



# FIDC

## Finance Industry Development Council

*(A Representative Body of Assets and Loan Financing NBFCs in India)*

# SOCIAL MEIA REPORT

April, 2023

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# Content

- Postings
- Social Media Report
  - Facebook
  - Twitter
  - LinkedIn
  - Instagram





# Content Posted on all platforms

**FIDC**  
Finance Industry Development Council  
(A Representative Body of Assets and Loan Financing NBFCs in India)






# Content Posted on all platforms

**FIDC**  
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**FIDC India**  
Published by Abhishak Pathak · 21 April at 13:44 · 🌐


The education loans by NBFCs would grow moderately but still be healthy as compared with the previous fiscal year, CRISIL said  
[#Fidc](#) [#nbfz](#) [#crisil](#) [#fiscal](#) [#loan](#) [#education](#)  
[CRISIL Limited](#) ... See more



BUSINESS-STANDARD.COM  
**NBFC education loans to grow around 40% to Rs 35,000 crore in FY24: CRISIL**  
Education loan India: The education loans by NBFCs would grow moderately but still be health...

**FIDC India**  
Published by Abhishak Pathak · 21 April at 12:59 · 🌐

NBFCs' education loan AUM expected to grow 35-40% in FY23, says Crisil  
[#FIDC](#) [#NBFC](#) [#CRISIL](#) [#LOAN](#) [#EDUCATION](#) [#AUM](#) [#BANK](#)  
Read:-



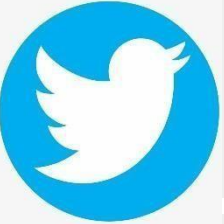







LIVEMINT.COM  
**NBFCs' education loan AUM expected to grow 35-40% in FY23, says Crisil**  
Education loan delinquencies have remained low for NBFCs so far, with built-in structural featu...



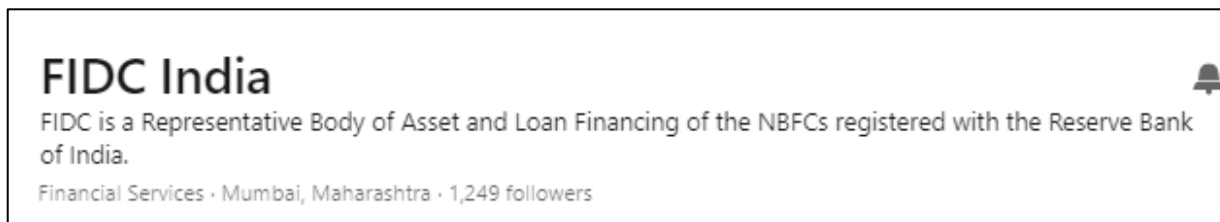
# SOCIAL MEDIA REPORT

April, 2023

		<b>Total Followers</b> Followers: 5,768
		<b>Total Followers</b> Followers: 761
		<b>Total Followers</b> Followers : 1,249
		<b>Total Followers</b> Followers : 2,206



