

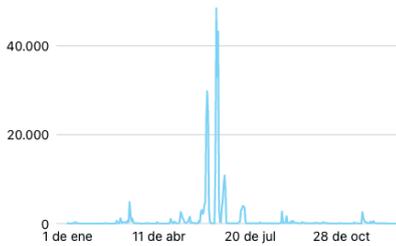
Social Media

During January - December 2023, we observed a 19% increase of followers on social media with 8,582 followers on Facebook and 13.808 followers on Instagram. During this period we also incorporated TikTok into our social media strategy, where we've reached 22,925 people with 34,249 video visualizations.

Reach

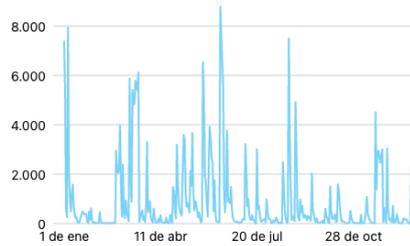
Facebook

224,2 mil ↑ 210,1%



Instagram

128,9 mil

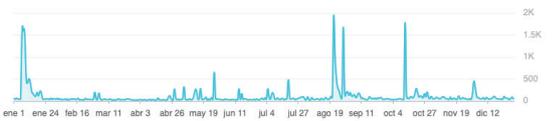


TIK TOK Reach

video visualizations	People reached	Visualizaciones del perfil
34.249	22.926	244

Visualizaciones de videos

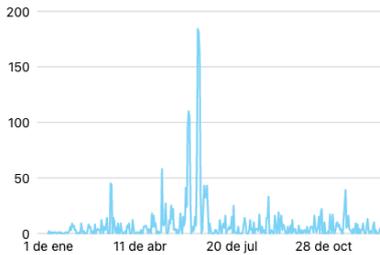
1 de ene de 2023 - 31 de dic de 2023



Visits

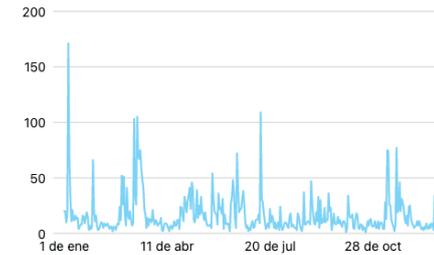
Facebook

2,9 mil ↑ 266,5%



Instagram

6 mil



Countries we have reached



Website traffic

We aim to attract visitors to our website through social media campaigns and content strategy development. During this period, a total of 9,271 people have visited our website.

