

هيئة الأوراق المالية والسلع
SECURITIES & COMMODITIES AUTHORITY



SCA Audience Analysis Report

2019

إدارة الاتصال الحكومي والمنظمات الدولية

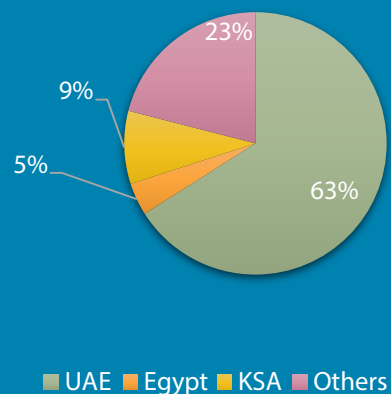
SCA Twitter Audience Insights



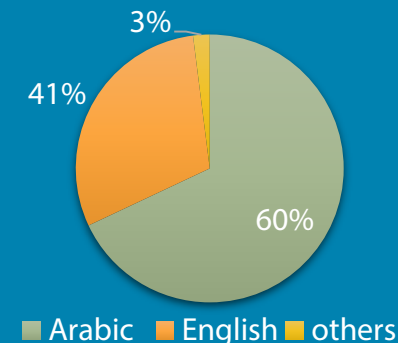
Gender



Top Locations



Languages



TWITTER ACCESS BY DEVICE



Interests

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

Quarter 4 Activity Levels

Total Followers
8.74 K

Tweets
30

Tweet impressions
128.3K

- 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.

Data valid as of October 2019

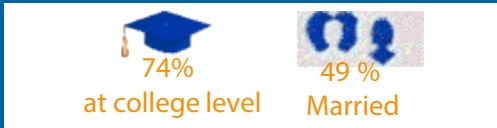
SCA Audience Insights



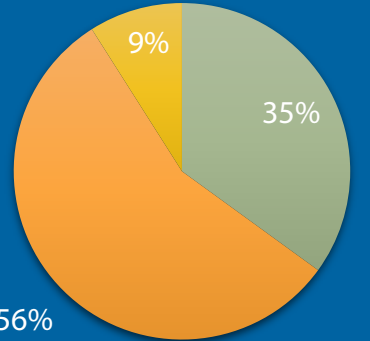
Gender



Split by gender continues to evolve within the same pattern



Languages

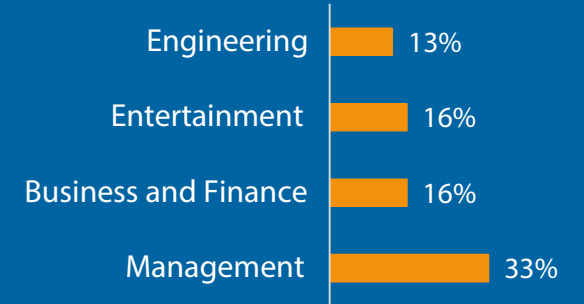


English Arabic others

People who like this page, also like:

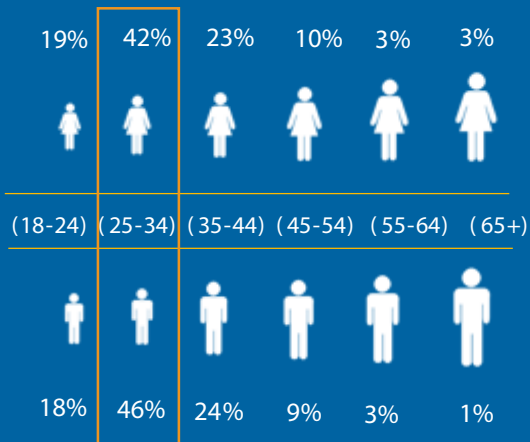
- 1 [هيئة الإمارات للمواصفات والمقاييس](#)
- 2 [Dubai Media Incorporated](#)
- 3 [UAE TRA](#)
- 4 [Abu Dhabi Events](#)

