

AURORA Nigeria Social Media Team Report

My name is Kabiru Hussain, Head of social media management team AURORA Nigeria. Together with Favour Christiana Ogbuagu we manage the official social handles of AURORA Nigeria which includes Twitter, Facebook and LinkedIn.

The social media team were able to increase their presence on the various social media channels of AURORA Ecosystem. We were in good collaboration with the graphics team of AURORA Nigeria and we were able to publish all contents made from the graphics team. We were able to publish about 60 different contents from the month of August to September. Types of contents include written contents, Graphics, Posters, Infographics, Gifs, Videos and memes. Increased engagement with the official Twitter handles of AURORA Nigeria in projects on AURORA Ecosystem and NEARProtocol Ecosystem including KOLs and influencers.

Our Publications Include announcements related to AURORA and its Ecosystem, partnerships announcements between different projects on the ecosystem, AMA, AURORA Nigeria articles series, Writing and in-depth explanations about some projects with tag project of the week, Weekly updates and Ecosystem summary. Links to Article publication on medium. We were able to host Twitter spaces together with other guilds/projects on the AURORA/NEAR ecosystem to increase awareness and understanding of how AURORA works plus the solutions it has for developers.

There has been an increased followers count since the start of this journey on all our social media channels with more on Twitter handle in the month of August and September. There was increased Profile visit on our Twitter page, increased engagement from audience, mentions and impressions across all socials. Some of the most engaging posts are from Updates, Twitter spaces and AMA announcements. There was an increase in tweet activity, followers, Mentions, Profile visits in August and more in September as we are few month old. Breakdown on the metrics is shown below from the detailed analytics.

AURORA Nigeria was tag as community partners on the recent physical offline Web3 event hosted by Octopus Network Africa, where the event was use as an opportunity to tell some Web2 and Blockchain devs about AURORA Network and Its Ecosystem

All created contents are also published on Facebook page, LinkedIn telegram channels plus various whatsapp groups to update the community. Below is the analysis for the past month for the activities of AURORA Nigeria for Twitter, Facebook and LinkedIn.



Account home

AURORA NIGERIA | NEARCON 2022 @auroranigeria_

Build on Aurora

Page updated daily

28 day summary with change over previous period



Sep 2022 · 27 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 2,159 impressions

AURORA Nigeria 1st #TwitterSpace

Top mention earned 1,272 engagements

AURORA Nigeria 1st #TwitterSpace

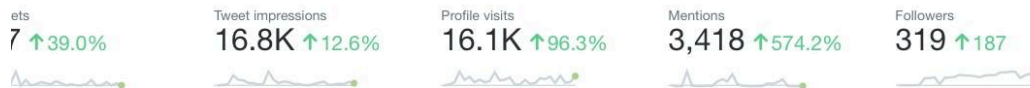
ADVERTISE ON TWITTER

Get your Tweets in front of more people





7 day summary with change over previous period



p 2022 · 27 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 2,159 impressions

AURORA Nigeria 1st #TwitterSpace

Theme: Building Nigeria Blockchain Based Solution

Date: 03/09/22

Time: 8:00 PM WAT

Venue: twitter.com/i/spaces/1OwGW...

\$20 giveaway to best questions

Follow @auroranigeria_ Like, Retweet & Comment

Questions below

#AURORA #NEAR #AMA #web3

twitter.com/c1XrGuQ4GF

35 96 116

View Tweet activity

View all Tweet activity

Top Follower followed by 4,999 people



nega

sOmega12 FOLLOWS YOU

dy A Crypto Researcher & Investor / Gamer

Top mention earned 1,272 engagements

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#AURORA #NEAR #AMA #web3

pic.twitter.com/c1XrGuQ4GF

735 96 116

View Tweet activity

View all Tweet activity

Top media Tweet earned 1,643 impressions

#AMA 🔥

We're pleased to announce our next AMA.

What is Rainbow Bridge: Benefits to both developers and projects

Venue: t.me/AuroraNigeria

ADVERTISE ON TWITTER

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

Get started

SEP 2022 SUMMARY

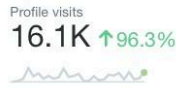
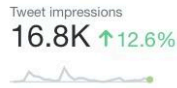
Tweets	Tweet impressions
57	16.7K
Profile visits	Mentions
16.1K	3,372
New followers	
186	



Account home

AURORA NIGERIA | NEARCON 2022 @auroranigeria

28 day summary with change over previous period



Sep 2022 · 27 days so far...