# Social Media Platforms




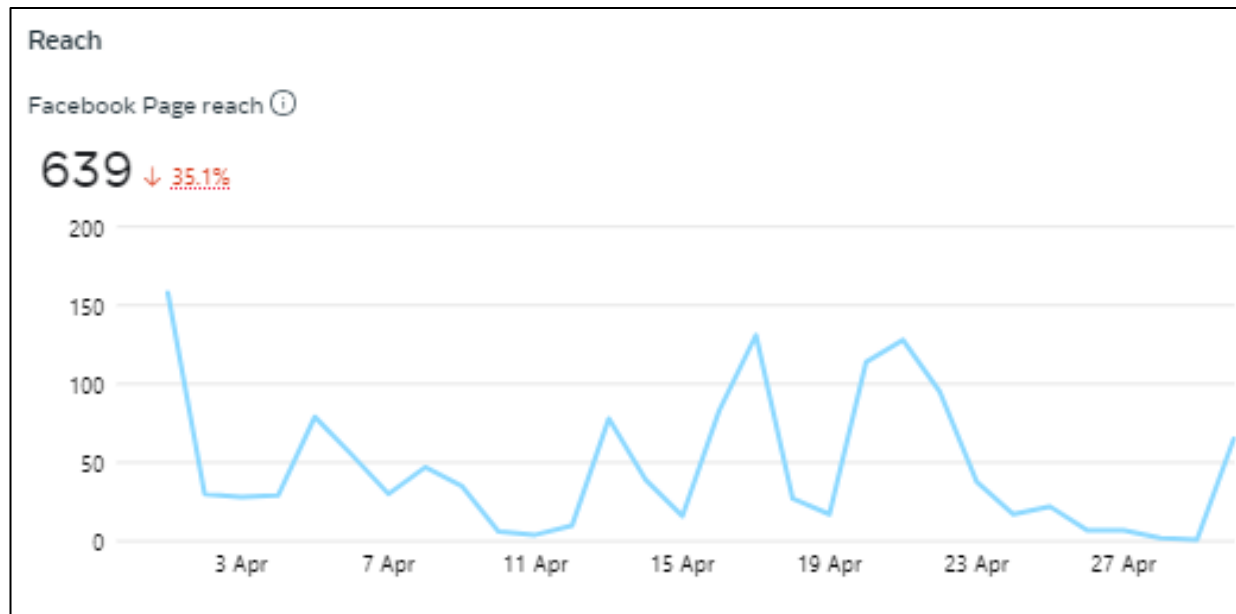


Page Followers: 5,768



# Post & Engagement Summary

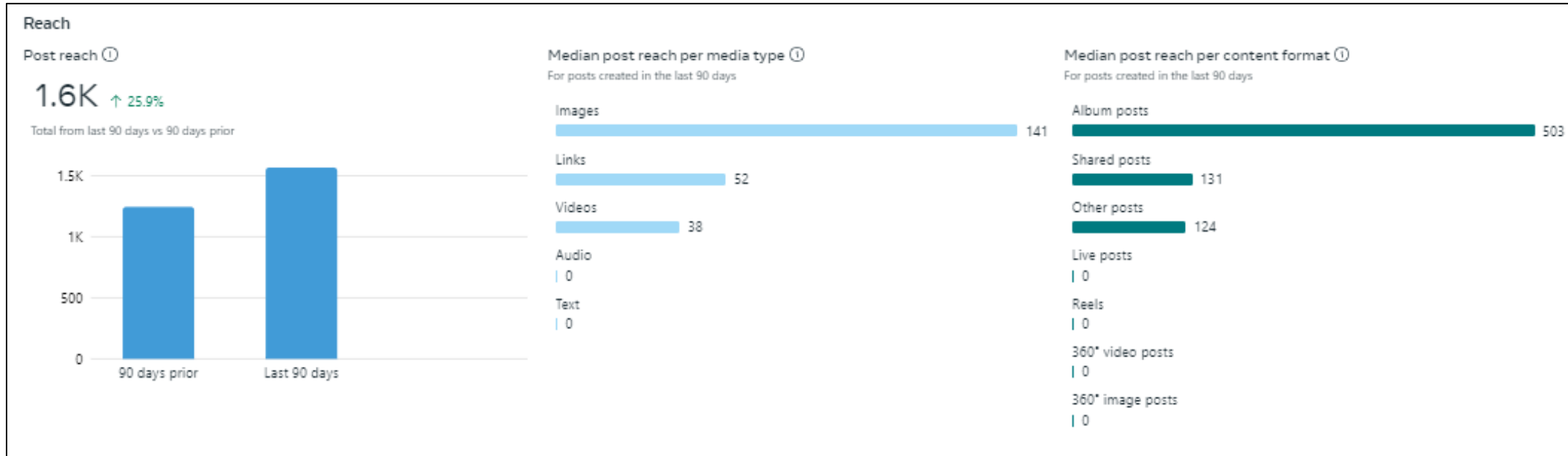
Summary							
Page	Reactions/likes, comments and...	Likes and reactions	Comments	Shares	Link clicks	New followers	Unfollowers
 FIDC India Finance	78	76	0	2	1	2	1







