## AURORA Nigeria Social Media Team Report

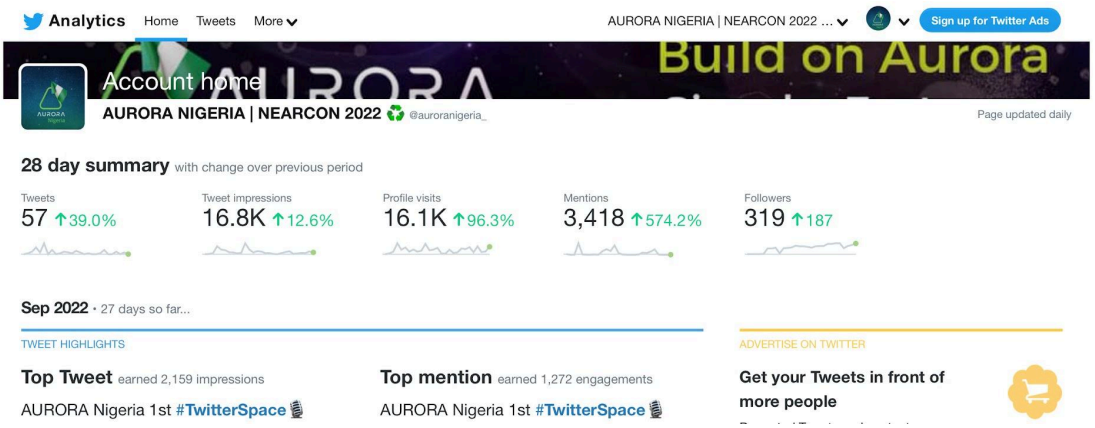
My name is Kabiru Hussain, Head of social media management team AURORA Nigeria. Together with Favour Christiana Ogbuagu we manage the official social handles of AURORA Nigeria which includes Twitter, Facebook and LinkedIn.

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, Inforgraphics, 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.


Analytics
Home
Tweets
More
AURORA NIGERIA | NEARCON 2022 ...
Sign up for Twitter Ads
Account home
AURORA NIGERIA | NEARCON 2022
@auroranigeria_
Page updated daily
28 day summary with change over previous period
Tweets
57 ↑39.0%
Tweet impressions
16.8K ↑12.6%
Profile visits
16.1K ↑96.3%
Mentions
3,418 ↑574.2%
Followers
319 ↑187
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

Analytics Home Tweets More AURORA NIGERIA | NEARCON 2022 ... Sign up for T

Account home

**AURORA NIGERIA | NEARCON 2022** @auroranigeria_

Page

**day summary** with change over previous period

| ets | Tweet impressions | Profile visits | Mentions | Followers |
|---|---|---|---|---|
| 7 ↑39.0% | 16.8K ↑12.6% | 16.1K ↑96.3% | 3,418 ↑574.2% | 319 ↑187 |

**p 2022** · 27 days so far...

ET HIGHLIGHTS

**p Tweet** earned 2,159 impressions

IRORA Nigeria 1st #TwitterSpace

eme: Building Nigeria Blockchain Based lution
Date: 03/09/22
Time: 8:00 PM WAT

Venue:twitter.com/i/spaces/1OwGW...
$20 giveaway to best questions
Follow @auroranigeria_ Like,Rt & mment questions below

URORA #NEAR #AMA #web3
.twitter.com/c1XrGuQ4GF




35 96 116

View Tweet activity | View all Tweet activity

**Top mention** earned 1,272 engagements

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...
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Follow @auroranigeria_ Like,Rt & comment questions below

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




735 96 116

View Tweet activity | View all Tweet activity

**p Follower** followed by 4,999 people



**nega**
sOmega12 FOLLOWS YOU
dy 📖 A Crypto Researcher 👨‍💻 & Investor / Gamer

**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 impressio |
|---|---|
| 57 | 16.7K |
| **Profile visits** | **Mentions** |
| 16.1K | 3,372 |
| **New followers** | |
| 186 | |

Analytics Home Tweets More AURORA NIGERIA | NEARCON 2022 ... Sign up

# Account home

**AURORA NIGERIA | NEARCON 2022** @auroranigeria_

## 28 day summary with change over previous period

| Tweets | Tweet impressions | Profile visits | Mentions | Followers |
|---|---|---|---|---|
| 57 ↑39.0% | 16.8K ↑12.6% | 16.1K ↑96.3% | 3,418 ↑574.2% | 319 ↑187 |

**Sep 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…
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Follow @auroranigeria_ Like,Rt & comment questions below

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




735 96 116

View Tweet activity View all Tweet activity

### Top mention earned 1,272 engagements

AURORA Nigeria 1st #TwitterSpace

Theme: Building Nigeria Blockchain Based Solution
Date: 03/09/22
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Venue:twitter.com/i/spaces/1OwGW…
$20 giveaway to best questions
Follow @auroranigeria_ Like,Rt & comment questions below

