

[ПОРТФОЛИО]

Войтович Анны

Приветствую!

Меня зовут **Войтович Анна** и, если вы читаете эти строки, то у вас в руках мое портфолио. В нем я покажу вам несколько проектов, развитием которых я занималась, будучи руководителем SMM-отдела. Думаю, нужно сразу отметить два фактора:

1. Направленность моей деятельности являлась некоммерческой.
2. Весь контент ориентирован на Американскую аудиторию.

Моими главными задачами как руководителя были:

1. Создание и развитие пабликов в социальных сетях Instagram и Facebook “с нуля”;
2. Наполнение тематическим контентом и продвижение ресурсов в социальных сетях;
3. Работа в рекламном кабинете Facebook и Instagram;
4. Написание отчетов по рекламным бюджетам;
5. Повышение количества просмотров: каждую неделю суммарный охват по всем пабликам должен быть больше охвата за предыдущую неделю.

Приятного прочтения!

Facebook page: Blacktivist

Увеличила количество подписчиков с 240 000 до 371 000

The screenshot displays the Facebook page for 'Blacktivist'. The page header shows the name 'Blacktivist' and a search bar. The navigation menu includes 'Page', 'Messages', 'Notifications', 'Insights', 'Publishing Tools', 'Settings', and 'Help'. The profile picture is a circular logo with a fist and the word 'BLACKTIVIST'. The cover photo features a large graphic of two raised fists with the word 'BLACKTIVIST' in the center. The page is categorized as a 'Non-Governmental Organization (NGO)'. The 'Page Tips' section highlights a 58% response rate and a 2-hour response time. The page has 371K likes and 3,332 followers. The 'This Week' section shows 49 scheduled posts.

Blacktivist
@blacktivists

Home
About
Photos
Videos
Events
Posts
Services
Shop
Groups
Notes
Offers
Jobs
Community

Write something...

Share a photo or video
Advertise your business
Get messages
Publish a job post
Create an event
Create an offer
Write a note
Create a product

49 Scheduled Posts
Next post scheduled for Friday at 5:00pm. See posts.

This Week

Non-Governmental Organization (NGO)

Page Tips See All

How to Create Effective Posts
Short, visual posts created for the right audience are more successful.

See All Page Tips

58% response rate, 2-hour response time
Recommendation to turn on the badge

371K likes + 3,332 followers
James Brun and 25 other friends


382K followers

See Pages Follower
Posts from Pages you've liked as your Page

Примеры успешных постов:

Blacktivist
Published by Jennifer Pudlo (9) · January 31 at 6:00pm · €

They said our lips were too big and unattractive. Whoever said that was wrong and stupid. People are going under a knife to have lips like ours.



1,388,191 people reached [View Results](#)

👍❤️👏 11K · 653 Comments · 11K Shares

👍 Like · 💬 Comment · ➦ Share

1,388,191 People Reached

76,774 Reactions, Comments & Shares

46,323 Like	9,347 On Post	36,976 On Shares
11,607 Love	2,534 On Post	9,073 On Shares
630 Haha	102 On Post	528 On Shares
96 Wow	11 On Post	85 On Shares
26 Sad	4 On Post	22 On Shares
18 Angry	1 On Post	17 On Shares
6,260 Comments	1,090 On Post	5,170 On Shares
11,938 Shares	11,757 On Post	181 On Shares

97,457 Post Clicks

22,790 Photo Views	287 Link Clicks	74,380 Other Clicks (👁)
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NEGATIVE FEEDBACK

75 Hide Post	24 Hide All Posts
0 Report as Spam	0 Unlike Page



Blacktivist

Published by Jennifer Pudlo (7) · February 14 at 4:00pm · 🌐

This video may bring tears to your eyes. Make it go viral. We need this unity in our communities.



This video may bring tears to your eyes. Make it go viral. We ...

