



Adult Children of Alcoholics®
World Service Organization

Social Media Report

April 2024



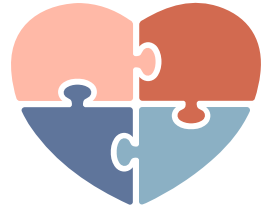


<https://www.facebook.com/acaworldservice/>



After one year, how are we doing?

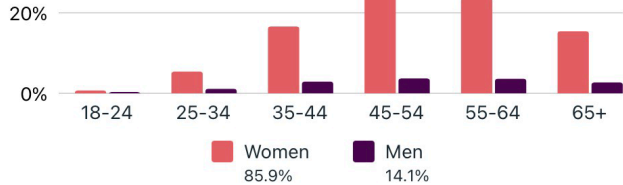
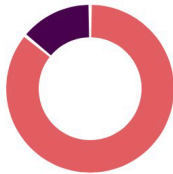
Over 314 Posts,
Our Facebook Followers have grown to over
1,800 and our reach is over 25,000



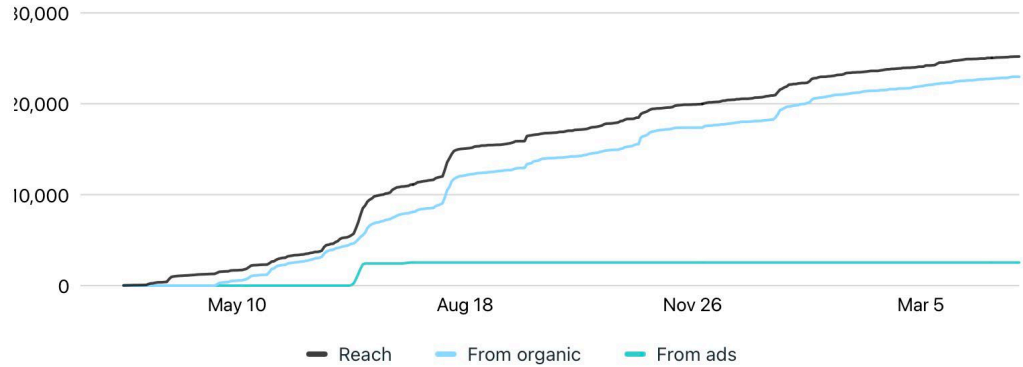
Facebook followers ⓘ

1,842

Age & gender ⓘ



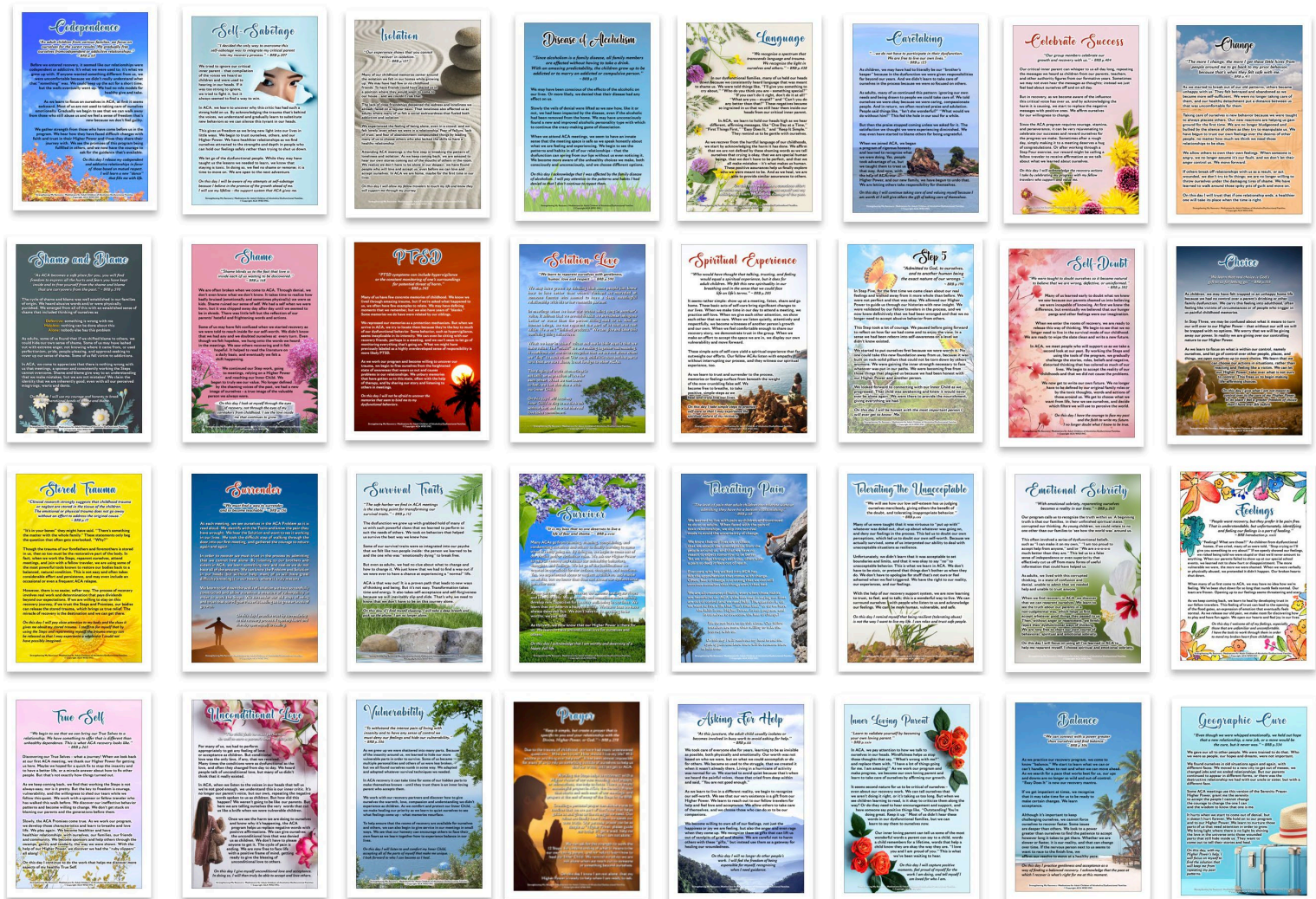
Performance



Over 314 Posts

Including 130 Hi-Res uniquely designed posts to-date, that can be repurposed as posters, web content, slide shows and more.

All of these are stored in a WSO Google Drive.





Best Performing Post

Category: Events

Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ⓘ

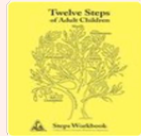


Facebook post

Twelve Steps of Adult Children
Workbook Study Group Beginning...

Aug 9, 2023, 1:00 PM

Highest reactions on a post ⓘ

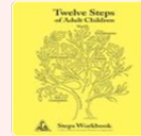


Facebook post

Twelve Steps of Adult Children
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Highest comments on a post ⓘ



Facebook post

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Aug 9, 2023, 1:00 PM

This post's reach (4,203) is **1,021%** higher than your median post reach (375) on Facebook.

This post received **919%** more reactions (214 reactions) than your median post (21 reactions) on Facebook.

This post received **6,000%** more comments (61 comments) than your median post (1 comment) on Facebook.

Conclusion: People like to hear about upcoming events and study groups on Facebook.



