

# **Report on IT initiatives**

**17-9-2022**

**APRIL –SEPTEMBER 2022**

**Dr. Suvarna Khadilkar**

**Deputy Secretary General, and In charge of website and  
IT initiatives, FOGSI**

President : Dr. S. Shantha Kumari





Incoming President : Dr. Hrishikesh Pai



Secretary General : Dr. Madhuri Patel



## What is inspiring about information technology ?

- The number one benefit of information technology is that it empower people to do what they want to do. It lets people be creative. It lets people be productive. It lets people learn things they didn't think they could learn before, and so in a sense it is all about potential.



# Website Committee:

- Dr. S. Shantha Kumari, President
- Dr. Madhuri Patel, Secretary General
- Dr. Suvarna Khadilkar, Deputy Secretary General And Website In Charge

# Members : IT Initiatives

- 🗣️ Dr. Alpesh Gandhi, Immediate Past President
- 🗣️ Dr. Hrishikesh Pai, President Elect
- 🗣️ Dr. Jaydeep Tank, Immediate Past Secretary General
- 🗣️ Dr. Aruna Suman, Joint Secretary
- 🗣️ Dr. Parikshit Tank, Treasurer
- 🗣️ Dr. Niranjan Chavan, Joint Treasurer
- 🗣️ Dr. Aswath Kumar, Vice President FOGSI, 2019
- 🗣️ Dr. Rohan Palshetkar, Web Coordinator



# Advisors : IT Initiatives

- Dr. C. N. Purandare, 2009 – Mumbai
- Dr. Sanjay Gupte, 2010 – Pune
- Dr. P. C. Mahapatra, 2011 – Cuttack
- Dr. P. K. Shah, 2012 – Mumbai
- Dr. Hema Divakar, 2013 – Bangalore
- Dr. Suchitra Pandit, 2014 – Mumbai
- Dr. Prakash Trivedi, 2015 – Mumbai
- Dr. Alka Kriplani, 2016 – New Delhi
- Dr. Rishma Pai, 2017 – Mumbai
- Dr. Jaideep Malhotra, 2018 – U.P.
- Dr. Nandita Palshetkar, 2019 – Mumbai
- Dr. Nozer Sheriar, 2012-2018 – Secretary General, FOGSI – Mumbai

# FOGSI Websites

👉 <https://www.fogsi.org/>

👉 <https://member.fogsi.org/>

👉 <https://icogonline.org/>

👉 <https://jogi.co.in/> linked to

<https://www.springer.com/journal/13224>



# FOGSI Websites

 <https://www.fogsi.org>



# Websites linked to FOGSI Website

 <https://www.fogsi.org>



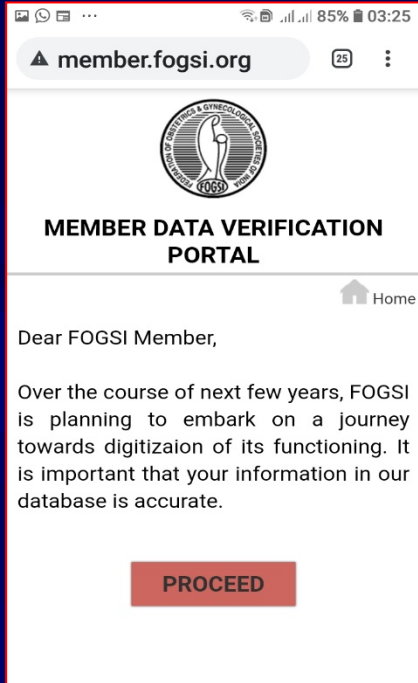
**ICOG and JOGI websites are managed by FOGSI**

<https://member.fogsi.org>


- For Updating Of Data and E – Voting
- For Online payment portal - ICOG fellowship fees
  - Training fees
  - SSS payments
  - **Updates in USG**  
(FMF-course by Dr. Meenu Agarwal)
- **Pending - Society subscription through President & Secretaries**



# https://member.fogsi.org



member.fogsi.org



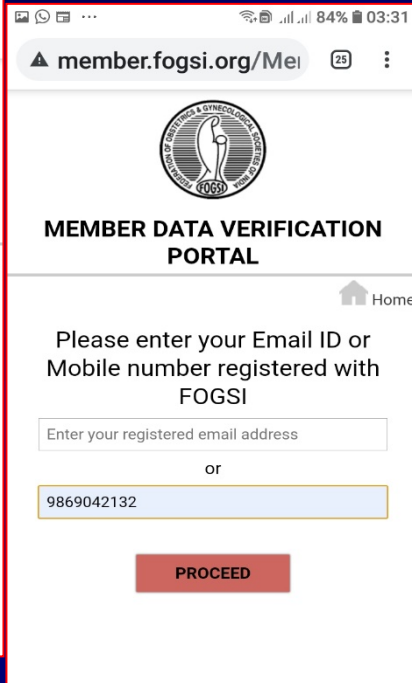
**MEMBER DATA VERIFICATION PORTAL**

Home


Dear FOGSI Member,

Over the course of next few years, FOGSI is planning to embark on a journey towards digitizaion of its functioning. It is important that your information in our database is accurate.

**PROCEED**



member.fogsi.org/Mei



**MEMBER DATA VERIFICATION PORTAL**

Home

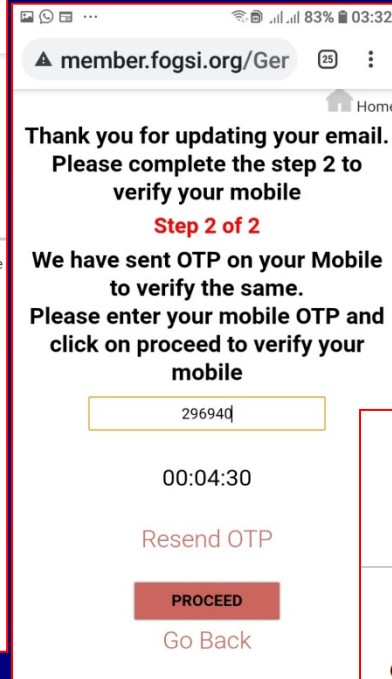
Please enter your Email ID or Mobile number registered with FOGSI

Enter your registered email address

or

9869042132

**PROCEED**



member.fogsi.org/Ger

Home

**Thank you for updating your email. Please complete the step 2 to verify your mobile**

**Step 2 of 2**

**We have sent OTP on your Mobile to verify the same. Please enter your mobile OTP and click on proceed to verify your mobile**


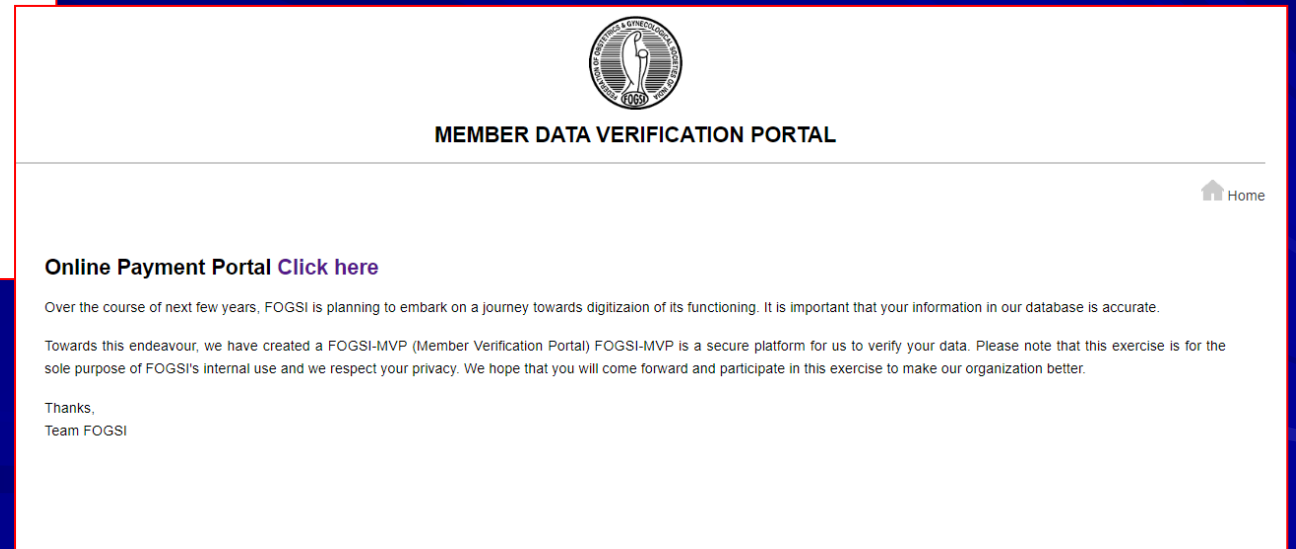
29694d

00:04:30

Resend OTP

**PROCEED**

Go Back



**MEMBER DATA VERIFICATION PORTAL**

Home

**Online Payment Portal [Click here](#)**

Over the course of next few years, FOGSI is planning to embark on a journey towards digitizaion of its functioning. It is important that your information in our database is accurate.