#AURORA #NEAR #AMA #web3
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 | Tweet imp |
|---|---|
| 57 | 16.7 |
| Profile visits | Mentions |
| 16.1K | 3,37 |
| New followers | |
| 186 | |

Analytics Home Tweets More AURORA NIGERIA | NEARCON 2022 ... Sign up for Twitter Ads

# 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<br>Check out the summary for updates and news on **#AURORA** Ecosystem for the past week.<br>**@auroraisnear @auroranigeria_ @AuroraMedia01 @aurora_africa @aurora_Insider @auroracommunit3 @near_insider @NearprotocolNG @aurigami_PLY @Nearity_org #Web3 #Rainbowbridge #AURORA** pic.twitter.com/ychUWGKthm<br>View Tweet activity | 182 | 39 | 21.4% |
| **AURORA NIGERIA \| NEARCON 2022** @auroranigeria_ · Sep 25<br>Article Alert<br>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.<br>Read about **#GameFi** on **@auroraisnear**<br>link.medium.com/FBxOVVQyBtb<br>**#Gaming #Blockchain #NFt** pic.twitter.com/e65snnCjvz<br>View Tweet activity | 644 | 44 | 6.8% |
| **AURORA NIGERIA \| NEARCON 2022** @auroranigeria_ · Sep 25<br>**#Aurora** ecosystem summary<br>**#Partnership #NEAR #NEARCON2022** pic.twitter.com/8RhGHI7uQf<br>View Tweet activity | 297 | 40 | 13.5% |
| **AURORA NIGERIA \| NEARCON 2022** @auroranigeria_ · Sep 23<br>Check out these new projects on **@auroraisnear**<br>**#projects #rainbowbridge #smartcontract #transactions** pic.twitter.com/Riim8VGDom<br>View Tweet activity | 381 | 65 | 17.1% |
| **AURORA NIGERIA \| NEARCON 2022** @auroranigeria_ · Sep 23<br>Article Alert<br>Read about about **#RainbowBridge**<br>link.medium.com/iTE1QJLTytb<br>**#NEAR #Aurora #Ethereum #blockchain #Token** pic.twitter.com/lLUpp0zrBc | 166 | 27 | 16.3% |