00:57 black_tist.10k

2,182,204 people reached

[View Results](#)

👍❤️👹 15K

717 Comments · 20K Shares · 🌐

👍 Like 💬 Comment ➦ Share

2,182,204 People Reached

818,380 Video Views

62,005 Reactions, Comments & Shares

31,376

👍 Like

12,440

On Post

18,936

On Shares

7,347

❤️ Love

3,304

On Post

4,043

On Shares

101

😂 Haha

31

On Post

70

On Shares

224

😲 Wow

127

On Post

97

On Shares

22

😞 Sad

5

On Post

17

On Shares

8

😡 Angry

3

On Post

5

On Shares

2,708

Comments

1,419

On Post

1,289

On Shares

20,289

Shares

20,172

On Post

117

On Shares

271,884 Post Clicks

Video

Post



Blacktivist

Published by Jennifer Pudlo · June 17

Too lit to be true



Too lit to be true
00:43

Get More Likes, Comments and Shares
Boost this post for p.900 to reach up to 18,000 people.

7,071,948 people reached

Boost Post

36K

4.4K Comments 40K Shares

Like Comment Share

7,071,948 People Reached

1,971,219 Video Views

154,751 Reactions, Comments & Shares

48,855 Like	20,895 On Post	27,960 On Shares
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4,177 Love	2,174 On Post	2,003 On Shares
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5 Pride	5 On Post	0 On Shares
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39,894 Haha	13,063 On Post	26,831 On Shares
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863 Wow	151 On Post	712 On Shares
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64 Sad	15 On Post	49 On Shares
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47 Angry	12 On Post	35 On Shares
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20,033 Comments	6,395 On Post	13,638 On Shares
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41,125 Shares	40,654 On Post	471 On Shares
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661,052 Post Clicks

174,456 Clicks to Play	384 Link Clicks	486,212 Other Clicks
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NEGATIVE FEEDBACK

438 Hide Post **130** Hide All Posts

2 Report as Spam **1** Unlike Page

Reported stats may be delayed from what appears on posts

Video **Post**



Blacktivist

Published by Jennifer Pudlo · 121 · December 12, 2016 ·

This video will make you cry. Husband surprises her wife. This is how black man appreciates and loves his wife.



Get More Likes, Comments and Shares
Boost this post for p.900 to reach up to 18,000 people.

86,229,196 people reached

Boost Post

313K

21K Comments 192K Shares

Like Comment Share

86,229,196 People Reached

24,620,630 Video Views

785,119 Reactions, Comments & Shares

431,861 Like	246,870 On Post	184,991 On Shares
94,595 Love	58,097 On Post	36,498 On Shares
662 Thankful	403 On Post	259 On Shares
10 Pride	10 On Post	0 On Shares
3,227 Haha	1,273 On Post	1,954 On Shares
9,144 Wow	6,083 On Post	3,061 On Shares
1,678 Sad	787 On Post	891 On Shares
238 Angry	116 On Post	122 On Shares
47,808 Comments	24,300 On Post	23,508 On Shares
196,693 Shares	192,539 On Post	4,154 On Shares

