



**jelajah indie komunikasi
(JIKom)**

Brings Idea for Better Changes

MENGUKUR & MENGANALISA HASIL POSTING DI SOSMED

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KENAPA PERLU MENGUKUR HASIL POSTING

1. Untuk tahu seberapa efektifnya postingan, respon dan feedbacknya.
2. Mengetahui siapa yang jadi follower aktif dan tidak aktif
3. Bisa melihat siapa saja follower influencer
4. Bisa membandingkan keefektifan kampanye di sosmed dengan kompetitor

Catatan :

Jika tidak ada konsep, jadwal, dan juga reguler posting sulit mengukur hasil posting kampanye kita di sosmed



Konsep Pengelolaan Sosial Media



PERSIAPAN

- Editorial board meeting
- Jadwal , agenda & tematik, PIC,



TWITTER

- Daily update
- Live event
- TwitterTematik
- Kultwit (Kuliah Twitter
- Games/Kuis-
- Link update dari website/berita ttg KEHATI



FACEBOOK

- DAILY Update
- Agenda CDSP
- Live Event
- Tanggal/momen penting kebencanaan
- Tematik FB
- Games/Kuis
- Link updat dari website



MONITORING & LAPORAN

- Membalas feedback pada notofication (twitter) dan komentar di sosmed.
- Membuat analisa perkembangan di twitter dan FB
- Membuat laporan perkembangan sosial media





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Lihat jadwal tematik

Lihat contoh kultwit



Alat Bantu Analisa Twitter

1. Tweetreach
2. Twittercounter
3. Tweetstats
4. Twitonomy
5. Tweetcounter
6. tweetmaps



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Capaian Follower Twitter

Sept
2012
800-an
followe
r twitter

Yayasan KEHATI
@KEHATI

TWEETS	FOLLOWING	FOLLOWERS
5,198	1,321	3,400

2013-2014

Yayasan KEHATI
@KEHATI

TWEETS	FOLLOWING	FOLLOWERS
7,403	461	4,065

Sept 2014

Yayasan KEHATI
@KEHATI

TWEETS	FOLLOWING	FOLLOWERS
9,474	577	4,590

Okt 2014-Jan 2015



Gambaran Umum Interaksi Twitter

Latest Results	
Past 1 Hour	0
Past 1 Day	131
Past 7 Days	232
Past 13 Days	620
Past 30 Days	938
All Time	
Specific Range	

8%
strength

0:0
sentiment

66%
passion

4%
reach

1 hours avg. per mention

last mention 4 hours ago

2 unique authors

0 retweets



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Follower dan Influencer

Berikut adalah follower Kehati yang juga ditandai sebagai influencer bagi follower mereka, tiap kali mention dan me-RT-kan Twitter Kehati.

Keberadaan mereka ini cukup berpengaruh dalam menambah follower-nya Kehati.

	Bondan Winarno @pakbondan On My Honor I Will Do My Best Cel... 1 Tweet - 3 hr ago	436,855 FOLLOWERS
	The Body Shop Indo @thebo... Welcome to the OFFICIAL Twitter o... 1 Tweet - 4 Retweets - 10 hr ago	93,994 FOLLOWERS
	Hijauku.com @hijaukudotcom Portal Hijau Pertama di Indonesia ... 1 Tweet - 4 hr ago	66,001 FOLLOWERS
	GREENERATION @greenerati... a sustainable organization that hel... 1 Tweet - 10 hr ago	43,262 FOLLOWERS
	DietKantongPlastik @iddkp Gerakan nasional yang mengajak ... 1 Tweet - 2 hr ago	6,686 FOLLOWERS
	Suzy Hutomo @suzyhut Mother of 2 homeschoolers. CEO ... 1 Tweet - 3 hr ago	6,260 FOLLOWERS

Gambaran Umum Jejaring Mention



Setiap kali twitter akan menghasilkan reply dan RT- yang berakibat pada beberapa kali reply. Sehingga penyebaran informasinya semakin luas. Terutama jika di reply dan dimention para follower yang juga influencer



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Rata-rata penambahan Follower Kehati

In the past week your @KEHATI account:

Got **41** New Followers

Who are the new fans?

