

# SOCIAL MEDIA REPORT

Q3 / 2024

# 01 / GOALS

01

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To increase the number of followers

02

---

To increase engagement

03

---

To reach more people

# 02 / LINKEDIN

922

*FOLLOWERS*

3.1K

*ENGAGEMENT*

118.7K

*IMPRESSIONS*

# 03 / LINKEDIN

GROWTH OF THE NUMBER OF FOLLOWERS -----

922

FOLLOWERS

 **Future Potentials Observatory (FPO)**  
922 followers  
3w · 🌐

At the 4th FPO International Workshop, held on June 26th, members of the Design Futures Project presented critical theoretical implications of their work. [Anna Keszeg](#) utilized the philosophical concept of new ...more



*Biggest growth after a post  
// 17 new followers*

# 03 / LINKEDIN

ENGAGEMENT -----

3.1K

ENGAGEMENT

Future Potentials Observatory (FPO)  
922 followers  
3w · 🌐

We are excited to announce that [Liliana Śmiech](#), the Director General for International Affairs at Ludovika University of Public Service in Budapest, is joining the Future Potentials Observatory's Advisory Board. She also ...more



LILIANA ŚMIECH

Post with the most reactions  
// 71 reactions

# 03 / LINKEDIN

IMPRESSIONS -----

118.7K

IMPRESSIONS

Future Potentials Observatory (FPO)  
854 followers  
3w · 🌐  
Prof. Dr. Zoltán Oszkár Szántó, Scientific and Executive Director and Chair of the Executive Committee at the Future Potentials Observatory (FPO), was awarded the Officer's Cross of the Order of Merit of Hungary, civilian ...more



PROF. DR. ZOLTÁN OSZKÁR SZÁNTÓ

Post with the most impressions  
// 6725 impressions

Future Potentials Observatory (FPO)  
922 followers  
3w · 🌐  
We are excited to announce that Liliana Šmiech, the Director General for International Affairs at Ludovika University of Public Service in Budapest, is joining the Future Potentials Observatory's Advisory Board. She also ...more