8,022,005 Post Clicks

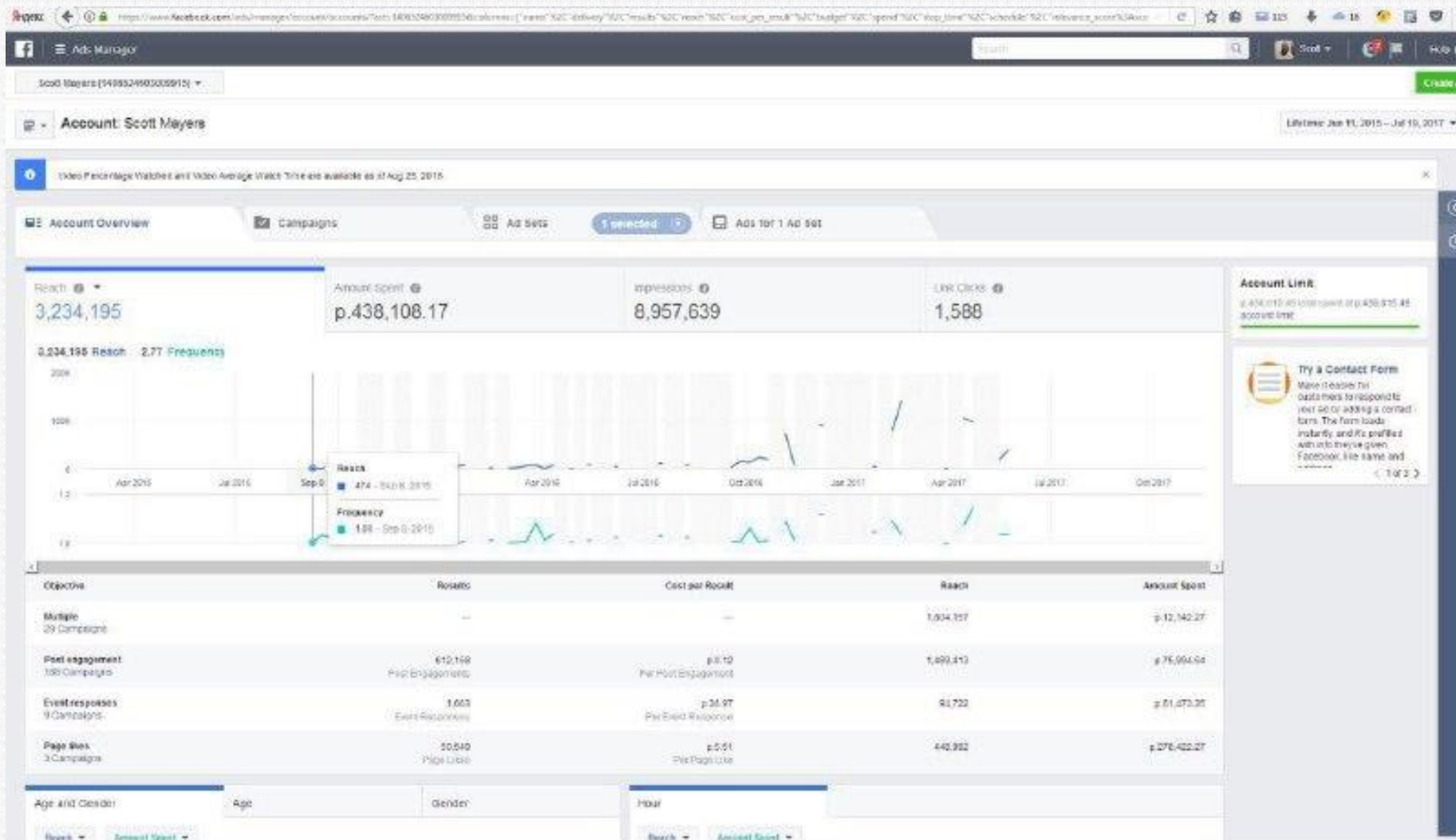
4,502,749 Clicks to Play
1,404 Link Clicks
3,517,852 Other Clicks

NEGATIVE FEEDBACK

4,515 Hide Post
1,759 Hide All Posts
54 Report as Spam
4 Unlike Page

Reported stats may be delayed from what appears on posts

«Внутренности» рекламного кабинета. Средняя цена за лайк составляет 5, 51 рубль, что существенно ниже среднерыночной цены в Американском сегменте Facebook (+/- 11 рублей за лайк). Средняя цена per post engagement 0,12 рубля.