Had **7** Unfollows

Who showed poor judgement?

Tweeted **86** times - We recommend you tweet at least once a day, for example

Tweet Your Stats

You are following a total of 455 accounts and:

243 of them are not following you back

Who Are They?

5 of them have been inactive in the last 2 months

See the inactive

In the past week your @KEHATI account:

Got **31** New Followers

Who are the new fans?

Had **2** Unfollows

Who showed poor judgement?

Tweeted **65** times - We recommend you tweet at least once a day, for example

Tweet Your Stats

You are following a total of 453 accounts and:

242 of them are not following you back

Who Are They?

3 of them have been inactive in the last 2 months

See the inactive



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FACEBOOK

The screenshot displays the Facebook profile of Yayasan Kehati. The cover photo features various types of sorghum grains and a bowl of black sorghum, with labels for 'Tepung Sorgum' and 'BERAS SORGUM'. The profile picture is a logo with the text '994-2014) Takuun'. The page information section shows 'Yayasan Kehati' with 6,285 likes and 41 talking about this. The page is categorized as a 'Non-Governmental Organization (NGO)' with a focus on 'Biodiversity, People and Partnership'. The page was founded in 2012. The right sidebar shows the page has 7,237 likes and 39 visits, with a 'Reach People Nearby' section. The bottom of the page shows a red box with the text '4 bulan lalu' and another red box with the text 'Present'.

Yayasan Kehati
6,285 likes · 41 talking about this

Non-Governmental Organization (NGO)
Biodiversity, People and Partnership

4 bulan lalu

Present

Recent
2014
2013
2012
Founded

Reach People Nearby
Get people near Jakarta to like your Page

Promote Page

6,285 Likes

Biodiversity, People and Partnership.



Overview Fan Page Kehati Terbaru

Showing data from 01/01/2015 - 01/07/2015

Page Likes



Page Likes

7,237 Total Page Likes
▲0.6% from last week

42
New Page Likes
▲35.5%

— This week
— Last week



Post Reach



3,618 Total Reach
▲205.8% from last week

2,752
Post Reach
▲143.8%

— This week
— Last week



Engagement



447 People Engaged *i*
▲190.3% from last week

311
Likes



46
Comments



20
Shares



571
Post Clicks *i*





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Profil Fans-nya KEHATI di FB

