

MPA DAY 2025

REPORT



MPA DAY 2025

AT A GLANCE



39
COUNTRIES



7
CONTINENTS



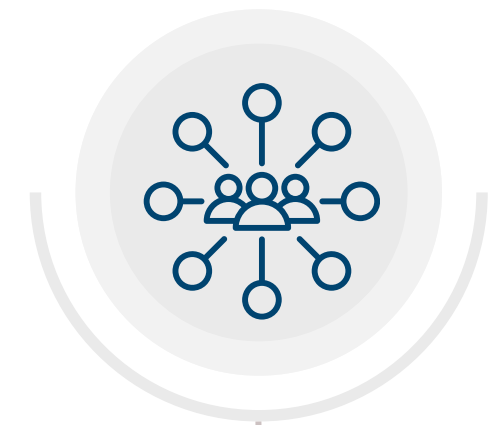
120+
PARTNERS



100+
ACTIVITIES



31
HOPE SPOTS



8 M
REACH ON
SOCIAL MEDIA

MPA DAY 2025

AT A GLANCE



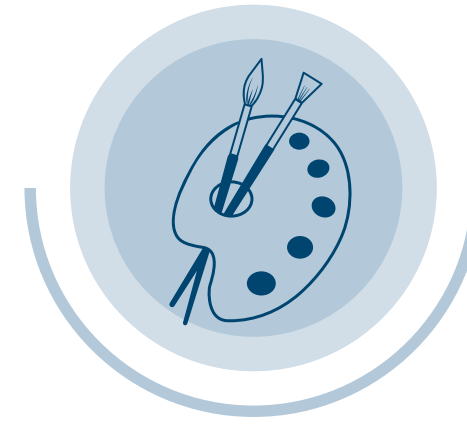
22
ONLINE
EVENTS



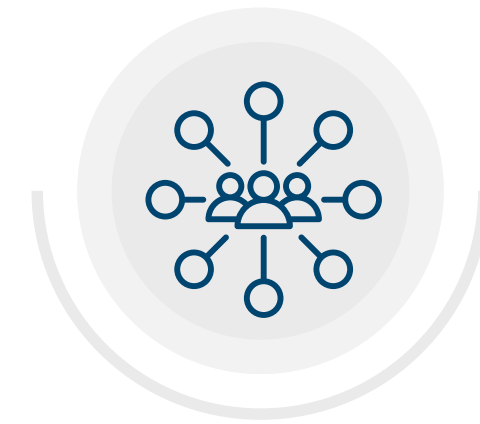
4
WEBINARS



80
IN-PERSON
EVENTS



45+
#MPACREATIVEWAVES
ENTRIES



800 +
KILOMETRES
ON
#RUN4MPAS



PARTICIPATING COUNTRIES/REGIONS

- Antarctica
- Australia
- Brazil
- Canada
- Chile
- Colombia
- Costa Rica
- Ecuador
- Egypt
- Finland
- French Polynesia
- Germany
- Iceland
- Indonesia
- Ireland
- Italy
- Kenya
- Lithuania
- Macaronesia
- Maldives
- Mexico
- Mozambique
- Norway
- Pakistan
- Panama
- Papua New Guinea
- Peru
- Philippines
- Pitcairn Islands (BOTs)
- Seychelles
- South Africa
- Spain
- Sweden
- St Helena (BOTs)
- Switzerland
- Tanzania
- United Kingdom
- United States of America
- Uruguay



MISSION BLUE HOPE SPOTS





PARTICIPATING HOPE SPOTS

AMERICAS

- Alcatrazes Archipelago
- Cagarras Islands and Surrounding Waters
- Cocos-Galapagos Swimway
- Cocos Island
- Cordillera de Coida
- Florida Islands and Ten Thousand Keys
- Galapagos Islands
- Golfo Dulce
- Gulf of California
- Malpelo Island
- Tropical Pacific Sea of Peru
- Whale and Dolphin Sanctuary of Uruguay

ASIA-PACIFIC

- Conflict Islands
- Kimbe Bay
- Laamu Atoll
- Pangatalan Island
- Sydney Coast
- Tetiaroa Atoll
- Tubbataha Reefs Natural Park

EUROPE

- Alborán Sea
- Greater Skellig Coast and Islands
- Northeast Iceland

AFRICA

- Aliwal Shoal
- Cape Whale Coast
- False Bay
- Great Fringing Reef of the Red Sea
- Jangamo Bay
- Knysna
- Maputaland
- Plettenberg Bay
- St Helena

MPA DAY VIDEO

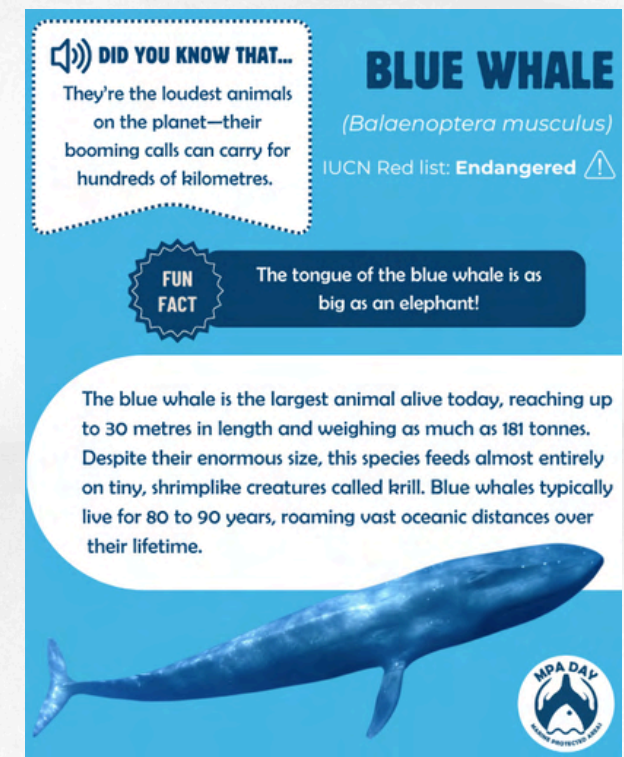


WATCH AT <https://www.youtube.com/watch?v=4dWROVm2USc>



CAMPAIGN SAMPLES







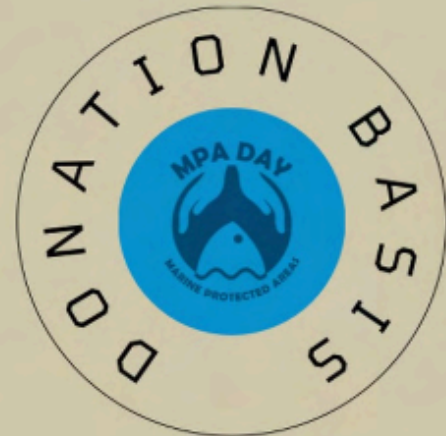
ECO EXPLORER
Travel Differently



Join us on
MPA DAY

1 AUGUST 2025

**GUIDED
ROBBERG HIKE
& BEACH CLEAN**



VENUE
MEET ON SHARK SPOTTERS
DECK, ROBBERG.

AT
09 AM ——— 12 PM

GUIDED BY
PLETT SHARK SPOTTERS, CONSERVE EDEN,
ECO EXPLORERS & CAPE NATURE

BOOK NOW



JOIN US AT THE SOUTH AFRICAN SHARK
CONSERVANCY FOR

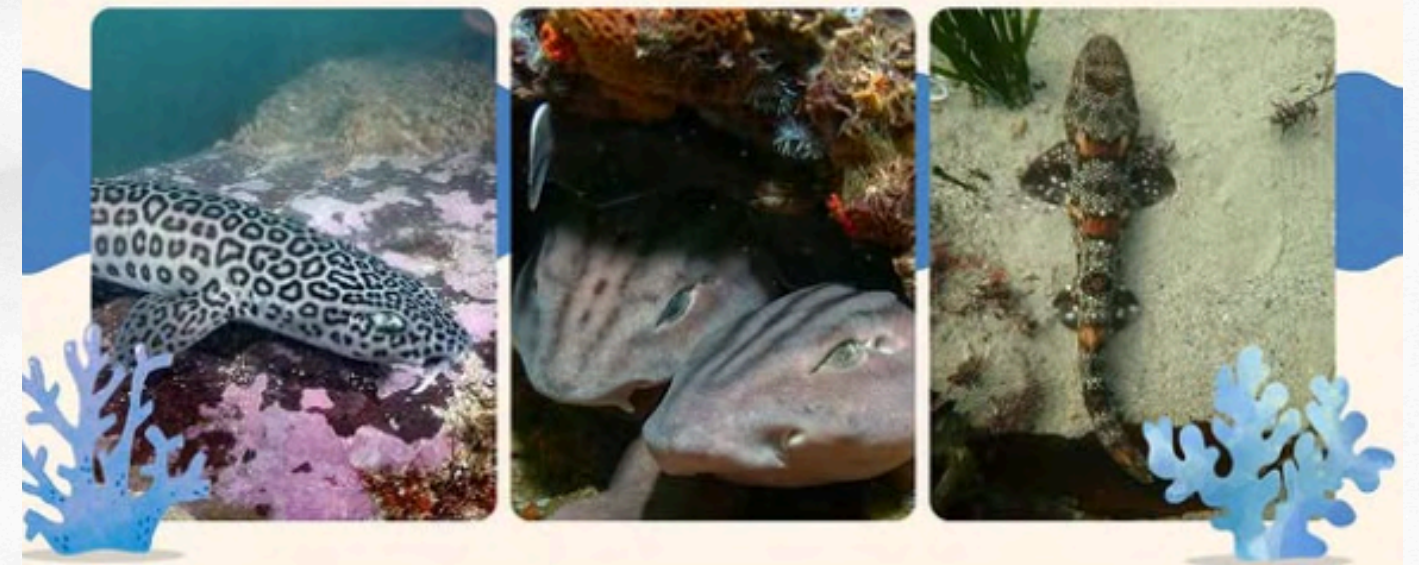
WORLD ~~~~~ MPA DAY

WORLD MARINE PROTECTED AREA DAY IS AN EVENT CELEBRATED
EVERY AUGUST 1ST TO RAISE AWARENESS ABOUT THE IMPORTANCE
OF MARINE PROTECTED AREAS AROUND THE WORLD.

OPEN DAY AT THE SHARK LAB - LIVE SHARKS!

JOIN OUR SHARK LAB OPEN DAY TO LEARN MORE ABOUT MPA'S, HOW YOU CAN
BECOME A CITIZEN SCIENTIST, AND TO EXPERIENCE A LIVE SHARK DEMONSTRATION!

—→ **AUGUST .01.2025** ←—






Celebrate World Marine Protected Areas Day
and join us for a
FREE guided snorkel session!

Experience our Marine Protected Area with our marine biologists and learn how we can make a difference and protect our oceans!

SATURDAY 2 AUGUST 2025

Limited spots
available

Book at
info@caperadd.com


BYOG - Bring your own gear OR hire gear from Impact Divers

R 350

5 mm hooded wetsuit
Mask
Snorkel
Fins

Terms and Conditions apply

CALLING ALL PHOTOGRAPHERS

Knysna Estuary Research Foundation – Hope Spot invites you to celebrate Marine Protected Area Day (1 August 2025) by submitting a photograph that captures your connection to the Knysna Estuary.

Our theme is CONNECTIVITY – how are you connected to this special place?

The winning entry will receive a Whale Watching trip on Ocean Odyssey and have their photo featured on our website, social media, and Mission Blue's pages.

Deadline: 20 July 2025

Submit via Google Form (link in bio).