3,234,195 Reach 2.77 Frequency

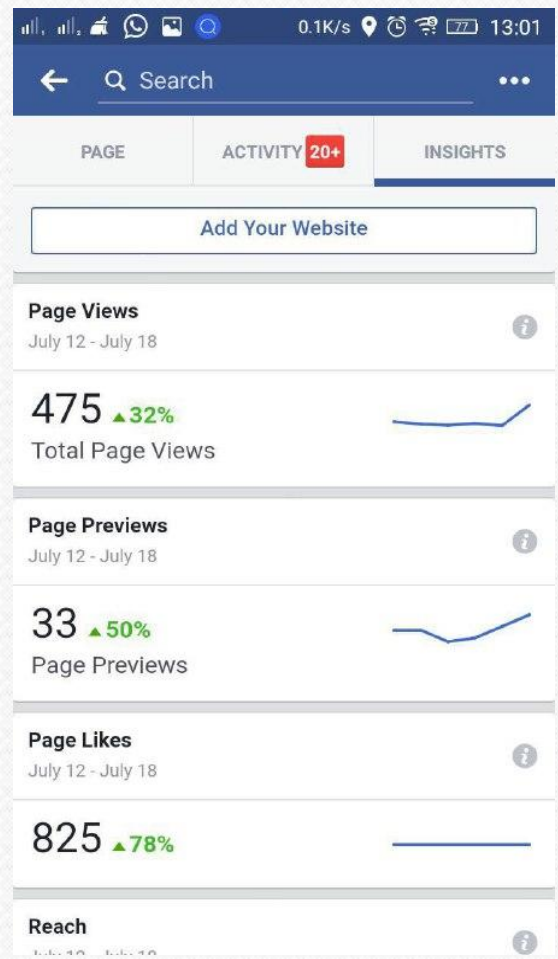
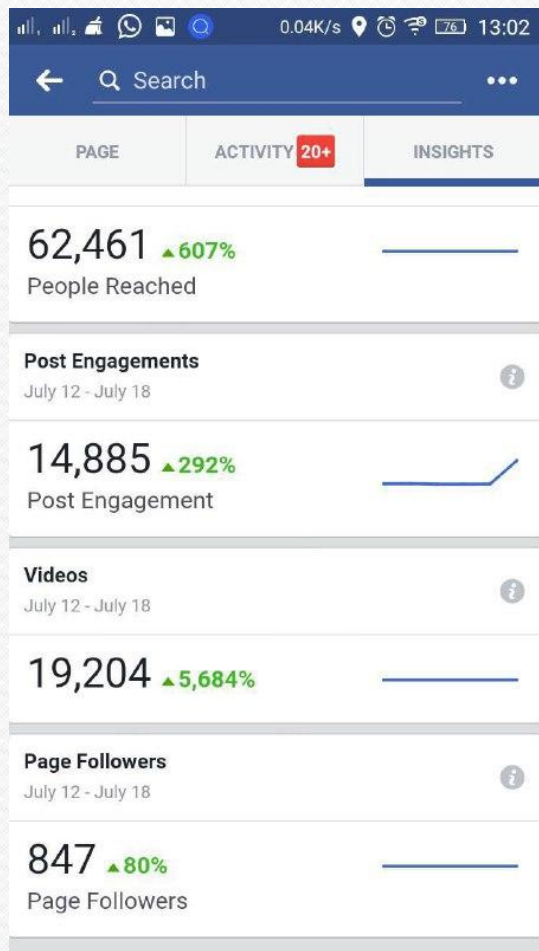
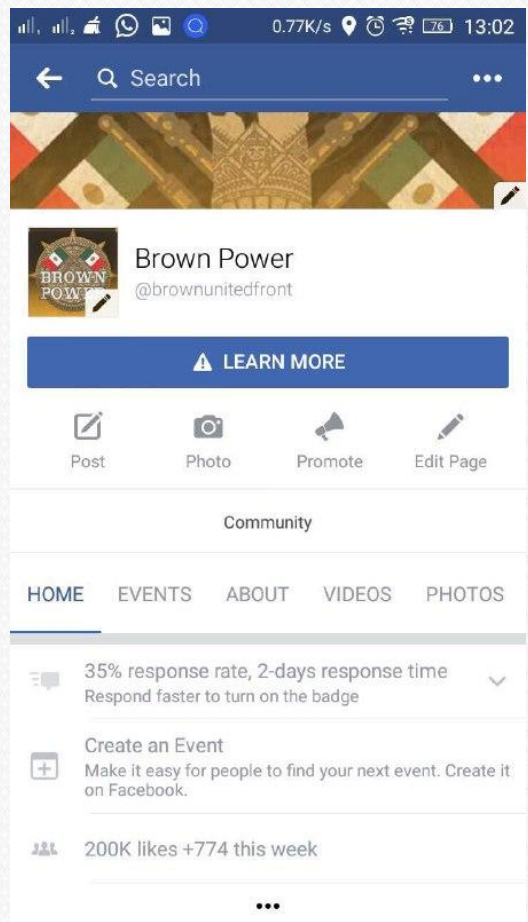