Instagram

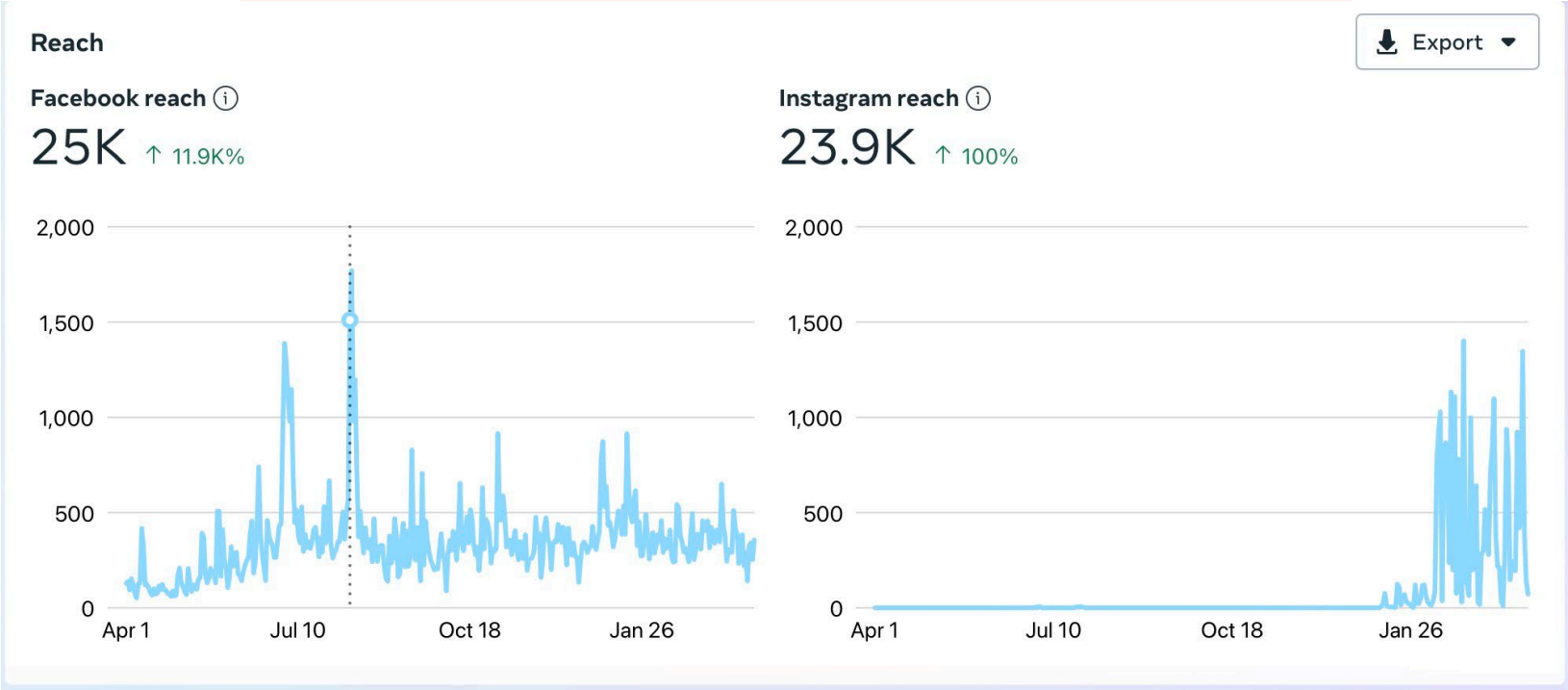
<https://www.instagram.com/acaworldservice>

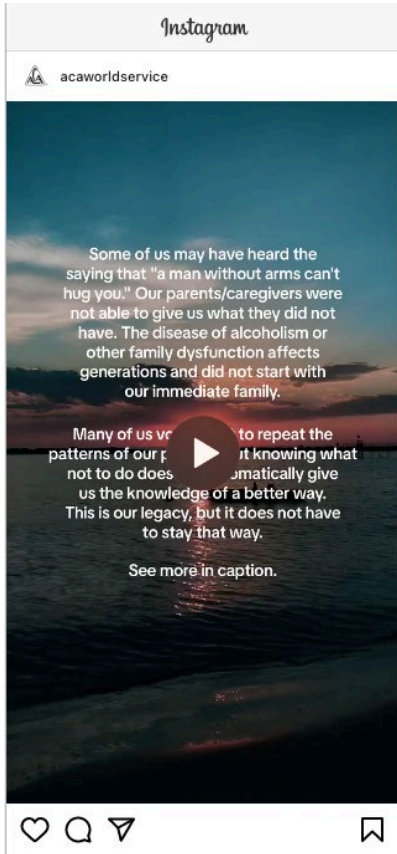
We tested Instagram at the beginning of 2024 which resulted in:

- Reach (number of people who saw ACA's content): 26.8K
- Content Interactions (likes and comments): 2.9K
- New visitors to the profile: 1K

Launch of Instagram

Instagram has a viral component allowing our videos to reach wider audiences for free. In the span of a year leading up to 25K people reached on Facebook, we have come close to achieving the same on Instagram in 3 months.





Video Reels are an effective way to reach an audience outside of our current followers.

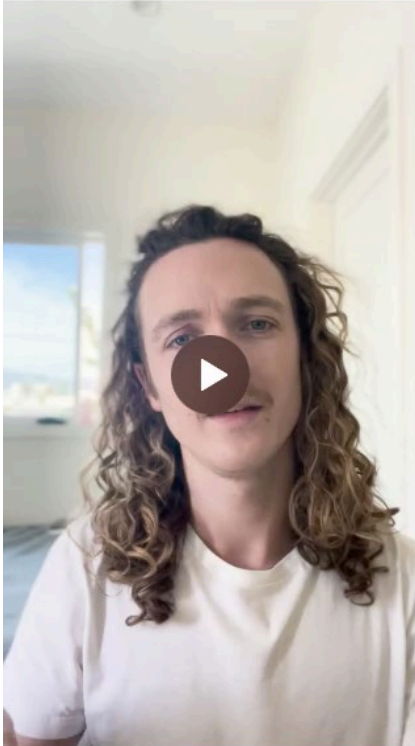
We can have videos featured on the explore page to reach a whole new audience.

Reels get 22% more engagement than traditional videos.

Conclusion: Short-form video, such as Reels, is in high demand.



acaworldservice



acaworldservice Let's talk about the journey of #grief work. ❤️ How have you processed whats been... more

The highest performing content in the last four months has been this video on grief work featuring **an Actor**. Video content outperforms any photo content, with faces performing the best. Our content performs better than the industry average. There is a strong need for ACA's message on Instagram.