Photo guidelines:
Photo file type: JPEG
Min file size: 1MB
Max file size: 2MB



**KNYSNA
ESTUARY**
RESEARCH FOUNDATION

Vlei Cleanup

for MPA DAY.

CLEAN
GREEN
MUIZENBERG

Friday, 1st Aug

8:30 - 9:30AM

It's Marine
Protected Areas Day!



1 August 2025
mpaday.org

Meet us at the Thesen
pedestrian bridge, Muizenberg.

BfN Bundesamt für
Naturschutz



1. August 2025

Internationaler Tag der Meeresschutzgebiete



Freitag, 1. August 2025
10 - 12 Uhr oder 13 - 15 Uhr

Fachkundliche Ausfahrten rund
um die Insel Walfisch

Start- und Zielort:

Hafen Kirchdorf, Insel Poel
Max. 10 Personen pro Ausfahrt (ab 12 Jahre)
Teilnahme kostenfrei.

Anmeldung: Tel. 038425-439 020
evelyne.beckmann@dummersdorfer-ufer.de



**Landschaftspflegeverein
Dummersdorfer Ufer e.V.**
Kirchdorf Insel Poel

Te invitamos a la
JORNADA
de
SIEMBRA
de mangle

CIÉNAGA DE CHOLÓN

Únete a esta gran jornada para celebrar el
Día Internacional de las

**ÁREAS MARINAS
PROTEGIDAS (AMPs)**

Punto de encuentro
Muelle de Barú

Viernes
1 de agosto
08:00 a.m.



QUES NACIONALES
DE COLOMBIA

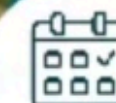


Hotel
LAS ISLAS.....
BARÚ - CARTAGENA DE INDIAS



**MARINE
PROTECTED AREAS
DAY**

LET'S CELEBRATE OUR
NORTHEAST ICELAND HOPE SPOT
TOGETHER!



1st August 2025



15.30 Beach cleanup



Húsavík beach



17.00 Local perceptions on the
Hope Spot and the future. Survey
results - Belén García Ovide



Húsavík Whale Museum

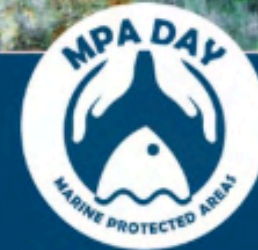
Bags, gloves and snacks are provided!



COUNTDOWN







MPA DAY

IS HERE!



WEBINARS

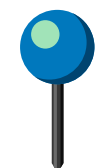


SMALL BUT MIGHTY- THE BALTIC SEA AS A CATALYST FOR SCALABLE MARINE PROTECTION

This webinar explored how the Baltic Sea, despite its small size, drove transformative change in marine protection. It highlighted how the region's collaborative governance, rich marine data, and science-based policies served as a global model for turning knowledge into impactful action.

Speakers:

- Gunilla Rosenqvist - Blue Centre Gotland
- Jannica Haldin - HELCOM
- Jenny Hertzman - SwAM
- Vita Gardauskė - VSTT



Baltic Sea

ESPERANZA PARA EL OCEANO

ÁREAS MARINAS PROTEGIDAS EN EL PACÍFICO ESTE TROPICAL

This webinar explored the importance of Marine Protected Areas in three iconic locations in the Eastern Tropical Pacific: Cocos Island (Costa Rica), Malpelo Island (Colombia), and the Gulf of California (Mexico)—the session showcased these extraordinary sites and highlighted the scientific research driving their conservation.

Speakers:

- James Ketchum - Pelagios Kakunjá
- Sandra Bessudo - Fundación Malpelo
- Randall Arauz - CREMA Costa Rica

The poster is titled "ESPERANZA PARA EL OCEANO" with the subtitle "Áreas marinas protegidas en el Pacífico Este Tropical". It includes the date "1 de agosto 2025", time "12h00 (GMT-5)", and platform "Seminario Zoom". A QR code is present in the top right. The "PANELISTAS" section lists three speakers: Randall Arauz (CREMA Costa Rica), Sandra Bessudo (Fundación Malpelo y Otros Ecosistemas Marinos), and James Ketchum (Pelagios Kakunjá). The "MODERADOR" section lists Erick Ross Salazar (Director Ejecutivo MigraMar). The event code "Clave: 309486" is at the bottom right. Logos for various organizations are at the bottom.

ESPERANZA PARA EL OCEANO
Áreas marinas protegidas en
el Pacífico Este Tropical

1 de agosto 2025
12h00 (GMT-5)
Seminario Zoom

PANELISTAS

Randall Arauz
CREMA Costa Rica

Sandra Bessudo
Fundación Malpelo y
Otros Ecosistemas Marinos

James Ketchum
Pelagios Kakunjá

MODERADOR

Erick Ross Salazar
Director Ejecutivo MigraMar

Clave: 309486

Logos: ICA DES, MIGRAMAR, MISION BLUE, CREMA, ICA DES, Pelagios KAKUNJÁ

ADVANCING OCEAN RESILIENCE - SCALING IMPACT THROUGH MPAS IN TANZANIA

This national hybrid webinar, explored the role of Marine Protected Areas in achieving the 30x30 target, advancing the SDGs, and driving sustainable blue economy solutions.

Speakers:

- Ailars Lema - MPRU
- Amin Abdallah - MIMP
- Aziza Mangosongo - MIMP
- Clever Mwaikambo - CPSP
- Davis Mpotwa - Manager at MPRU
- January Ndagala - MIMP
- Jason Rubens - Conservation Expert

The poster is for a live webinar titled "Advancing Ocean Resilience: Scaling Impact through Marine Protected Areas in Tanzania". It features a blue background with a map of Tanzania and a large sea turtle. The poster lists seven speakers, categorized into a Guest Speaker and a group of Speakers. The Guest Speaker is Aziza Mangosongo, District Commissioner of Mafia. The Speakers include Davis Mpotwa (Manager - Marine Parks & Reserves Tanzania), Jason Rubens (Senior Marine Biodiversity & Conservation Expert), Amin Abdallah (Former Warden in Charge - Mafia), January Ndagala (Senior Marine Conservation Warden), Clever Mwaikambo (CPSP - Authorised MSC in Procurement & Supply Chain Management), and Ailars Lema (Marine Conservation Warden). The webinar is scheduled for 10:00am - 12:00am on 01 August, 2025. Logos for the Ministry of Natural Resources and Conservation and the Marine Parks and Reserves Tanzania are also present.

LIVE WEBINAR

"Advancing Ocean Resilience: Scaling Impact through Marine Protected Areas in Tanzania"

SPEAKERS

Guest Speaker:
AZIZA MANGOSONGO
DISTRICT COMMISSIONER - MAFIA

Speakers:
DAVIS MPOTWA
MANAGER - MARINE PARKS & RESERVES TANZANIA
JASON RUBENS
SENIOR MARINE BIODIVERSITY & CONSERVATION EXPERT
AMIN ABDALLAH
FORMER WARDEN IN CHARGE - MAFIA
JANUARY NDAGALA
SENIOR MARINE CONSERVATION WARDEN
CLEVER MWAIKAMBO
CPSP - AUTHORISED MSC IN PROCUREMENT & SUPPLY CHAIN MANAGEMENT
AILARS LEMA
MARINE CONSERVATION WARDEN

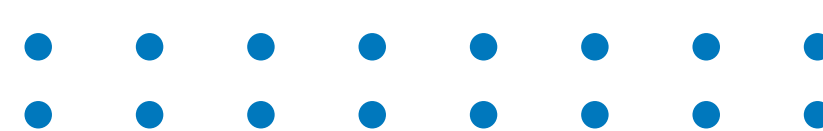
Date & Time
10:00am - 12:00am
01 August, 2025

MARINE PROTECTED AREAS - OCEAN CONSERVATION NEEDS HUMAN CONNECTION

This webinar brought together experts to underscore the value of Marine Protected Areas in Pakistan, showcased conservation successes, and emphasized the role of MPAs in protecting biodiversity and advancing sustainable development.

Speakers:

- Danish Rashdi - IUCN
- Fauzia Bilqis Malik - IUCN
- Mahmood Akhtar Cheema - IUCN
- Mohammad Khalid Pasha - IUCN
- Naveed Ali Soomro - IUCN
- Olivier Chassot - IUCN



Pakistan

VIRTUAL TOUR

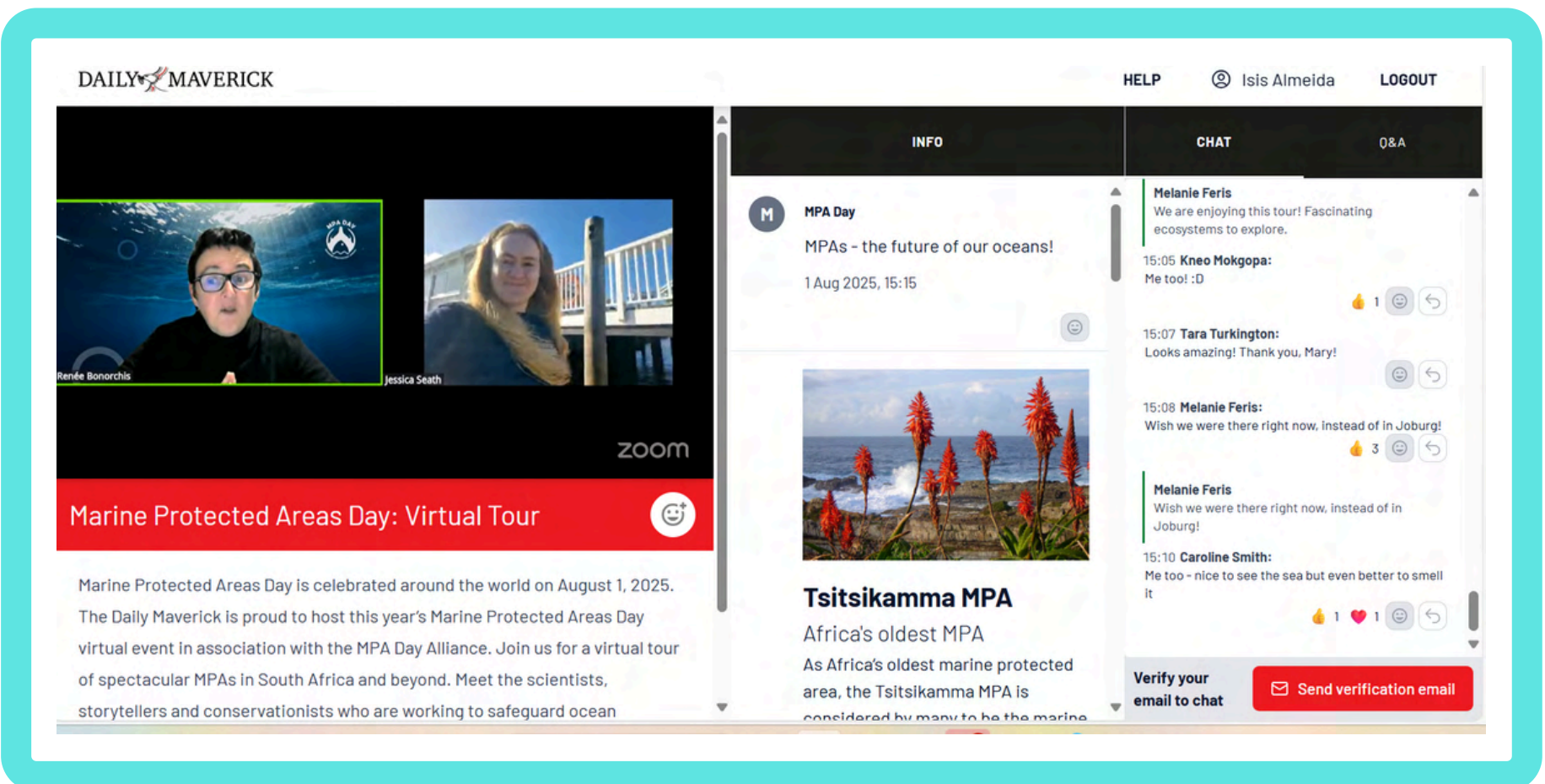




Guests:

- Bianca Engel - Two Oceans Aquarium Found.
- Jessica Seath - KERF
- Judy Mann-Lang - Two Oceans Aquarium Found.
- Keagan Philander - Two Oceans Aquarium
- Kirshia Govender - IOI
- Mary Basson - Ezemvelo KZN Wildlife

This virtual tour, held in partnership with Daily Maverick, showcased some of South Africa's incredible marine ecosystems and celebrated the vital role of Marine Protected Areas in protecting biodiversity, combating climate change, and supporting coastal communities.