Overview Likes Reach Visits Posts **People**

Your Fans People Reached People Engaged Check-ins

The people who like your Page

Women

31%

Your Fans

46%

All Facebook

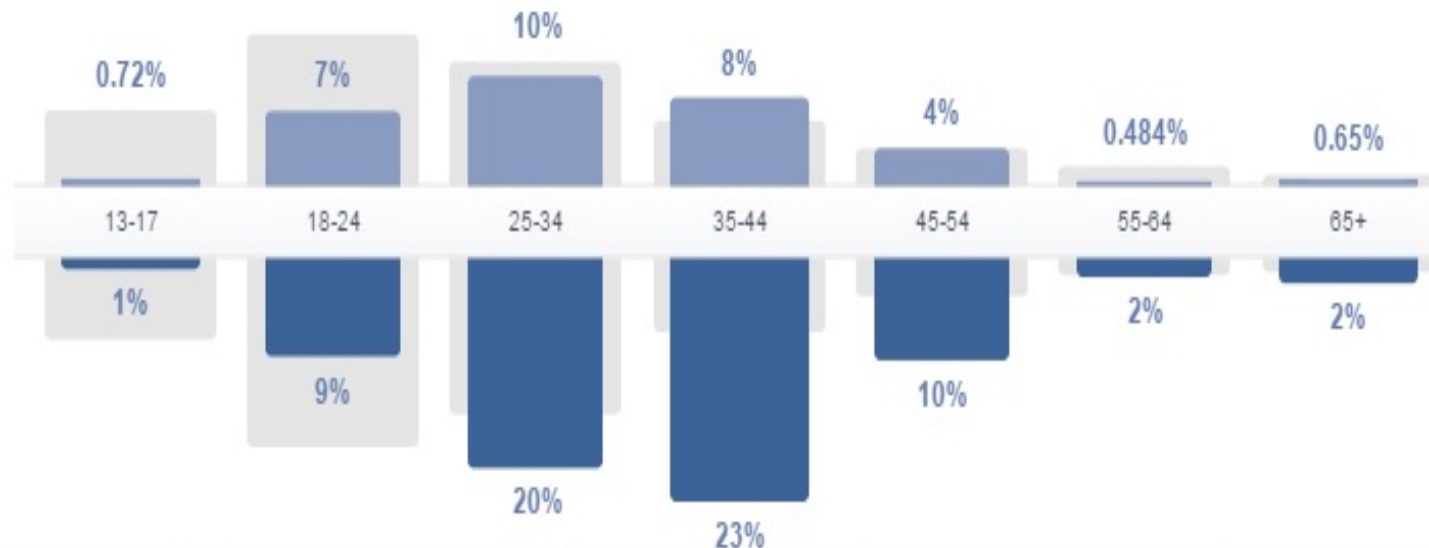
Men

67%

Your Fans

54%

All Facebook





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Profil Fans KEHATI di FB

Overview	Likes	Reach	Visits	Posts	People
23%					
Country	Your Fans	City	Your Fans	Language	Your Fans
Indonesia	6,983	Jakarta, Jakarta Raya, Ind...	1,883	Indonesian	4,603
Malaysia	30	Yogyakarta, Indonesia	461	English (US)	2,039
United States of America	28	Bogor, Jawa Barat, Indon...	402	English (UK)	489
Australia	25	Bandung, Jawa Barat, Ind...	318	Javanese	18
Germany	16	Medan, Sumatera Utara, I...	257	French (France)	15
Japan	12	Surabaya, Jawa Timur, In...	131	Malay	7
Thailand	11	Malang, Jawa Timur, Indo...	114	Spanish	7
United Kingdom	9	Makassar, Sulawesi Selat...	105	Japanese	6
India	9	Semarang, Jawa Tengah, ...	98	Portuguese (Brazil)	6
Italy	6	Tangerang, Jawa Barat, I...	93	Spanish (Spain)	5
See More					



