

# SOCIAL MEDIA REPORT

*Q1 / 2024*

# 01 / GOALS

01

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To increase the number of followers

02

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To increase engagement

03

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To reach more people

# 02 / LINKEDIN

471

*FOLLOWERS*

3.9K

*ENGAGEMENT*

124.8K

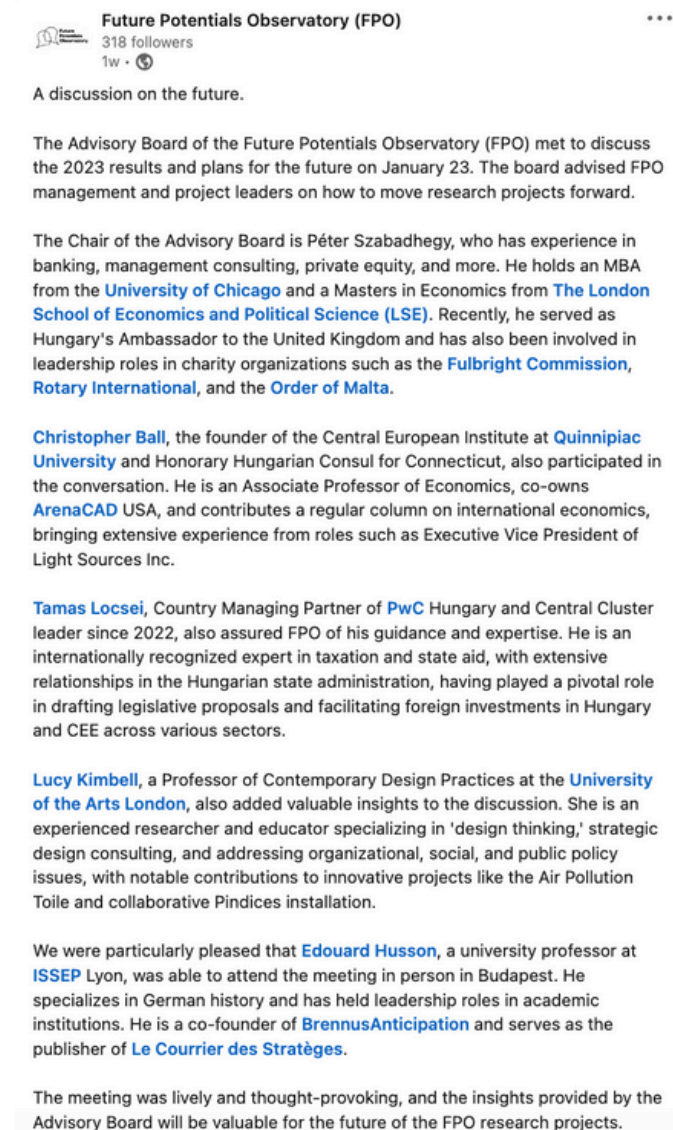
*IMPRESSIONS*

# 03 / LINKEDIN

## GROWTH OF THE NUMBER OF FOLLOWERS -----

471

FOLLOWERS



Biggest growth after a post  
// 31 new followers

# 03 / LINKEDIN

ENGAGEMENT -----

3.9K

ENGAGEMENT



Future Potentials Observatory (FPO)  
400 followers  
1mo · 🌐

We are happy to announce that [Lili Ermezei](#), who applied jointly with Future Potentials Observatory (FPO), has been accepted into the 2023 Cooperative Doctoral Programme by the Hungarian Ministry of Culture and Innov ...see more