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#AURORA #NEAR #AMA #web3
pic.twitter.com/c1XrGuQ4GF



735 96 116

View Tweet activity

View all Tweet activity

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pic.twitter.com/c1XrGuQ4GF



735 96 116

View Tweet activity

View all Tweet activity

Top Follower followed by 4,999 people



Omega

@itsOmega12 FOLLOWS YOU

Study A Crypto Researcher & Investor / Gamer
We the Many DYOR ~ \$BTC | \$ETH | \$NEAR |
\$MATIC | \$SOL | \$AVAX @Nftcollector

View profile

Top media Tweet earned 1,643 impressions

#AMA 🔥

We're pleased to announce our next AMA.

What is Rainbow Bridge: Benefits to both developers and projects

Venue: t.me/AuroraNigeria

Saturday 10th September, 2022.

8pm WAT (UTC+1)

\$20 pic.twitter.com/0qw2cDv1y2



26 12 36

View Tweet activity

View all Tweet activity

ADVERTISE ON TWITTER

Get your Tweets in front of more people

Promoted Tweets and content open up y reach on Twitter to more people.

Get started

SEP 2022 SUMMARY

Tweets 57 Tweet imp 16.7K

Profile visits 16.1K Mentions 3,371

New followers 186

Tweet activity

Last 28 Days






Export data

Your Tweets earned **16.8K impressions** over this **28 day** period

YOUR TWEETS

During this 28 day period, you earned **597 impressions** per day.

Tweets Top Tweets Tweets and replies Promoted Impressions Engagements Engagement rate

	AURORA NIGERIA NEARCON 2022 @auroranigeria_ · 13h Check out the summary for updates and news on #AURORA Ecosystem for the past week. @auroraisnear @auroranigeria_ @AuroraMedia01 @aurora_africa @aurora_Insider @auroracommunit3 @near_insider @NearprotocolNG @aurigami_PLY @Nearity_org #Web3 #Rainbowbridge #AURORA pic.twitter.com/yehUWGKthm View Tweet activity	182	39	21.4%
	AURORA NIGERIA NEARCON 2022 @auroranigeria_ · Sep 25 Article Alert 📢 We live in an age where many of us are gamers and with the advent of Gamefi, we see gamers transitioning from the traditional video games to blockchain games. Read about #GameFi on @auroraisnear 👉 link.medium.com/FBxOVVQyBtb #Gaming #Blockchain #NFT pic.twitter.com/e65snnCjvz View Tweet activity	644	44	6.8%
	AURORA NIGERIA NEARCON 2022 @auroranigeria_ · Sep 25 #Aurora ecosystem summary #Partnership #NEAR #NEARCON2022 pic.twitter.com/8RhGH17uQf View Tweet activity	297	40	13.5%
	AURORA NIGERIA NEARCON 2022 @auroranigeria_ · Sep 23 Check out these new projects on @auroraisnear #projects #rainbowbridge #smartcontract #transactions pic.twitter.com/Rilm8VGDom View Tweet activity	381	65	17.1%
	AURORA NIGERIA NEARCON 2022 @auroranigeria_ · Sep 23 Article Alert 📢 Read about about #RainbowBridge link.medium.com/ITE1QJLTybt #NEAR #Aurora #Ethereum #blockchain #Token pic.twitter.com/ILUpp0zrBc	166	27	16.3%

Engagements

Showing 28 days with daily frequency

Engagement rate
10.5%Sep 28
0.0% engagement rate

Link clicks

100

Sep 28
0 link clicksOn average, you earned **4 link clicks** per day

Retweets without comments

244

Sep 28
0 Retweets without commentsOn average, you earned **9 Retweets without comments** per day

Likes

717

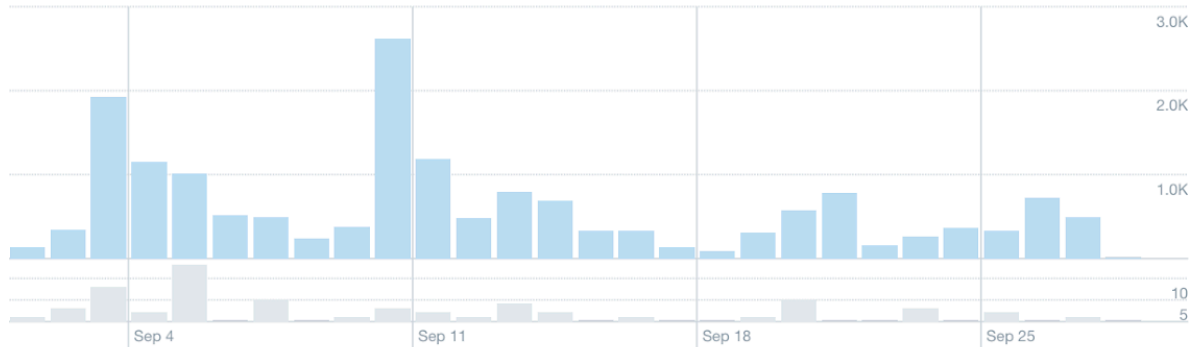
Sep 28
0 likesOn average, you earned **26 likes** per day

