

RSIF Social Media

By Sakina Mapenzi,
July 2021

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Defining Social Media

- Social media are interactive technologies that allow the creation or sharing of information, ideas, career interests, and other forms of expression via virtual communities and networks



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Social Media in Business



- Social media is an integral part of any business success strategy. In fact, in today's day and age, businesses cannot afford to ignore social media.

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Why Social Media? The Figures



74%

Of online adults use social networking sites everyday

57%

of your sales funnel may be accounted for by social media

81%

of consumers research online before making big purchases/decisions

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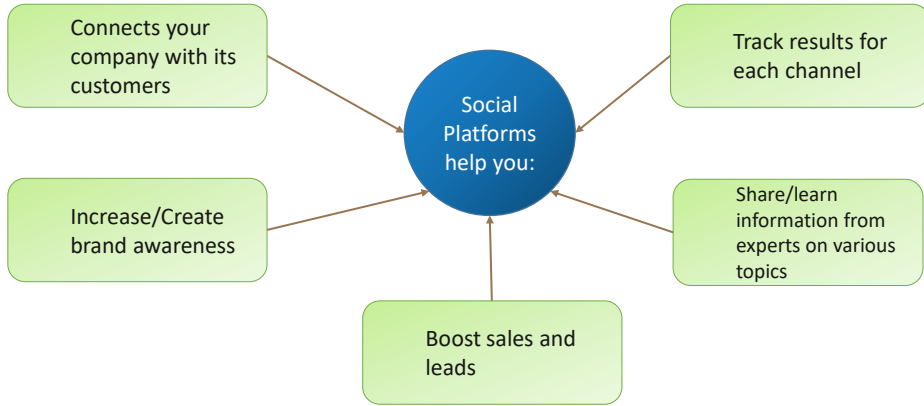


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Social Media for Business



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Our Social Media Platforms - ICIPE



Facebook - @icipe.insects
<https://www.facebook.com/icipe.insects>



icipe - International Centre of Insect Physiology and Ecology
Medical research centre

Contact Us
www.icipe.org

6,918 people like this

Home Posts About Events Photos Cc



Twitter- @icipe
<https://twitter.com/icipe>



icipe
@icipe

International Centre of Insect Physiology and Ecology (icipe). Research on pests, vectors & beneficial insects for human, animal, plant, environmental health.

Nairobi, Kenya icipe.org Joined July 2009

1,775 Following 6,376 Followers

Not followed by anyone you're following

Tweets Tweets & replies Media Likes

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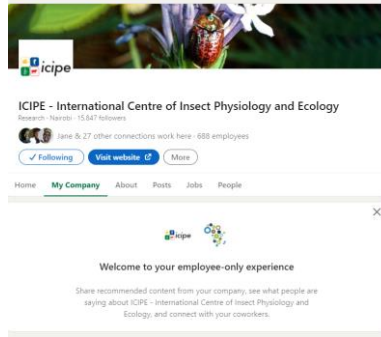
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Our Social Media Platforms



LinkedIn- @ICIPE

<https://www.linkedin.com/company/icipe/mycompany/>



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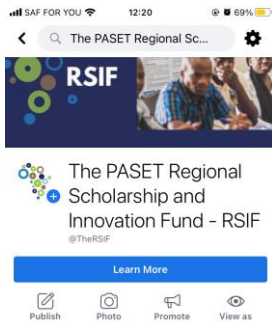
7

Our Social Media Platforms - RSIF



Facebook - @TheRSIF

<https://www.facebook.com/TheRSIF/>



Twitter- @PasetRsif

<https://twitter.com/PasetRsif>



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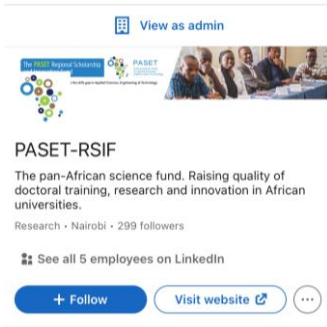
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Our Social Media Platforms



