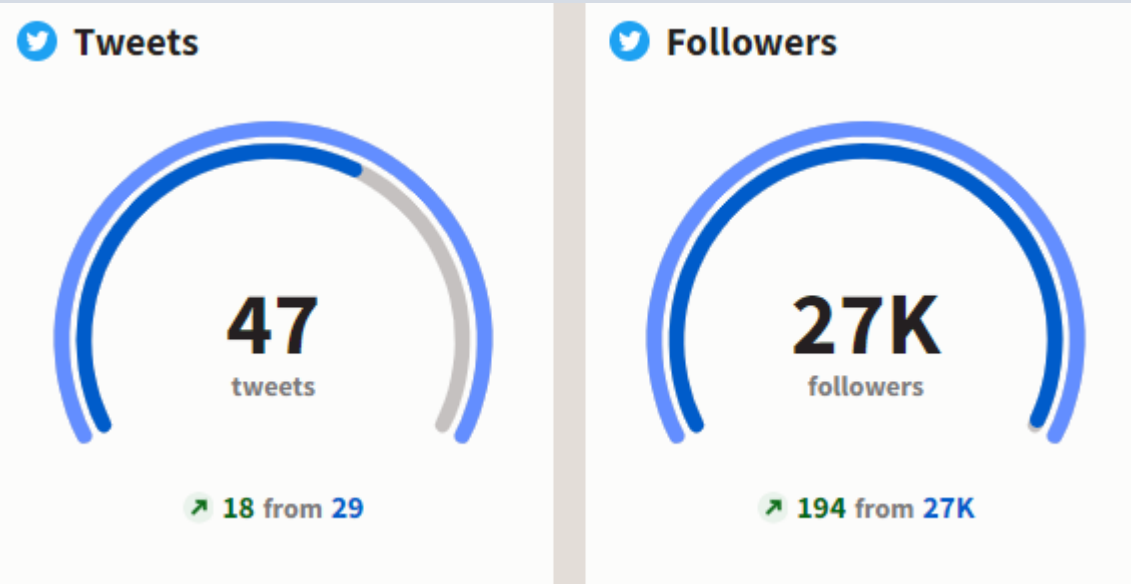
tanzaniairports  493  12K

## Post engagement > Type

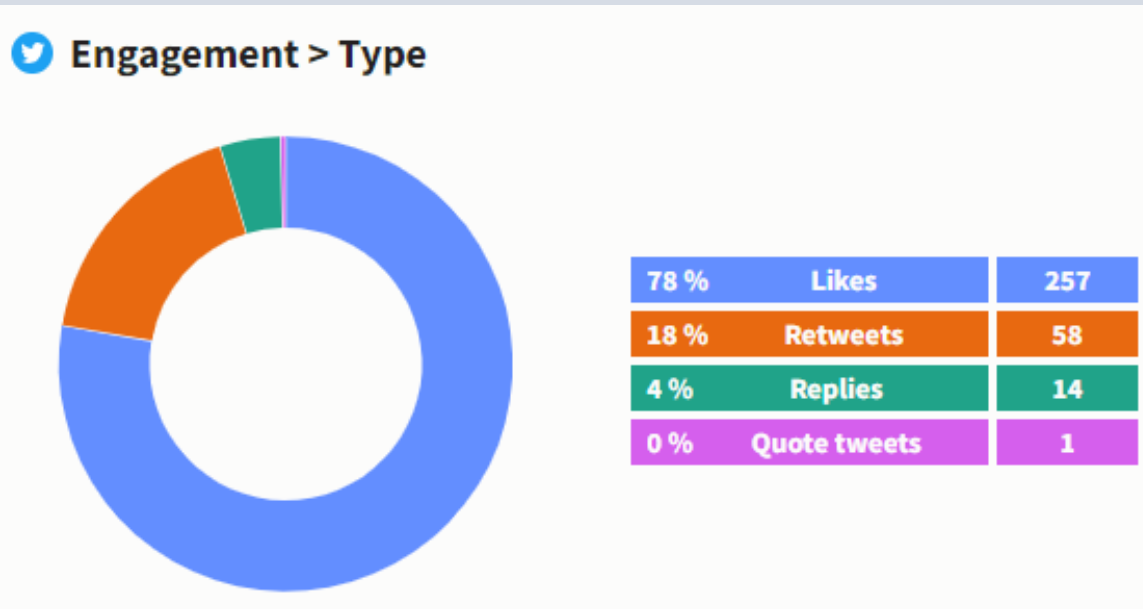


44 %	Carousel album	3.4K