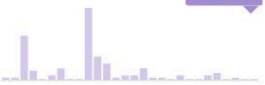
### Engagements

Showing 28 days with daily frequency

Engagement rate
10.5%
Sep 28
0.0% engagement rate



Link clicks
100
Sep 28
0 link clicks



On average, you earned **4 link clicks** per day

Retweets without comments
244
Sep 28
0 Retweets without comments



On average, you earned **9 Retweets without comments** per day

Likes
717
Sep 28
0 likes



On average, you earned **26 likes** per day

Replies
829
Sep 28
0 replies

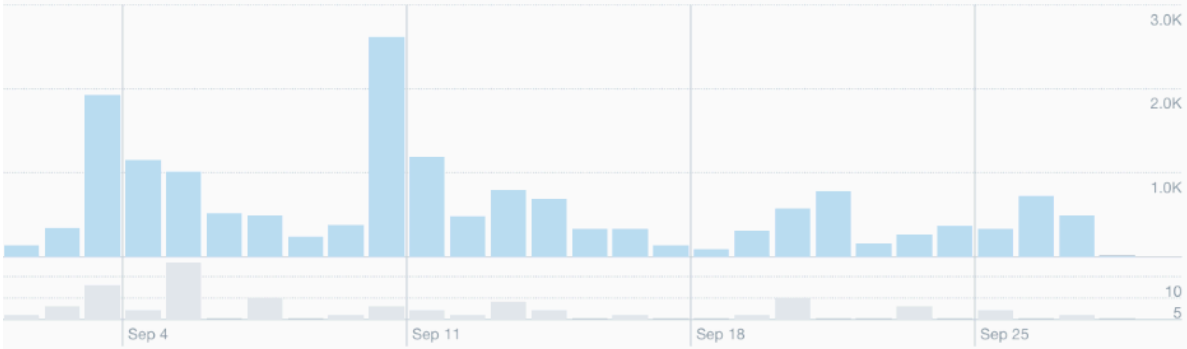


On average, you earned **30 replies** per

01:39 LTE

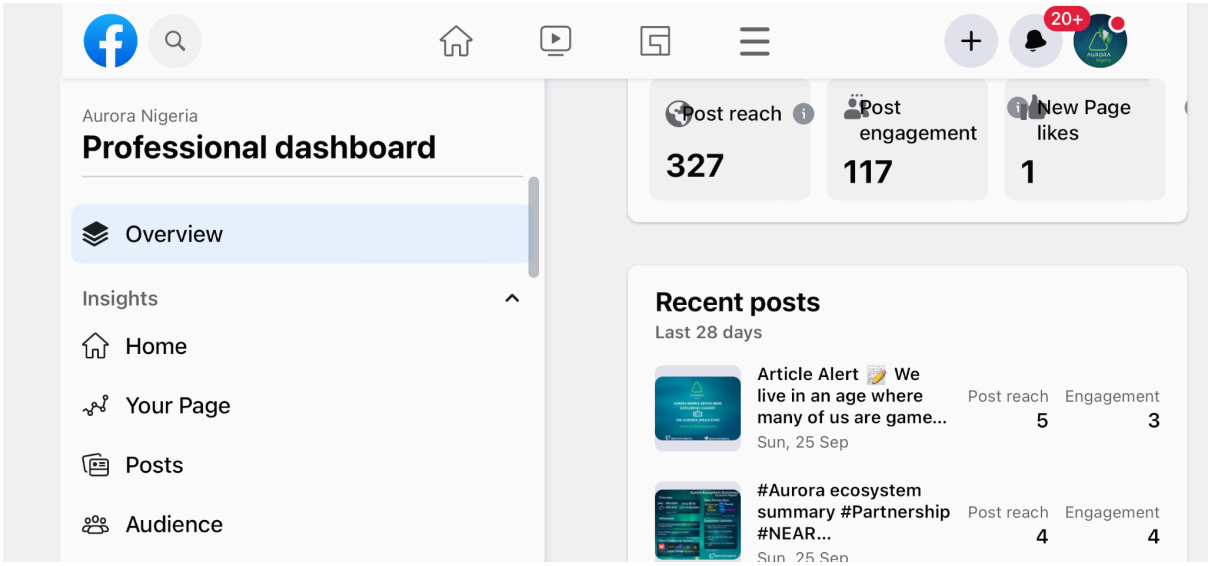
Analytics Home Tweets More AURORA NIGERIA | NEARCON 202

Your 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<br>AURORA Nigeria 1st **#TwitterSpace** 🎙️<br><br>Theme: Building Nigeria Blockchain Based Solution<br>🗓️ Date: 03/09/22<br>⏰ Time: 8:00 PM WAT<br><br>🔰 Venue:twitter.com/i/spaces/1OwGW…<br>🎁 $20 giveaway to best questions<br>🔰 Follow **@auroranigeria_** Like,Rt♻️ & comment questions below<br><br>**#AURORA #NEAR #AMA #web3**<br>pic.twitter.com/c1XrGuQ4GF<br>View Tweet activity | 2,159 | 1,281 | 59.3% |
| **AURORA NIGERIA \| NEARCON 2022** ♻️ @auroranigeria_ · Sep 10<br>**#AMA** 🔥🔥<br><br>📢We're pleased to announce our next AMA.<br><br>✍️ What is Rainbow Bridge: Benefits to both developers and projects<br>🏠 Venue: t.me/AuroraNigeria<br>🗓️ Saturday 10th September, 2022.<br>⏰ 8pm WAT (UTC+1)<br>🎁 $20 pic.twitter.com/0qw2cDv1y2<br>View Tweet activity | 1,643 | 193 | 11.7% |
| **AURORA NIGERIA \| NEARCON 2022** ♻️ @auroranigeria_ · Sep 7<br>Announcing **@aurigami_PLY** as the **#Project** of the week for **@auroraisnear** .<br><br>Visit 👉 aurigami.finance for more information.<br><br>**#decentralizedfinance #blockchain #digital #asset #token** pic.twitter.com/rbzd7AY3CB<br>View Tweet activity | 1,380 | 152 | 11.0% |
| **AURORA NIGERIA \| NEARCON 2022** ♻️ @auroranigeria_ · Sep 20<br>AURORA Nigeria bringing you the latest updates on **@auroraisnear**<br><br>Get that coffee and stream through the updates and announcements that you've missed on **#AURORA**😌<br><br>**@auroraisnear @auroranigeria_ @AuroraMedia01** | 749 | 97 | 13.0% |


20+
Aurora Nigeria
Professional dashboard
Overview
Insights
Home
Your Page
Posts
Audience
Post reach
327
Post engagement
117
New Page likes
1
Recent posts
Last 28 days
Article Alert We live in an age where many of us are game...
Sun, 25 Sep
Post reach
5
Engagement
3
#Aurora ecosystem summary #Partnership #NEAR...
Sun, 25 Sep
Post reach
4
Engagement
4