LinkedIn- @Paset-Rsif

<https://www.linkedin.com/company/paset-rsif/>



Instagram- @pasetrsif

<https://www.instagram.com/pasetrsif/>



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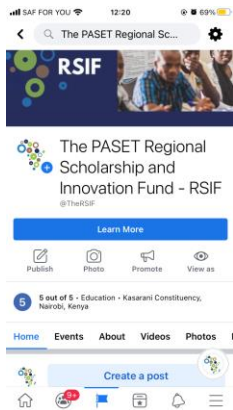


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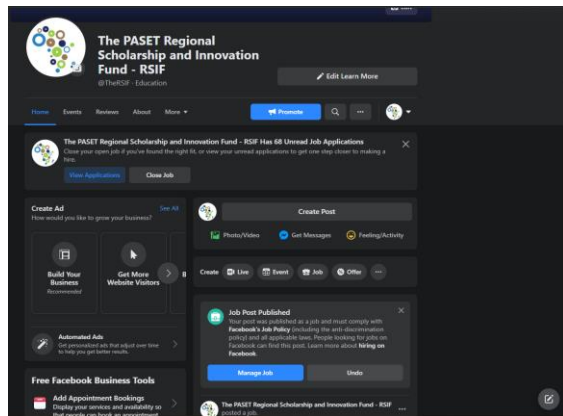
Facebook



Facebook @TheRSIF



Mobile view



Desktop view

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Facebook Analytics- Jan to Jun



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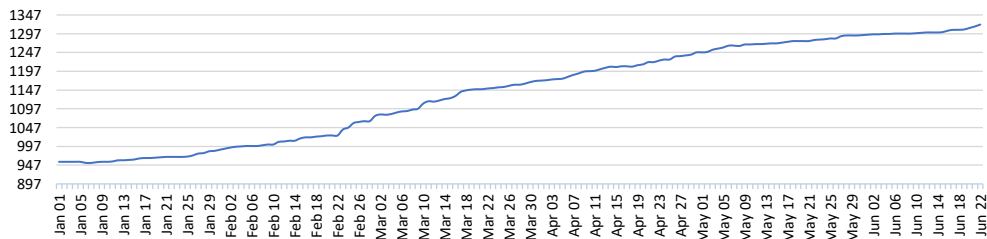
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Facebook Highlights



Fans

Jan 01 - Jun 22, 21



The number of likes on Facebook



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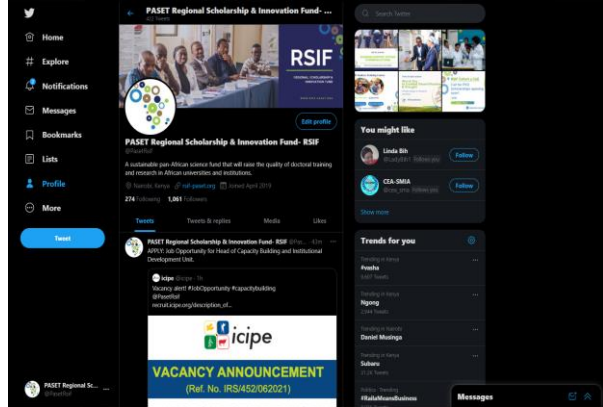
Twitter



Twitter
@PasetRsif



Mobile view



Desktop view

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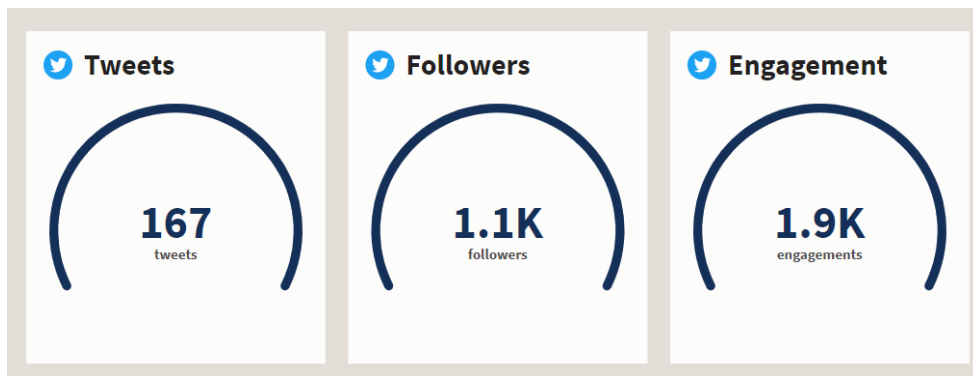