# Content overview





# Achievements Overview

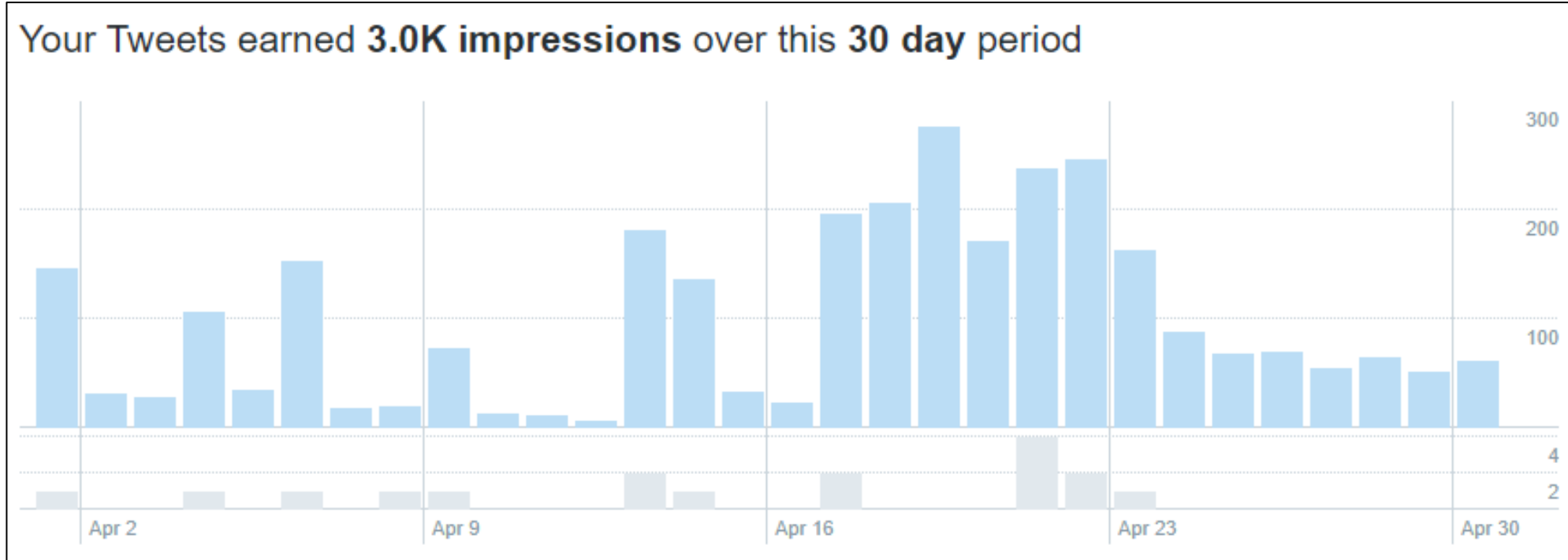
- Gain new **10** Likes with **639** Page Reach
- There were **100%** positive feedbacks related to posts



Page Followers: 761



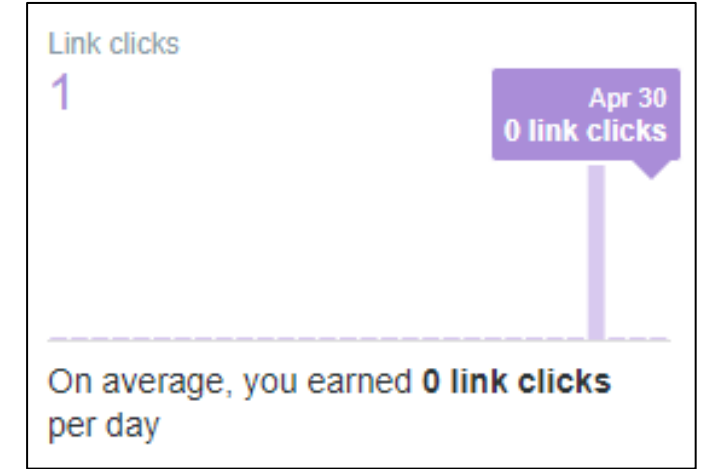
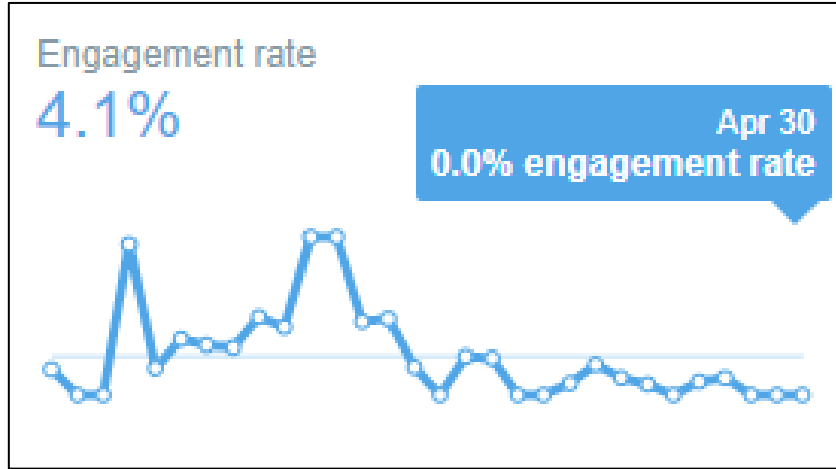
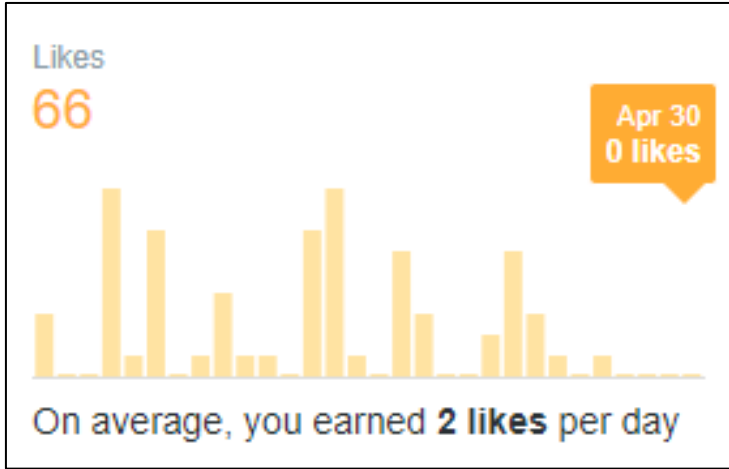
# Tweet activity