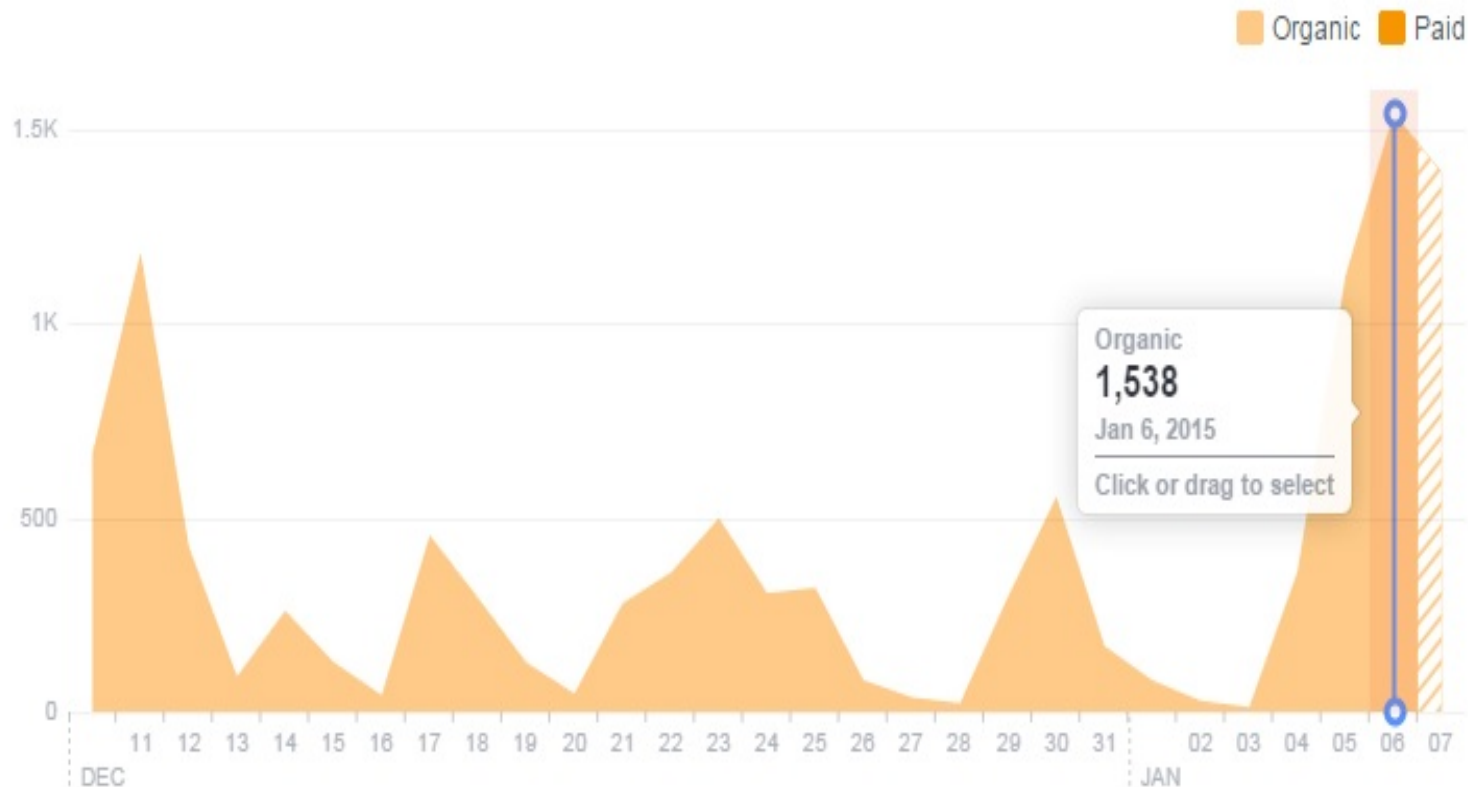
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POST REACH Fan Page FB KEHATI

Post Reach

The number of people your post was served to.



BENCHMARK

Compare your average performance over time

Organic

Paid



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HITS FB KEHATI TERBARU



Yayasan Kehati

December 11, 2014 at 1:07pm · Edited ·

International #MountainDay 2014

Mountain Family Farmers : Feeding people, nurturing the planet.

Center for International Forestry Research (CIFOR) CIFOR-Indonesia
Forest Telapak Forestry Kementerian Pertanian RI Petani Kecil Food and
Agriculture Organization Balebengong.net... See More



**11 DECEMBER
INTERNATIONAL
MOUNTAIN DAY**



1,088 People Reached

54 Likes, Comments & Shares

41
Likes

29
On Post

12
On Shares

0
Comments

0
On Post

0
On Shares

13
Shares

12
On Post

1
On Shares

27 Post Clicks

27
Photo Views

0
Link Clicks

0
Other Clicks ⓘ

NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page



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Hits Posting FB Terbaru



Yayasan Kehati

Yesterday at 8:28am · 🌐

Jika rumput tetangga sahabat terlihat lebih hijau itu bukan sulap, dan bukan terbentuk indah begitu saja. Berhenti memandangi. Berhenti membandingkan. Berhenti mengeluh. Mulailah merawat rumput sahabat sendiri.