Towards this endeavour, we have created a FOGSI-MVP (Member Verification Portal) FOGSI-MVP is a secure platform for us to verify your data. Please note that this exercise is for the sole purpose of FOGSI's internal use and we respect your privacy. We hope that you will come forward and participate in this exercise to make our organization better.

Thanks,  
Team FOGSI

■ (online presentation)

■ [www.fogsi.org](http://www.fogsi.org)





# APPLICATIONS :

- ❖ Social Security Scheme online Enrollment App : Already live and online enrollment is opened for members -**10 members have already enrolled pending society approval**
- ❖ Accounts App (NPO): due updating has been done and is more safe and secure
- ✓ **The developments are :**
  - Bill Reference No. added in Voucher Payment.
  - We can view last 15 transactions for a particular account.
  - Journal Voucher entry rights given to an Admin User.
  - We can capture Authorized Signatory Names in Company Info and display the same in Voucher Payments.

- ❖ FOGSI App on android and IOS : It is still being updated we have currently put a halt on further processing of IOS app.

**THE FEDERATION OF OBSTETRIC & GYNAECOLOGICAL SOCIETIES OF INDIA**  
TRADE WORLD, KAMLA CITY, 1st Floor, C-5,6,7,12,13  
D WING ENTRANCE, S.B. MARG, LOWER PAREL - (WEST), MUMBAI - 400 013.  
Tel.: 24951648, 24951654, 24918032  
Fax.: 24918048  
fogsi2007@gmail.com

**DEBIT VOUCHER**

Voucher No : FOGSI21-2211253      Manual Voucher No :      Date : 29-Mar-2022  
Paid To : BANK OF BARODA ( MAHARATH GROUP)  
On Account : AMC - ACCOUNT SOFTWEAR (F.Y.-2022-2023)-AMC/0001/2022-23  
Being : towards money transfer regarding the amc charges of Account Softwear for the F.Y.-2022-2023-Bill  
Rs.25000-10% tds of Rs.2500+Gst-4500 as per the invoice attached with the voucher.  
Cash / Bank : BANK OF BARODA (FOGSI) A/C.NO.24480100012810.  
Cheque No : BY NEFT      Cheque Date : 29-Mar-2022  
Bill Ref. No : AMC/0001/2022-23

ACCOUNT HEAD	AMOUNT ( In Rs.)
REPAIRS & MAINTENANCE	22500.00
FOGSI - GOOD & SERVICE TAX INPUT	4500.00
<b>Total :</b>	<b>27000.00</b>

In Rupees : Twenty Seven Thousand Only

Prepared By <i>Himanshu Bhaskar</i>	Approved By <i>(As per bill extra) Dr. M.A. Patel</i>	Dr. S. Shantha Kumari President	Dr. Madhuri Patel Secretary / Deputy Secretary <i>M.A. Patel 29/3/2022</i>	DR. Niranjan chavan Treasurer / Joint Treasurer <i>Niranjan Chavan</i>
↑	↑	↑	↑	↑

\*Subject to realization cheque

Receiver Signature

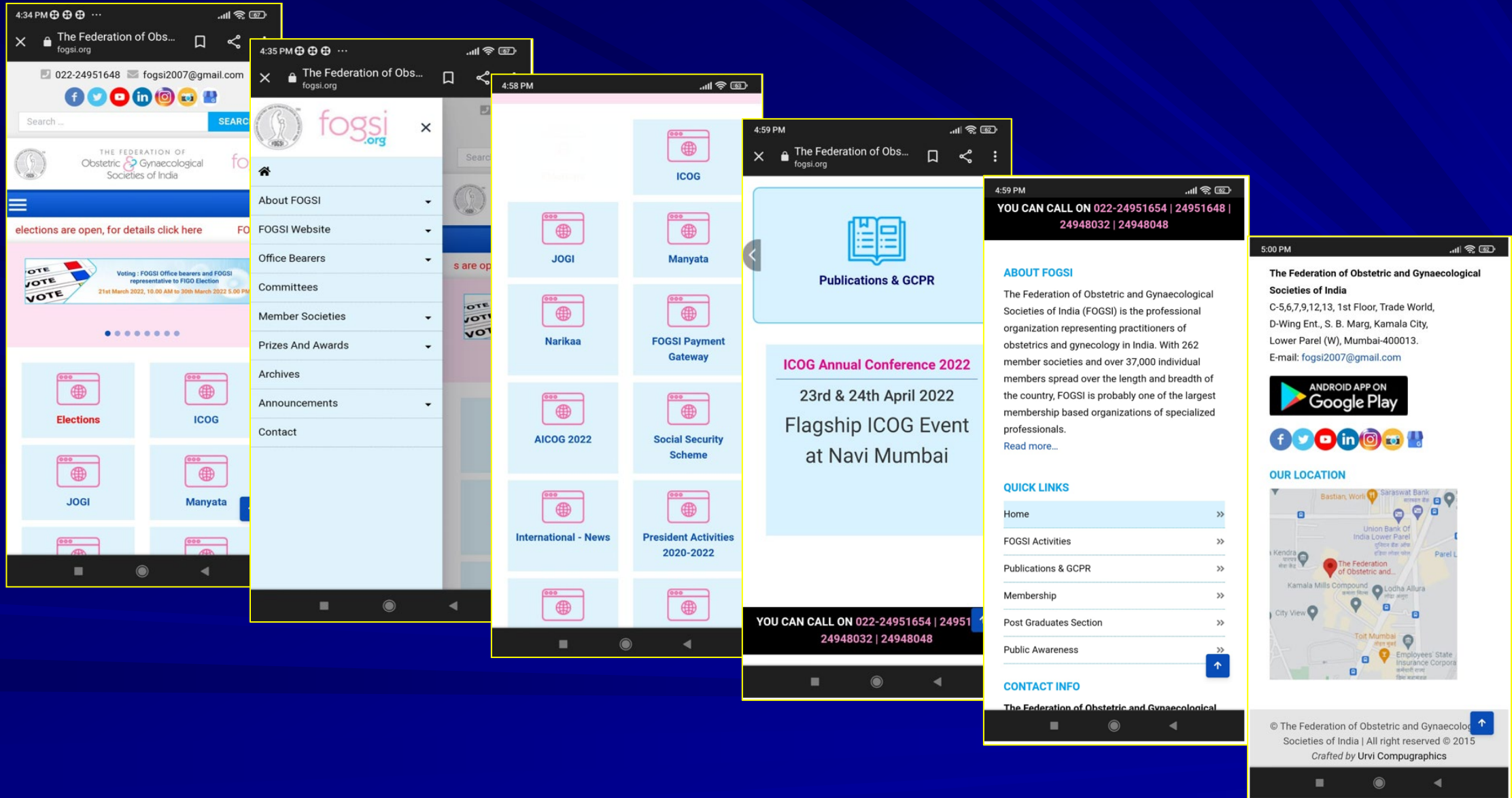


## **8976735079 WhatsApp Group Account**

**❖ WhatsApp Group Account : Already set up this account for official information from FOGSI head office. This List of President and Secretaries has Been Updated On 31st of every month as Per The Information Received From The Societies.**

- : FOGSI Memb Societies Pres. - 262 societies**
- : FOGSI Memb Societies Secr. - 262 societies**
- : FOGSI OB & MCM – 129 nos.**

