

Presented by :

Eizz

Social Media Management Case Study

Case Study: Crypto Pinas Social Media Manager



About Crypto Pinas

Crypto Pinas is one of the largest and most active Web3 communities in the Philippines, empowering Filipinos to explore Blockchain, Nfts, and Crypto adoption.

- Recognized as a leading Web3 community in the Philippines with a reputation for credibility and active engagement.
- Grew a thriving Discord community with over 10,000 members actively participating in discussions and events.

Case Study: Crypto Pinas Social Media Manager



About Crypto Pinas

Strengthened its presence through a thriving Facebook page with **3,000+** followers and Facebook group with more than **40,000 members**, becoming one of the largest Filipino crypto communities on social media.

Creates a welcoming environment where students, professionals, and industry experts connect, collaborate, and exchange valuable insights on the future of Web3.

Challenges

Users frequently faced obstacles that limited their adoption of Web3:

- Many Filipinos had low awareness of crypto and blockchain, often associating it with scams or speculation.
- Students and professionals had limited understanding of Web3 career opportunities beyond trading.
- Gaps in trading knowledge and financial literacy led to frustration, losses, and distrust in crypto.

Actions taken

As part of Snapshot's support, here are the key contributions I made:

- Planned and structured content strategies and themes, including weekly posting schedules, trending Web3 topics.
- Researched and created educational posts, covering blockchain fundamentals, trading insights, and Web3 career pathways.
- Monitored analytics and engagement metrics, adjusting content types, posting times, and formats to optimize audience interaction.

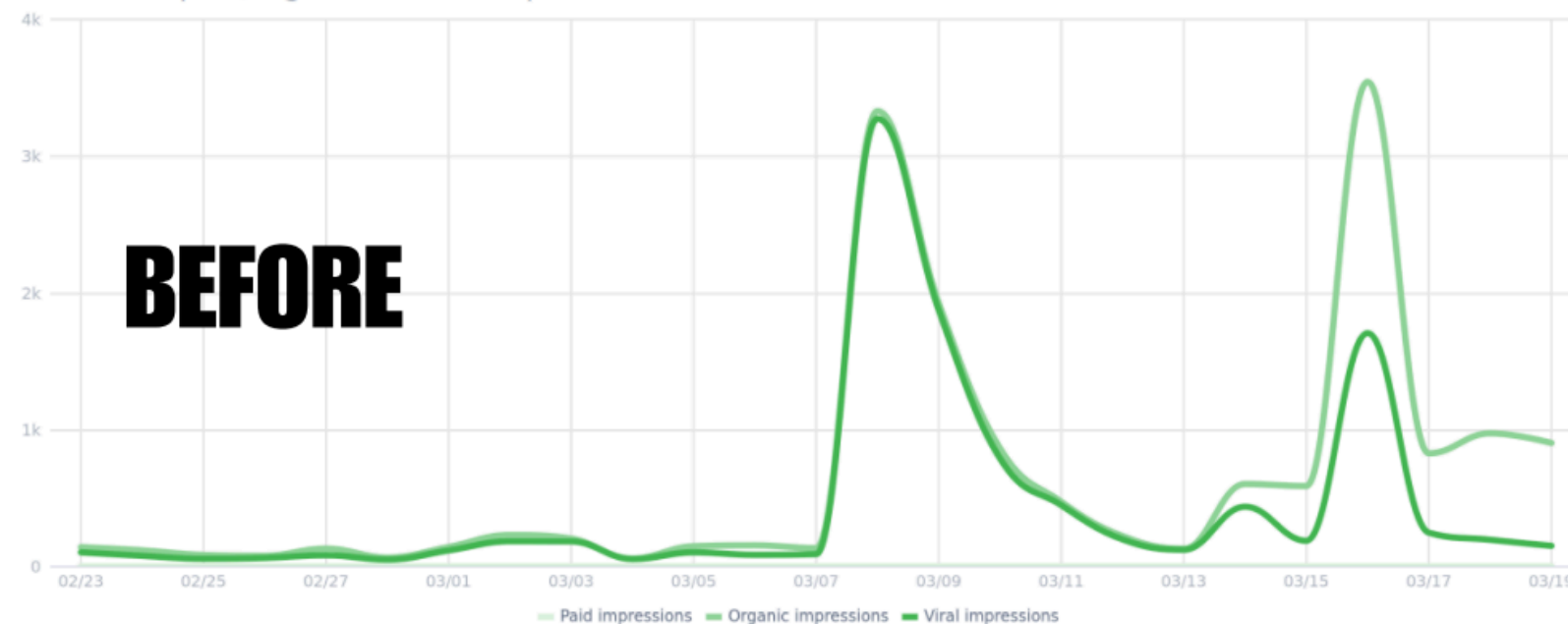
Results and Impact:

- Generated over 200K impressions and 100K+ post reach on facebook page
- Achieved 5K+ engagements, including likes, comments, shares, and active participation in discussions.
- Contributed to a total generated value of \$1,279.30 through community-driven activities and growth initiatives.
- Strengthened brand awareness and positioned Crypto Pinas as a leading Filipino Web3 community

Performance Metrics

Impressions

Number of times your page's content has been viewed during the selected period.
This includes paid, organic and viral impressions.



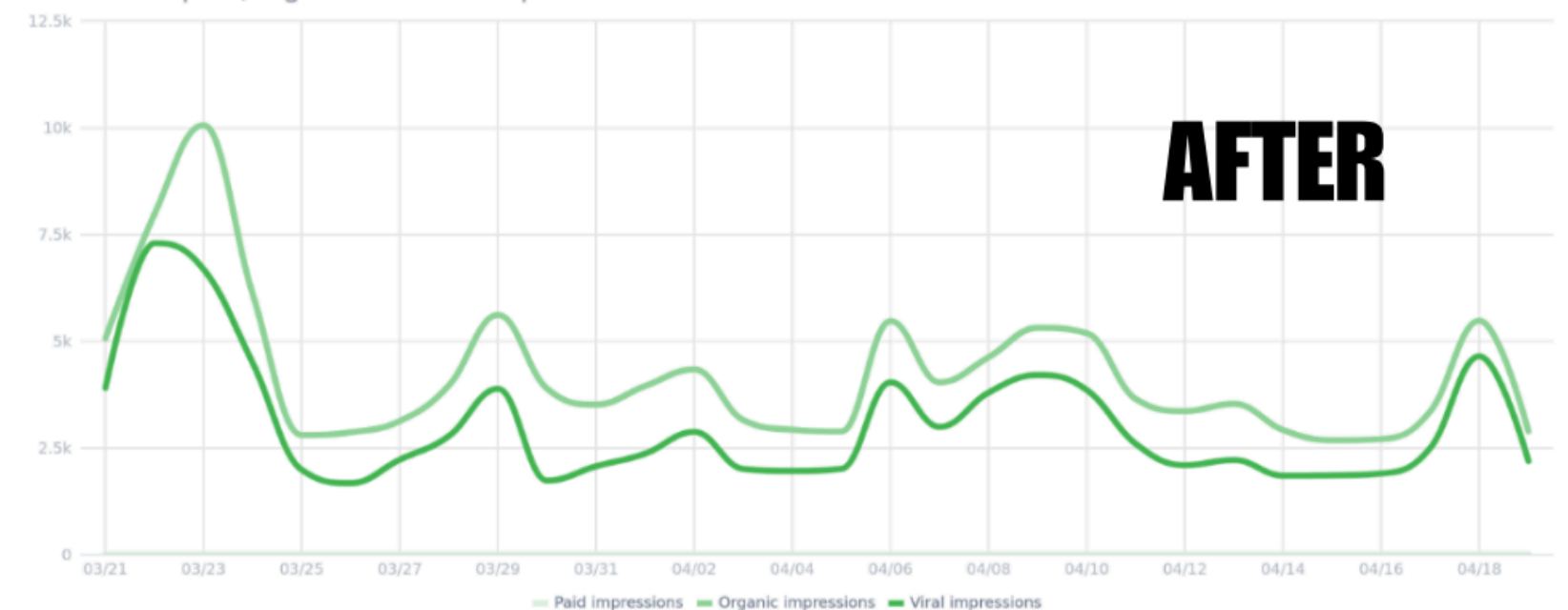
The total impressions are

26,950

representing a variation of **+2782.4 %**
compared to Jan. 29 2023 - Feb. 22 2023

Impressions

Number of times your page's content has been viewed during the selected period.
This includes paid, organic and viral impressions.



