

هيئة الأوراق المالية والسلع
SECURITIES & COMMODITIES AUTHORITY



SCA Audience Analysis Report

2018

إدارة الاتصال الحكومي والمنظمات الدولية

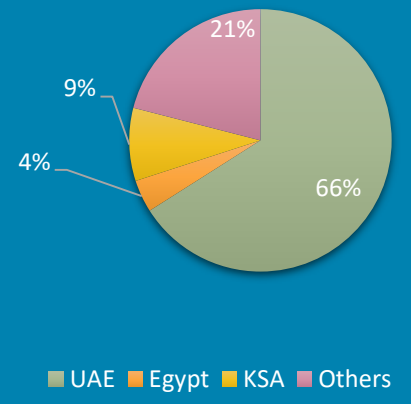
SCA Twitter Audience Insights



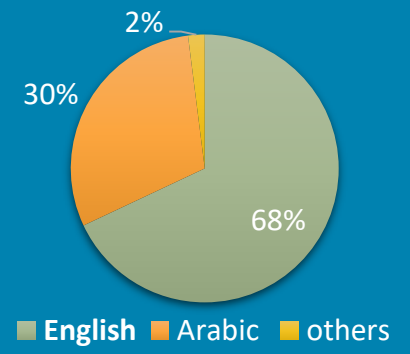
Gender



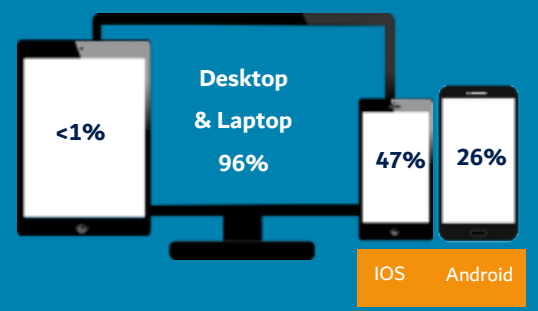
Top Locations



Languages



TWITTER ACCESS BY DEVICE



Interests

- 1-Space & Astronomy
- 2- Weather
- 3- Science News
- 4-Government
- 5-Technology

Last 28 Days I Retrieved on November 11th

Activity Levels

Total Followers
8.68 K

Tweets
32

Tweet impressions
47.3K

- Ratios do not add up to 100% because Twitter calculations overlap
- Categories/Percentages are not exclusive as one user can be using laptop, phone and tablet to access Twitter, at the same time.

SCA Audience Insights



Gender

83% 17%



Split by gender continues to evolve within the same pattern



79%

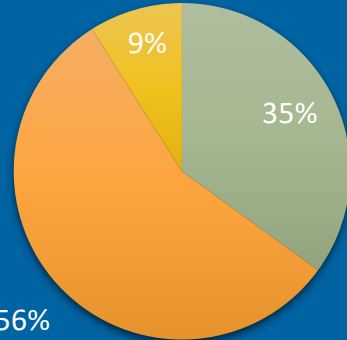
at college level



49%

Married

Languages

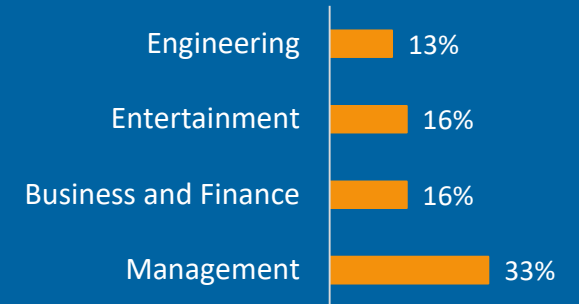


English Arabic others

People who like this page, also like:

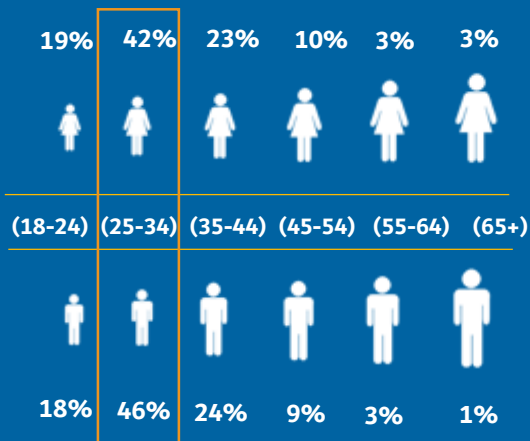
- 1 هيئة الإمارات للمواصفات والمقاييس
- 2 Dubai Media Incorporated
- 3 UAE TRA
- 4 Abu Dhabi Events