Objective	Results	Cost per Result
Multiple 29 Campaigns	—	—
Post engagement 188 Campaigns	612,168 Post Engagements	p.0.12 Per Post Engagement
Event responses 9 Campaigns	1,663 Event Responses	p.36.97 Per Event Response
Page likes 3 Campaigns	50,549 Page Likes	p.5.51 Per Page Like

Age and Gender	Age	Gender	Hour
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Facebook page: Brown Power

Вторая самая успешная группа. Группа была создана осенью 2016 года и на момент моего ухода количество подписчиков составило более 200 000. К сожалению, рекламный аккаунт был забанен, поэтому могу предоставить только скрины статистики. Средняя цена за лайк колебалась между 2 – 3 рублями.



Примеры успешных постов:

Post Details Reported stats may be delayed from what appears on posts

Brown Power Like Page

Published by Carla Martinez (P) · February 16 at 6:00pm

Straight up

"I don't care mom, if they deport Juan I'm going with him"



3,773,743 people reached View Results

15K 4K Comments 25K Shares

Like Comment Share

3,773,743 People Reached

215,064 Reactions, Comments & Shares

84,602 Like	9,089 On Post	75,513 On Shares
3,665 Love	333 On Post	3,332 On Shares
76,205 Haha	5,958 On Post	70,247 On Shares
1,180 Wow	38 On Post	1,142 On Shares
257 Sad	10 On Post	247 On Shares
112 Angry	1 On Post	111 On Shares
23,810 Comments	7,808 On Post	16,002 On Shares
26,063 Shares	25,608 On Post	455 On Shares

217,312 Post Clicks

81,998 Photo Views	170 Link Clicks	135,144 Other Clicks (P)
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NEGATIVE FEEDBACK

89 Hide Post	31 Hide All Posts
1 Report as Spam	1 Unlike Page



Brown Power

Published by Buffer [v] January 24 at 8:01pm

Like Page

People really need to understand



flawless-mexicana:

Guys. This picture fucked me up. We come for opportunity and a better life and all we get is hate and contempt. Sometimes I forget how lucky I am cause I can go back home whenever I want, but other people have to stay here and deal with racism and hate everyday. We didn't come to steal your jobs, we came to make a living. We're not here to murder, rape, and steal; we're here to escape that. Please stop hating on *mi gente* we're trying our best