The total impressions are


218,066

representing a variation of **+614.5 %**
compared to Feb. 21 2023 - Mar. 20 2023

Performance Metrics

Overview

Lifetime metrics of content published during the selected period.

 Posts published


76

 3700%

 Posts reach

101,502

 2873.1%

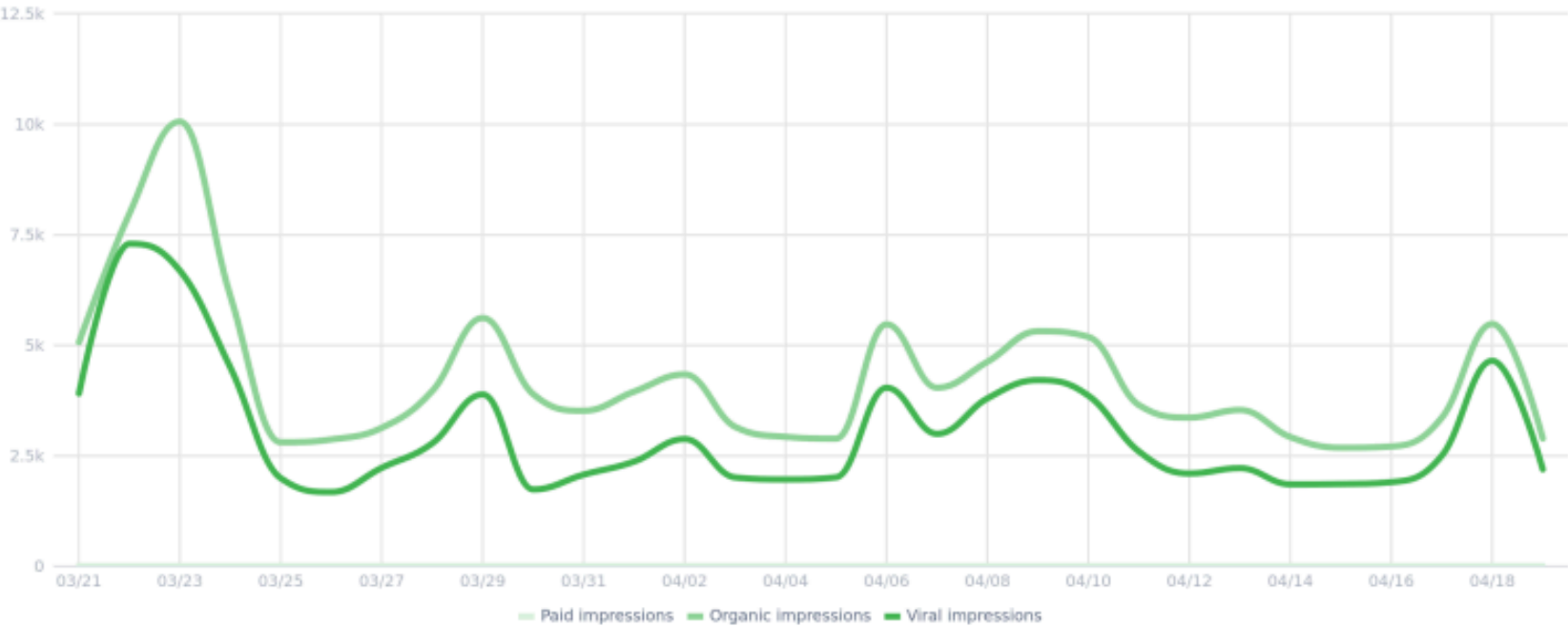
 Engaged users

7,155

 1684.3%

Impressions

Number of times your page's content has been viewed during the selected period.
This includes paid, organic and viral impressions.



Paid impressions	0
Organic impressions	127K
Viral impressions	91K
Total impressions	218K



The total impressions are

218,066

representing a variation of **+614.5 %**
compared to **Feb. 21 2023 - Mar. 20 2023**

Performance Metrics

Overview

Key performance metrics for the selected period.