HEADLINES



Celebrate The Ocean With Unmissable MPA Day Events Hosted Across SA And The World

Celebrating MPA Day 2025: Ocean Protection Needs Human Connection

Jul 31, 2025

SIKU YA MAENEO YA HIFADHI YA BAHARI
(MPA 2025)

31 Jul, 2025

Ocean Lovers! Here Are the Awesome Events to Attend This MPA Day

BY STAFF WRITER [@GOODTHINGSUY](#) JULY 31, 2025

In the media | [Rocherpan](#) | [Marine](#)

Rocherpan clean-up kicks off MPA Day 2025 celebrations

1 Aug 2025

Image of the day

Marine Protected Areas Day: Gorgona National Natural Park, Colombia

Dia das Áreas Marinhas Protegidas 2025

Marine Protectors Day: People, Communities, Groups Safeguard SA's Rich Marine Ecosystems

01 AUGUST 2025

SANParks Marks Marine Protected Areas Day By Celebrating The Tsitsikamma Marine Protected Area As A Model Of Inclusive Conservation

NEWS

Celebrating our Marine Protected Areas in an ocean of ways!

1 August, 2025 - Marine Protected Areas, Conservation, Foundation, Events, Blog

Marine Protected Areas Celebrates South African-Born MPA Day 2025

15 Aug 2025 08:00 **Publicity**  696

SOCIAL MEDIA POSTS SAMPLES





Canada



Marine Protected Areas Day

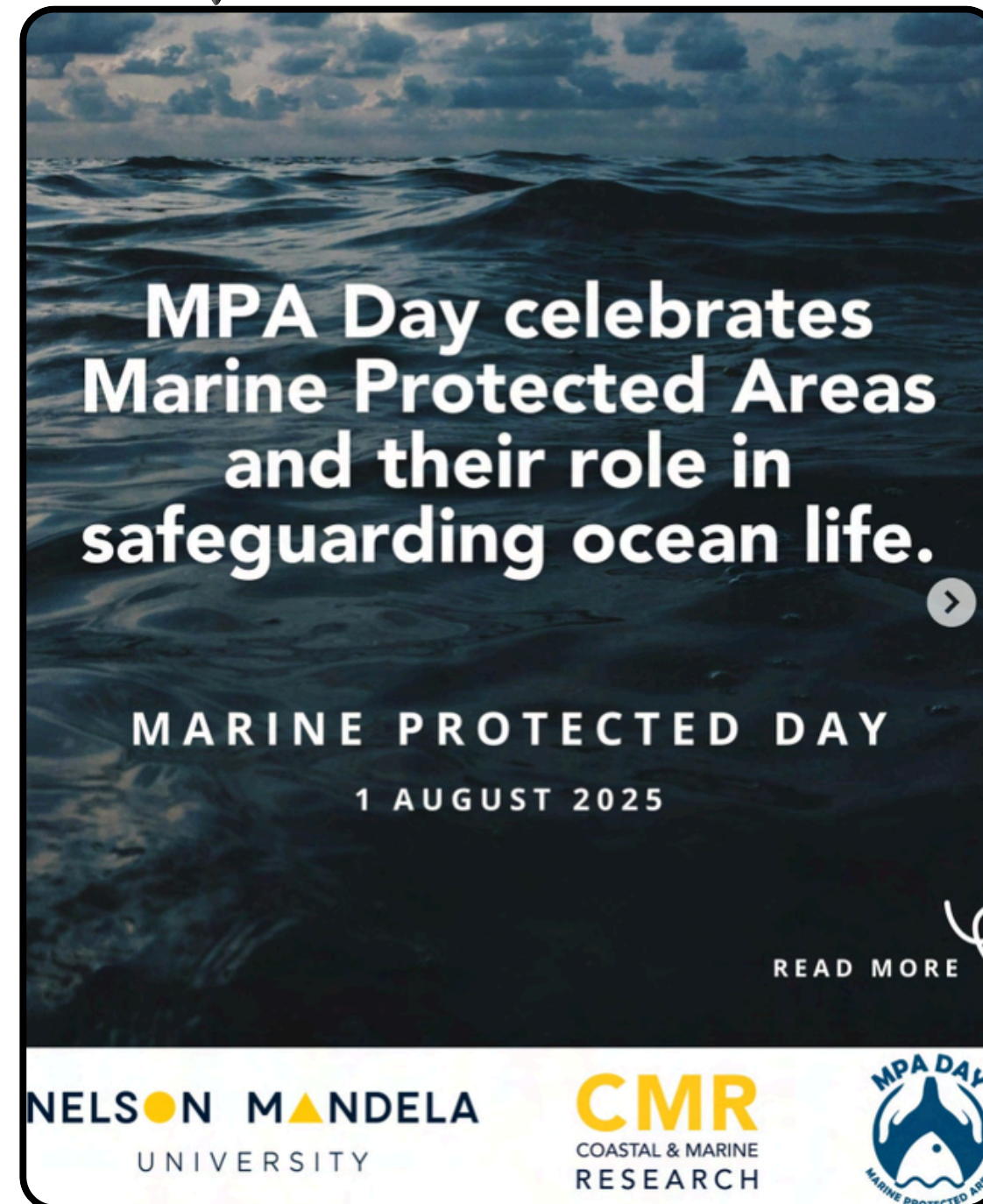
AUGUST 1

5 Reasons Why Marine Protected Areas Matter >

 CANADIAN OCEAN LITERACY COALITION  LA COALITION CANADIENNE DE LA CONNAISSANCE DE L'OcéAN 







South Africa



MPA Day celebrates Marine Protected Areas and their role in safeguarding ocean life. >