8,683,845 people reached

View Results

10K

1.1K Comments 65K Shares

Like Comment Share

8,683,845 People Reached

391,428 Reactions, Comments & Shares

218,767 Like 12,644 On Post 206,123 On Shares

33,224 Love 2,351 On Post 30,873 On Shares

1,262 Haha 46 On Post 1,216 On Shares

709 Wow 25 On Post 684 On Shares

9,514 Sad 931 On Post 8,583 On Shares

725 Angry 20 On Post 705 On Shares

30,696 Comments 5,331 On Post 25,365 On Shares

97,342 Shares 95,297 On Post 2,045 On Shares

978,413 Post Clicks

701,388 Photo Views 783 Link Clicks 276,242 Other Clicks

NEGATIVE FEEDBACK

511 Hide Post 141 Hide All Posts

3 Report as Spam 5 Unlike Page



Brown Power

Published by Buffer [?], January 19 at 10:00pm

Like Page

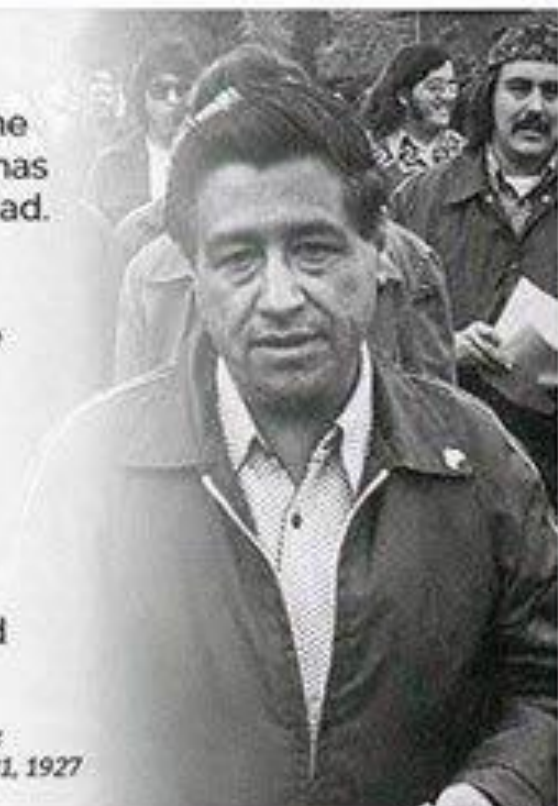
A great quote by Cesar Chavez

"You cannot uneducate the person who has learned to read.

You cannot humiliate the person who feels pride.

You cannot oppress the people who are not afraid anymore."

-Cesar Chavez
Born March 31, 1927



Get More Likes, Comments and Shares

Boost this post for p.61 to reach up to 2,100 people.

505,576 people reached

Boost Post

3.5K

45 Comments 6.8K Shares

505,576 People Reached

37,121 Reactions, Comments & Shares

25,078



Like

3,092

On Post

21,986

On Shares

4,107



Love

455

On Post

3,652

On Shares

38



Haha

3

On Post

35

On Shares

26



Wow

2

On Post

24

On Shares

1



Sad

0

On Post

1

On Shares

5



Angry

1

On Post

4

On Shares

1,061

Comments

75

On Post

986

On Shares

6,858

Shares

6,827

On Post

31

On Shares

14,708 Post Clicks

4,860

Photo Views

93

Link Clicks

9,755

Other Clicks

NEGATIVE FEEDBACK

40 Hide Post

13 Hide All Posts

0 Report as Spam

0 Unlike Page

Instagram page: Brown Power

Увеличила количество подписчиков с 13 000 до 95 900

The image displays three screenshots of the Instagram profile for 'Brown Power'. The top screenshot shows the profile header with 2,040 posts, 95,900 followers, and 5,646 following. It includes buttons for 'Продвигать' (Promote) and 'Редактировать профиль' (Edit profile). The middle screenshot shows the 'Статистика' (Statistics) page, displaying 'Показы: 4,084,498' (Views) and 'Охват: 1,125,500' (Reach) for the week ending 10:54. The bottom screenshot shows the 'Публикации' (Posts) grid, featuring various images with captions like 'OLD SCHOOL', 'NEW SCHOOL', and 'DADS BE LIKE'. The bottom navigation bar is visible on all screenshots.