Top 5 Job titles



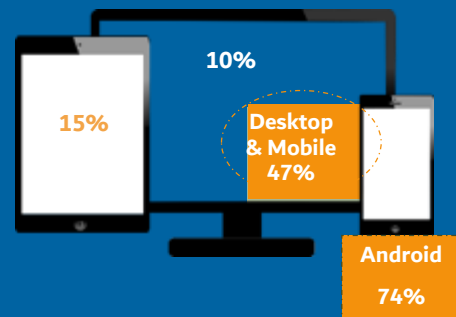
Based on self-reported data on Facebook

Age by Gender on Facebook



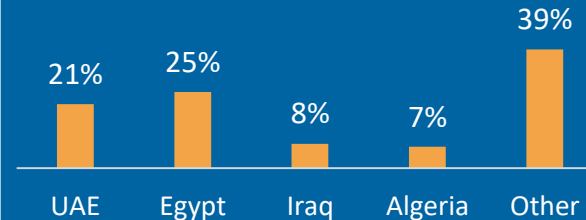
25-34 age bracket is dominant

Facebook Access by Device



How the selected audience accessed Facebook in the last 30 days, based on user activity and environmental data- retrieved on Nov 10th 2018

Top Locations



Top 5 Cities

- Dubai, UAE > 11%
- Cairo > 9%
- Abu Dhabi > 6%
- Baghdad > 3%

Total Likes

33 K

Monthly active users on page
17.9K

Reach

290

Engagements

21

Video Views

58

Page Likes

26

Last 28 Days | Retrieved on November 11th



SCA Audience Insights

Followers

4.7K

Average profile visits per week
119

Reach

1.1K/week

Impressions

3.8K/week

Engagements

196/week

Posts

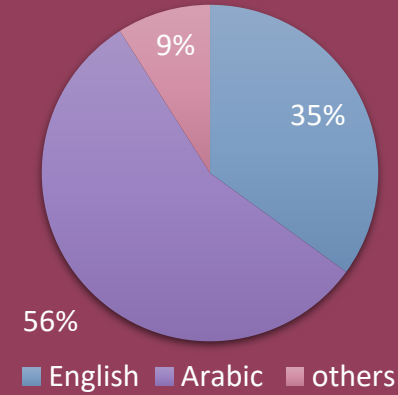
11 /week

Last 30 Days I Retrieved on November 11th

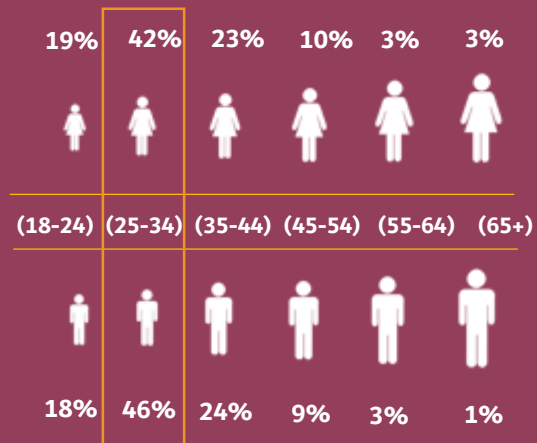
Gender



Languages

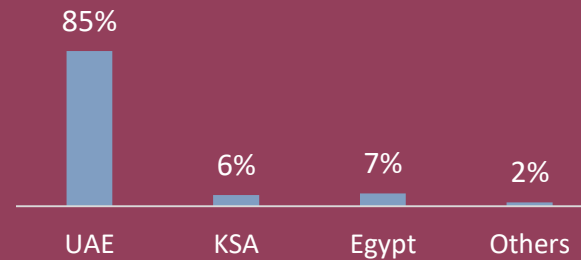


Age by Gender on Facebook



25-34 age bracket is dominant

Top Locations



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Account benchmark

Benchmark against similar accounts in the UAE

Account	Securities & Commodities Authority	Nasdaq Dubai	Abu Dhabi Securities Exchange	Dubai Financial Market	Abu Dhabi Global Markets	Dubai International Financial Centre
Instagram	https://bit.ly/2ODwrBO	https://bit.ly/2QBwCzl	https://bit.ly/2T0IRrM	https://bit.ly/2RQDs4i	N/A	https://bit.ly/2iVlwV6
<i>Instagram Followers</i>	4.7K	1.7K	2.5K	1.3K	N/A	17.6K
Facebook	https://bit.ly/2RNCplg	https://bit.ly/2Fj9jsW	https://bit.ly/2ODhWOr	https://bit.ly/2Fj07EI	N/A	https://bit.ly/2yCNpZU
<i>Facebook Followers</i>	33.4K	836	609	57	N/A	34.2K
Twitter	https://bit.ly/2zL5DJK	https://bit.ly/2FhUPtg	https://bit.ly/2cyjXMF	https://bit.ly/2FhUbvV	https://bit.ly/2JlgHS2	https://bit.ly/2zZgAL4
<i>Twitter Followers</i>	8K	7.63K	4.7K	16.5K	1.8K	863K
LinkedIn	https://bit.ly/2zKExTq	https://bit.ly/2zKrW2N	N/A	https://bit.ly/2PXwywu	https://bit.ly/2RNi67K	https://bit.ly/2AIL5Bg
<i>LinkedIn Followers</i>	4K	5K	N/A	8.3K	19.3K	52,207
YouTube	https://bit.ly/2hBLzVX	https://bit.ly/2z4oq3C	https://bit.ly/2DgP24A	https://bit.ly/2AZhRRy	https://bit.ly/2DhzT32	https://bit.ly/2RP4OaF
<i>YouTube Subscribers</i>	416	306	141	397	190	112