Analytics Home Tweets More AURORA NIGERIA | NEA

# 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<br>Check out the summary for updates and news on #AURORA Ecosystem for the past week.<br><br>@auroraisnear @auroranigeria_ @AuroraMedia01 @aurora_africa @aurora_Insider @auroracommunit3 @near_insider @NearprotocolNG @aurigami_PLY @Nearity_org #Web3 #Rainbowbridge #AURORA pic.twitter.com/ychUWGKthm<br>View Tweet activity | 182 | 39 | 2 |
| **AURORA NIGERIA \| NEARCON 2022** @auroranigeria_ · Sep 25<br>Article Alert 📝<br><br>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.<br><br>Read about #GameFi on @auroraisnear<br>👇link.medium.com/FBxOVVQyBtb<br><br>#Gaming #Blockchain #NFt pic.twitter.com/e65snnCjvz<br>View Tweet activity | 644 | 44 | |




# Page overview

## Discovery

| | |
|---|---|
| Post reach | 327 |
| Post engagement | 117 |
| New Page followers | 2 |

## Interactions

| | |
|---|---|
| Reactions | 78 |
| Comments | 6 |
| Shares | 10 |



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.

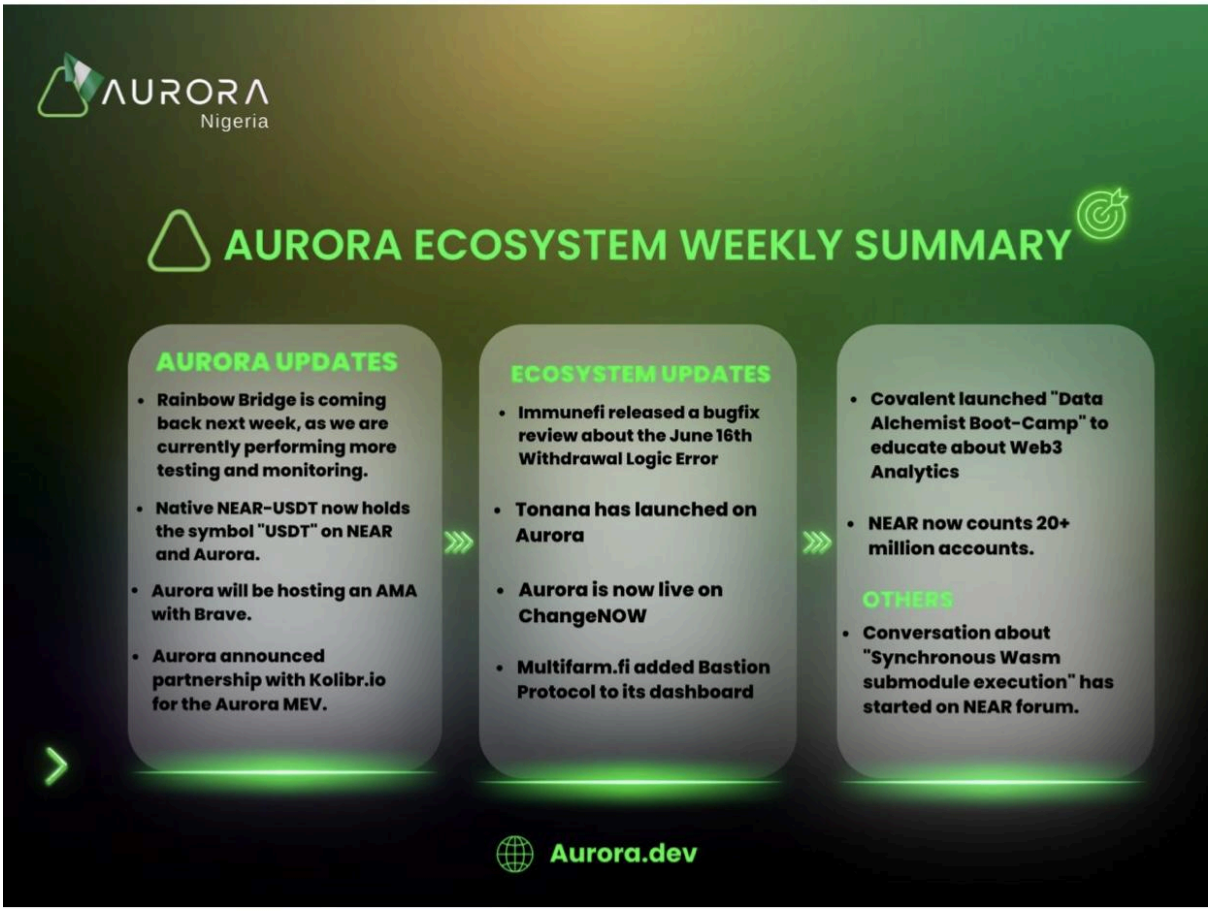
**10 post impressions**
Check out who's engaging with your posts.

# 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