MARINE PROTECTED DAY
1 AUGUST 2025

READ MORE 

 NELSON MANDELA UNIVERSITY  CMR COASTAL & MARINE RESEARCH 



Peru



Día Internacional de las ÁREAS MARINAS PROTEGIDAS

1 de agosto

 SOA PERÚ



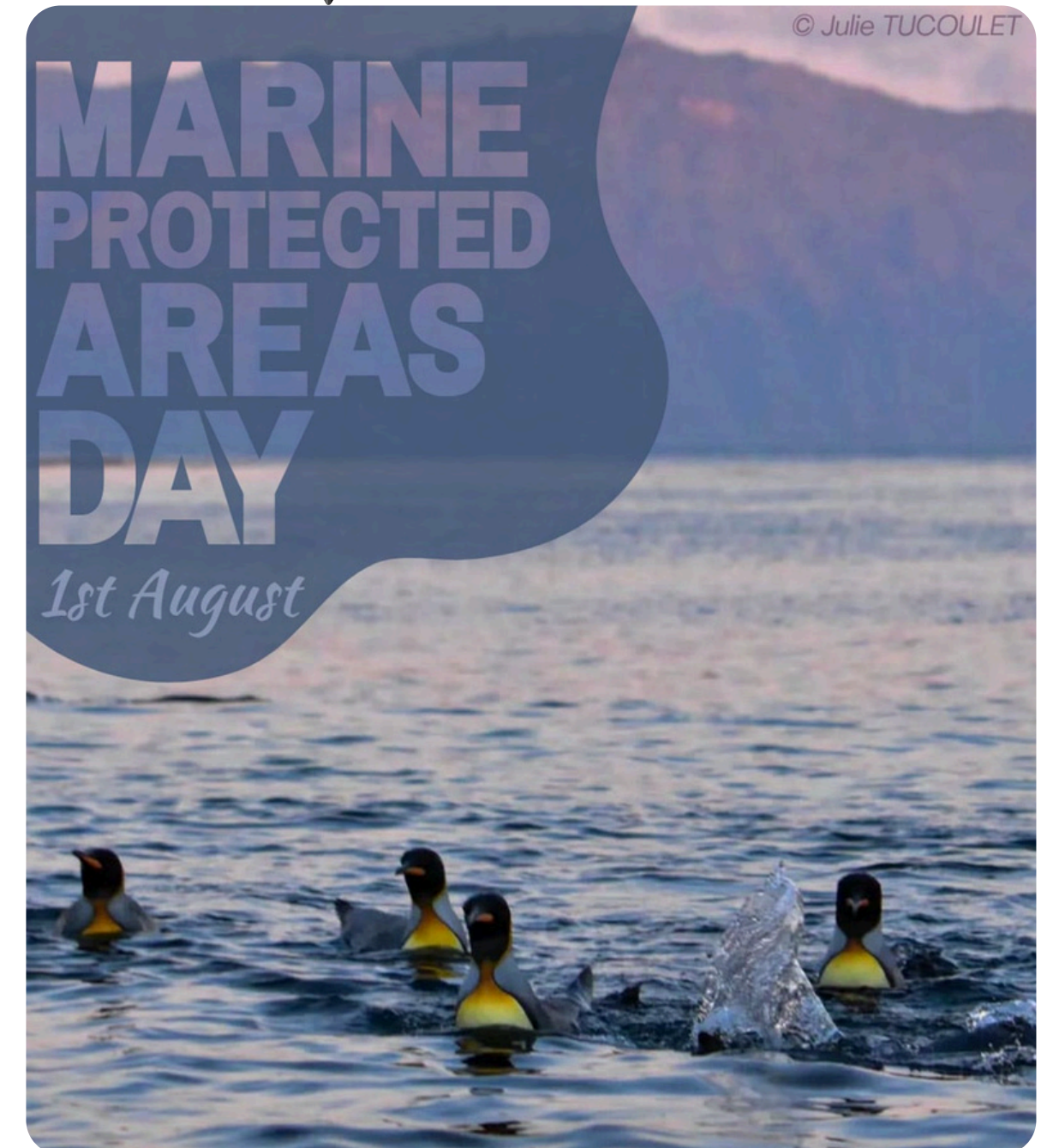
Egypt



Antarctica



France





Chile

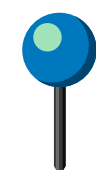


Uruguay



Australia

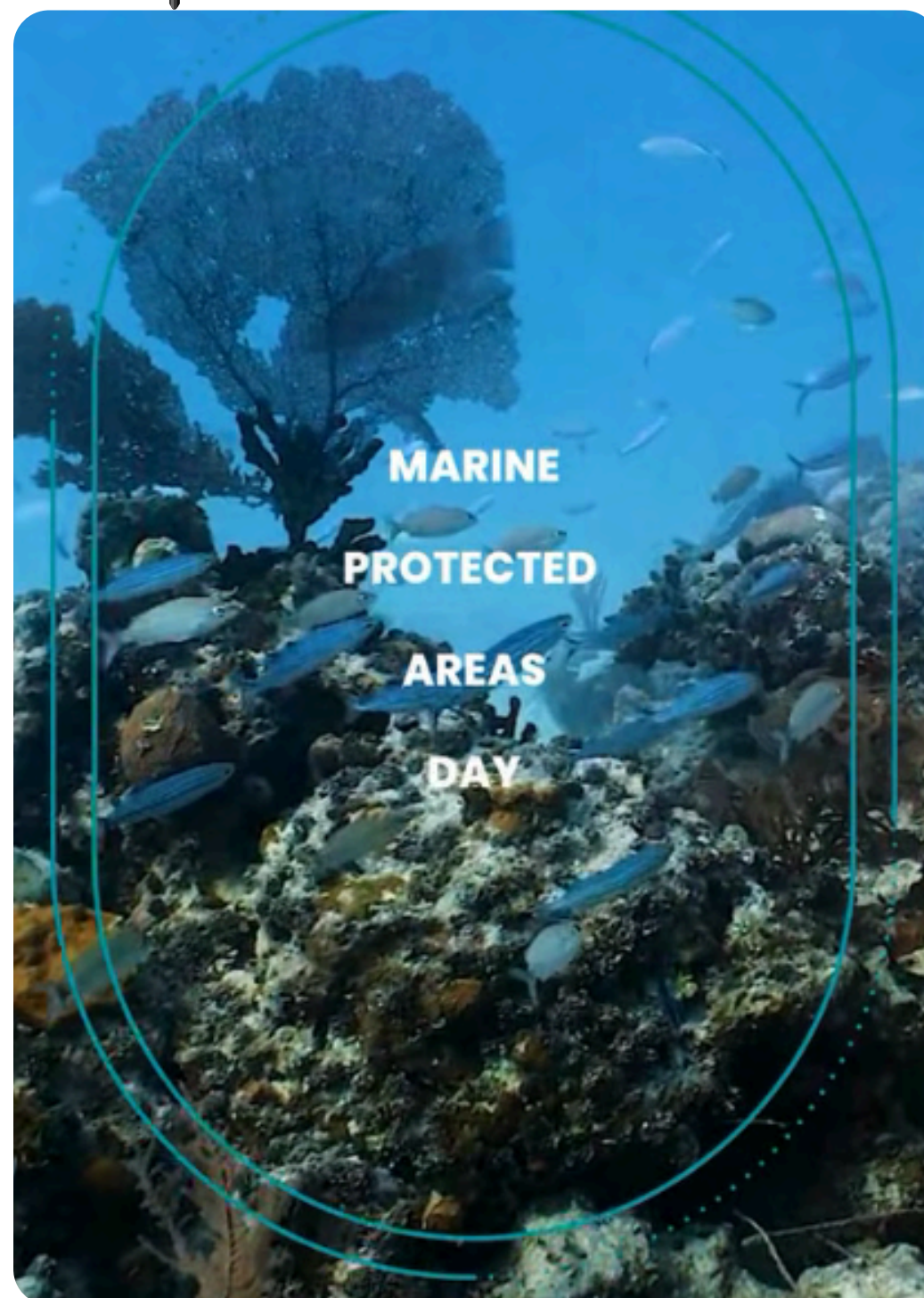




Seychelles



Switzerland



Sweden





Pitcairn Islands





Video highlighting the
Pitcairn Islands MPA



Saint Helena



 **Happy MPA Day**
From
Tristan da Cunha 



Mexico



MPA DAY

1 AUGUST

CATHERINE UNDERWATER

RUN4MPAS



Join us!



RUN FOR

MPA

DAY

1 AUGUST 2025





Vanessa Hattingh
August 1, 2025 at 6:53 PM

For the Oceans and the marine life and beaches.



Vanessa Hattingh
August 1, 2025 · eThekweni Metropolitan Municipality, RSA

#MPADay2025

Better late than never.
5.10 km • 110 m • 42m 53s



Tara Turkington
August 1, 2025 at 9:20 AM

#Run4MPAs chilly morning in Johannesburg! Happy #MPADay everyone! We can all do something to protect the oceans - they need our help! 💙🐟🌊



Final entry for me on #Run4MPAs challenge!!!

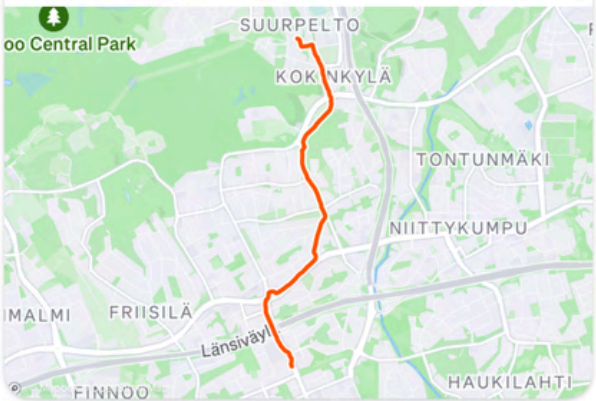
Evening walk after eating my weight in fried chicken 🍗



Ísis Almeida
August 2, 2025 · Espoo, Uusimaa

#Run4MPAs Evening Walk!

3.69 km • 4,690 • 42m 52s



Paul Trouth
ADMIN August 1, 2025 at 6:52 AM

Took the scenic route around Helsinki from Ruoholahti to Katajanokka #Run4MPAs #WaddleforMPAs



Paul Trouth
August 1, 2025 · Helsinki, Uusimaa

7km before 7am for MPAs

7.78 km • 9,824 • 1h 26m



Esther Jacobs
August 1, 2025 at 7:53 PM

Protect marine life from being killed on drumlines and shark nets inside MPAs! Take action on our Earth Legacy Foundation website #Run4MPAs

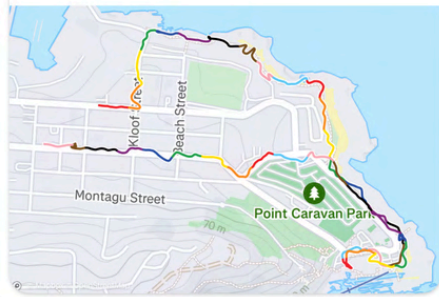


Esther Jacobs
August 1, 2025 · Mossel Bay Local Municipality, RSA

#Run4MPAs

We took part in #Run4MPAs day. An awareness campaign very close to my heart as project director of Earth Legacy Foundation, a marine conservatio...

Read more...
4.83 km • 9:22 /km • 45m 17s



Amanda Van Jaarsveld in Marine Protected Area
2. Aug 2025

Run For MPA DAY 2025,Sodwana Bay! Unbelievable turn out 40 runners/run walkers and walkers showing up for MPA Day celebrations and appreciation! 15.21km!



End is near!



Bernadene Claassens
August 1, 2025 at 4:50 PM

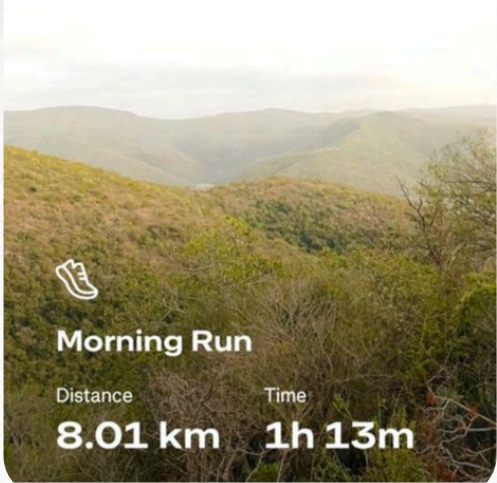
#Run4MPAs

(although it looks more like it's falling into the waddle category 😊)
#EarthLegacyFoundation. 🌊🐟🌿



Thabani Ntuli
August 1, 2025 at 8:47 AM

MPA Day #Run4MPAs



Morning Run

Distance Time
8.01 km 1h 13m

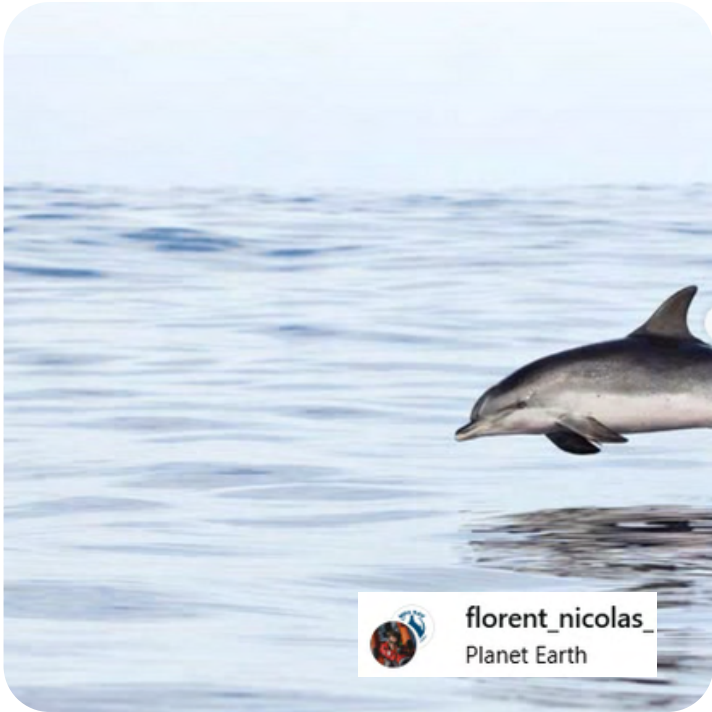
#MPACREATIVEWAVES



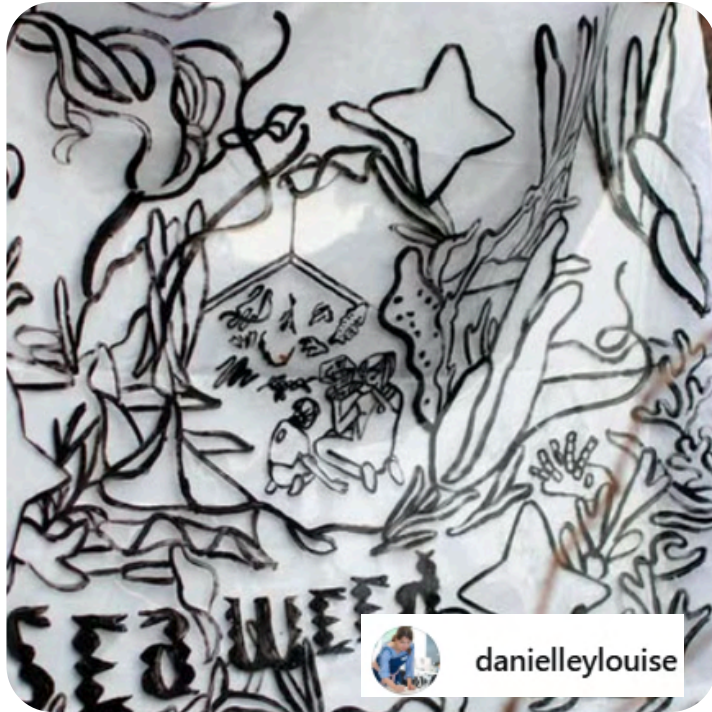
PAINTINGS



PHOTOGRAPHS



OTHER MEDIAS



AFRICA



SOUTH AFRICA

Oceans for All Alliance



Photo by: Mnqobi Zuma

Youth from the iNkamva Centre joined a hands-on snorkel workshop

Ocean Pledge



Photo by: Ocean Pledge

Outreach event with over 700 students from De Duine Primary

The Ocean Festival, Wild Alliance Africa, Aliwal Shoal Surfski, South Africa Surfski