# Website mobile interface





# FOGSI Social Security Scheme app icon


FOGSI demands zero tolerance against violence and abuse against Doctors in any form

FOGSI demands zero tolerance against violence and abuse

022-24951648 fogs2007@gmail.com

f t y in i g b


Search ... SEARCH



THE FEDERATION OF  
Obstetric & Gynaecological  
Societies of India

fogs.org















Home About FOGSI FOGSI Website Office Bearers Committees Member Societies Prizes And Awards Archives Announcements Contact



**Free Antenatal Check-ups for pregnant women  
with participation of Private Doctors**  
At government health facilities on **9th** of every month

**#IPledgeFor9** **READ MORE** **#IPledgeFor9**

• • • • •

 Elections	 ICOG	 JOGI	 Manyata	 Narika	 FOGSI Payment Gateway	 AICOG 2023 AICOG 2022
 Social Security Scheme	 International - News	 President Activities 2020-2022	 Committee Activities 2020-2021	 Training Program	 Photogallery	 FOGSI'S Policy / Position / Advocacy Statements





# Network upgradation in office

## Switchover from TATA to JIO for better speed

- Earlier we were having of TATA communications with 8 MBPS internet .
- Now we have upgraded to JIO -50 MBPS speed
- Reliance Jio Info comm Ltd.: JIO 1:1 Internet Lease Line ( ILL ) Commercial effective September'2021
- 10 Access points for office : It is a networking device that allows wireless-capable devices to connect to a wired network.
- **NOW the second floor premises also are under cc tv surveillance and we have installed wifi router and internet on second floor**

# Virtual platform owned by office

## Capacity of Zoom platform

- FOGSI has purchased a Zoom Subscription. The subscription enables us for unlimited meetings (one meeting at a time) for 30 hours duration per meeting, and webinars for 500 participants with no time limit.
- Office bearer meetings, ICOG meetings, Journal editorial board meetings, and most meetings. If needed we can purchase an add on pack on an as per need basis. We have purchased add on pack for Committee's CME /Workshop- zoom meeting for 1000
- So far 130 meetings have been hosted on this virtual platform

## **FOGSI SMS Policy** **(Short Message Service)**

**Maximum 200 SMS per**

- ❖ **AICOG has been allotted 20 SMS per year.**
- ❖ **10 per year for other conferences.**
- ❖ **Any conference where profits / registration fee is shared with FOGSI can avail of this facility at absolutely no cost to them.**
- ❖ **It was decided that no individuals to be named in the SMS's.**
- ❖ **Only contact numbers, emails of the conference.**

<u>YEAR</u>	<u>MONTH</u>	<u>TOTAL</u>
2021	October	4,89,911.00
2021	November	7,36,882.00
2021	December	3,84,937.00
2022	January	2,12,806.00
2022	February	4,31,199.00
2022	March	4,21,597.00
2022	April	1,22,420.00
2022	May	3,61,230.00
2022	June	6,88,943.00
2022	July	2,92,264.00
2022	August	72,698.00
	<u>Total</u>	42,14,887.00

# Home Page

<https://www.fogsi.org/>



- Upcoming events as Top running items
- Social Media Icons For Online Use



Facebook, Twitter, You tube, Linked in, Google Business

- Drop down menus Tabs : 9
- Running Banners – 5 (4 more banners to be added at the time of Election)
- TABs : 14
- Main Boxes - 5
- Upcoming Events – 4
- About FOGSI, Quick Links, contact information and our location on google map





## ARCHIVES

- 2019
- 2018
- 2017
- 2016
- 2015
- 2014
- 2013
- 2012
- 2011
- Upto 2010

Archives 2019

<a href="#">» List of Prizes &amp; Awards of FOGSI for the Year 2019</a>	<a href="#">» List of Office Bearers of FOGSI for the Year 2019</a>
<a href="#">» JOURNAL BEST PAPER PRIZE FOR THE YEAR 2019</a>	<a href="#">» TOG Pregnancy and Lactation</a>
<a href="#">» TOG Conclave outcomes</a>	<a href="#">» Speakers for AOFOG 2021, Indonesia</a>
<a href="#">» General Body meeting of the Federation of Obstetric &amp; Gynaecological Societies of India will be held at Lucknow.</a>	<a href="#">» FOGSI Quiz December 2019</a>
	<a href="#">» FOGSI Quiz November 2019</a>
<a href="#">» Announcement for West zone FOGSI Superstar competition</a>	<a href="#">» AOFOG Newsletter September 2019</a>
<a href="#">» FOGSI Quiz October 2019</a>	<a href="#">» Emirates Obs &amp; Gyne Congress 2019 Dubai</a>
<a href="#">» Minutes of the General Body Meeting of the Federation of Obstetric and Gynaecological Societies of India held on January 8, 2019 at Hotel Renaissance, Bengaluru.</a>	<a href="#">» Annual General Body meeting of the Federation of Obstetric &amp; Gynaecological Societies of India will be held at the FOGSI Office</a>

# ICOG

022-24951648 | icogoffice@gmail.com | .ectures in RM, FM, Endo | ICOG Online Certificate Course on Ad | Search ...

INDIAN COLLEGE OF Obstetricians & Gynaecologists

Academic Wing of FOGSI

Home About Office Bearers Courses & Exams

Application form for ICOG Online Centralized Lectures in RM, FM, Endo

Upcoming Online Courses

6th Month Certificate Course

Updates Forms/Information Activities & Initiatives

News Invitations

Forms / Credit Points

- » Result of ICOG Certificate Course in Ultrasound – January 2022 batch
- » Result of ICOG Certificate Course in Fetal Medicine – January 2022 batch
- » Result of ICOG Certificate Course in Reproductive Medicine – January 2022 batch
- » Result of ICOG Certificate Course in Gynaecological Endoscopy – January 2022 batch
- » ICOG Election Results 2022 Vice Chairperson Elect
- » ICOG Membership Form
- » Online ICOG Fellowship Application 2022
- » International Fellowship Form
- » ICOG Visiting Professorship Criteria
- » ICOG CME Guidelines
- » ICOG CME Form Guidelines
- » Foreign Fellowship Form Criteria
- » Guidelines of Emcure Pharma Travel Award

Information

FOGSI-ICOG Annual Conference 17th to 19th June, 2022

Ask ICOG

Newsletter

# JOGI

022-23809843 | journalbogn@gmail.com | Home Guidelines Contact Member Login Reset Password Author Name OR Keywords

THE JOURNAL OF OBSTETRICS & GYNECOLOGY OF INDIA

Did you know...? Learn More Springer

Open Access is an option for authors in this journal.

OBITUARY DR. M.N. PARIKH

HOME ABOUT EDITORS' CHOICE PRESIDENT'S PAGE ALL ISSUES TYPES OF PAPER FOR AUTHORS FOR PEERS PRIZES AND AWARDS ACTIVITIES

Official Journal of the Federation of Obstetrics & Gynecology of India

From the desk of Editor

Editor-in-Chief

Dr. Geetika Sahasrabudhe MD, FOGSI, DM, FRCR

On behalf of FOGSI, the Editorial Board and the Editorial Team of our journal, I would like to wish all authors, patients and readers a wonderful and prosperous year ahead. The journal is the official journal of FOGSI with a circulation of 2700 members and a regional readership of 60 countries. The new assignment of role as Editor in Chief is a cherished one which I would want to fulfil to the best of my abilities along with my team. Continued shared experiences with the printing of the journal will continue to be shared in the coming years along with our international members. We will continue our printing and the journal will be printed as before. 2022 was another great year for our Journal. We have received record number of articles submitted for publication during the lockdown. Our journal continues to enjoy a great readership and also receive international attention. In the past few years, we have published over 1000 research articles and abstracts. The journal is supported by our other journals in Springer network. For this, I would like to congratulate the outgoing Editor in Chief, Dr. Geetika Sahasrabudhe for the sterling efforts along with her team and another look to all their future endeavours. Our association with Springer has helped us get international presence and visibility across the global readership.