Reach ⓘ

1,380

Higher than typical

Impressions ⓘ

1,389

Higher than typical

Plays ⓘ

1,550

Typical

Watch time ⓘ

4h 8m

Higher than typical

Saves ⓘ

14

Higher than typical

Initial Plays 1,357

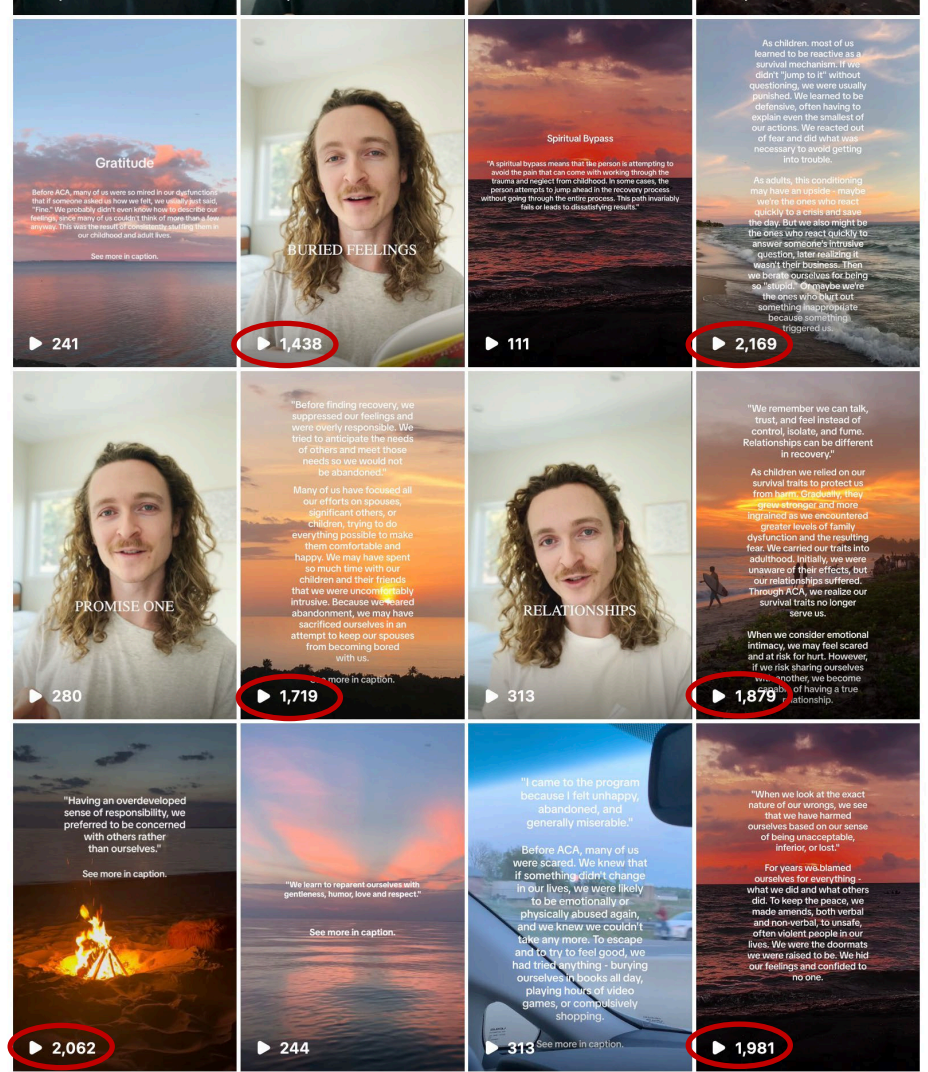
Replays 193

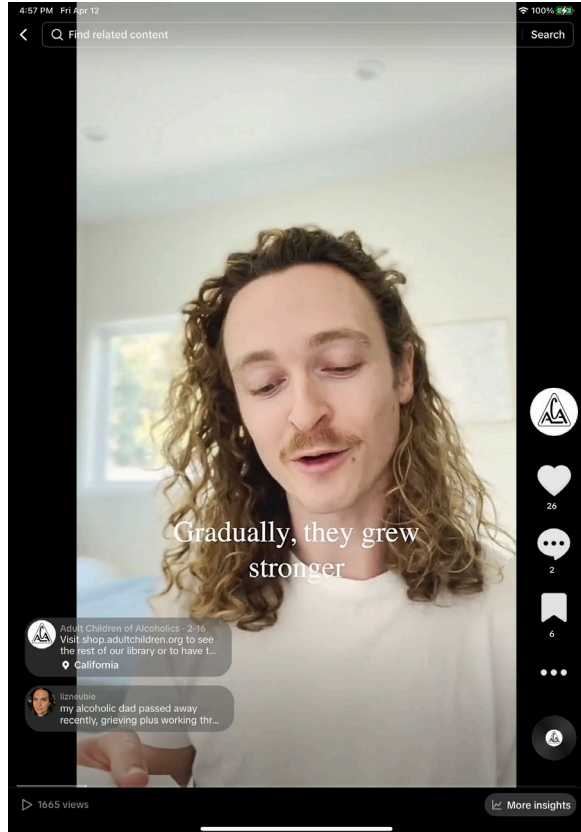


There are posts that are already getting viral responses with 1K to 2K views. We are learning over time what kinds of content work best.

We have also found success reaching people who affiliate with AA as they respond well to our posts.