Your Tweets earned **3.0K impressions** over this **30 day** period



# Engagement Summary



**Engagement rate – 4.1%**

**Total Likes- 66 Likes**  
On an average, this Twitter handle has received 02 Likes per day

MAY 2023 SUMMARY

Tweets	9	Tweet impressions	799
Profile visits	118	Mentions	1
New followers	0		





# Top Tweets

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>FIDCIndia</b> @FidcIndia · Apr 17	Banking Frontiers is inviting you to attend the FINNOVITI 2023 Conference, which acknowledges and rewards innovations in the BFSI sectors. This one-day conference will bring together BFSI, BigTech, and Fintech professionals from around the world. <a href="https://pic.twitter.com/HKIOxYKbpN">pic.twitter.com/HKIOxYKbpN</a>		1,598	6	0.4%
	<b>FIDCIndia</b> @FidcIndia · Apr 13	Excited to announce that FIDC India is a supporting partner of the 2nd Edition BFSI Leadership Summit and Awards 2023. We are looking forward to this prestigious event that recognizes and celebrates the best practices, innovations, and achievements in the BFSI sector. <a href="https://pic.twitter.com/IPB6QJc0dl">pic.twitter.com/IPB6QJc0dl</a>		172	7	4.1%
	<b>FIDCIndia</b> @FidcIndia · Apr 14	Greetings and best wishes on the occasion of Baisakhi! May this auspicious festival bring joy, prosperity, and new beginnings in your life. Let's celebrate the spirit of Baisakhi by spreading love, peace, and harmony.  <b>#Baisakhi #FIDCIndia #NBFC #Loan #Bank #MSME</b> <a href="https://pic.twitter.com/bahZ34P03t">pic.twitter.com/bahZ34P03t</a>		138	12	8.7%



# Achievements Overview

- Tweets earned 3.0 K impressions over this 30 day period
- With 10 tweets we have generated Engagements organically