Top 5 Job titles



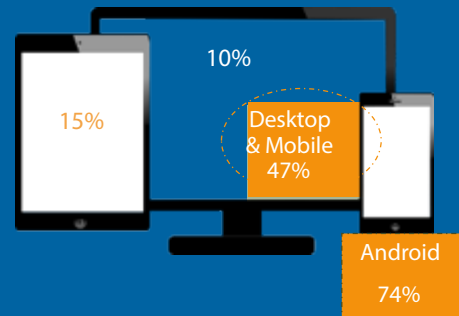
Based on self-reported data on Facebook

Age by Gender on Facebook



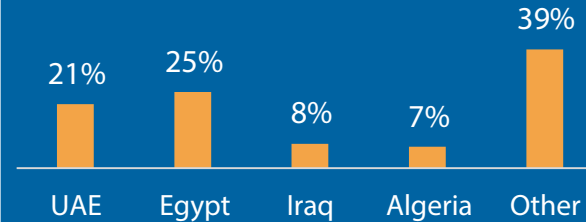
25-34 age bracket is dominant

Facebook Access by Device



How the selected audience accessed Facebook

Top Locations



Top 5 Cities

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

Total Likes

33.7K

Monthly active users on page
17.9K

Reach

1.11k

Engagements

147

Video Views

97

Page Likes

17

Retrieved on October



SCA Audience Insights

Followers

5.1K

Average profile visits per week
119

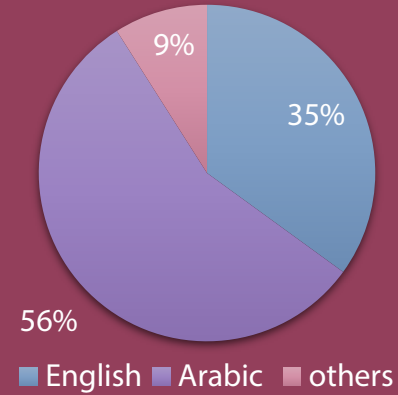
Reach
1.6K/week

Impressions
21.2 K/week
Posts
6 /week

Gender



Languages

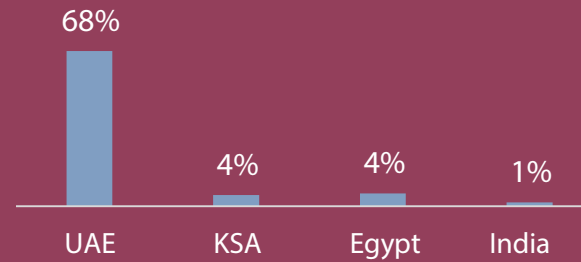


Age by Gender on Facebook



25-34 age bracket is dominant

Top Locations



Top 5 Cities

- Dubai, UAE 27%
- Abu Dhabi 21%
- Sharjah 7%
- Al Ain 4%

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/2QBwCzI	https://bit.ly/2T0IRrM	https://bit.ly/2RQDs4i	N/A	https://bit.ly/2iVlwV6
Instagram Followers	5.1K	1.7K	2.9K	1.7K	N/A	26.8K
Facebook	https://bit.ly/2RNCplq	https://bit.ly/2Fj9jsW	https://bit.ly/2ODhWOr	https://bit.ly/2Fj07EI	N/A	https://bit.ly/2yCNpZU
Facebook Followers	33.7K	852	912	271	N/A	34.2K
Twitter	https://bit.ly/2zL5DJK	https://bit.ly/2FhUPtg	https://bit.ly/2cJyXMF	https://bit.ly/2FhUbvV	https://bit.ly/2JlgHS2	https://bit.ly/2zZgAL4
Twitter Followers	8.7k	7.63K	4.7K	16.5K	1.8K	863K
LinkedIn	https://bit.ly/2zKEtQ	https://bit.ly/2zKrW2N	N/A	https://bit.ly/2PXwywu	https://bit.ly/2RNi67K	https://bit.ly/2AIL5Bg
LinkedIn Followers	4.9K	5.4K	N/A	9.9K	29.2K	70.7k
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
YouTube Subscribers	484	490	174	685	273	462