Latest Issue

Volume 70 Issue 1, January-February 2022

Supplement 2 VIMF Issue

Volume 70 Issue 4, November-December 2021

The Journal of Obstetrics & Gynecology of India

# AICOG

# Narikkaa

NARIKAA IS A FOGSI INITIATIVE FOR PUBLIC EDUCATION ON WOMEN'S HEALTH

Quick Links

- » Home
- » FOGSI Activities
- » Publications & GCPR
- » Membership
- » Post Graduates Section
- » Public Awareness

Narikkaa is a FOGSI initiative, brought alive in partnership with WayBeyond Media Pvt. Ltd.

It is a safe private space for women to explore, educate themselves and engage with one another to understand their bodies and their choices. The Narikkaa platform is a women's health literacy platform (in English & Hindi to start with ) that will provide insight and support to women from all walks of life.

In keeping with the FOGSI mission of reduction of maternal mortality, advocacy around the reproductive and sexual health and rights of women, the Narikkaa platform looks at health in a holistic perspective covering the emotional, physical and psychological aspects of a woman's evolution from Menarche to Menopause.

Content is custom created by a panel of writers and creators and then approved by the experts at FOGSI. Content is structured around the common issues faced by women revolving around topics namely :- Adolescence, Pregnancy, Infertility, Family Planning, Gynaecological Disorders and Menopause. Easy to understand short videos and concise articles will be available on an easy to navigate platform with a sophisticated search function.

Patient education is an area that is becoming increasingly important both for the patient and for the Doctor. And, as highly respected members of FOGSI (Federation of Obstetric and Gynaecological Societies of India), FOGSI members play a critical role in improving the health and well-being of women.

FOGSI members' contribution and support has paved the way for India's first doctor-intermediated health literacy platform, 'Narikkaa – Now I Know'. Beyond its core objective to directly improve the health of over 250 million women in India, this initiative is also committed to provide all its members a platform to engage with their patients.

As part of this initiative, all FOGSI members who sign-up to promote this platform will be provided with a personalized Doctor's profile page on [www.narikkaa.com](http://www.narikkaa.com) that can be your public face to your patients and your community.

ENROLL NOW



# FOGSI Payment Gateway



## FOGSI Online Payment Portal

Enter Your Email Id / Mobile No. / Membership No. (Verify Your Details)

SUBMIT

Note: fogsii ultrasound course - registrations closed

FOGSI Online Payment Portal

Enter Your Email Id / Mobile No. / Membership No. (Verify Your Details)

999042132

SUBMIT

FOGSI Online Payment Portal

Your Name : MADHURI PATEL  
Your Email Id : drmadhuri@gmail.com

GENERATE OTP

OR

Your Mobile No. : 98\*\*\*\*32

GENERATE OTP

FOGSI Online Payment Portal

Your Name : MADHURI PATEL  
Your Email Id : drmadhuri@gmail.com

GENERATE OTP

OR

Your Mobile No. : 98\*\*\*\*32

GENERATE OTP

Enter OTP

SUBMIT

FOGSI Online Payment Portal

Your Name : MADHURI PATEL  
Your Email Id : drmadhuri@gmail.com

GENERATE OTP

OR

Your Mobile No. : 98\*\*\*\*32

GENERATE OTP

Enter OTP

24654

SUBMIT

FOGSI Online Payment Portal

Select Category

..Select Account..

Select Account

FOGSI Training Fees

FOGSI/CDK Fees

Total Amount

Billing Details	
Particulars	Amount
Fees	
Internet Handling Charges	
<b>Total Payable</b>	

MAKE PAYMENT

FOGSI Online Payment Portal

Select Category

Fogsii Training Fees

Select Sub Category

..Select Category..

Ultrasound Basic ( 7 days)

Ultrasound Basic ( 14 days)

Ultrasound Advanced

Integrity III & Strumation Protocol

Integrity Basic

Integrity Advanced

Endoscopy Basic

Endoscopy Advanced

Coprosopy 2 days

Coprosopy 3 days

Billing Details	
Particulars	Amount
Internet Handling Charges	
<b>Total Payable</b>	

Payment Information

Credit Card > Card Number

Debit Cards

Net Banking

Mobile Payments

Paytm

Wallet

UPI

EMI Options

Pay Later

As per RBI's directive, w.e.f October 01, 2020, any indian debit/credit card not yet used for online e-commerce will be blocked for all online transactions. In case of such failure, please contact your card issuing bank to enable online usage.

Save your cards with CC Avenue Checkout for future payments (Note: We do not store your CVV/CVC number.)

I agree with the Privacy Policy by proceeding with this payment.

**INR 9160.00** (Total Amount Payable)

Make Payment Cancel

CC Avenue CHECKOUT

Checkout login for registered users only.

Enter Username

Enter Password

Forgot Password? Login

Powered by CC Avenue

Powered by Norton

Powered by PCI-DSS

FOGSI Online Payment Portal

Select Category

Fogsii Training Fees

Select Sub Category

Ultrasound Basic ( 7 days)

Total Amount (Inclusive of Internet Fees Handling Charges)

9160

MAKE PAYMENT

Billing Details	
Particulars	Amount
Ultrasound Basic ( 7 days) Fees	8850
Internet Handling Charges	310
<b>Total Payable</b>	<b>9160</b>

0068e06-297-4e80-b738-791ca451e6d1

Billing Information

MADHURI PATEL

NAVYUG NIKAS B-64,5TH FLOOR,OPPOSITE MINERVA THEATRE DR. D. B. ROAD,

400097 Mumbai

Maharashtra India

9869042132 drmadhuri@gmail.com

Notes (Optional)

ORDER DETAILS

Order #: FOGSI\_7139\_960457649

Coupon Code 8888

Order Amount 9160.00

Total Amount **INR 9160.00**

CC Avenue CHECKOUT

Checkout login for registered users only.

Enter Username

Enter Password

Payment Information

Credit Card > Card Number

Debit Cards

Expiry Date

CVV

■ (online presentation by Dr. Suvarna)

■ [www.fogsi.org](http://www.fogsi.org)