PAID ACTOR.





We're using the same videos on TikTok as we are on Instagram to maximize time used to create videos and their reach. The highest performing content in the last four months saw:

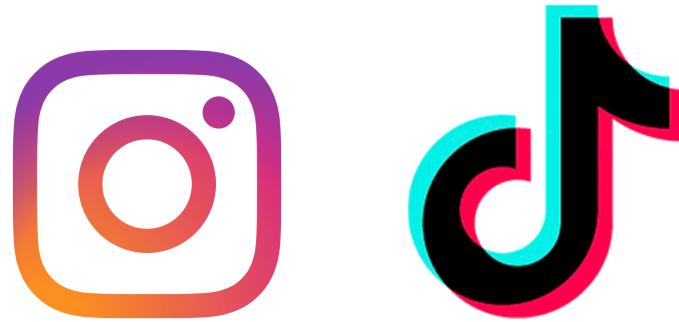
Example post:

Reach: 1,665

Watch time: 3 hours 30 minutes

Interactions: 34

PAID ACTOR.



Our goal is to use these two platforms for their high organic reach potential using video to spread the ACA message and grow an online community of fellow travelers.

Global Social Media Usage Statistics

- **4.95 billion** people currently use social media worldwide, up more than double from 2.07 billion in 2015
- The average social media user engages with **an average of 6.7 various social media platforms**
- **61.4%** of global population in the world use social media, among audiences aged 18+ that's as high as **80.8%**
- [Facebook](#) is the leading social network at **3.03 billion** monthly active users, followed by [YouTube](#) (**2.49 billion**), [WhatsApp](#) (**2 billion**), Instagram (**2 billion**), and WeChat (**1.33 billion**)
- According to the Global Web Index, the average number of social media platforms users aged 16 to 64 access regularly on a monthly basis is **6.7** worldwide.

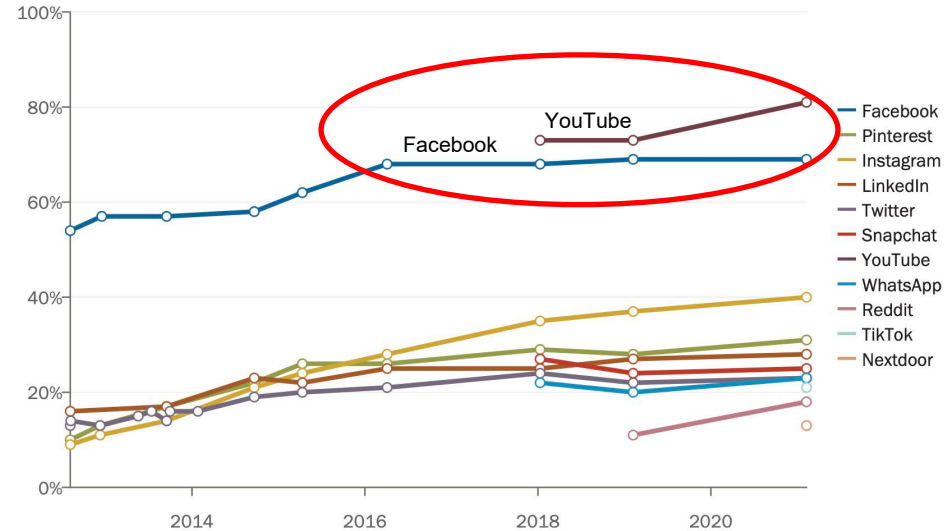
Who uses social media

Which social media platforms are most common

YouTube and Facebook are the most-widely used online platforms, and its user base is most broadly representative of the population as a whole. Smaller shares of Americans use sites such as Twitter, Pinterest, Instagram and LinkedIn.

Which social media platforms are most popular

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown.

Source: Surveys of U.S. adults conducted 2012-2021.