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Twitter Analytics- Jan to Jun



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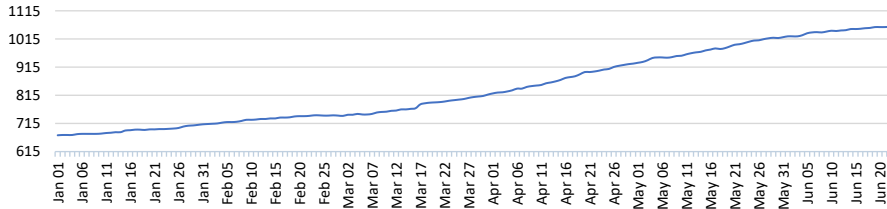
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Twitter Highlights

Jan 01 - Jun 22, 21 



Number of people Twitter followers



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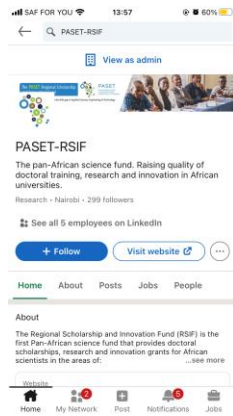
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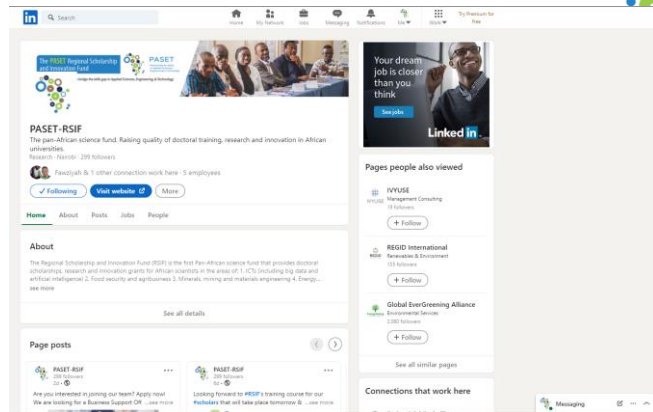
LinkedIn



LinkedIn @Paset-Rsif



Mobile view



Desktop view

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LinkedIn Highlights



Most Shared Linked In Post

PASET-RSIF
258 followers
15x +

Are you interested in joining our team? We are looking for a Communications Intern who will ensure effective visibility of #RSIF between July-September. Click here for more: <https://lnkd.in/dz6cE87>
#kokazike

WE ARE LOOKING FOR YOU!
COMMUNICATIONS INTERN

Send your resume via email to rsif@icipe.org and be part of our team.

WWW.RSIF-PASET.ORG

Most Reacted to Linked In Post

PASET-RSIF
258 followers
15x +

Meet some of #RSIF PhD Scholars in the different host universities as they study various courses within our five thematic areas, aiming to translate scientific knowledge into impactful innovations in #Africa.
#PASET #ScienceinAfrica #Womenscience #Science #Research #Innovation #Technology #Engineering #STEM

RSIF PhD Scholars

Meet some of the RSIF PhD Scholars in the different host universities as they study various courses within our five thematic areas, aiming to translate scientific knowledge into impactful innovations in Africa.