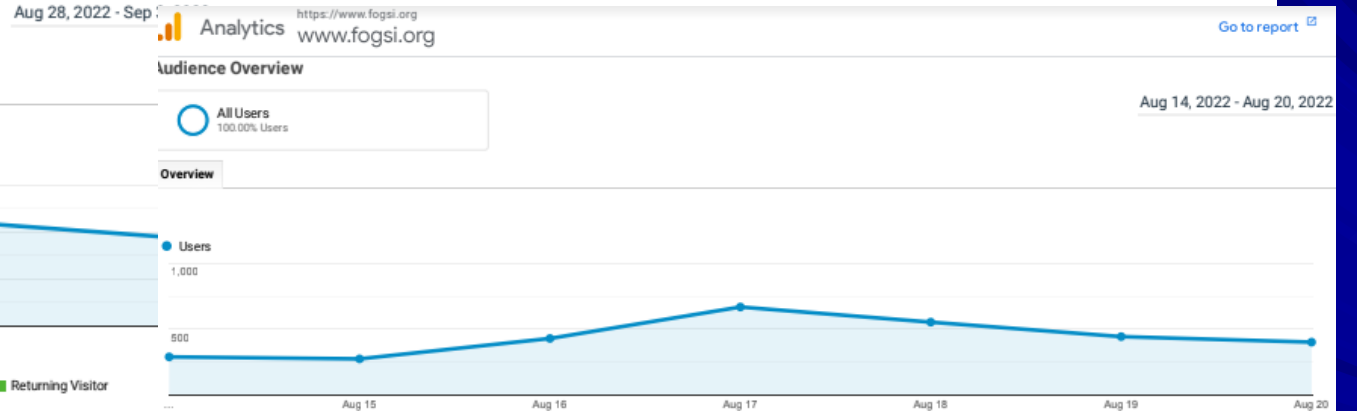
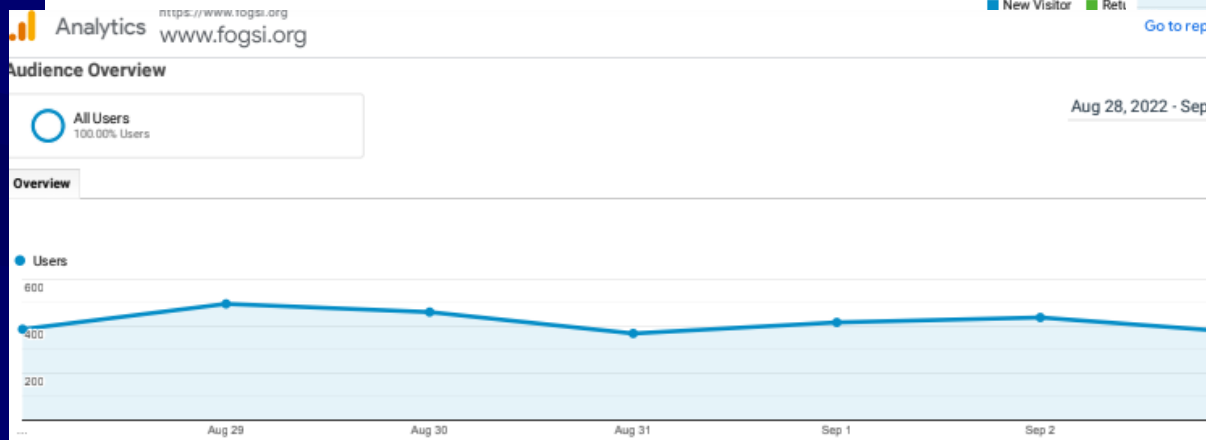
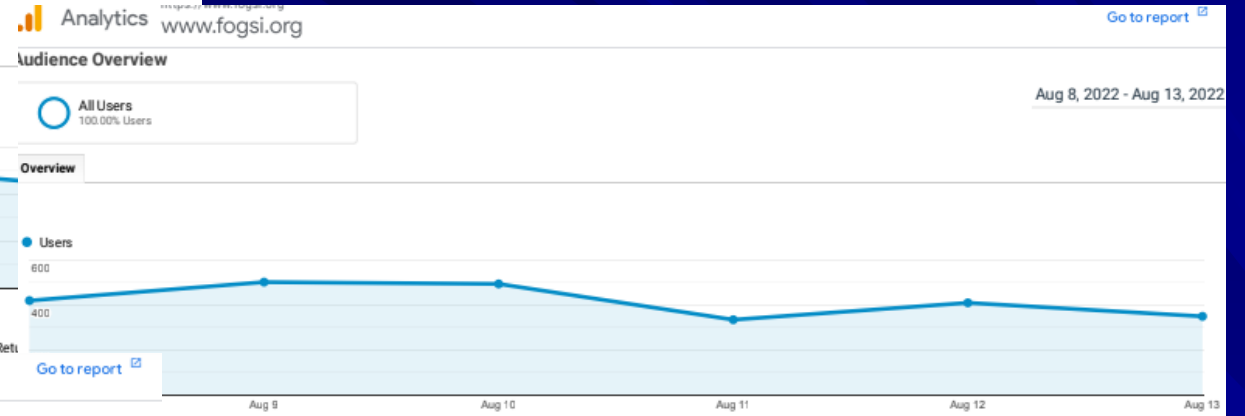
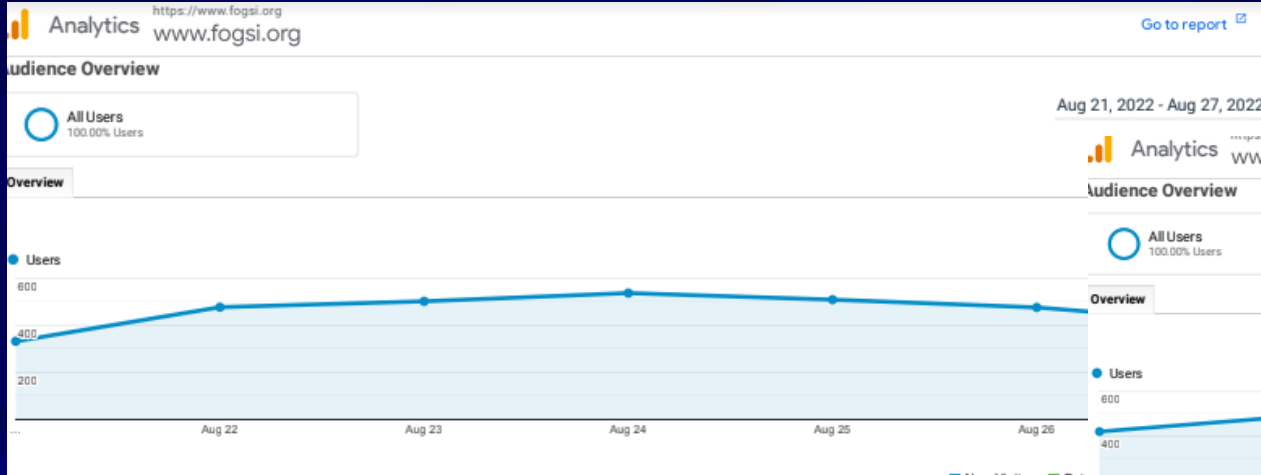




# Incorporation of Videos

- ❖ From each member maximum two videos will be uploaded
- ❖ Each video should not be more than seven minutes
- ❖ Should be audio visual
- ❖ Will be uploaded for maximum of six weeks
- ❖ 2 members of Committee like Journal committee will review the videos and will be uploaded after their approval

# Google Analytics : Weekly for Aug'22



Users	New Users	Sessions	Number of Sessions per User
2,667	1,988	3,430	1.29
Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
8,718	2.54	00:02:11	53.64%



Users	New Users	Sessions	Number of Sessions per User
2,716	2,071	3,593	1.32
Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
9,127	2.54	00:02:24	53.52%



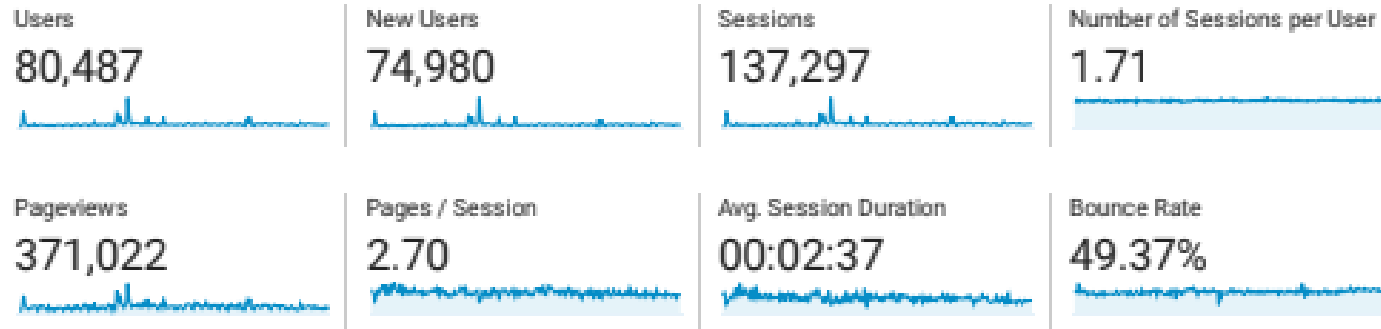
# GOOGLE ANALYTICS : JAN'22 – SEPT' 22

## Audience Overview

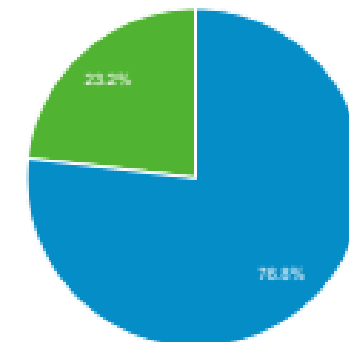
All Users  
100.00% Users

Jan 1, 2022 - Sep 9, 2022

### Overview



■ New Visitor ■ Returning Visitor



- ❖ Please contact FOGSI office Sangeeta/ Kanchan/ myself for any query on phone /email.
- ❖ If you do not find your name as President/Secretary on Website after clicking on refreshing button then contact us.
- ❖ Presidents/Secretaries list will be updated on every first day of the month after we receive the information from Presidents/Secretaries of Member bodies.
- ❖ **Suggestions are welcome**

## Acknowledgements:

- 👉 Efforts from all the past office bearers have helped the FOGSI website to be beautifully constructed with all wealth of information.
- 👉 Mr. Trivedi, Mr. Sanjay Gole from Urvi and our team especially Mrs Kanchan and Miss Sangeeta are doing the great job.