Fans

1,389

55.2%



Engagement

5,203

510%



Impressions

218,066

614.5%



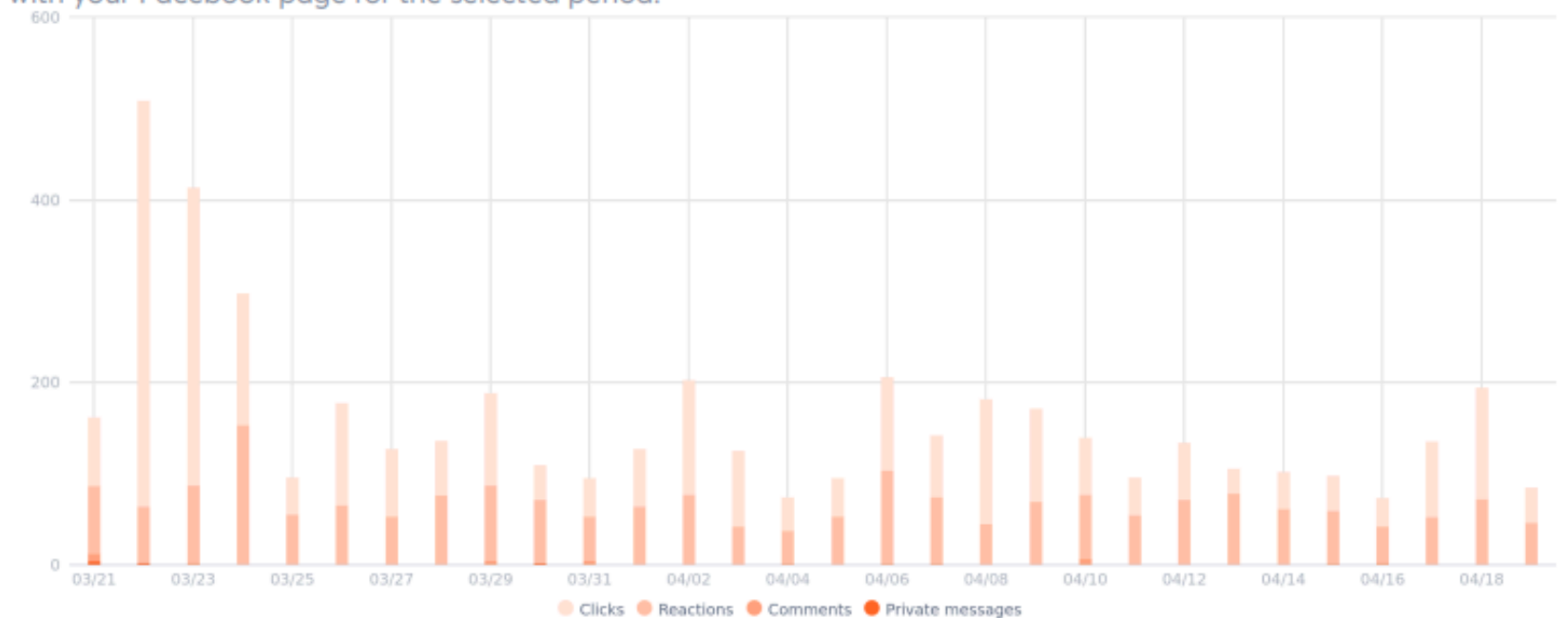
Brand awareness

412

2323.5%

Engagement

Number of fans interactions (reactions, comments, shares, clicks and private messages) with your Facebook page for the selected period.



