

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

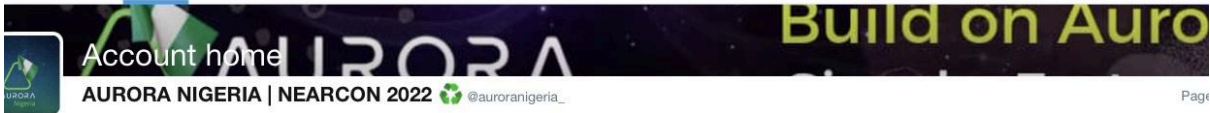
Top mention earned 1,272 engagements

AURORA Nigeria 1st #TwitterSpace

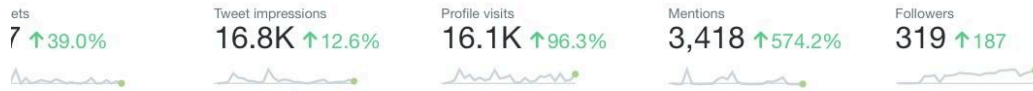
ADVERTISE ON TWITTER

Get your Tweets in front of more people





1 day summary with change over previous period



September 2022 · 27 days so far...

RECENT 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

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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	

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



35 replies 96 retweets 116 likes

[View Tweet activity](#) [View all Tweet activity](#)

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



735 replies 96 retweets 116 likes

[View Tweet activity](#) [View all Tweet activity](#)

Top Follower followed by 4,999 people



nega
sOmega12 [FOLLOWS YOU](#)
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

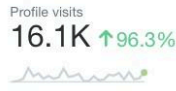


Account home

AURORA NIGERIA | NEARCON 2022 @auroranigeria_

Build on Aur

28 day summary with change over previous period



Sep 2022 · 27 days so far...

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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

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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

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 16.7

Profile visits 16.1K Mentions 3,37

New followers

186

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

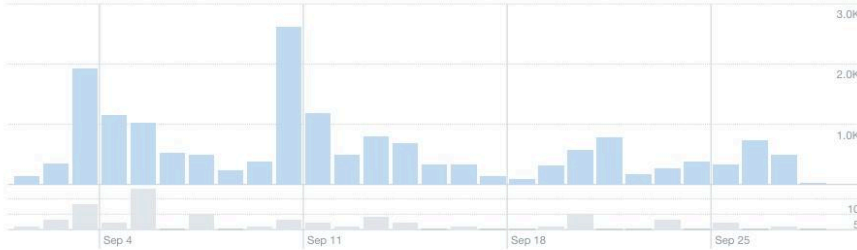
View Tweet activity

View all Tweet activity

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.		182	39	21.4%
		@auroraisnear @auroranigeria_ @AuroraMedia01 @aurora_africa @aurora_Insider @auroracommunit3 @near_insider @NearprotocolNG @aurigami_PLY @Nearity_org #Web3 #Rainbowbridge #AURORA pic.twitter.com/ychUWGKthm				
		View Tweet activity				
	AURORA NIGERIA NEARCON 2022 @auroranigeria_ · Sep 25	Article Alert		644	44	6.8%
		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				
	AURORA NIGERIA NEARCON 2022 @auroranigeria_ · Sep 25	#Aurora ecosystem summary		297	40	13.5%
		#Partnership #NEAR #NEARCON2022 pic.twitter.com/8RhGH17uQf				
		View Tweet activity				
	AURORA NIGERIA NEARCON 2022 @auroranigeria_ · Sep 23	Check out these new projects on @auroraisnear		381	65	17.1%
		#projects #rainbowbridge #smartcontract #transactions pic.twitter.com/Rilm8VGDom				
		View Tweet activity				
	AURORA NIGERIA NEARCON 2022 @auroranigeria_ · Sep 23	Article Alert		166	27	16.3%
		Read about about #RainbowBridge link.medium.com/ITE1QJLTytb				
		#NEAR #Aurora #Ethereum #blockchain #Token pic.twitter.com/ILUpp0zrBc				

Engagements

Showing 28 days with daily frequency

Engagement rate
10.5%
0.0% engagement rate Sep 28

Link clicks
100
0 link clicks Sep 28

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

Retweets without comments
244
0 Retweets without comments Sep 28

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

Likes
717
0 likes Sep 28

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

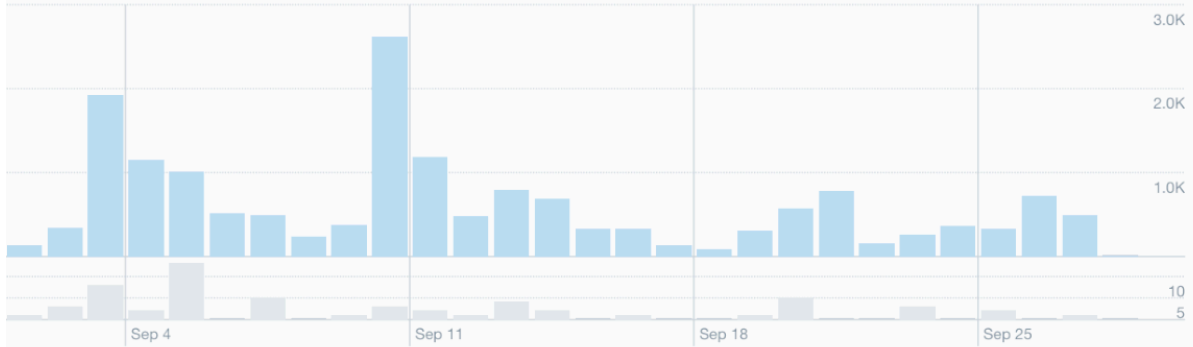
Replies
829
0 replies Sep 28

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

01:39



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 **2,159** **1,281** **59.3%**
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, Rt & comment questions below