35 %	Photo post	2.7K
21 %	Reel	1.6K
0 %	Story	0

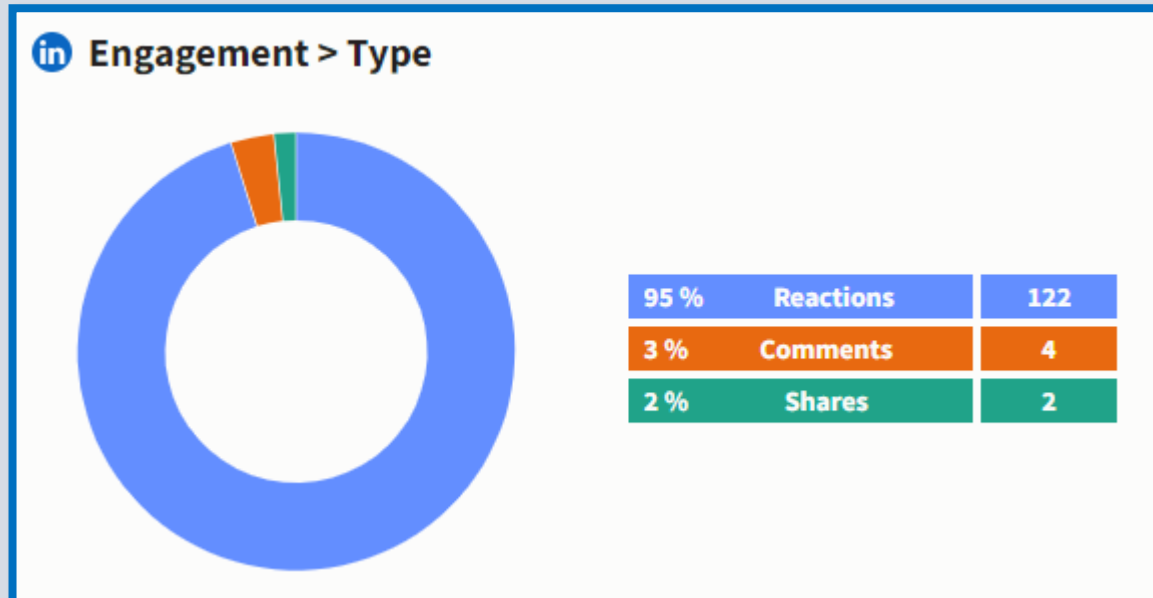
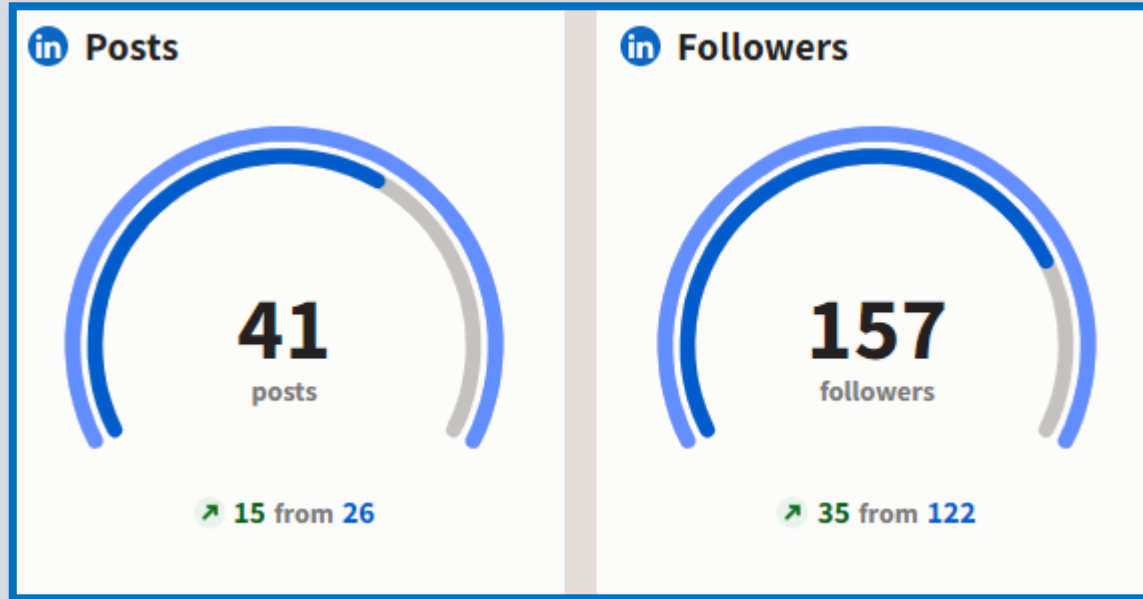
# TWITTER/X