Reactions	854 921 74 98 22 0	2K
Clicks	Link: 146 Photo: 2.6K Video: 50	2.8K
Comments		43
Private messages		14
Shares		402
Total Engagement		5.2K

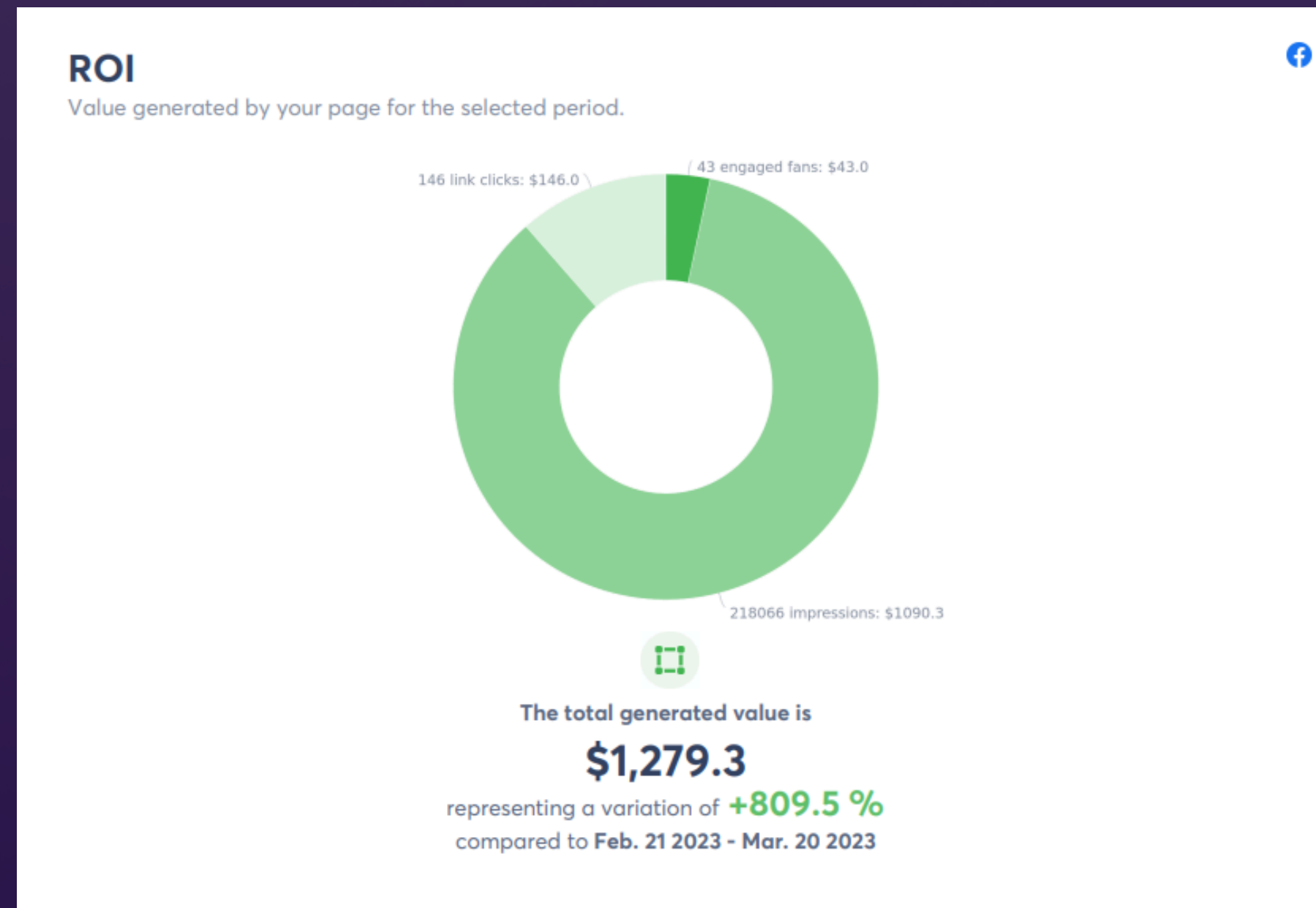


The total engagement is

5,203 interactions

representing a variation of **+510 %**
compared to **Feb. 21 2023 - Mar. 20 2023**

Performance Metrics



Founder's Commendation



JQ

Founder of
Crypto Pinas



JQ 3/3/23, 6:21 PM

AMAZING! + Commend for your effort eizz!



JQ 👑 3/13/23, 10:53 AM

Ganda ng timeline. Well-structured @Eizz Keep up the good work.



JQ 👑 3/24/23, 8:55 PM

Ang galing nyo guys!! Well done @Eizz super solid metrics