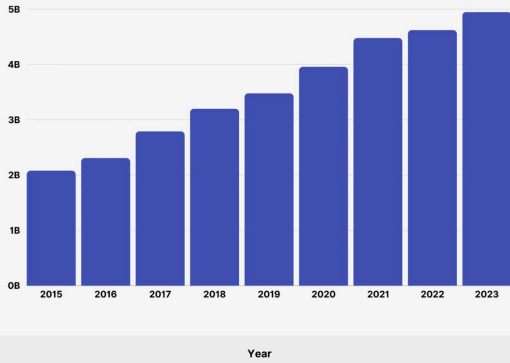
Social Media Platforms per User

- **Brazil:** Averages **8.1** platforms per internet user
- **India:** Averages **7.8** platforms per internet user
- **USA:** Averages **6.7** platforms per internet user
- **UK:** Averages **6.4** platforms per internet user
- **Japan:** Averages **3.5** platforms per internet user

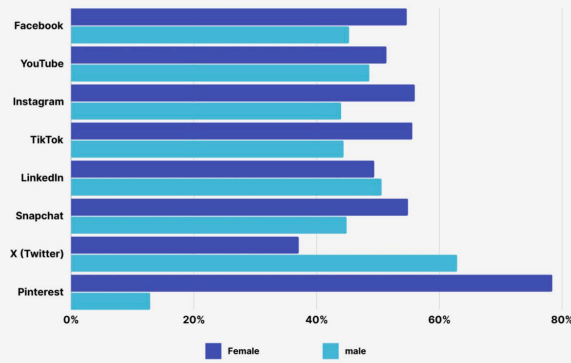
Key Statistics by the total population

- On average, **61.4%** of the world are active social media users, regardless of age
- On average, **80.8%** of the world's population aged 18+ are active on social media
- Globally, the **average time** a person spends on social media a day is **2 hours 24 minutes / 144 minutes**
- Out of the 51 countries surveyed, people in Nigeria spend the most daily time networking at **3h 49m**
- People in Japan spend the least daily time on networking at **49 minutes**

How much does social networking grow year on year?

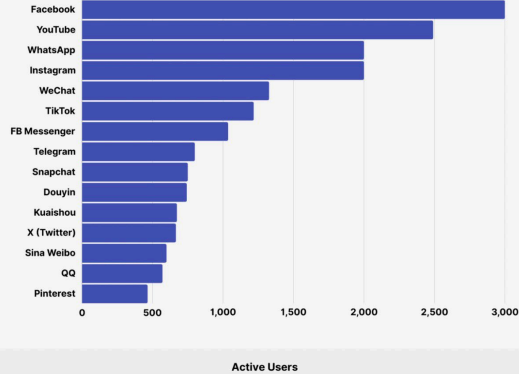


Which gender uses social media more by platform?

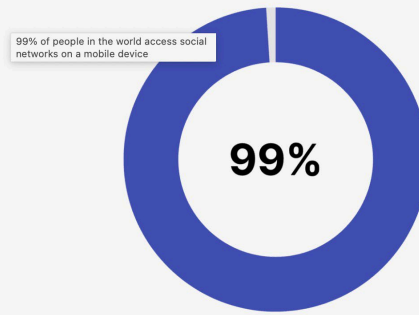


Country	Average time spent on social media per day
Nigeria	3 hours 49 minutes
Brazil	3 hours 44 minutes
Philippines	3 hours 36 minutes
Indonesia	3 hours 10 minutes
Canada	1 hour 54 minutes
Spain	1 hour 53 minutes
France	1 hour 45 minutes
Italy	1 hour 41 minutes
Germany	1 hour 39 minutes
Japan	49 minutes

Most Used Social Media Platforms Worldwide



99% of people in the world access social networks on a mobile device



Number of Social Media Users by Country

Country	Users
China	1B
India	467M
United States	246M
Indonesia	167M
Brazil	152.4M
Russia	106M
Mexico	94M
Japan	92M
Philippines	84.5M
Pakistan	71.7M

Thank You



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