- In October (1st-31st) we had 27,255 total X followers (Increase of 194 new followers)
- 47 posts were shared
- We had 330 Total Engagements, as per below engagement type contribution;  
78% Likes (257)  
18% Retweets (58)  
4% Replies (14)  
0% Quote tweets (1)



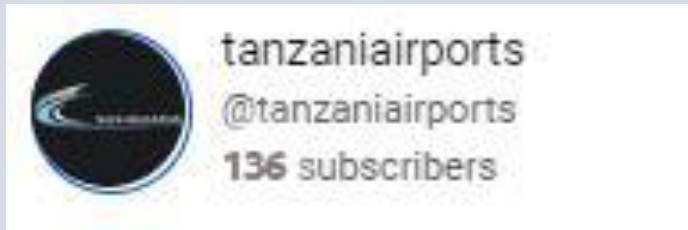
# LINKEDIN



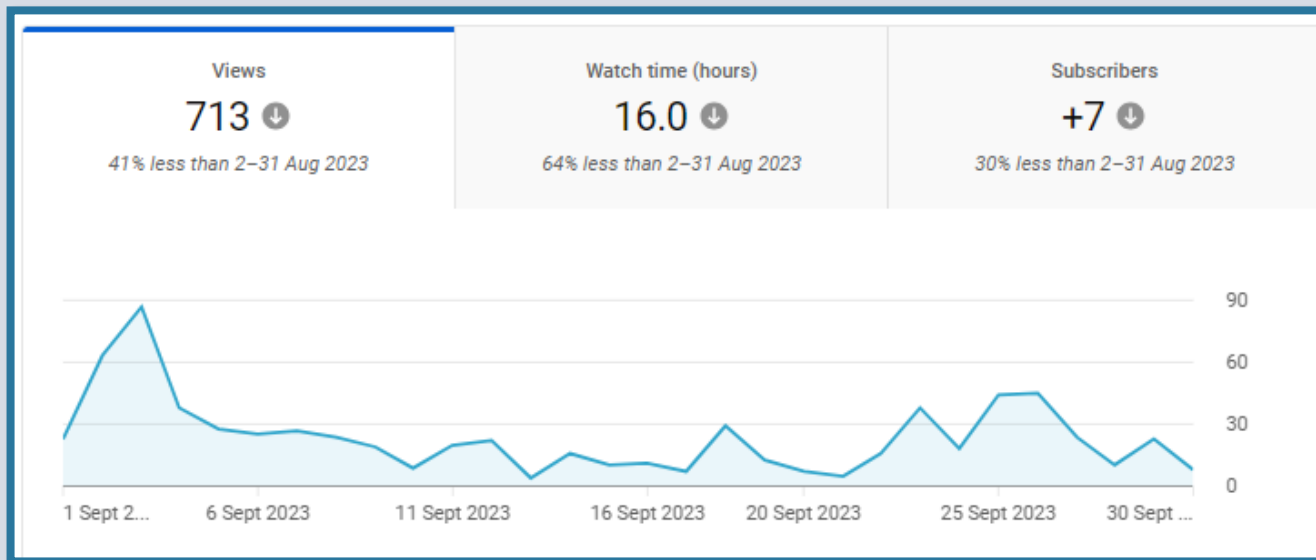
- In October (1st-31st) we had 157 total LinkedIn followers. (35 New followers)
- 41 posts were shared
- We had 128 Total Engagements, as per below engagement type contribution;

95% Reactions (122)  
2% Shares (2)  
3% Comments (4)

# YOUTUBE



- In October (1st-31st) we had 136 total YouTube Subscribers (7 New Subscribers from September)



- We had 713 Total Views and 16 Watch time (Hours)

**END**