Replies

829

Sep 28
0 repliesOn average, you earned **30 replies** per

01:39


 four Tweets earned **16.8K impressions** over this **28 day** period


Tweets Top Tweets Tweets and replies Promoted Impressions Engagements Engagement rate

AURORA NIGERIA | NEARCON 2022

 @auroranigeria_ · Sep 3

AURORA Nigeria 1st **#TwitterSpace**

2,159 1,281 59.3%

Theme: Building Nigeria Blockchain Based Solution

Date: 03/09/22

Time: 8:00 PM WAT

Venue: twitter.com/i/spaces/1OwGW...

\$20 giveaway to best questions

Follow [@auroranigeria_](https://twitter.com/auroranigeria_) Like, Rt & comment questions below

#AURORA #NEAR #AMA #web3

pic.twitter.com/c1XrGuQ4GF[View Tweet activity](#)

AURORA NIGERIA | NEARCON 2022

 @auroranigeria_ · Sep 10

#AMA 🔥🔥

1,643 193 11.7%

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What is Rainbow Bridge: Benefits to both developers and projects

Venue: t.me/AuroraNigeria

Saturday 10th September, 2022.

8pm WAT (UTC+1)

\$20 pic.twitter.com/0qw2cDv1y2[View Tweet activity](#)

AURORA NIGERIA | NEARCON 2022

 @auroranigeria_ · Sep 7

Announcing [@aurigami_PLY](https://twitter.com/aurigami_PLY) as the **#Project** of the week for [@auroraisnear](https://twitter.com/auroraisnear).

1,380 152 11.0%

Visit aurigami.finance for more information.

#decentralizedfinance #blockchain #digital #asset

#token pic.twitter.com/rbzd7AY3CB[View Tweet activity](#)

AURORA NIGERIA | NEARCON 2022

 @auroranigeria_ · Sep 20

AURORA Nigeria bringing you the latest updates on [@auroraisnear](https://twitter.com/auroraisnear)

749 97 13.0%

Get that coffee and stream through the updates and announcements that you've missed on **#AURORA**[@auroraisnear](https://twitter.com/auroraisnear) [@auroranigeria_](https://twitter.com/auroranigeria_) [@AuroraMedia01](https://twitter.com/AuroraMedia01)



 Audience

1

#Aurora ecosystem
summary #Partnership
#NEAR...
Sun 25 Sep

Tweet activity

Your Tweets earned **16.8K impressions** over this **28 day** period



Tweets Top Tweets Tweets and replies Promoted Impressions Engagements Engagemen



AURORA NIGERIA | NEARCON 2022 @auroranigeria_ · 13h
Check out the summary for updates and news on #AURORA Ecosystem for the past week.

182 39 2

@auroraisnear @auroranigeria_ @AuroraMedia01
@aurora_africa @aurora_Insider @auroracommunit3
@near_insider @NearprotocolING @aurigami_PLY
@Nearity_org #Web3 #Rainbowbridge #AURORA
pic.twitter.com/yehUWGKthm

[View Tweet activity](#)



AURORA NIGERIA | NEARCON 2022 @auroranigeria_ · Sep 25
Article Alert

644 44

We live in an age where many of us are gamers and with the advent of Gamefi, we see gamers transitioning from the traditional video games to blockchain games.

Read about #GameFi on @auroraisnear
link.medium.com/FBxOVQyBtb

#Gaming #Blockchain #NFT pic.twitter.com/e65snnCjvz

[View Tweet activity](#)






20+






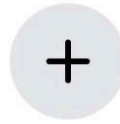
Page overview

Discovery

	Post reach	327
	Post engagement	117
	New Page followers	2

Interactions

	Reactions	78
	Comments	6
	Shares	10



20+



Check out these new projects on #Aurora #projects...

Fri, 23 Sep

Post reach

4

Engagement

4



#RainbowBridge connecting #NEAR and Ethereum is the...

Fri, 23 Sep

Post reach

262

Engagement

18



AURORA Nigeria bringing you the latest updates on...

Post reach

3

Engagement

2



Aurora Nigeria

Software Engineer at Aurora

Aurora

Abuja, Federal Capital Territory, Nigeria

25 connections

Open to

Add section

...

