

MERCK

DIGITAL STRATEGY



DIGITAL STRATEGY – SOCIAL MEDIA



SOCIAL MEDIA – FACEBOOK & INSTAGRAM

✓ Social Media Overview (January 2022 – May 2022)



89 Posts



67.100 Impressions



54 Comments



52.741 People Reached

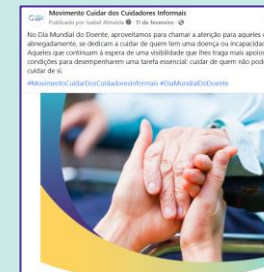
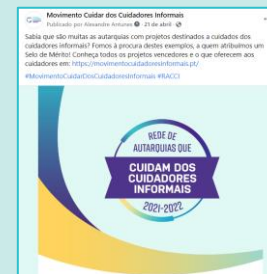
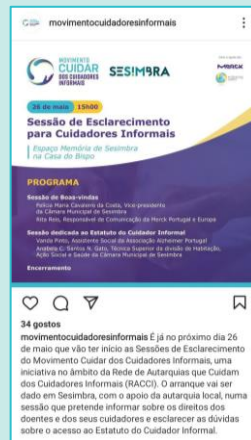


1.238 Likes



156 Shares

**2.054 Total Likes
on Facebook**
**427 Total Followers
on Instagram**



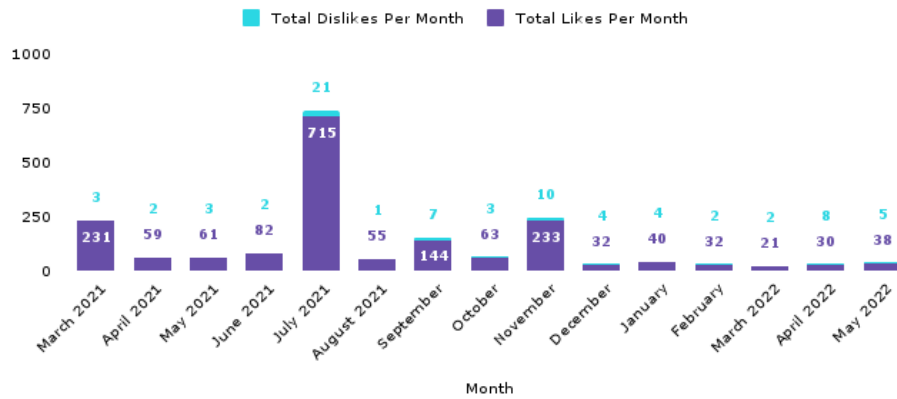
DIGITAL STRATEGY – SOCIAL MEDIA



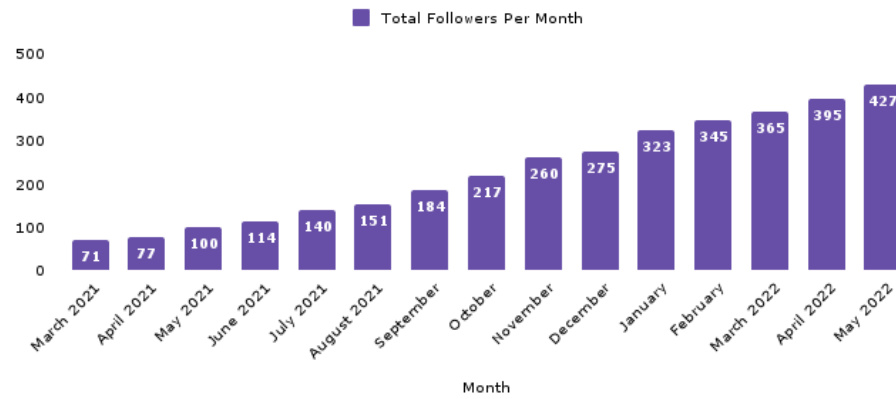
SOCIAL MEDIA – FACEBOOK & INSTAGRAM

✓ Social Media Followers Evolution

Facebook Page Growth

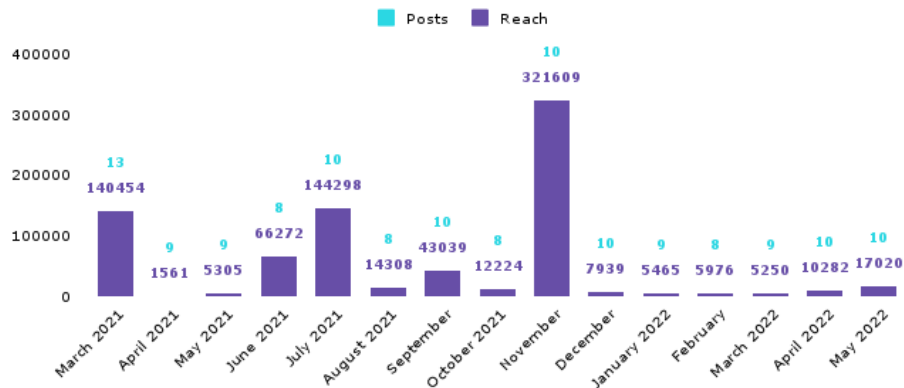


Instagram Page Growth

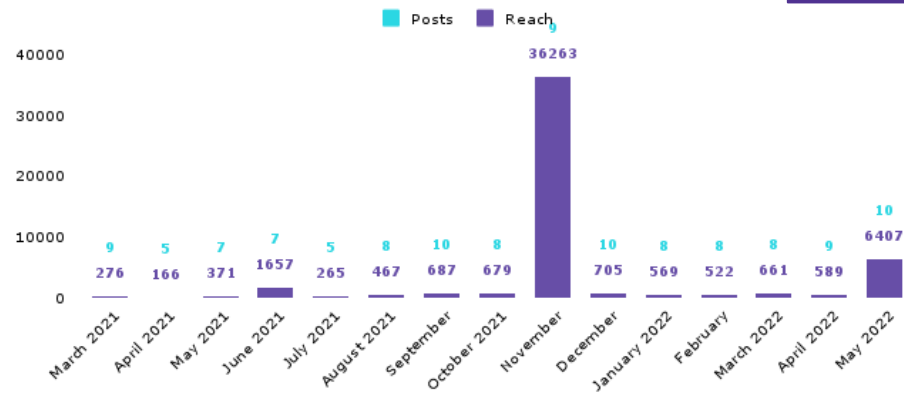


✓ Social Media Post Reach Evolution

Facebook Post Reach



Instagram Post Reach



The Facebook and Instagram accounts were created in February 2021.

WEBSITE "MOVIMENTO CUIDAR DOS CUIDADORES INFORMAIS"

✓ KPI's Overview (January 2022 – May 2022)

- 8.630 Total Users
- 16.275 Total Page Views
- 11.119 Total Visits
- 1,46 Pages/Session
- 00:00:50 Average Time on Site
- Paid Search as the Main Acquisition Channel



CONTENT CREATION AND APPROVAL

✓ Content Creation and Approval Process

- **Alignment of the editorial calendar** is done with the collaboration of the members of the Movement concerning topics of interest, events and news shares, commemorative dates, among others.
- **Approval of the contents is made via Merck Portugal** and after with the communication team of the Movement;
- **Send the approved contents to the members of the Movement** so they can publish them in the respective social networks with the main objective of increasing the reach of the contents.