Photo by: Barry Lewin

Marine-life census and 32K walk around the Aliwal Shoal MPA

SOUTH AFRICA



Two Oceans Aquarium



Photo by: Two Oceans Aquarium

Rocky-shore explorations done at Dalebrook Tidal Pool, gathered people from all ages

Students from a local school took part in an interactive marine exploration day at Maputaland

Thonga Trails



Photo by: Carissa Prinsloo

SOUTH AFRICA



Cape RADD



Photo by: Cape RADD

Participants about to embark on a guided snorkel tour of the kelp forest

Community members listening to a pre-snorkel briefing about the estuary

Knysna Estuary Research Foundation



Photo by: Wilma Swanepoel

MOZAMBIQUE

Fundação Likhulu



Photo by: ANAC

A range of stakeholders gathered to share the vital role of MPAs in ocean conservation

Volunteers assisted with removing discarded fishing gear from the coral reef at Jangamo Bay

Love the Oceans

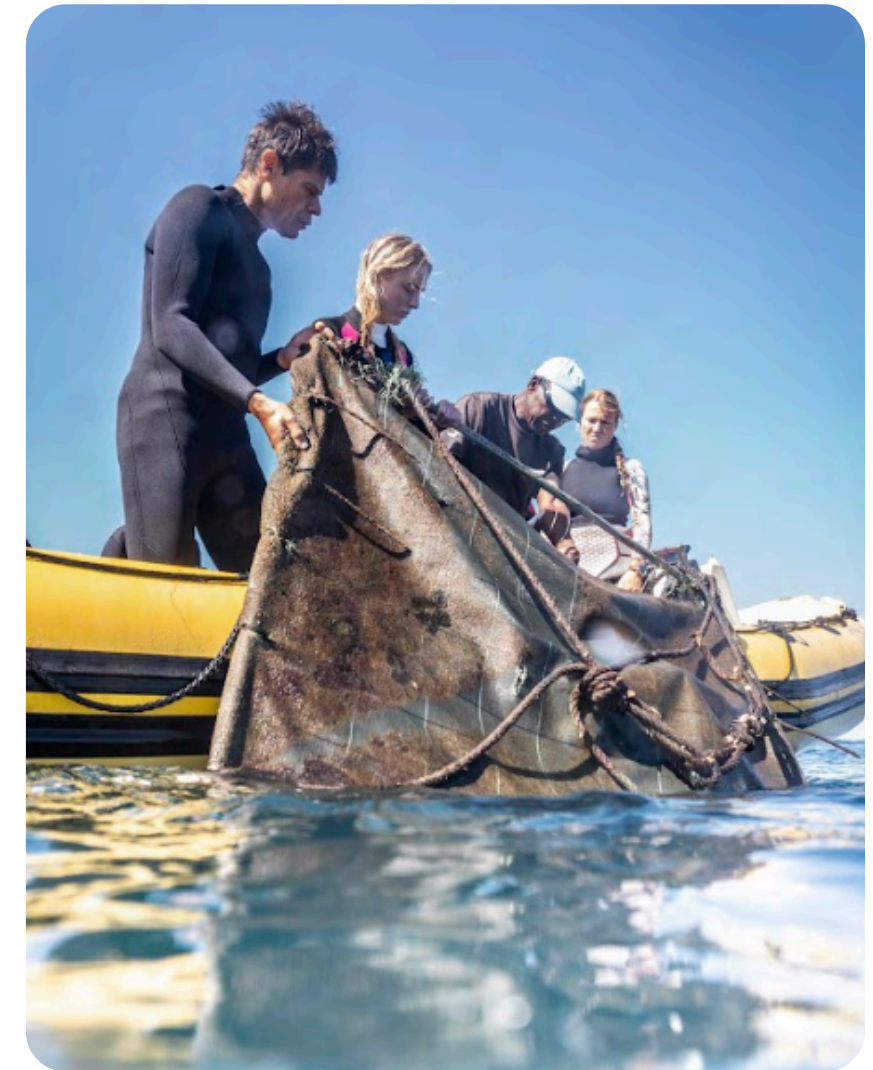


Photo by: Lena Pollet

KENYA

*Millenium Global
International School*



Photo by: Millenium Global
International School

Students from the
Millennium Global
International
School used the
ocean as their
muse to celebrate
MPA Day

Community
members took part
in a local beach
clean-up

EGYPT

*Hurghada Environmental
Protection and Conservation
Association*



Photo by: HEPCA

AMERICAS



BRAZIL

Projeto Verde Mar



Photo by: João Werneck

Event combined public outreach with direct conservation action, aiming to raise awareness and reduce marine pollution

Dive with bull sharks at the Bat Islands to raise awareness about the importance of marine conservation



COSTA RICA

*Asociación Conservacionista
Misión Tiburón*



Photo by: José Fabio Araya

UNITED STATES OF AMERICA



*California Institute of
Environmental Design &
Management*



Photo by: Dr. Edward Huang

Community
members gathered
for a clean-up to
reduce stormwater
pollution flowing
into the Pacific

Educational dive
collecting
behavioural and
reef structure
data at
Conch Reef,
Florida Keys

*Tropical Fish Ecology Lab,
Florida International University*

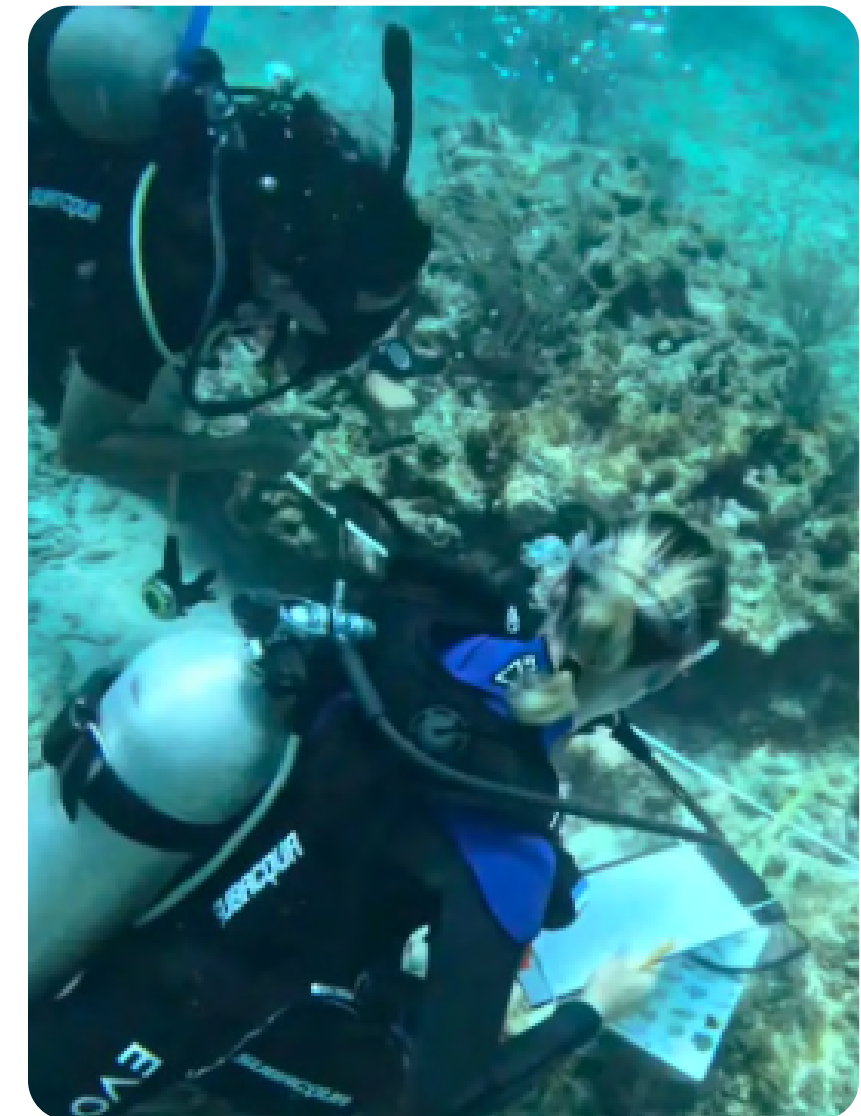


Photo by: TFELAB_FIU

COLOMBIA



Fundación Malpelo



Local
community
members took
part in a
mangrove
restoration
project



Photo by: Fundación Malpelo



Photo by: Fundación Malpelo

ASIA - PACIFIC





FRENCH POLYNESIA

Te mana o te moana 



Photo by: Emma Cunault

Youth-focused event, raising awareness for marine protection and highlighting the role of young ocean stewards

Guided kayak adventure through the protected mangrove forests of the Laamu Atoll Hope Spot

MALDIVES

Maldives Underwater Initiative, Six Senses Laamu 



Photo by: Ahmed Risfaan



PAPUA NEW GUINEA

**Conflict Islands
Conservation Initiative (CICI)** 

Dive and beach
clean-up to tackle
marine debris in
the heart of the
Conflict Islands
Atoll Hope Spot

Participant of a
Crown-of-thorns
starfish removal
snorkel trip at
Kimbe Bay

Mahonia Na Dari Inc 



Photo by: CICI



Photo by: Mahonia Na Dari Inc

PHILIPPINES

Sulubaaï Foundation



Photo by: Sulubaaï Foundation

Discovery dive
done with local
high-schoolers to
promote a new
ocean initiative:
#BlueGen

Children gathered
for a special
storytelling session
at the Gregorio
Oquendo Memorial
School

*Tubbataha Reefs Natural Park
and World Heritage Site*



Photo by: Dylan Chua

EUROPE



SWEDEN

Blekinge Archipelago Biosphere Reserve



Photo by: Simone Wentzel

Guided cycling and kayak tour done by Arkipelag Kayak through the islands of Tjurkö and Sturkö

Activities included boat tours around the protected island of Walfisch near Poel

GERMANY

Landschaftspflegeverein Dummersdorfer Ufer e.V.



