

#UKvisafromPak Social media Q&A

Islamabad Post carried out a social media Q & A with Mandy Ivemy, UK Visa Manager, Visas and Immigration team at British High Commission, Islamabad. She answered the questions in a live session on our Twitter and Facebook pages.

Objective:

- 1) Engaging with Pakistanis to increase the awareness of UK Visa services.
- 2) Raise engagement and increase traffic to UKinPakistan social media channels
- 3) In line with FCO's 'digital by default' objective to improve the way that the government makes policy and communicates with people.

What we did:

- 1) We designed an exclusive image announcing the Q & A which also included terms and conditions of posting the questions.



- 2) The Q & A was advertised on the official Facebook and Twitter channels a week prior to the event and queries were invited beforehand as well.
- 3) Two ads were designed worth 50\$ each on Facebook. Both the ads were targeting audience from 18-30 years and 31-45 years respectively.

- 4) The session start was announced on Facebook by posting Mandy's image with Laptop and BHC branding in the background.



What we achieved:

This Q & A session was highly successful. We received 100+ queries and they continued till next day. The idea to invite questions beforehand was successful as it helped in starting the conversation and helped us in projecting the intended messages comprehensively. The overview of the reach on social media is as follows;

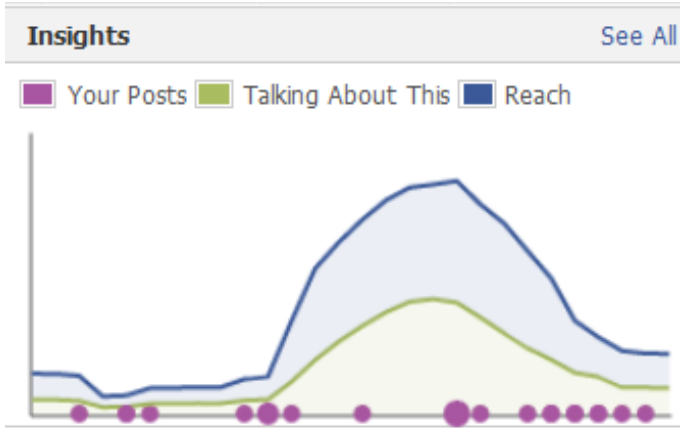
Total posts: 14 posts that included answers to previously received queries and a final post of FAQs. 28 tweets from UK in Pakistan account including the advertising tweets.

Queries received: 18 queries were received on twitter, whereas, overall queries received on fb were 110, out of which, 90 queries were received within the 2 hours of the activity.

Total Likes: 386 on all posts whereas it was re-tweeted 25 times.

Shares: 27 shares of the posts on fb

Total Reach: 61305



Likes on the page: 4000 increase in the likes which raised our fan following to 92811 whereas 4000+ people were talking about our page for the day and following weekend as well.

Advertisement: Both the advertisements were targeted towards different group of audience and they collectively reached 164483 individuals and generated 3954 page likes in total.

Campaign: **UK in Pakistan-Page Likes-PK-18-26** [Create Ad for Campaign](#)

Status: ✔ Completed ✎
 Budget: ✎ \$50.00 Lifetime
 Duration (Karachi Time): Jun 6, 2013 6:30pm – Jun 12, 2013 5:23pm ✎
 Potential Reach: 360,000 people

Page Likes: **2,237**
 Campaign Reach: **79,237**
 Frequency: **3.6**
 Clicks: **2,806**
 Click-Through Rate: **0.985%**
 Total Spent: **\$50.00**
05/16/2013–06/12/2013 [Custom](#)

All Except Deleted Select rows to edit Full Report 2 results

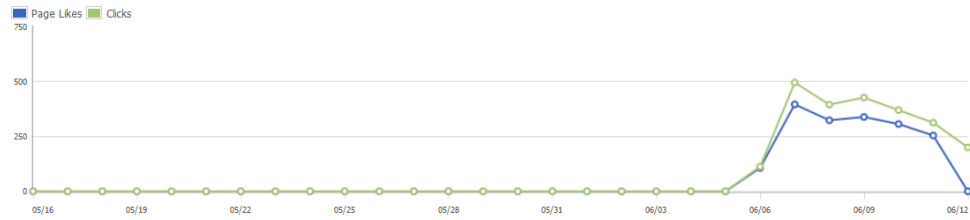
| <input type="checkbox"/> | Name | Status | Page Likes | Ad Reach | Freq. | Clicks | Click-Through Rate | Max. Bid | Avg. Price | Total Spent | Cost per Page Like |
|--------------------------|--|--------------------------------------|------------|----------|-------|--------|--------------------|---------------|---------------|-------------|--------------------|
| <input type="checkbox"/> | UK in Pakistan - Likes - Sponsored Stories | ✔ | 1,629 | 48,749 | 2.9 | 1,955 | 1.386% | \$0.09 CPC | \$0.02 CPC | \$33.06 | \$0.02 |
| <input type="checkbox"/> | Visa-QandA | ✔ | 608 | 48,594 | 3.0 | 851 | 0.592% | \$0.09 CPC | \$0.02 CPC | \$16.94 | \$0.03 |

Campaign: **UK in Pakistan-Page Likes-PK-27-42**

Create Ad for Campaign

Status: **Completed**
 Budget: \$50.00 Lifetime
 Duration (Karachi Time): Jun 6, 2013 6:33pm – Jun 12, 2013 5:31pm
 Potential Reach: 520,000 people

Page Likes: **1,717** Campaign Reach: **85,246** Frequency: **3.2** Clicks: **2,301** Click-Through Rate: **0.841%** Total Spent: **\$50.00**
 05/16/2013–06/12/2013 Custom



| Name | Status | Page Likes | Ad Reach | Freq. | Clicks | Click-Through Rate | Max. Bid | Avg. Price | Total Spent | Cost per Page Like |
|--|--------|------------|----------|-------|--------|--------------------|------------|------------|-------------|--------------------|
| UK in Pakistan - Likes - Sponsored Stories | ✓ | 923 | 36,836 | 2.4 | 1,187 | 1.344% | \$0.10 CPC | \$0.02 CPC | \$24.10 | \$0.03 |
| Via campaign 27-42 | ✓ | 794 | 63,677 | 2.9 | 1,114 | 0.602% | \$0.10 CPC | \$0.02 CPC | \$25.90 | \$0.03 |

Lessons learnt:

- 1) Facebook worked for us more than Twitter which is evident from the analysis. We managed to have more engagement on our Facebook page rather than twitter.
- 2) It's always helpful to have terms and conditions laid out beforehand so that any kind of mishaps could be dealt with.
- 3) Giving the window of a week for inviting queries and advertising beforehand was quite fruitful. Using Facebook advertisement helped us in reaching out to the wider audience who were not following us.
- 4) Posting the picture of the UK Visa Manager was a good idea as it sent out a very positive message to the audience. The post attracted enormous amount of engagement with 190 likes, 14 shares, 11,552 reach and 142 comments excluding replies.
- 5) Though we followed up by posting FAQs and answering the queries that were received after the set time slot, but this post never attracted that much engagement which showed that our audience liked the activity of engaging with a real person in a live event.

Comment: The UK Visa Manager was very happy with the activity and also showed interest in doing this again.

Prepared by,

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