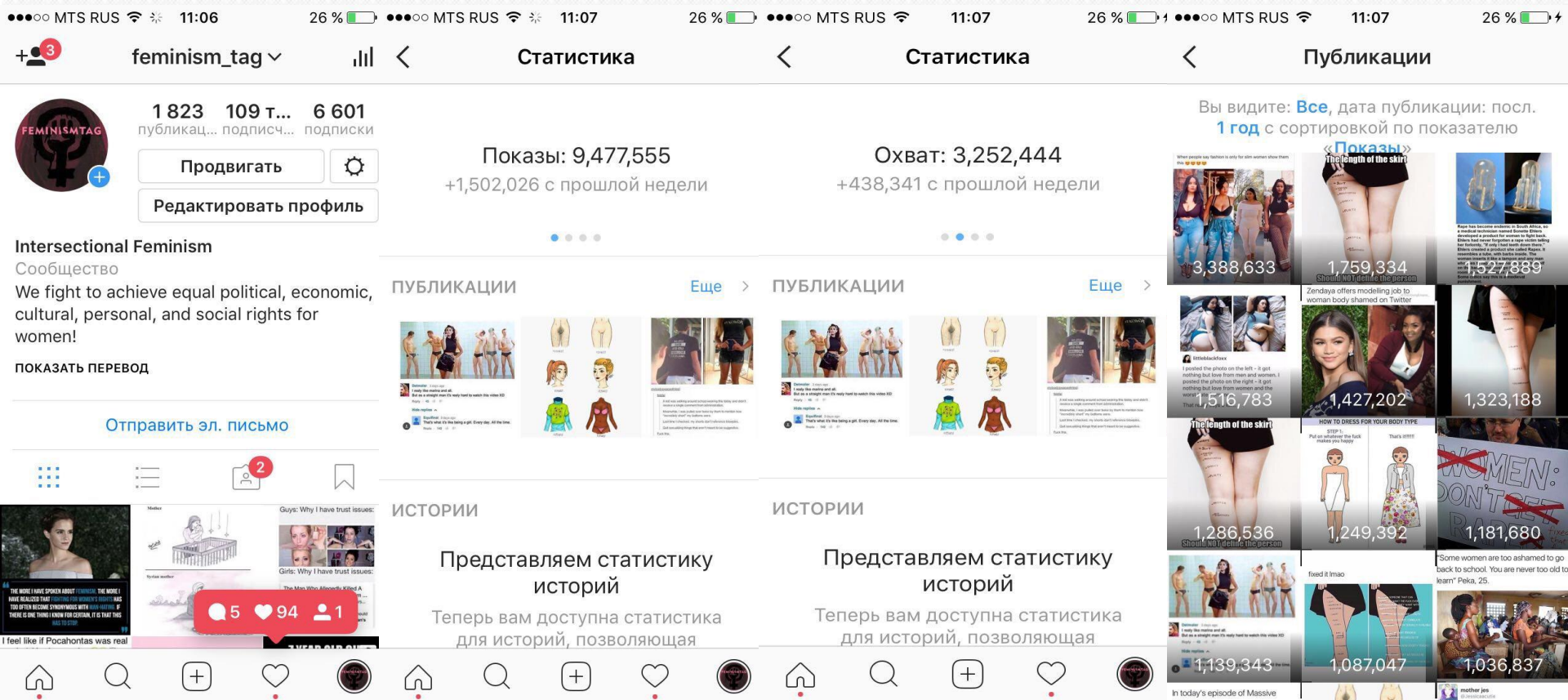
Profile Information:
Brown Power
Сообщество
Brown Power is an online movement designed to educate, entertain and connect Chicanos from all across the US. We are brown and proud.
Chicanos Unidos!
ПОКАЗАТЬ ПЕРЕВОД

Statistics:
Показы: 4,084,498 (+980,780 с прошлой недели)
Охват: 1,125,500 (+562,455 с прошлой недели)

Publications:
813,466
593,283
301,077
289,699
285,719
242,433
233,559
227,607
225,997
220,822
217,397
210,033

Instagram page: Feminism_tag

Количество подписчиков выросло с 36 000 до 109 000



Всё, что вы увидели на предыдущих слайдах – лишь малая часть наших проектов. Всего в моем ведении было около 25 ресурсов разной наполненности и активности.

Прошу заметить, что представленный выше контент выполнялся моими сотрудниками, однако, все стратегические решения, тексты, рекламные модули и другие креативы исходили от меня.

P.S. Ссылка на мой личный проект:

<https://www.instagram.com/thisisbodypos/>

Группа была создана месяц назад, но активно ведётся только последние 2 недели.

[КОНТАКТЫ]



Войтович Анна

- **Телефон:** +7 (911) 772 05 25
- **E-mail:** greenhouse081@mail.ru

СПАСИБО ЗА ВНИМАНИЕ!