



RISEBA's Digital Audience Reach and Engagement

Indicator Description, Methodology and Results

07.09.2026

OUR ACCOLADES:



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Changes in RISEBA's digital audience reach and engagement compared to the previous period



INDICATOR DESCRIPTION

This KPI measures the number and growth of views of the university’s content specifically on Facebook and Instagram, compared with the previous period. Tracking these two key social media platforms provides insight into the reach and effectiveness of the university’s digital communication and audience interest. Analyzing changes in views helps identify effective content formats and improve the communication strategy to reach target audiences more effectively. The KPI supports informed planning of communication activities and allocation of resources across social media channels.

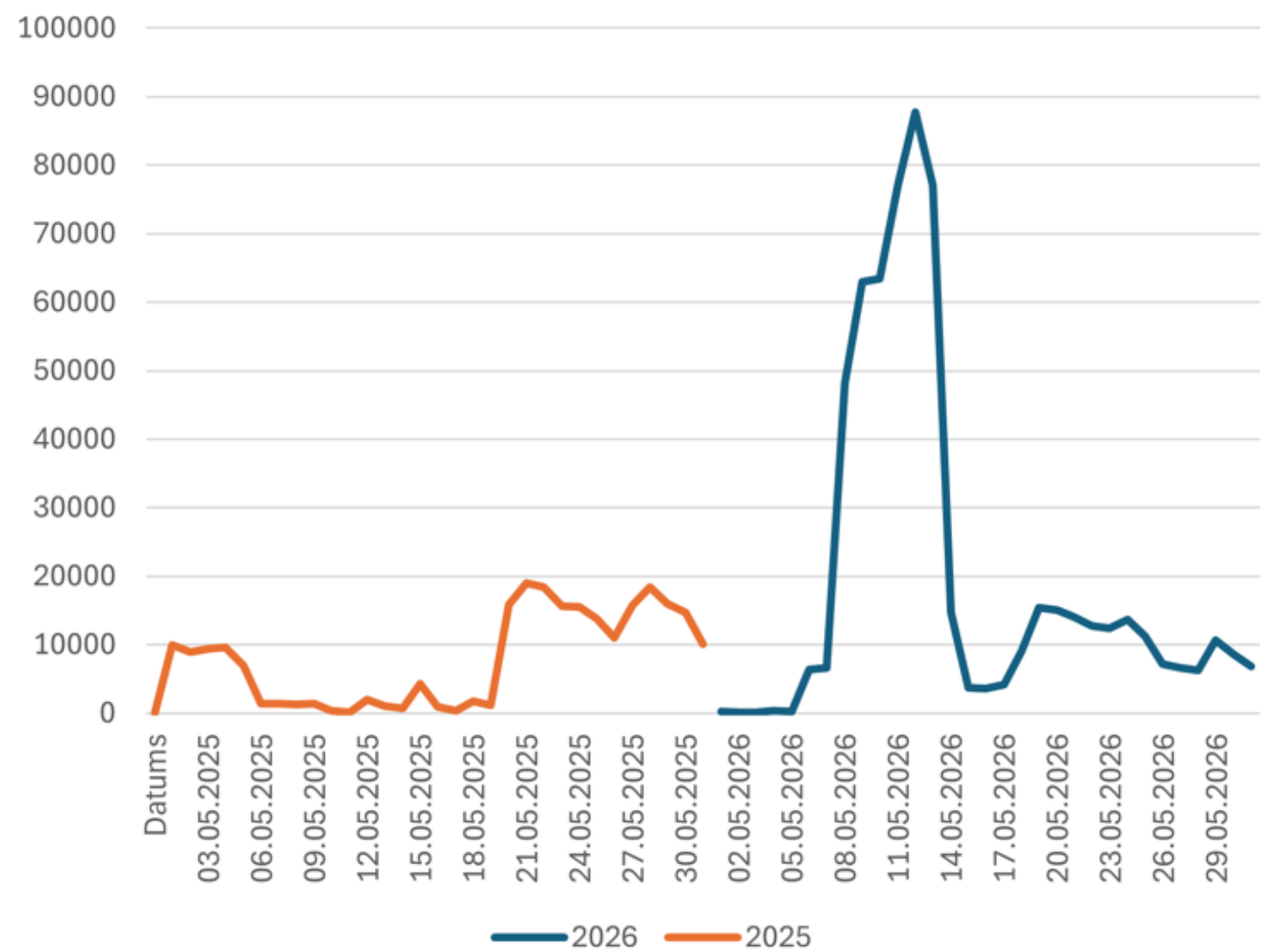
Target: >3% year-on-year growth in digital audience reach and engagement indicators compared with the corresponding period of the previous year.