#AURORA #NEAR #AMA #web3
pic.twitter.com/c1XrGuQ4GF
 View Tweet activity

AURORA NIGERIA | NEARCON 2022 @auroranigeria_ · Sep 10 **1,643** **193** **11.7%**
#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

View Tweet activity

AURORA NIGERIA | NEARCON 2022 @auroranigeria_ · Sep 7 **1,380** **152** **11.0%**
 Announcing @aurigami_PLY as the #Project of the week for @auroraisnear .

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 **749** **97** **13.0%**
AURORA Nigeria bringing you the latest updates on @auroraisnear

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)



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 Engagement
5 3

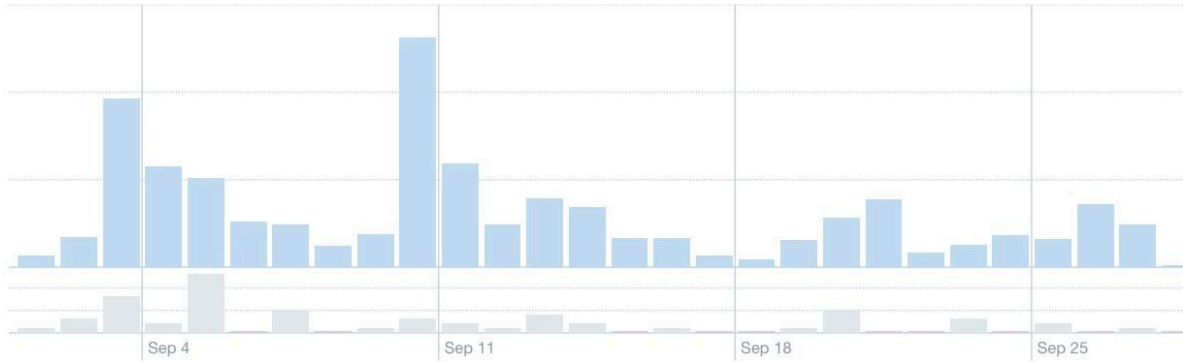


#Aurora ecosystem summary #Partnership #NEAR...
Sun, 25 Sep

Post reach Engagement
4 4

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 182 39 2

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](#) [@NearprotocolING](#) [@aurigami_PLY](#)
[@Nearity_org](#) [#Web3](#) [#Rainbowbridge](#) [#AURORA](#)
pic.twitter.com/ychUWgKthm

[View Tweet activity](#)

AURORA NIGERIA | NEARCON 2022 @auroranigeria_ · Sep 25 644 44

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/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



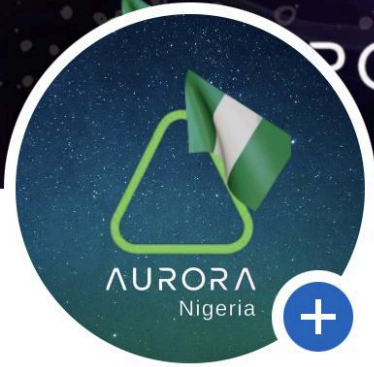
AURORA Nigeria bringing you the latest updates on...

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

AURORA ECOSYSTEM WEEKLY SUMMARY

AURORA UPDATES

- Rainbow Bridge is coming back next week, as we are currently performing more testing and monitoring.
- Native NEAR-USDT now holds the symbol "USDT" on NEAR and Aurora.
- Aurora will be hosting an AMA with Brave.
- Aurora announced partnership with Kolibr.io for the Aurora MEV.

ECOSYSTEM UPDATES

- Immunefi released a bugfix review about the June 16th Withdrawal Logic Error
- Tonana has launched on Aurora
- Aurora is now live on ChangeNOW
- Multifarm.fi added Bastion Protocol to its dashboard

- Covalent launched "Data Alchemist Boot-Camp" to educate about Web3 Analytics
- NEAR now counts 20+ million accounts.

OTHERS

- Conversation about "Synchronous Wasm submodule execution" has started on NEAR forum.

Aurora.dev



You and 3 others

1 comment



Love



Comment



Share



Send



69 impressions

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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

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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

The graphic features the Aurora Nigeria logo (a green triangle) at the top center. Below it, the text reads "AURORA NIGERIA ARTICLE SERIES EXPLORING GAMEFI ON AURORA (NEAR EVM)". A game controller icon is positioned between "EXPLORING GAMEFI" and "ON AURORA (NEAR EVM)". At the bottom, it says "Written by: Khadijat Ibrahim". Social media handles "@auroranigeria_" and "@auroranigeria" are shown at the bottom of the graphic.

Khadija Ibrahim and 3 others

1 share



Like



Comment



Share



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64 impressions

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Aurora Nigeria · You
Software Engineer at Aurora