LILI ÉRMEZEI

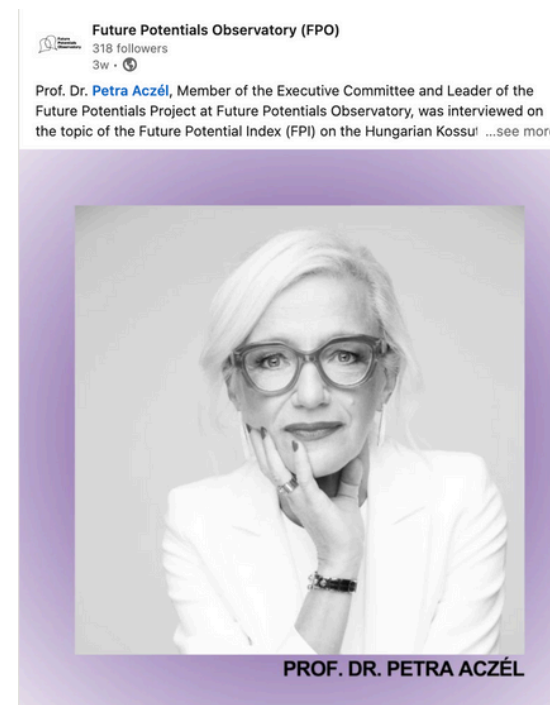
*Post with the most reactions  
// 62 reactions*