Photo by: Evelyne Beckmann

SPAIN

ECO&DIVE



Photo by: ECO&DIVE

Hands-on biodiversity census and invasive species monitoring event in the Alborán Sea Hope Spot

Green Lecture titled “Secrets of the Baltic Sea”, where participants discovered different marine species

LITHUANIA

Seaside Regional Park and VSTT



Photo by: Karolis Rupkus

FINLAND

***PROTECT BALTIC,
HELCOM***



Photo by: PROTECT BALTIC

Beach clean-up in
Espoo, to
highlight the
importance of
community action
in protecting the
Baltic Sea's MPAs

Special live radio
broadcast from
aboard the
Godzilla
catamaran sailing
across the Gulf of
Finland

Imagining Godzilla



Photo by: Imagining Godzilla

ITALY

Fundazione WorldRise ETS



Photo by: Fundazione Worldrise



IRELAND

Sea Synergy & Fair Seas 



Photo by: Sea Synergy

Mural design
creation in
collaboration with
South Africa's
Nature Valley
Trust

Community
members taking
part in a
beachcombing and
snorkel session

ANALYTICS OVERVIEW



ANALYTICS - MONTH OF AUGUST



mentions

1.5K



reach

8M



interactions

34.5K

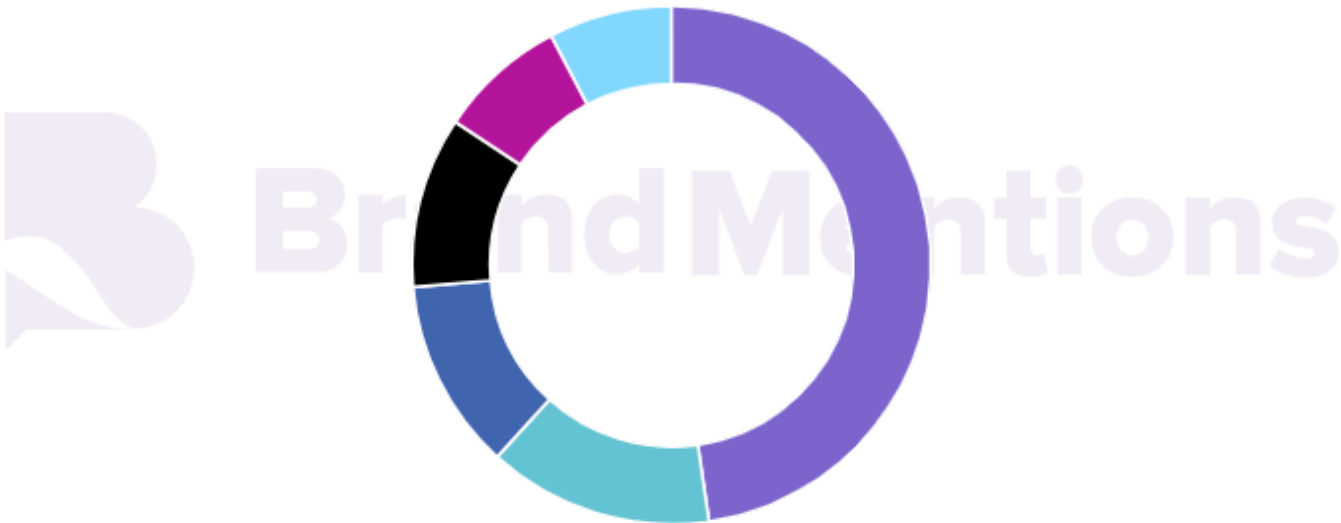
***includes all social media platforms, websites, blog posts and forums**

Mentions: total of times the keyword is referenced or tagged in social media posts and conversations.

Reach: total number of unique individuals who have seen your content.

ANALYTICS - MONTH OF AUGUST

MENTIONS BY MEDIA TYPE:



Source	% - mentions
Instagram	47.69% - 733
Linkedin	14.05% - 216
Facebook	11.91% - 183
X(Twitter)	10.67% - 164
Site	8% - 123
Others	7.68% - 118

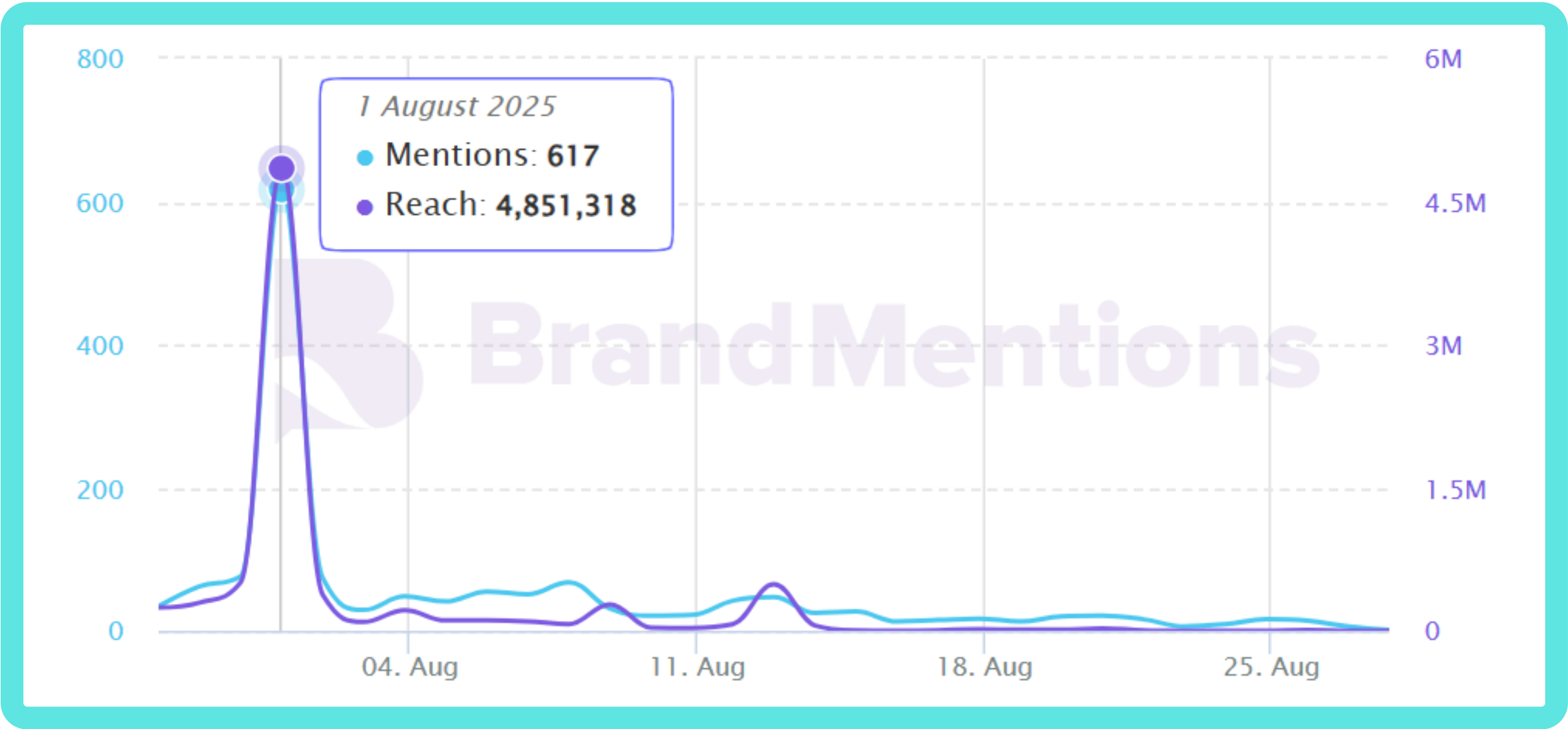
ANALYTICS - MONTH OF AUGUST

HASHTAG TRENDS:



ANALYTICS - 1ST OF AUGUST

MENTIONS AND REACH:



*includes all social media platforms, websites, blog posts and forums

META ANALYTICS



FACEBOOK MENTIONS AND REACH

MONTH OF AUGUST:

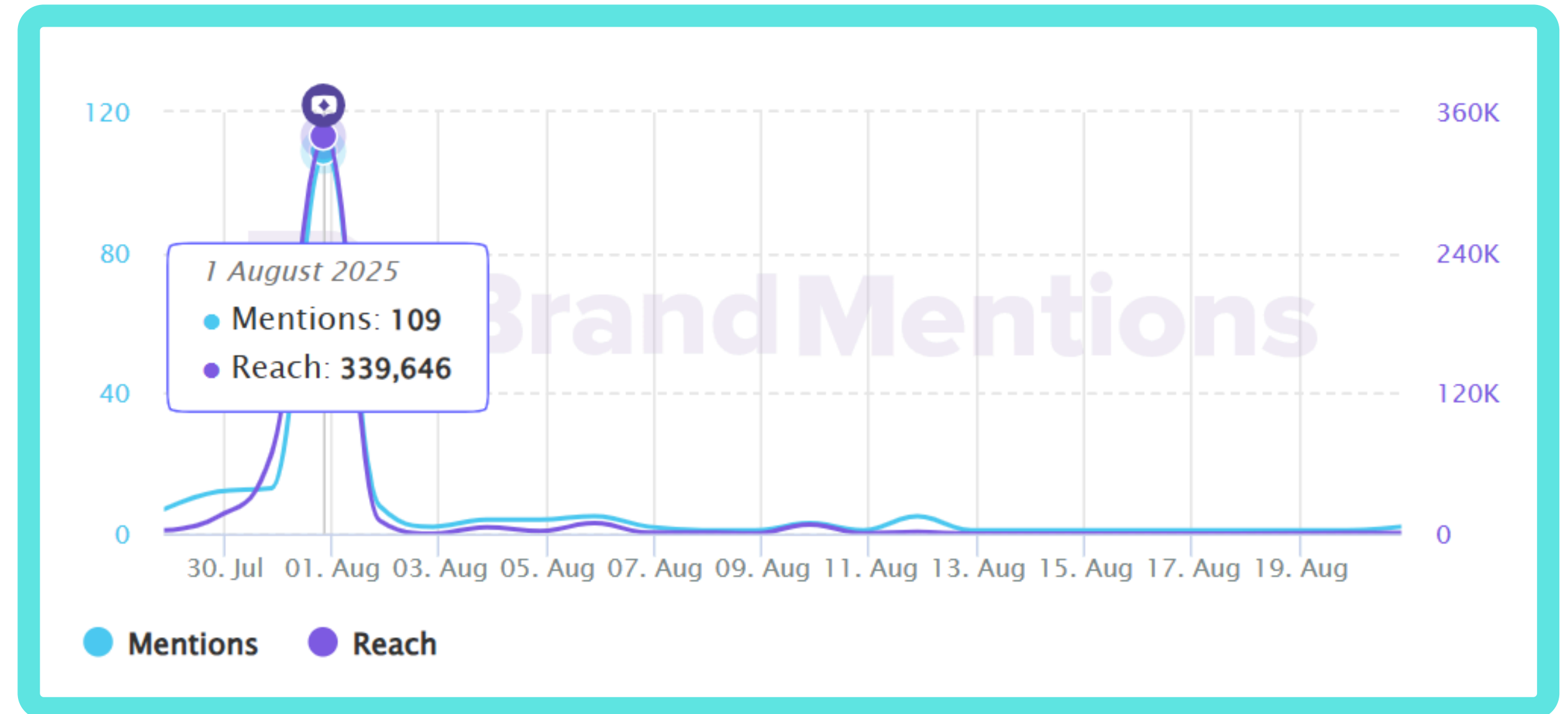
Mentions: 183
Reach: 467 K

1ST OF AUGUST:

Mentions: 109
Reach: 339 K

MPA DAY WEEKEND:

Mentions: 119
Reach: 351 K



Monthly overview

Mentions: total of times the keyword is referenced or tagged in social media posts and conversations.
Reach: total number of unique individuals who have seen your content.