# Social Media Report





# Social Media Report

April 2022 - August 2022





## Section

Profile Analytics: Facebook and Instagram .....

Profile Analytics: Twitter .....

Profile Analytics: LinkedIn .....

Profile Analytics: Google Business .....

Profile Analytics: YouTube .....

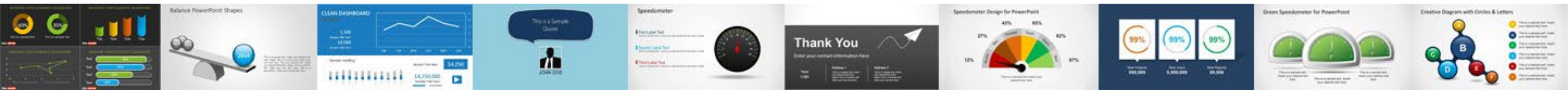
Ads Analytics .....



# Social Media Report

## April 1<sup>st</sup> 2022 - August 30<sup>th</sup> 2022

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Channel started on 15 <sup>th</sup> Oct 2021		Posts and Stories by Profile	Total Impressions	Organic Reach Rate (ORR)	Community Size on March 31 2022
	<b>FOGSI</b> @fogsiofficial	49	32,956	100%	2,197 Page Likes
	<b>FOGSI</b> @fogsiofficial	49	7,693	100%	5,318 Followers
	<b>FOGSI</b> @fogsiofficial	328	4,449	100%	1470 Followers
	<b>FOGSI</b> @fogsiofficial	7	5,709	100%	320 Subscribers
	<b>FOGSI</b> @fogsiofficial	49	3,367	100%	367 Followers
<b>TOTAL</b>		<b>235</b>			<b>6,704</b>




Guide to  
**Facebook Metrics**

[www.facebook.com/fogsiofficial](https://www.facebook.com/fogsiofficial)




Guide to  
**Instagram Metrics**

[www.instagram.com/fogsiofficial](https://www.instagram.com/fogsiofficial)



Guide to  
**Twitter Metrics**

[twitter.com/fogsiofficial](https://twitter.com/fogsiofficial)



Guide to  
**YouTube Metrics**

<https://bit.ly/3H0qA5R>



Guide to  
**LinkedIn Metrics**

<https://bit.ly/3CTYFCg>



# Summary

**April 1<sup>st</sup> 2022 - August 30<sup>th</sup> 2022**


## Current Stats

Facebook – 2,197, Instagram – 5,318, Twitter – 1,470 , LinkedIn - 320

**Just shooting over the report for the FOGSI Social Media. We've made good progress and are seeing some good results right now. We're on the path to hitting our goals shortly. Everything is looking great!**

## Work Done during this period

- We've updated FOGSI's Google Business page with new information with regards to new social posts, contact information & other relevant information, we've been maintaining the existing content on the same.
- Managing All Social Media Accounts
- Facebook, Instagram, Twitter, LinkedIn & YouTube Account Management.
- We've been creating the content for the same and have maintained the social profiles' hygiene.
- Merging YouTube Account old to new.
- Managing FOGSI Whatsapp Account



## Profile Analytics

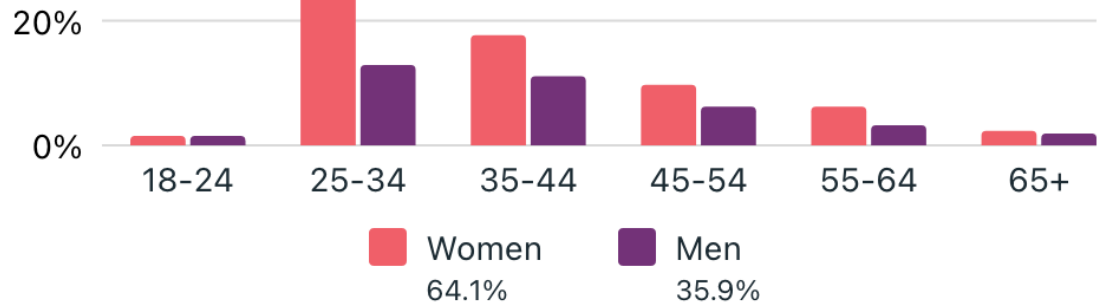
- Facebook and Instagram Page



Facebook Page likes ⓘ

2,184

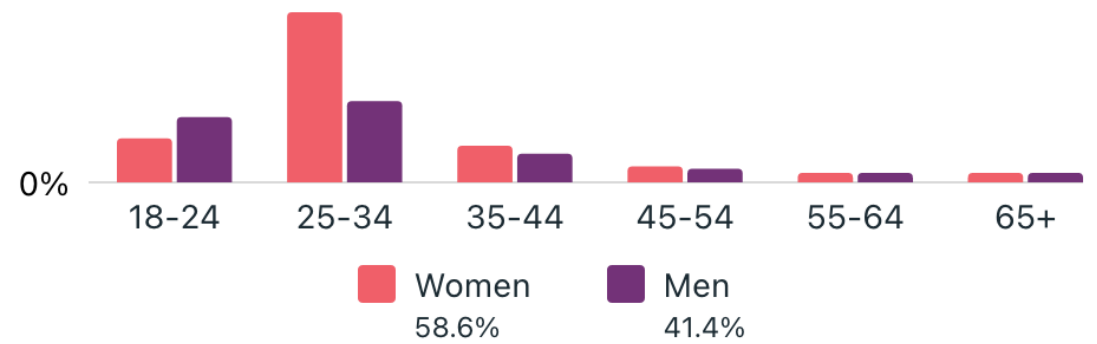
Age & gender ⓘ



Instagram followers ⓘ

5,318

Age & gender ⓘ

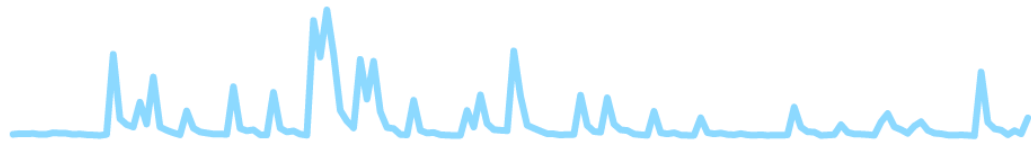




## Results

Facebook Page reach ⓘ


3,284 ↓ 62.2%



Instagram reach ⓘ

2,667 ↑ 36.6%



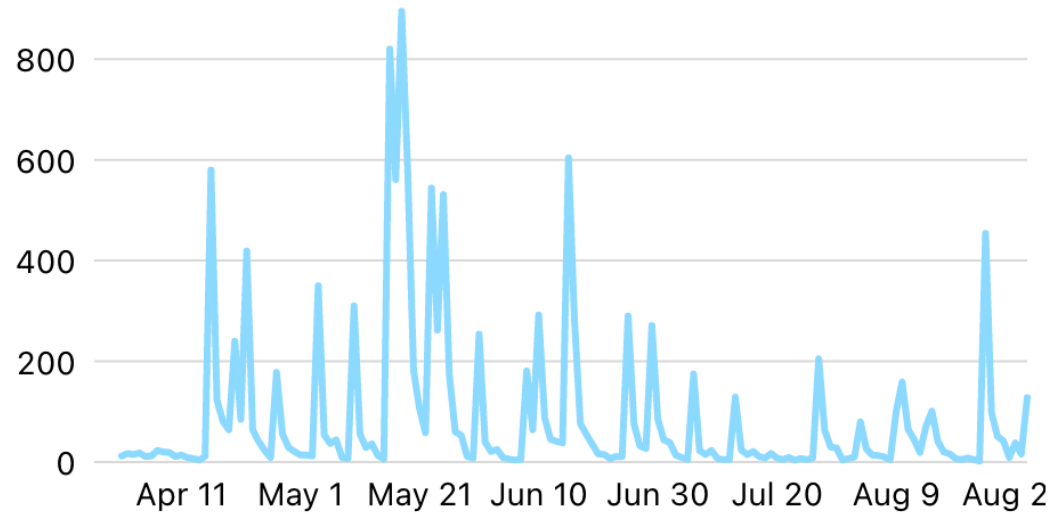
 [See results report](#)