Meet some of the RSIF PhD Scholars in the different host universities as they study various courses within our five thematic areas, aiming to translate scientific knowledge into impactful innovations in Africa.

with World Bank Group and 12 others

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Instagram



Instagram
@pasetrsif

SAF FOR YOU 12:18 63%

pasetrsif 94 Posts 101 Followers 78 Following

RSIF A sustainable pan-African science fund that will raise the quality of doctoral training and research in African universities and institutions www.rsif-paset.org/
icipe, Kazanri Consortium

Edit Profile Promotions Insights Contact

Mobile view

Instagram pasetrsif 94 posts 101 followers 78 following

RSIF A sustainable pan-African science fund that will raise the quality of doctoral training and research in African universities and institutions www.rsif-paset.org

RSIF Student Training Course

World Day to Combat Desertification & Drought

COMMUNICATIONS INTERN

Desktop view

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Instagram Highlights



Top Posts



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Top Media Posts



Performance for Your Post

4,396	Reactions, Comments & Shares
64	Like
25	Post Post
33	Go Shares
3	Like
0	Post Post
2	Go Shares
2	Comments
0	Post Post
2	Go Shares
26	Reactions
26	On Post
0	Go Shares
222	Post Clicks
10	Profile Views
101	Link Clicks
111	Other Clicks

NEGATIVE FEEDBACK

- 0 Hide Post
- 0 Report as Spam
- 0 Unlink Page

Reported items may be delivered from what appears on posts.

Top Facebook Post

TWEET HIGHLIGHTS

Top Tweet earned 2,198 impressions

RSIF's Cohort 4 call for PhD scholarships will be opening soon! Join a world-class programme for advancement in #research Visit rsif-paset.org/phd-scholarshi... for more information.

#STEM #ScienceInAfrica #RSIF #PASET #Science #Engineering @WBG_Education pic.twitter.com/olVrvrSZJ



Top Tweet

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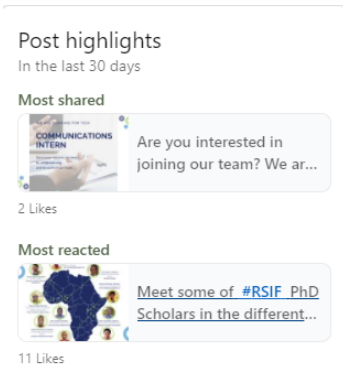
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Top Media Posts



Top Instagram Post



Top LinkedIn Post

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Managing Social Media



- This is the process of managing your online presence on social media platforms like Facebook, Instagram, and Twitter by creating, publishing, and analysing content you post.
- It also includes engaging and interacting with social media users

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Why Practise Social Media Management



Cost

Social media is a cost effective way of advertising, because it is free to join and use. Even paid advertising is much cheaper than using traditional offline media



Users

Incorporating social media into your marketing strategy allows you to align your marketing initiatives with user behaviour.



Reach

Social media networks connect you with users across the world. You can also use social media platforms, like Pinterest, to reach niche audiences, something traditional media could not achieve



Performance

Via social, companies can build their brand and even generate leads and sales. Almost 45% of B2B (Business to Business) marketers, for instance, have earned a client through Facebook

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Focus of Social Media Management



Social media management focuses on the following:



- Creating a social media strategy
- Auditing your existing social media strategy
- Researching your target audience
- Choosing your social media platforms
- Designing your social media profiles

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- Developing Social media ads
- Creating and populating your social media calendar
- Responding to social media followers
- Creating platform specific content
- Growing your reach
- Monitoring your social media platforms



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What we did Right

Audience Growth 

Content Plan 

New Specified Campaigns 

New Channels 

Interaction & Feedback 



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Next Steps



Maximise Platforms

Knowing where your business social media accounts will best interact is important information when crafting effective social media campaigns and posts.



Incentivize Engagement

This means tapping into our audience's desires e.g. entering a contest, share a video, like a Facebook page, visit a website, subscribe to a newsletter



Encourage Feedback

Feedback allows you to know what your customers think about your brand and services. This helps you evaluate where you can improve and where you stand among your competition

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Social media is about the people, not your business.

Provide for the people and the people will provide you.



— **Matt Goulart**



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<https://www.instagram.com/pasetrsif/>



LinkedIn- @Paset-Rsif
<https://www.linkedin.com/company/paset-rsif/>



Email
rsif@icip.org



Twitter- @PasetRsif
<https://twitter.com/PasetRsif>



Website- Rsif-Paset
<https://www.rsif-paset.org/>

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Thank you!

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For more information contact

Regional Coordination Unit

Regional Scholarship and Innovation Fund

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