FACEBOOK

VIEWS:

48,895 Views ⓘ

+135,2 % from previous 120 days



1st of May - 28th August
(campaign duration)

INSTAGRAM MENTIONS AND REACH

MONTH OF AUGUST:

Mentions: 733

Reach: 3.5 M

1ST OF AUGUST:

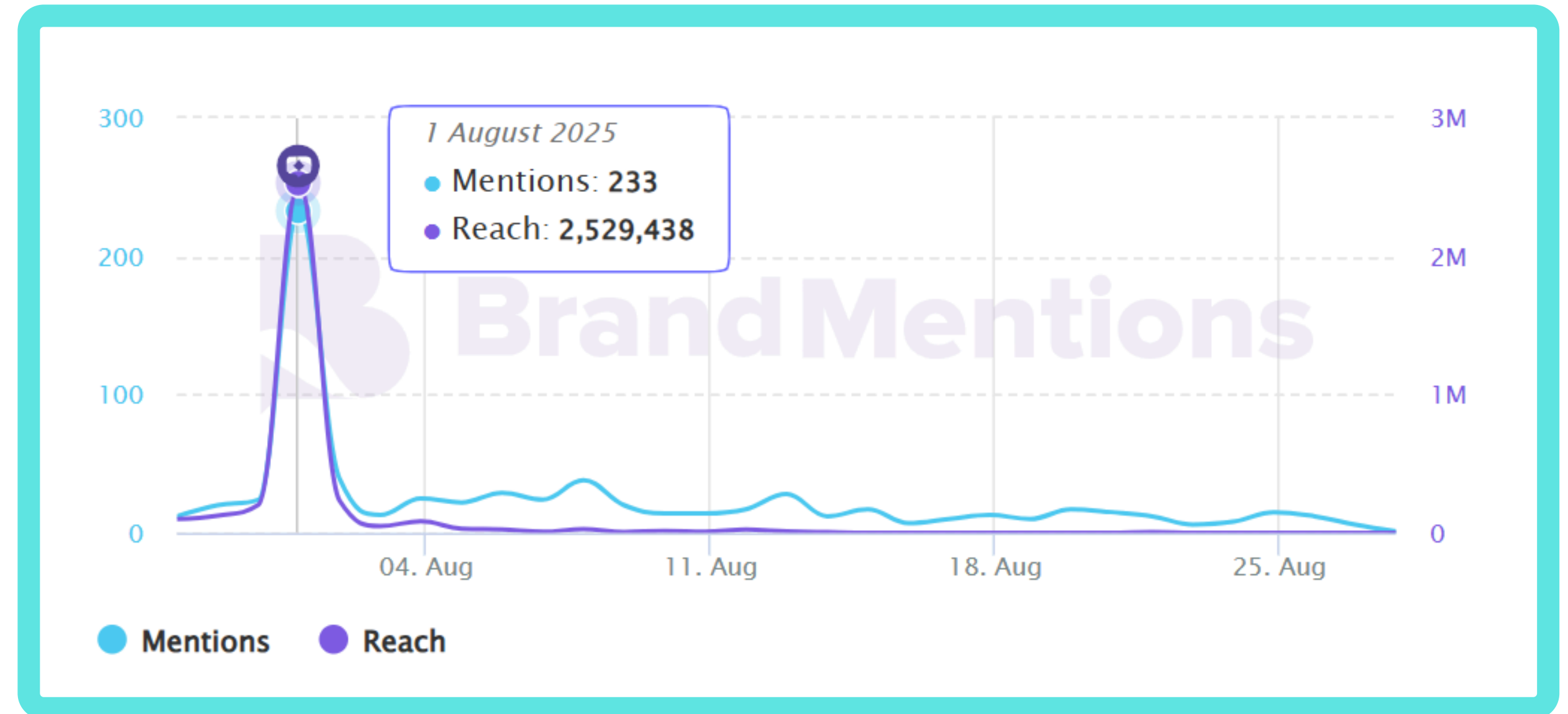
Mentions: 233

Reach: 2.5 M

MPA DAY WEEKEND:

Mentions: 285

Reach: 2.8 M



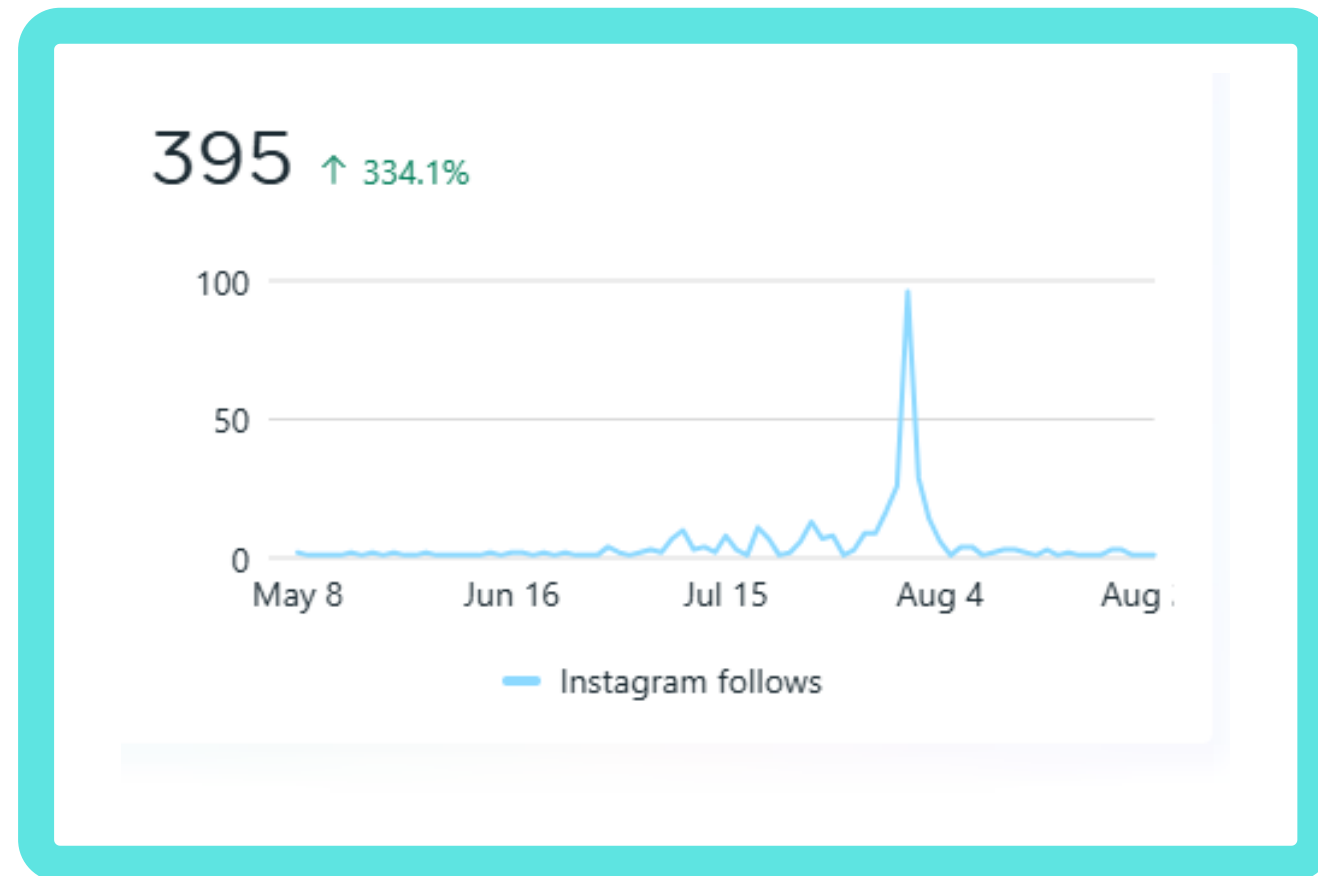
Monthly overview

Mentions: total of times the keyword is referenced or tagged in social media posts and conversations.

Reach: total number of unique individuals who have seen your content.

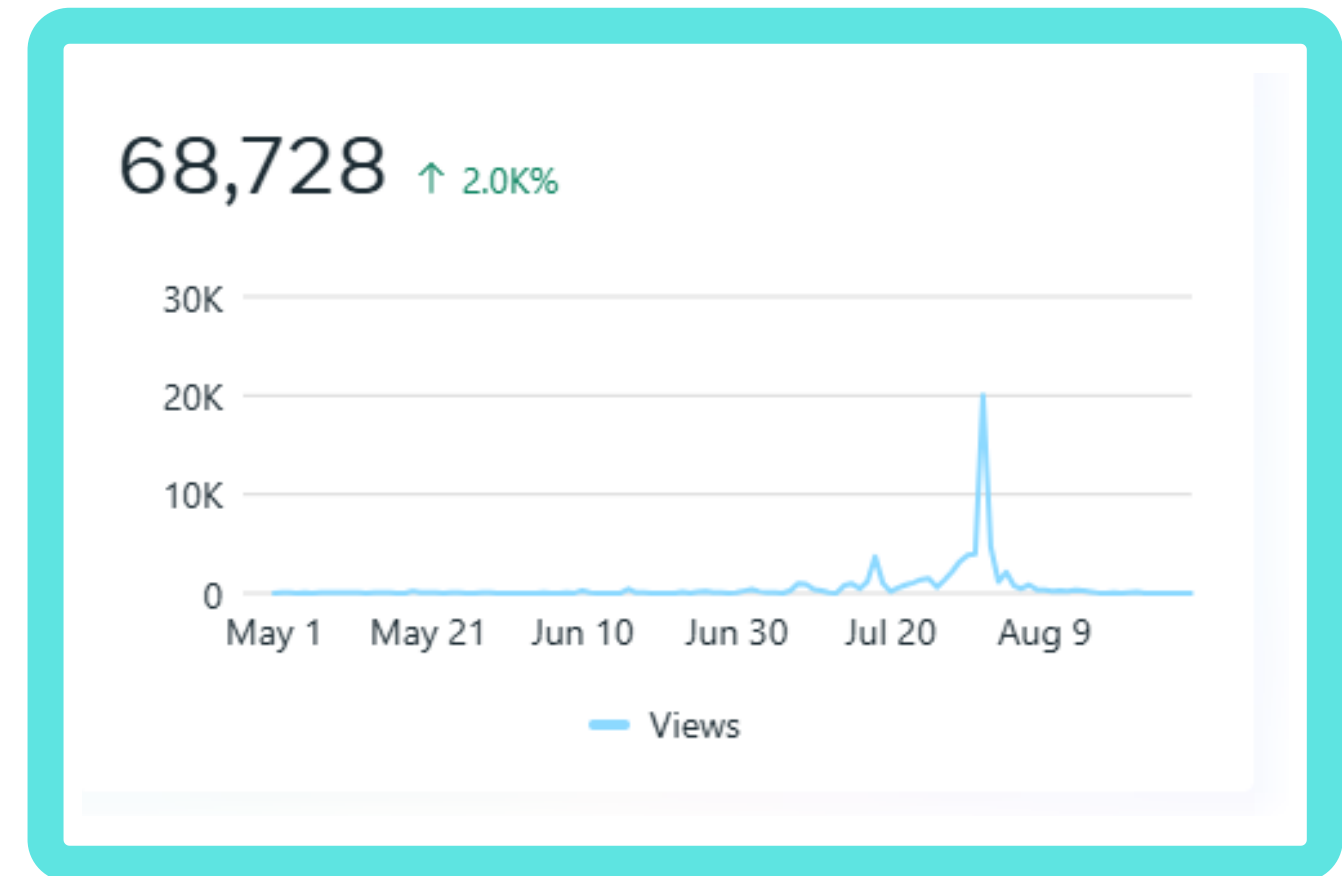
INSTAGRAM

NEW FOLLOWERS:



1st of May - 28th August
(campaign duration)

VIEWS:



1st of May - 28th August
(campaign duration)

Views: The number of times your content was played or displayed. Content includes reels, posts and stories.