LILIANA ŠMIECH

Post with the highest click-through rate  
// 6.32%

# 04 / FACEBOOK

1.6K

*PAGE LIKES*

3.9K

*ENGAGEMENT*

35.8K

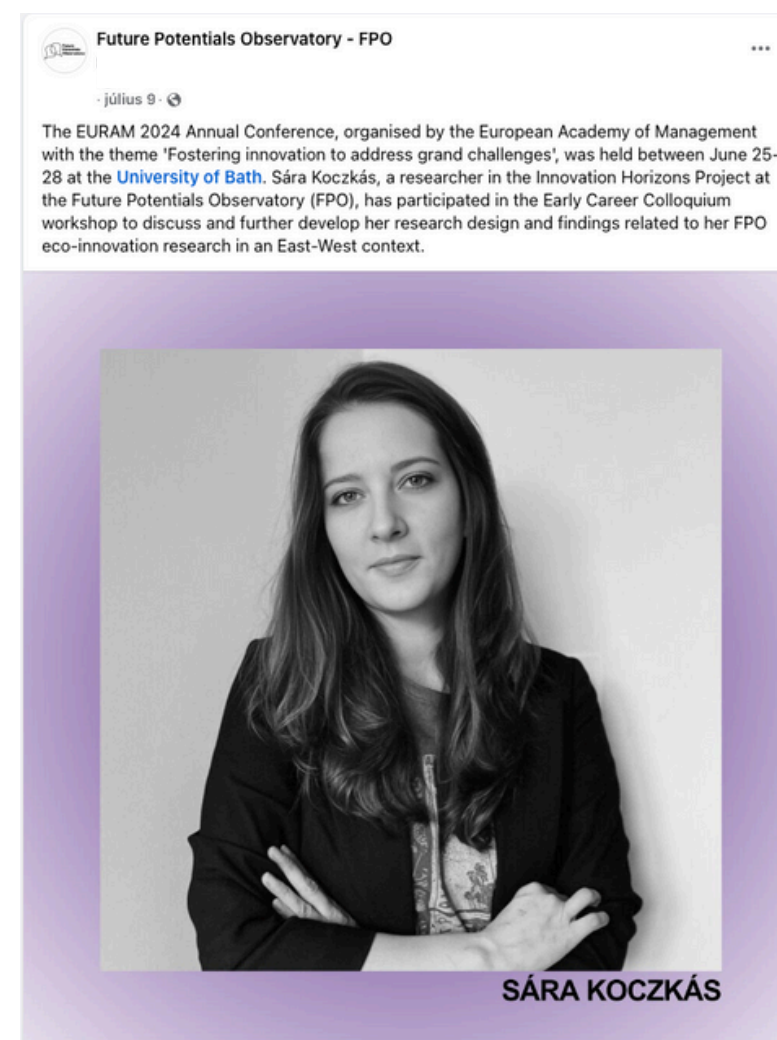
*IMPRESSIONS*

# 04 / FACEBOOK

GROWTH OF THE NUMBER OF FOLLOWERS -----

1.6K

PAGE LIKES



*Biggest growth after a post  
// 78 new followers*

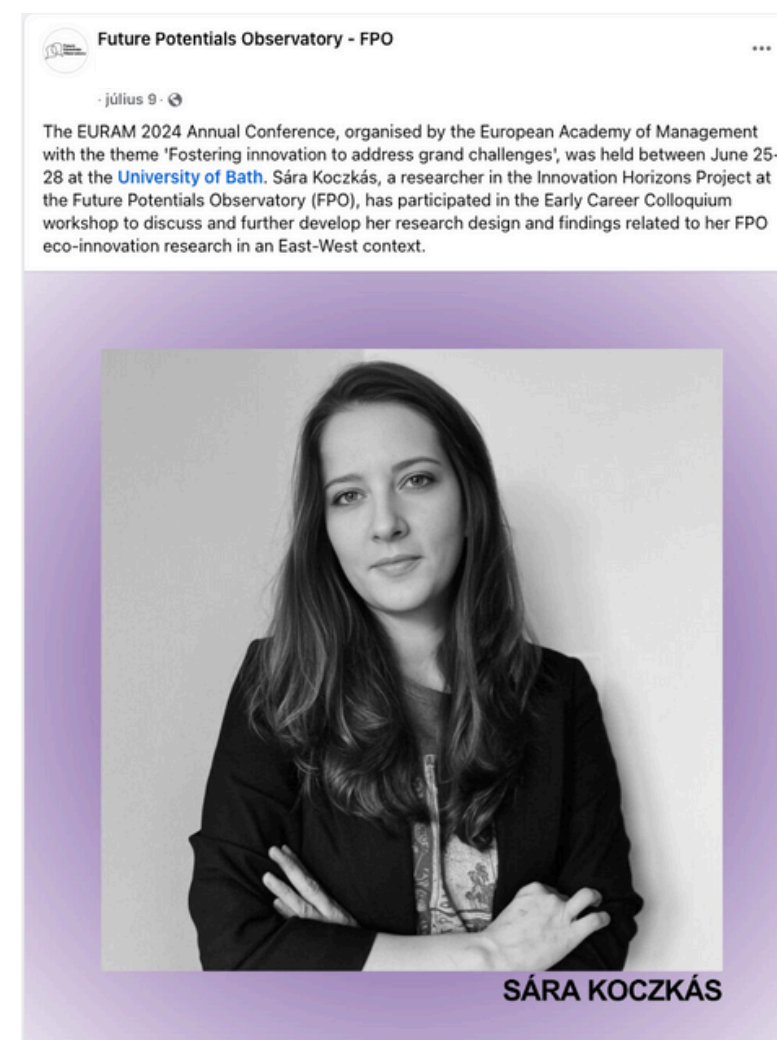


# 04 / FACEBOOK

ENGAGEMENT

3.9K

ENGAGEMENT



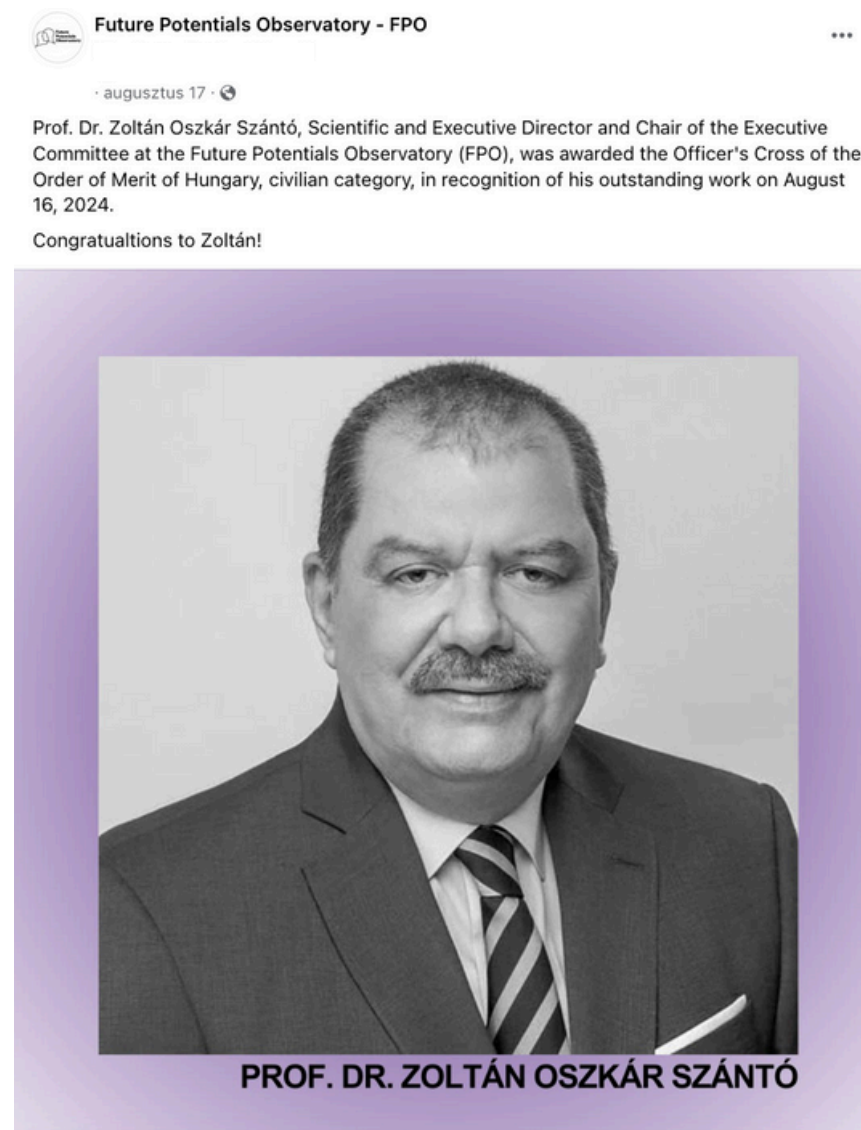
*Post with the most reactions  
// 278 reactions*

# 04 / FACEBOOK

IMPRESSIONS

35.8K

IMPRESSIONS



*Post with the most impressions  
// 3K impressions*