RISEBA TARGET

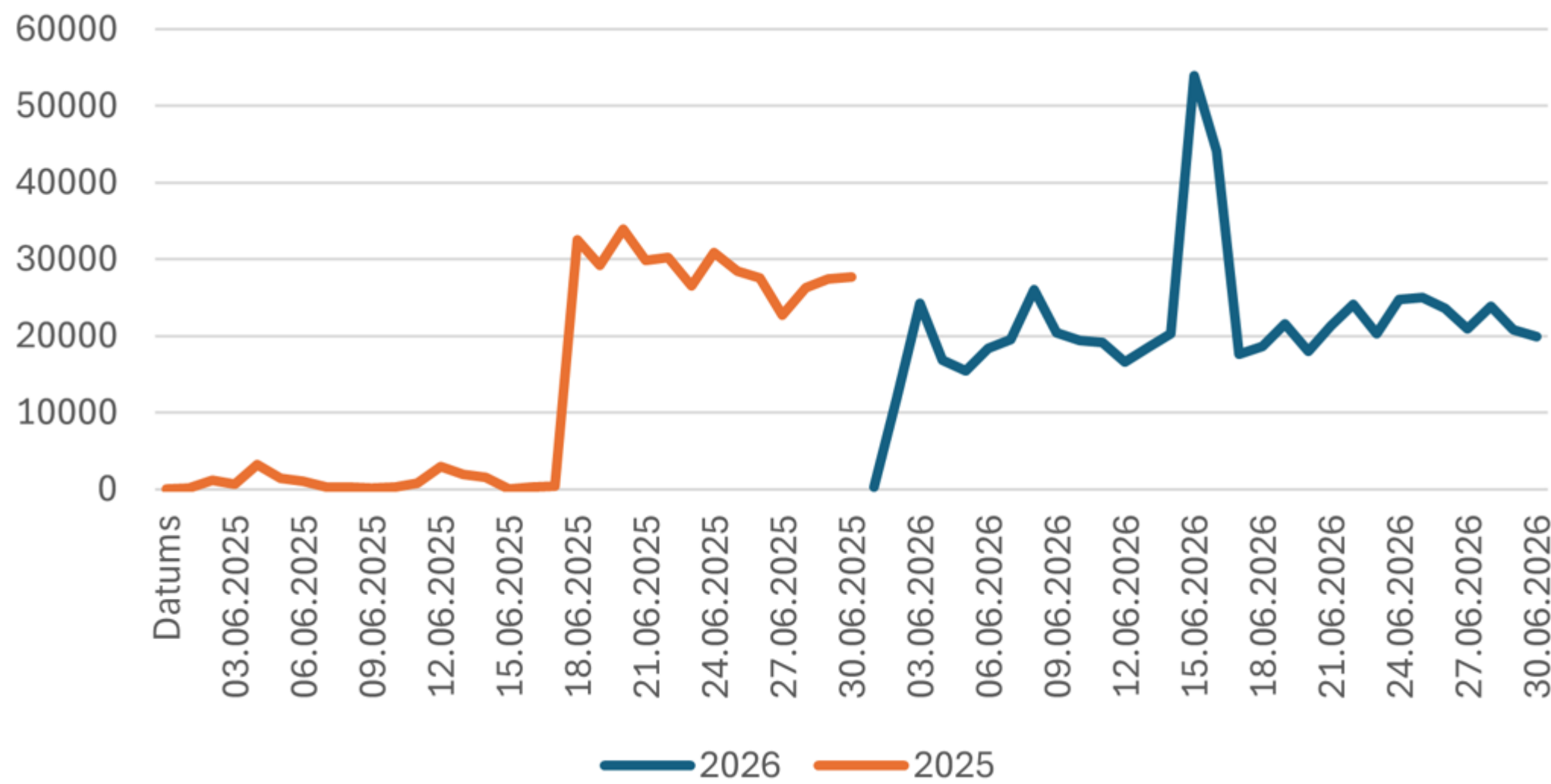
> 3%

year-on-year growth in digital audience reach and engagement indicators compared with the corresponding period of the previous year