LINKEDIN ANALYTICS



MENTIONS AND REACH

MONTH OF AUGUST:

Mentions: 216

Reach: 2.2 M

1ST OF AUGUST:

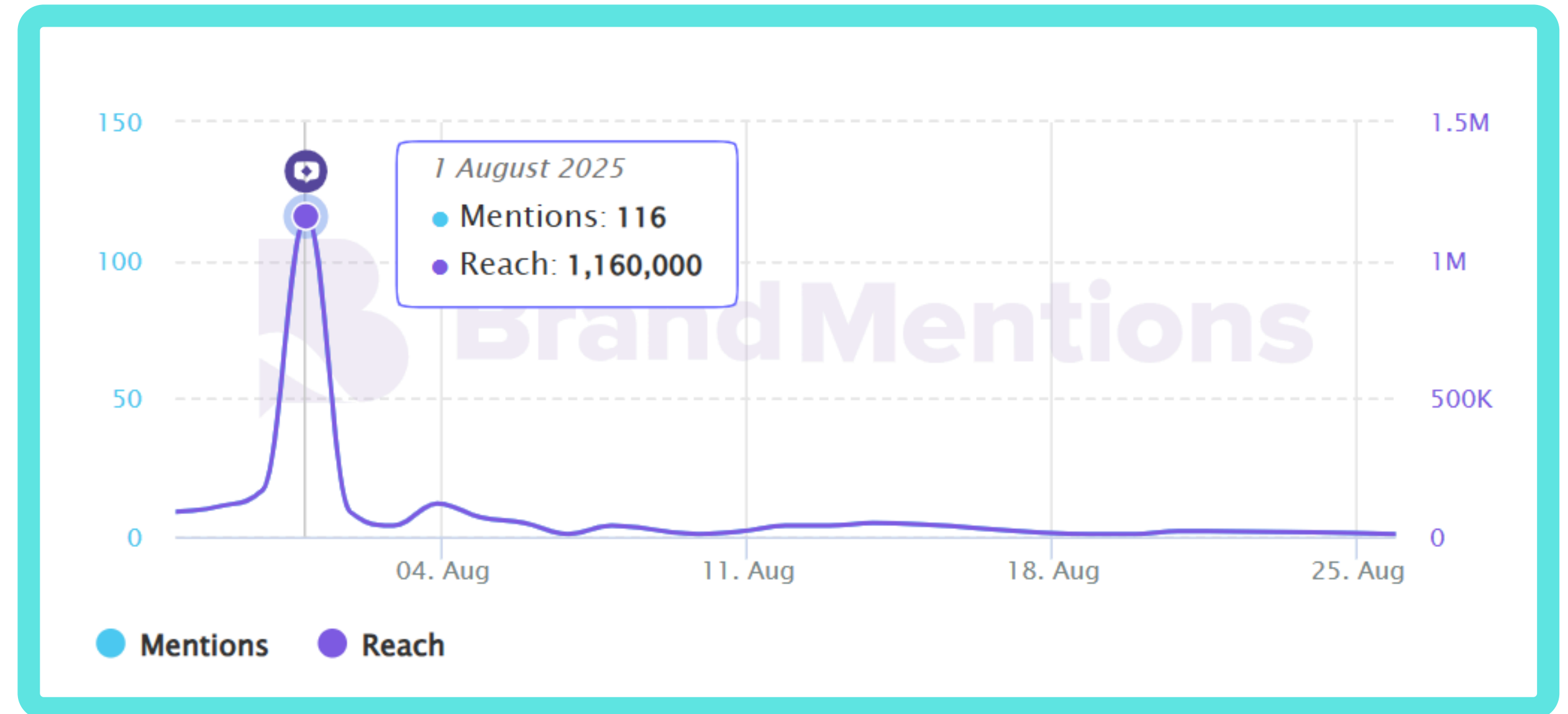
Mentions: 116

Reach: 1.1 M

MPA DAY WEEKEND:

Mentions: 129

Reach: 1.3 M



Monthly overview

Mentions: total of times the keyword is referenced or tagged in social media posts and conversations.

Reach: total number of unique individuals who have seen your content.

LINKEDIN

HIGHLIGHTS

13,987

Impressions

▲ 660.2%

592

Reactions

▲ 1,809.7%

1st of May - 28th August
(campaign duration)

Impressions: The *estimate* number of times your post was shown on LinkedIn.

Reactions: The number of reactions (for example, likes) your post received.

TIKTOK ANALYTICS



MENTIONS AND REACH

MONTH OF AUGUST:

Mentions: 16

Reach: 151 K

1ST OF AUGUST:

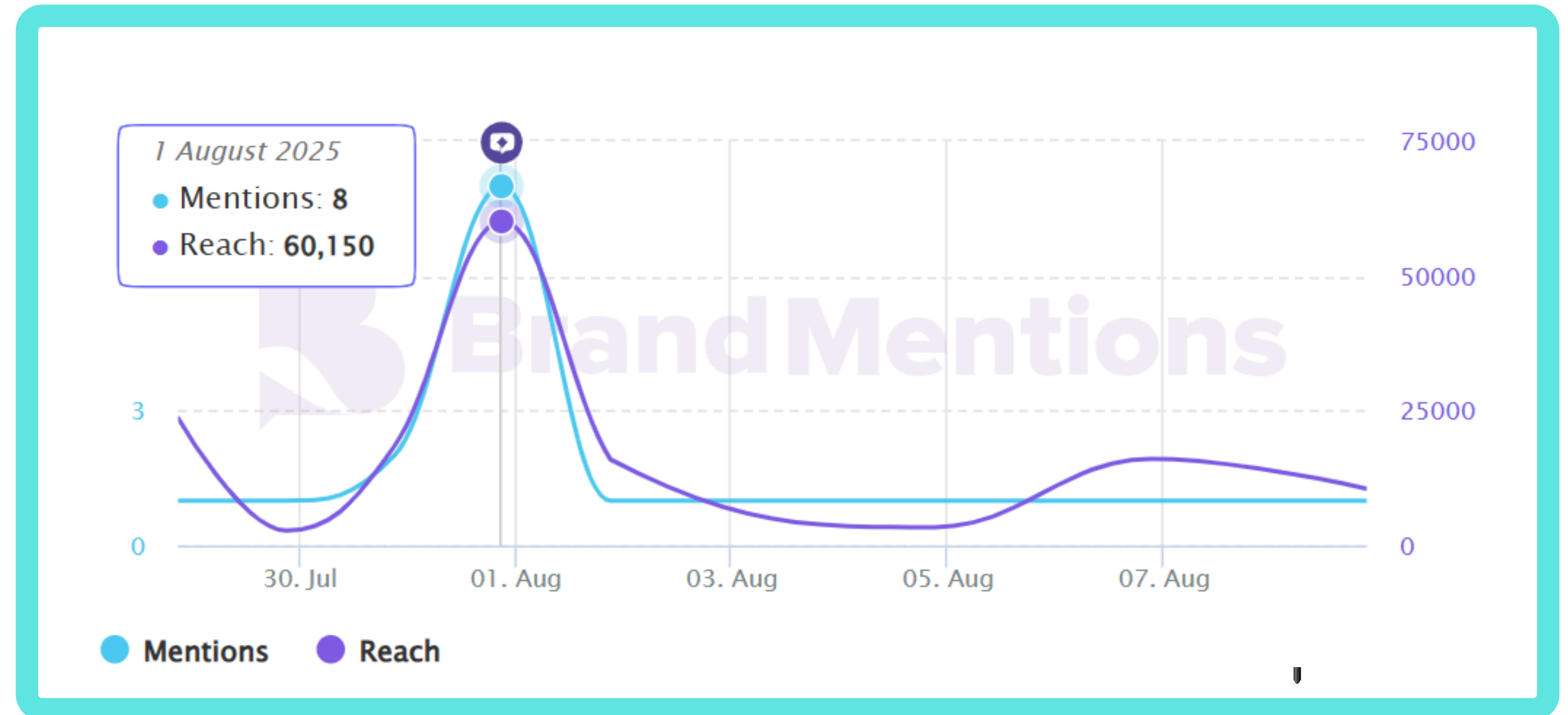
Mentions: 8

Reach: 60 K

MPA DAY WEEKEND:

Mentions: 9

Reach: 76 K



Monthly overview

Mentions: total of times the keyword is referenced or tagged in social media posts and conversations.

Reach: total number of unique individuals who have seen your content.

X

ANALYTICS



MENTIONS AND REACH

MONTH OF AUGUST:

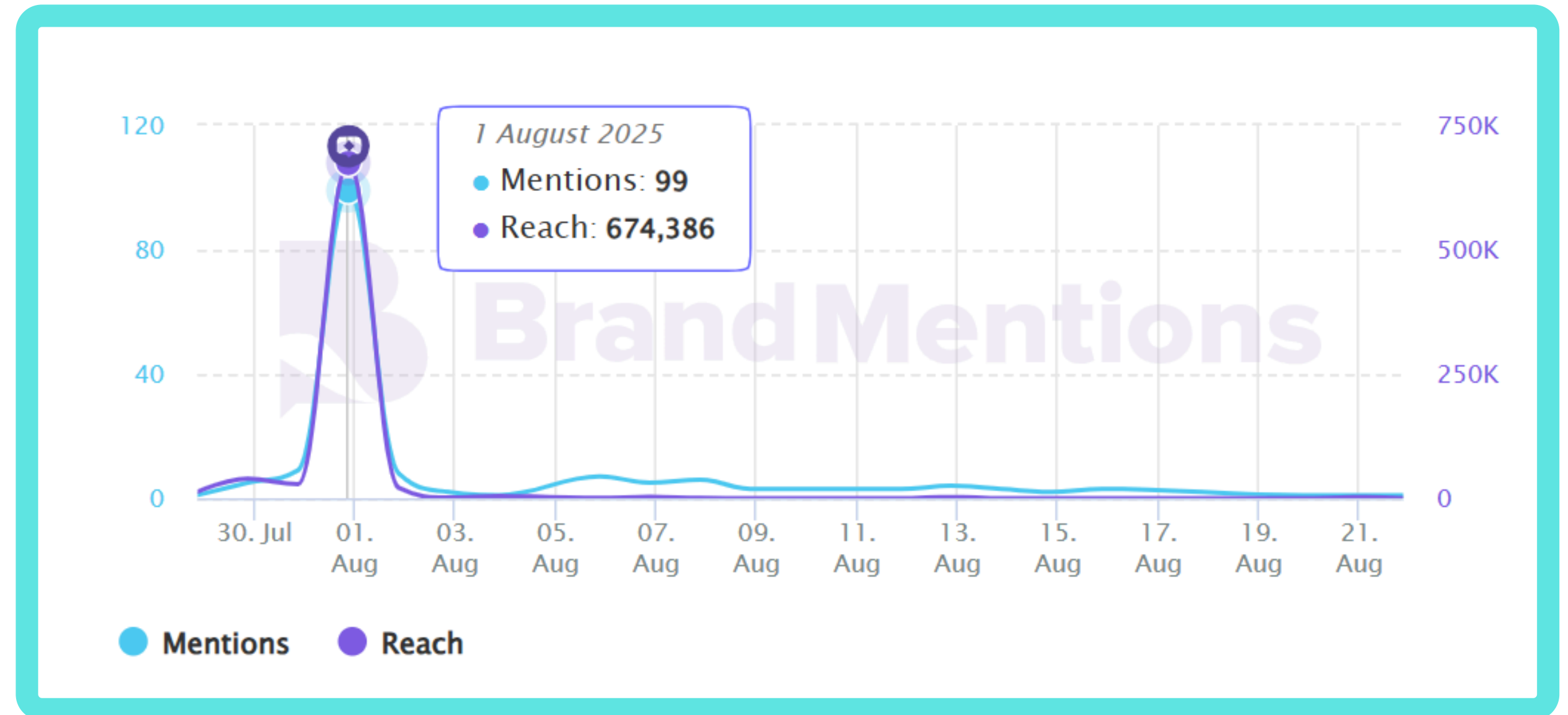
Mentions: 164
Reach: 790 K

1ST OF AUGUST:

Mentions: 99
Reach: 674 K

MPA DAY WEEKEND:

Mentions: 109
Reach: 696 K



Monthly overview

Mentions: total of times the keyword is referenced or tagged in social media posts and conversations.
Reach: total number of unique individuals who have seen your content.

ANNEX



BRANDMENTIONS ANALYTICS



“REACH” FORMULA:

$$\text{Reach} = \text{Impressions} \div \text{Frequency}$$

Impressions: the total number of times your content was displayed

Frequency: the average number of times each unique user saw your content.