## Reach

Export

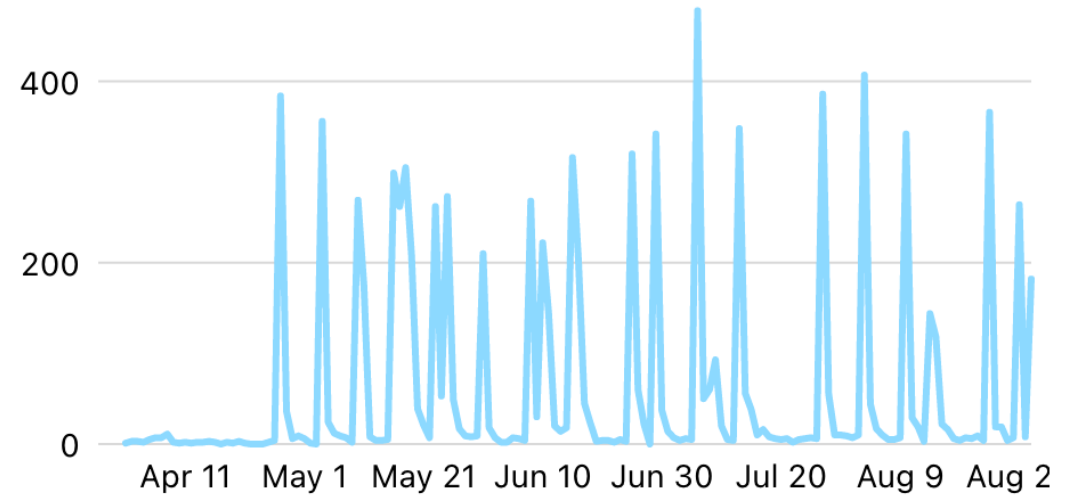
Facebook Page reach ⓘ

3,284 ↓ 62.2%



Instagram reach ⓘ

2,667 ↑ 36.6%





# Profile Analytics

Twitter Page





**FOGSI**

328 Tweets

**FOGSI**

Federation of Obstetric and  
Gynaecological Societies of India



Edit profile

**FOGSI**

@fogsiofficial

Official handle of the Federation of Obstetric and Gynaecological Society of India.  
Represents over 37000 O&Gs in the country working towards women's health.

Medical & Health India [fogsi.org](https://fogsi.org) Joined September 2018

117 Following 1,444 Followers



Tweet impressions

723 ↑78.1%



Profile visits

2,114 ↑126.6%



Mentions

95 ↑4.4%



Followers

1,444 ↑20



AUG 2022 SUMMARY

Tweets

7

Tweet impressions

724

Profile visits

2,241

Mentions

112

New followers

22

JUL 2022 SUMMARY

Tweets

3

Tweet impressions

713

Profile visits

3,162

Mentions

151

New followers

47

JUN 2022 SUMMARY

Tweets

10

Tweet impressions

1,546

Profile visits

1,597

Mentions

67

New followers

35

---

MAY 2022 SUMMARY

Tweets

**18**

---

Tweet impressions

**2,200**

---

Profile visits

**1,730**

---

Mentions

**96**

---

New followers

**29**

---

---

APR 2022 SUMMARY

Tweets

**5**

---

Tweet impressions

**1,179**

---

Profile visits

**3,351**

---

Mentions

**248**

---

New followers

**48**

---



# 🚩 Profile Analytics

LinkedIn Page



312 followers



# FOGSI

Federation of Obstetric and  
Gynaecological Societies of India

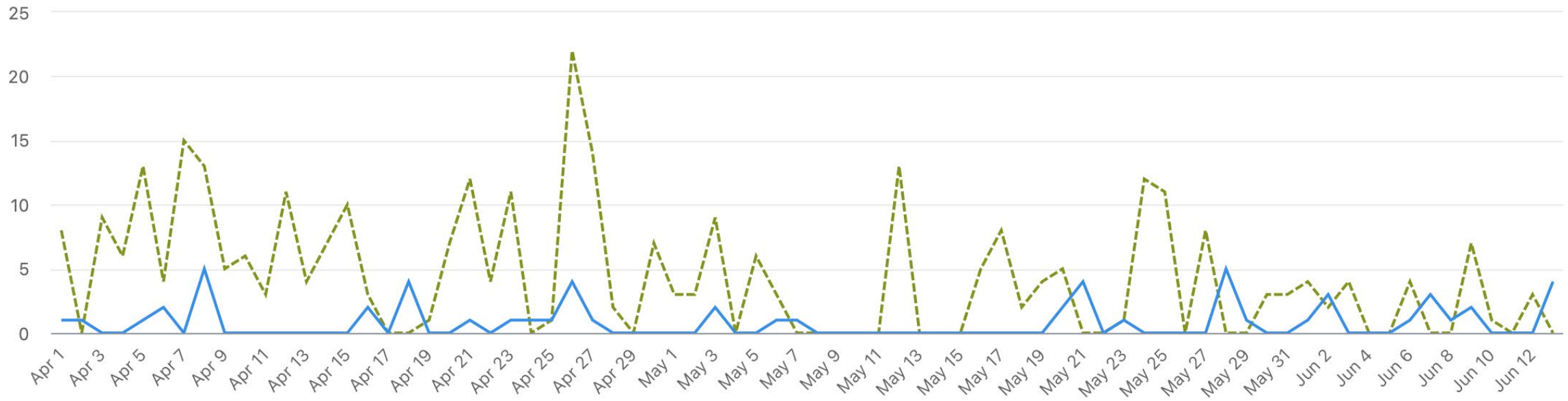
## Federation of Obstetric and Gynaecological ...

FOGSI is the professional organization representing practitioners of obstetrics and gynecology in India.

Hospitals and Health Care · Mumbai, Maharashtra · **312 followers**

 Edit Page

 Share Page



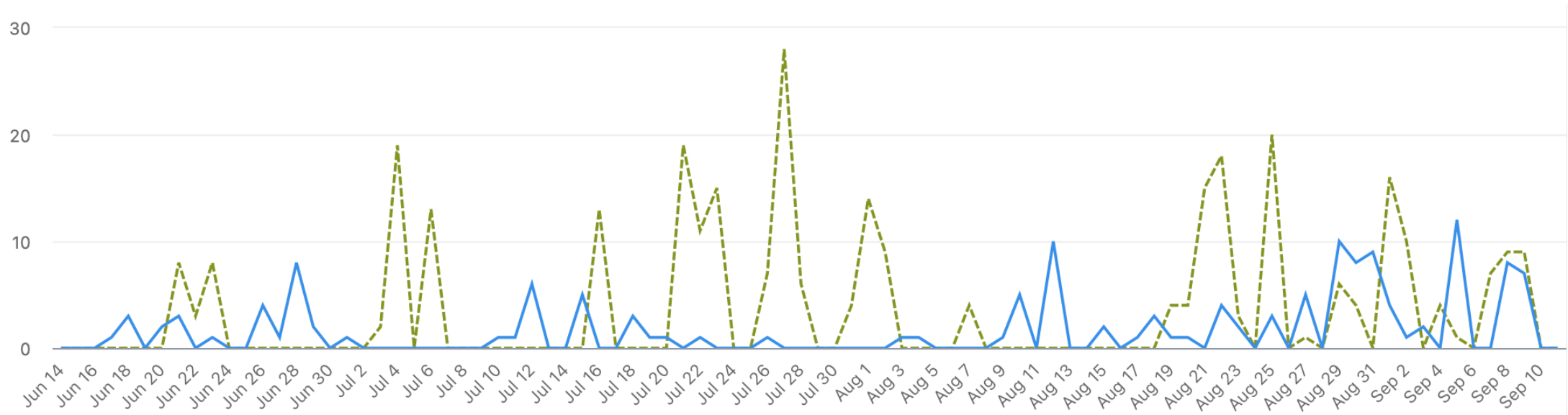
Desktop

57

Mobile

322





<input checked="" type="checkbox"/>	Desktop	147
<input checked="" type="checkbox"/>	Mobile	314