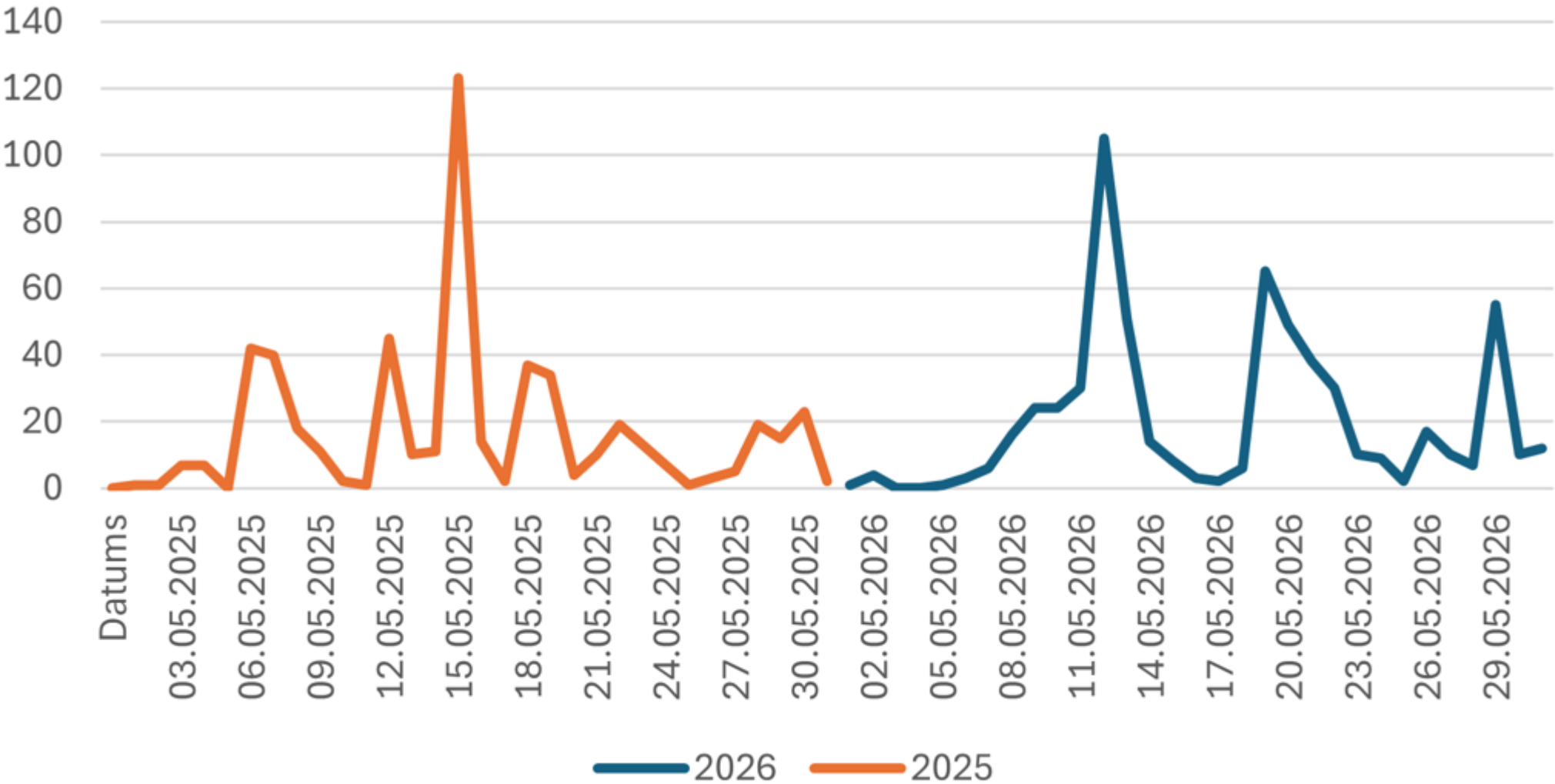
Facebook Views: May 2025 vs. May 2026



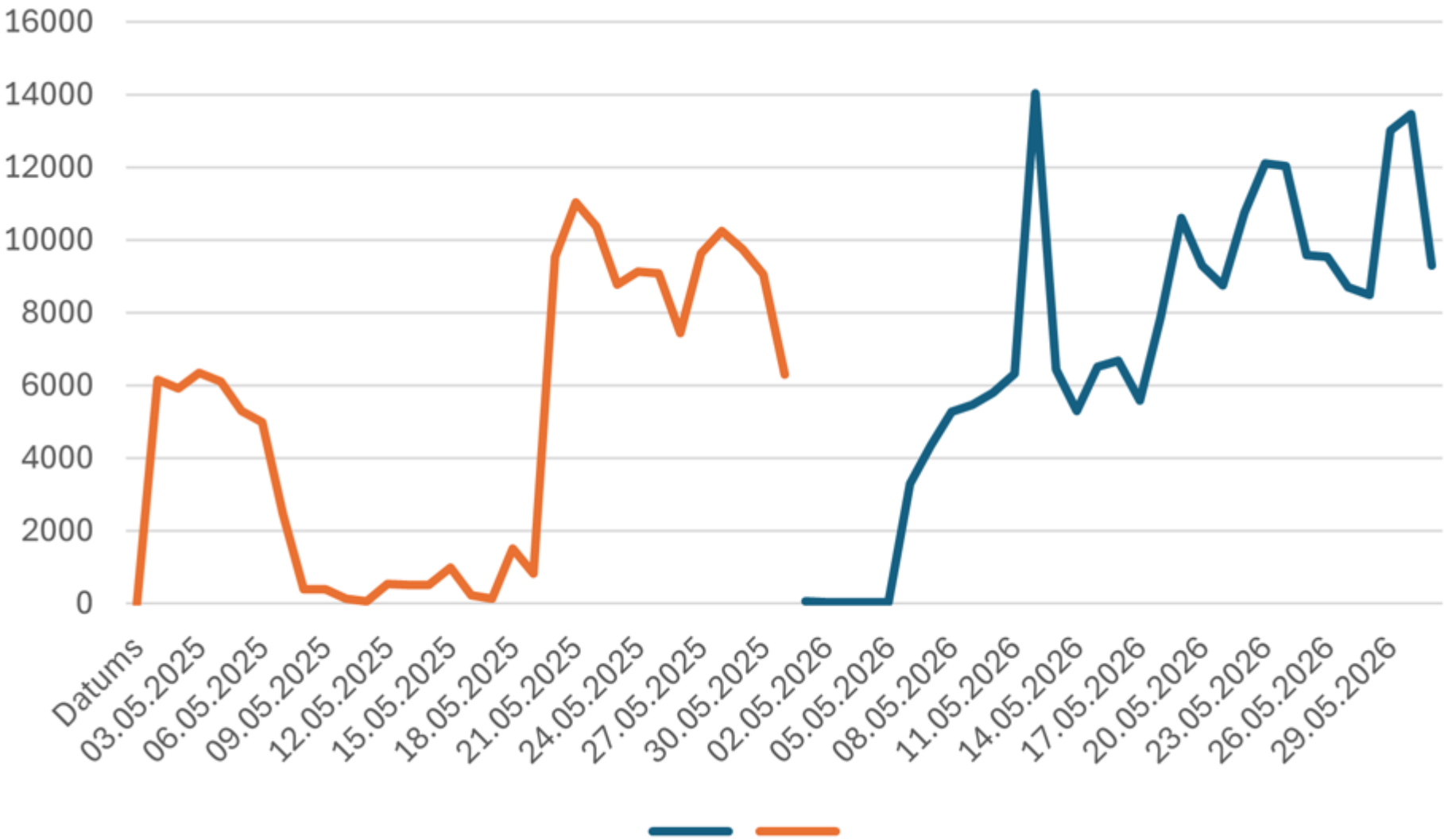
Facebook Views: June 2025 vs. June 2026



Facebook Content Engagement: June 2025 vs. June 2026



Instagram Audience Reach: May 2025 vs. May 2026



Instagram Audience Reach: June 2025 vs. June 2026