Show recruiters you're open to work — you control who sees this.

×

[Get started](#)

Analytics

👁 Private to you



15 profile views

Discover who's viewed your profile.



10 post impressions

Check out who's engaging with your posts.



Articles, posts & more...

All activity

Articles

Posts

Documents

Ir

Ecosystem for the past week

...see more



You and 3 others

1 comment



Love



Comment



Share



Send



69 impressions

View



Aurora Nigeria · You
Software Engineer at Aurora
23h · 🌐



Check out the summary for updates and news on [#AURORA](#)
Ecosystem for the past week

...see more

All activity

Articles

Posts

Documents

Ir



69 impressions

[View](#)



Aurora Nigeria · You

Software Engineer at Aurora

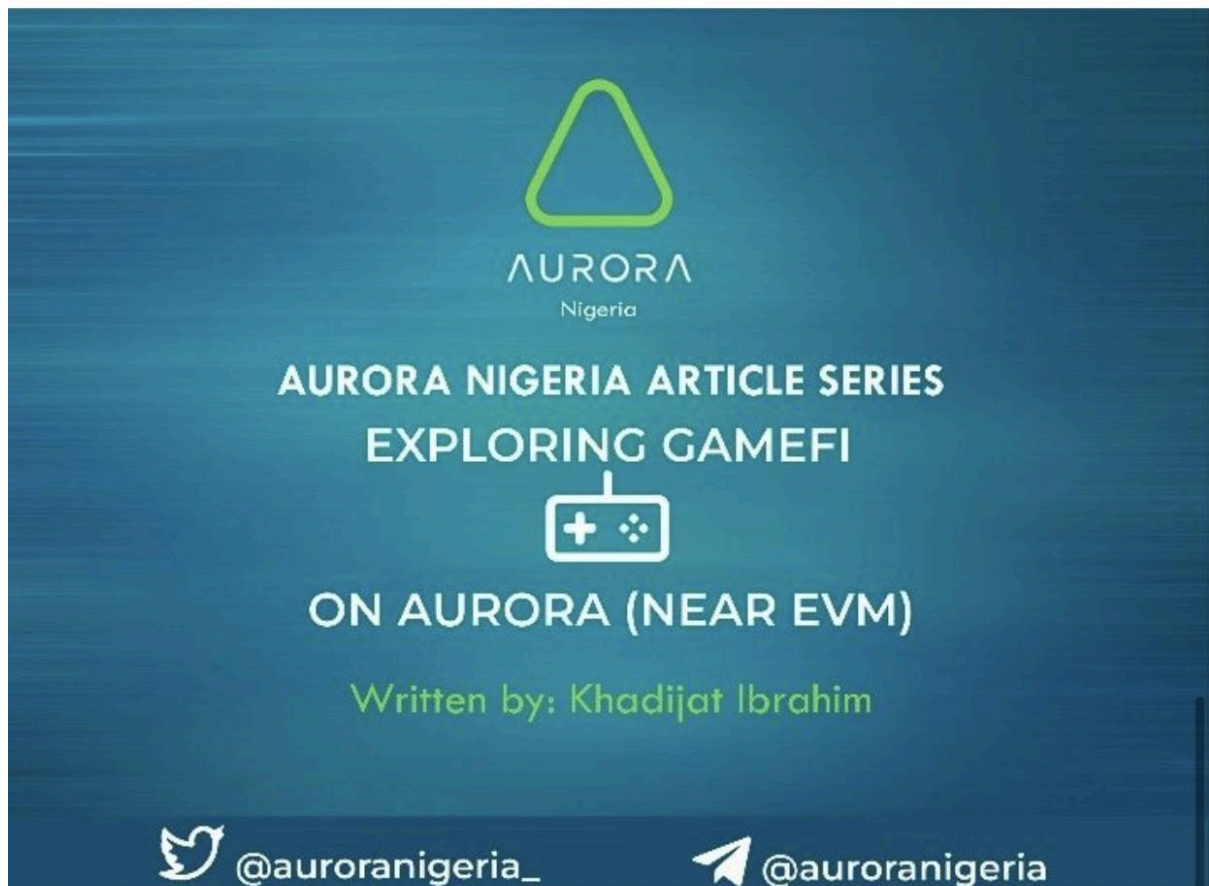
2d · 🌐



Article Alert

We live in an age where many of us are gamers

[...see more](#)



Khadija Ibrahim and 3 others

1 share



Like



Comment



Share



Send



64 impressions

[View](#)



Aurora Nigeria · You

Software Engineer at Aurora