677 people reached

[Boost Post](#)

677 People Reached

58 Likes, Comments & Shares

54 Likes	42 On Post	12 On Shares
--------------------	----------------------	------------------------

1 Comments	1 On Post	0 On Shares
----------------------	---------------------	-----------------------

3 Shares	2 On Post	1 On Shares
--------------------	---------------------	-----------------------

4 Post Clicks

4 Photo Views	0 Link Clicks	0 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
--------------------	-------------------------

0 Report as Spam	0 Unlike Page
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Hits FB Terbaru



Yayasan Kehati

December 30, 2014 at 12:32pm · 🌐

Kita memiliki bumi yang cantik.
Bumi bukan hanya rumah bagi kita, manusia.
Tetapi, juga rumah bagi makhluk hidup lainnya (flora dan fauna).
Perilaku kita selama satu tahun berdampak langsung kepada kecantikan bumi dan kelangsungan hidup makhluk hidup lainnya di tahun-tahun berikutnya.
Untuk membuat bumi tetap baik dan cantik, cukup dengan setiap masing-masing kita memulainya dari diri sendiri dengan bergaya hidup hijau....
[See More](#)



977 People Reached

85 Likes, Comments & Shares

80

Likes

46

On Post

34

On Shares

0

Comments

0

On Post

0

On Shares

5

Shares

3

On Post

2

On Shares

25 Post Clicks

25

Photo Views

0

Link Clicks

0

Other Clicks ⓘ

NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Logout



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Hits FB Kehati



Yayasan Kehati

August 7 · 🌐

Sinar mentari pagi yang baik untuk kesehatan kulit dan tulang kita dibawah jam sepuluh pagi.

Manfaat vitamin D yang terkandung dalam sinar mentari pagi baik untuk kesehatan kulit dan kandungan kalsiumnya baik untuk tulang.

Selamat menikmati mentari pagi sebelum beraktifitas di dalam ruangan, sahabat!



893 People Reached

77 Likes, Comments & Shares

69

Likes

49

On Post

20

On Shares

4

Comments

3

On Post

1

On Shares

4

Shares

3

On Post

1

On Shares

21 Post Clicks

18

Photo Views

0

Link Clicks

3

Other Clicks ⓘ

NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page



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Hits FB Kehati



Yayasan Kehati

August 15 at 3:24pm · 🌐

Buat kalian yang cinta Indonesia dan [#Cintapangananlokal](#) Indonesia, dan ingin menambah pemahaman, pengetahuan juga kepedulian, yuk ikuti Kuliah Umum dari Dr Vandana Shiva tentang, "Kemerdekaan Benih." Diadakan pada 18 Agustus 2014, di Balai Sidang Universitas Indonesia. Pukul 09.30-12.00 WIB. Gratis! Benih Merdeka, kita juga harus lebih merdeka. Mari Merdeka! 😊



KEHATI



UNIVERSITAS
INDONESIA



mantasa

KULIAH
UMUM

**Our Seeds
Our Future**
Strengthening Indonesia's Food Sovereignty



Dr. Vandana Shiva

Dr. Vandana Shiva, seorang aktivis kelas dunia, filantropis, eco-feminis dan ilmuwan, yang telah menerima banyak penghargaan untuk kegiatannya termasuk The Right Livelihood Award (Alternative Nobel)

Senin,
18 Agustus
2014

Balai Sidang
UNIVERSITAS
INDONESIA,
Depok

09.30
12.00
WIB

1,639 People Reached

122 Likes, Comments & Shares

86
Likes

54
On Post

32
On Shares

17
Comments

3
On Post

14
On Shares

19
Shares

19
On Post

0
On Shares

133 Post Clicks

85
Photo Views

0
Link Clicks

48
Other Clicks ⓘ

NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page