**Note** - No Paid activity is done on Twitter & we have got results organically.



**LinkedIn**

**Page Followers: 1,249**



# Performance Summary

## Follower highlights ⓘ

1,249

Total followers

33

New followers in the last 29 days

▲ 37.5%

## Visitor highlights ⓘ

96

Page views

▼ 36.8%

38

Unique visitors

▼ 13.6%

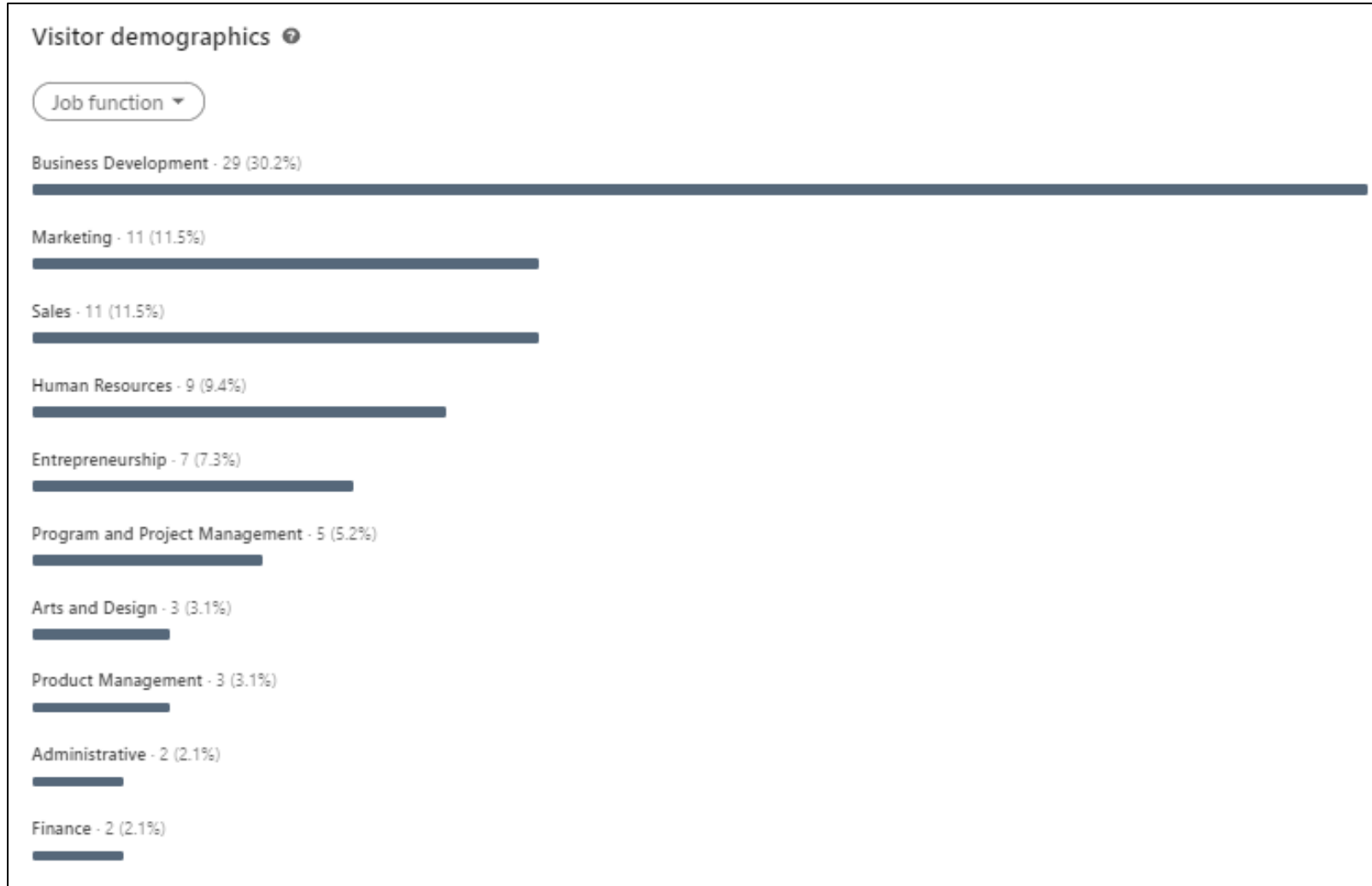
30

Custom button clicks

▲ 500%



# Page Views by Location







# Instagram

Page Followers: 2,206



# Instagram Overview

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fidcindia    Follow    Message

166 posts    2,206 followers    561 following

**FIDC**  
Finance Industry Development Council

FIDC India  
Finance  
FIDC India, a representative body of assets and loan financing NBFCs in India  
[www.fidcindia.org.in](http://www.fidcindia.org.in)



**BANKING FRONTIERS**  
Presents

**BANKING FRONTIERS 12th EDITION FINNOVITI 2023**

**THEME**  
**BUILDING NEXT-GEN DIGITAL FINANCIAL ENTERPRISE**

25 April, 2023    Hotel Sahara Star, Mumbai



**2nd EDITION BFSI LEADERSHIP SUMMIT AND AWARDS 2023**

Supporting Partner  
**FIDC**  
FINANCE INDUSTRY DEVELOPMENT COUNCIL

Welcome On Board!

Friday, 05<sup>th</sup> May 2023  
8:30 AM - 5:30 PM IST  
Radisson Blu, Mumbai International Airport

The Brainalytics



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**Happy Easter**

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**THANK YOU**