# 03 / LINKEDIN

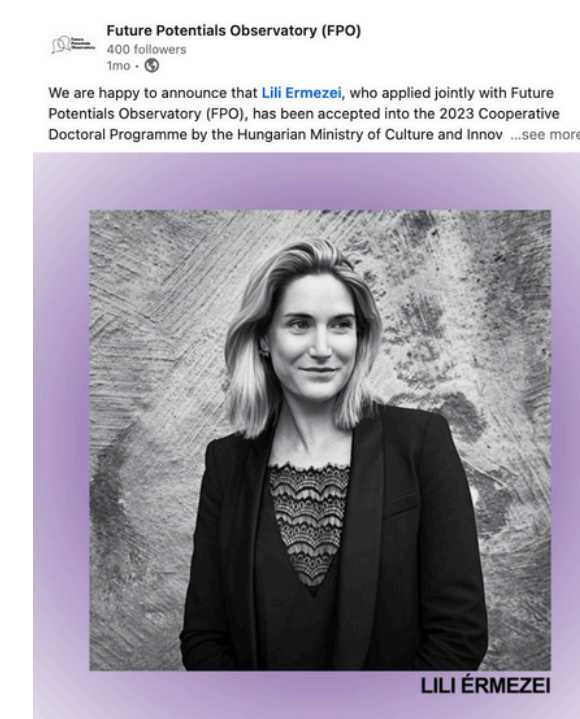
IMPRESSIONS -----

124.8K

IMPRESSIONS



*Post with the most impressions*  
*// 19,883 impressions*



*Post with the highest click-through rate*  
*// 5.52%*

# 04 / FACEBOOK

602

*PAGE LIKES*

5.3K

*ENGAGEMENT*

47.4K

*IMPRESSIONS*

# 04 / FACEBOOK

GROWTH OF THE NUMBER OF FOLLOWERS -----

602

PAGE LIKES



*Biggest growth after a post  
// 69 new followers*

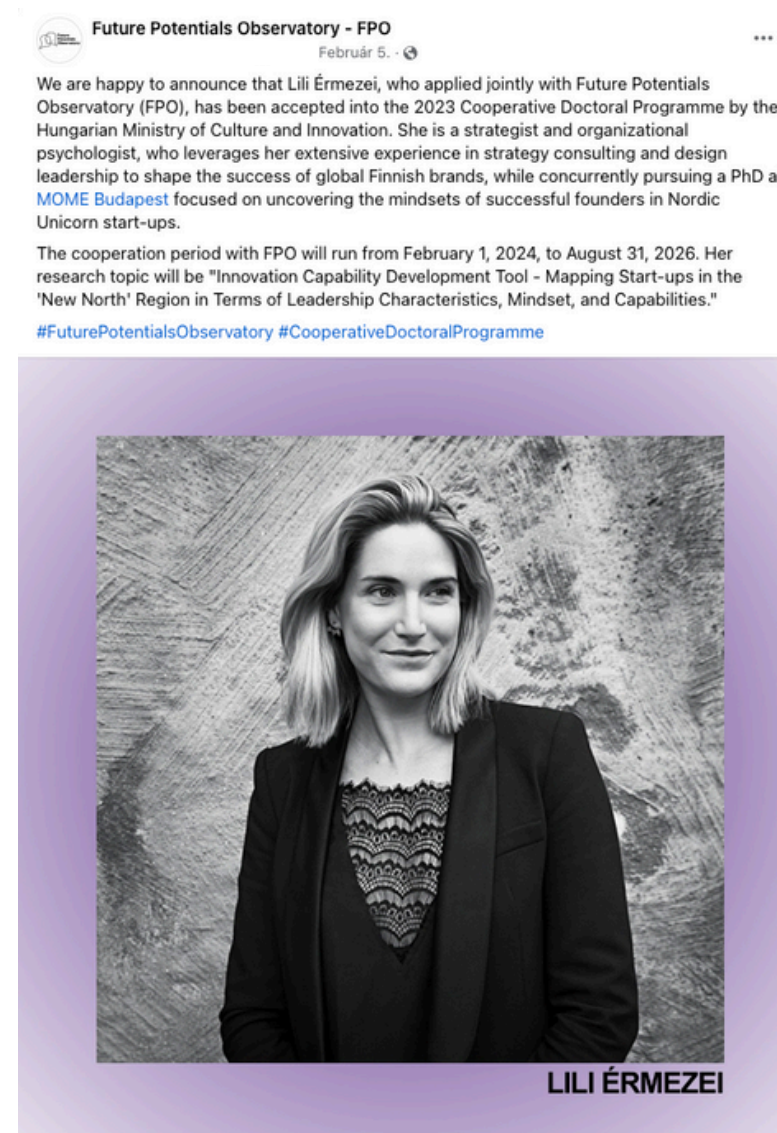


# 04 / FACEBOOK

ENGAGEMENT

5.3K

ENGAGEMENT



*Post with the most reactions  
// 625 reactions*

# 04 / FACEBOOK

IMPRESSIONS

47.4K

IMPRESSIONS



Future Potentials Observatory - FPO  
január 4. · 🌐

How does the Future Potential Index redefine our understanding of success compared to traditional measures like GDP per capita within the context of OECD countries? To what extent does the acknowledgment of ecological-geopolitical, technological, socio-economic, and cultural factors signal a shift in how we gauge and prioritize a nation's advancement, diverging from the GDP per capita-centric narrative?

The Future Potential Index (FPI) excels beyond Gross Domestic Product (... **Továbbiak**)

*displays how fit and ready OECD countries are for the future. The framework for good life is conceptualized by normative standards, such as:*

- BALANCE AND HEALTH
- CARE AND GENERATIVITY
- ATTACHMENT AND COMMUNITY
- CARE AND ORDER

*the colors in the country profile signify the rank of given country*

**Gross domestic product (GDP) per capita** is an economic metric that breaks down a country's economic output per person. Economists use GDP per capita to determine how prosperous countries are based on their economic growth. GDP per capita is calculated by dividing the GDP of a nation by its population. Countries with a higher GDP per capita tend to be those that are industrial, developed countries.

**2022 GDP per Capita (in current USD) for OECD Countries (Ranking Based on FPI Scores)**

Rank	Country	FPI Score
1	Iceland	8
2	Ireland	11
3	Denmark	7
4	Germany	10
5	Canada	7
6	Latvia	20
7	Turkey	27
8	Switzerland	4
9	Slovenia	30
10	New Zealand	11
11	Poland	9
12	Hungary	12
13	Malaysia	13
14	Belgium	12
15	Slovenia	24
16	Austria	13
17	Belgium	16
18	Canada	16
19	Latvia	20
20	Australia	8

Post with the most impressions  
// 7.7k impressions