# Profile Analytics

Google Business Page



**Google**  
My Business

Time period



Apr 2022–Sept 2022



Overview

Calls

Messages

Bookings

Directions

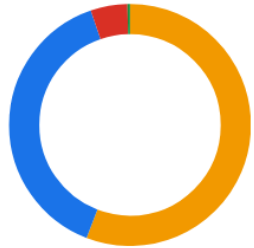
Website clicks

# 9,044

👁 People viewed your Business Profile

## Platform and device breakdown

Platform and devices that people used to find your profile



● 5,047 · 56%

Google Search – mobile

● 3,514 · 39%

Google Search – desktop

● 445 · 5%

Google Maps – mobile

● 38 · 0%

Google Maps – desktop

# 3,170

🔍 Searches showed your Business Profile in the search results

## Searches breakdown

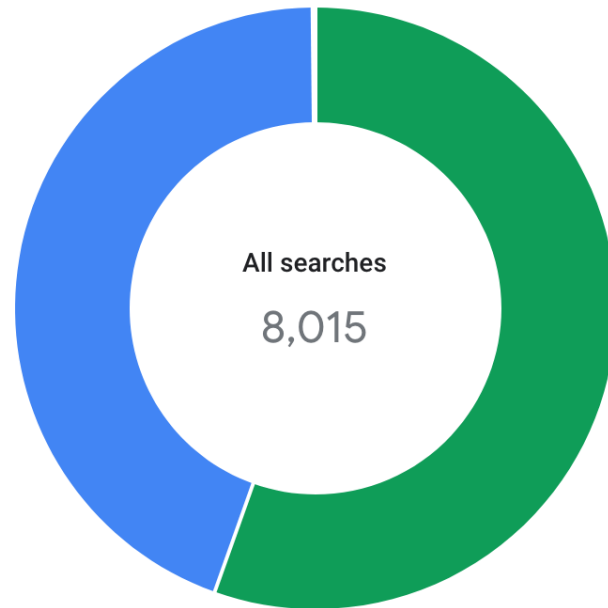
Search terms that showed your Business Profile in the search results

1. fogsi	2,549
2. fogsi office	354
3. fogsi 2022	90
4. fogsi mumbai	40
5. fogsi office mumbai	40

## How customers search for your business



1 quarter ▼



### Direct

People who find your Business Profile searching for your business name or address



### Discovery

People who find your Business Profile searching for a category, product or service



### Branded

Customers who find your listing by searching for a brand related to your business



Promote your business in minutes

Show up more when people search for what you offer

[Start advertising now](#)

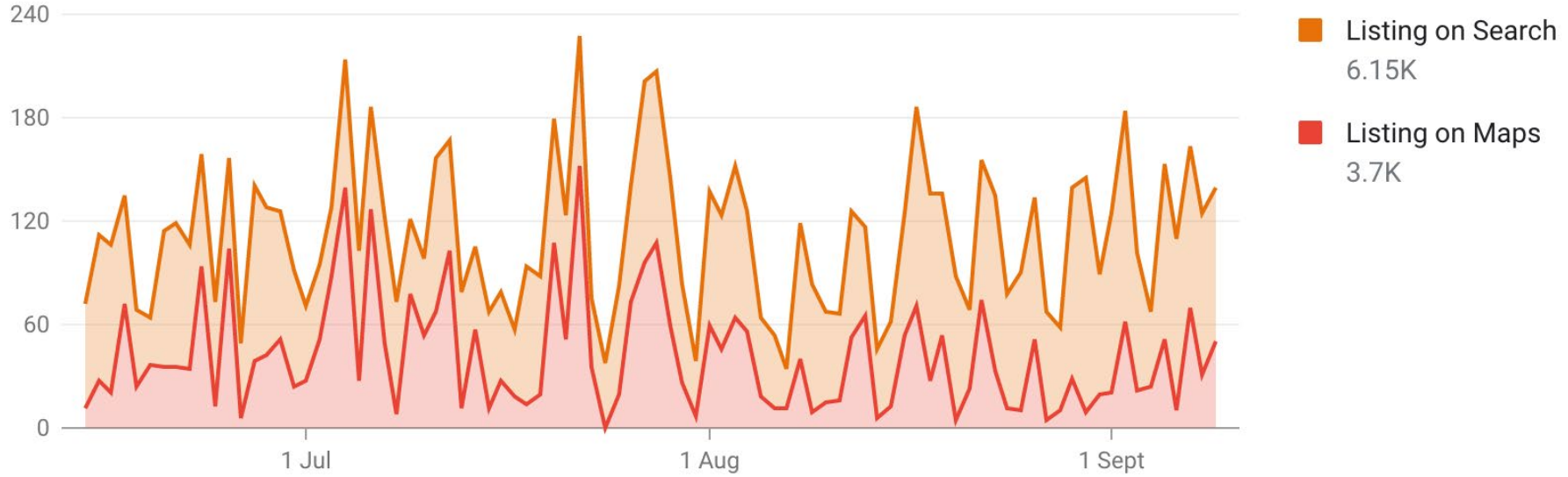
# Where customers view your business on Google



The Google services that customers use to find your business

1 quarter ▼

Total views 9.84K





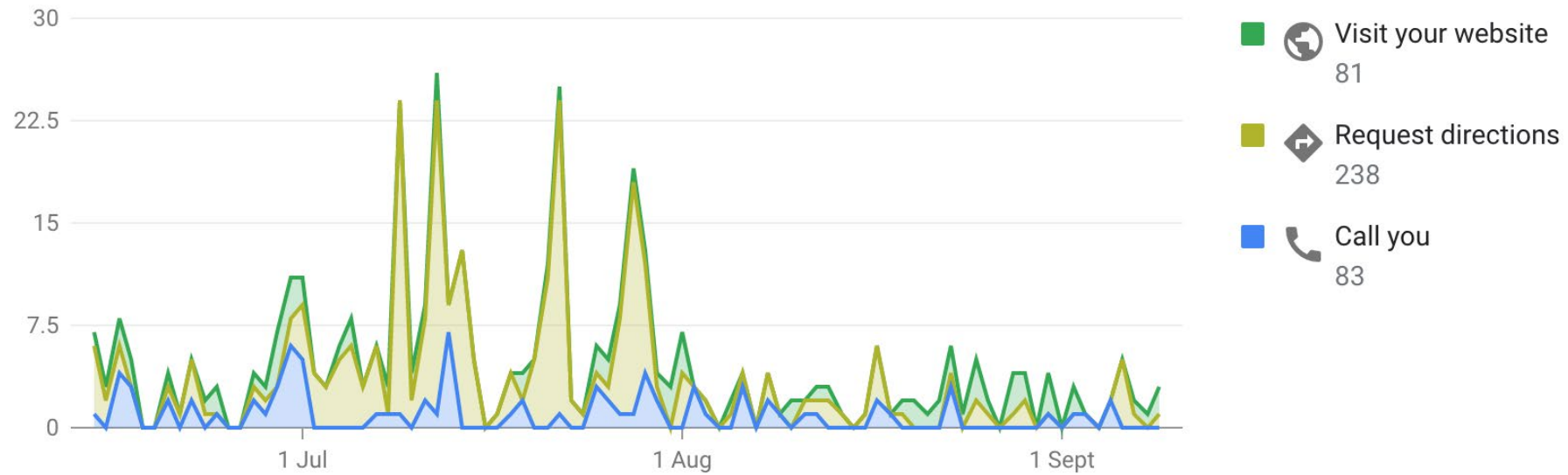
## Customer actions



The most common actions that customers take on your listing

1 quarter ▼

Total actions 402





# Profile Analytics

YouTube Page



# 974 subscribers



Search



- Home
- Explore
- Shorts
- Subscriptions

- Library
- History
- Your videos
- Watch Later
- Liked videos
- suvarna's favourites

### SUBSCRIPTIONS

- Bounce Patrol - Kid...
- Cocomelon - Nurs...
- Raj Kapoor Hits
- Jingletoons Marathi

# FOGSI

Federation of Obstetric and  
Gynaecological Societies of India

Website



## FOGSI Official

974 subscribers

SUBSCRIBED



HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



### Description

The Federation of Obstetric and Gynaecological Societies of India (FOGSI) is the professional organization representing practitioners of obstetrics and gynecology in India. With 262 member societies and over 37,000 individual members spread over the length and breadth of the country, FOGSI is probably one of the largest membership based organizations of specialized professionals.

### Details

For business enquiries:

[VIEW EMAIL ADDRESS](#)

### Stats

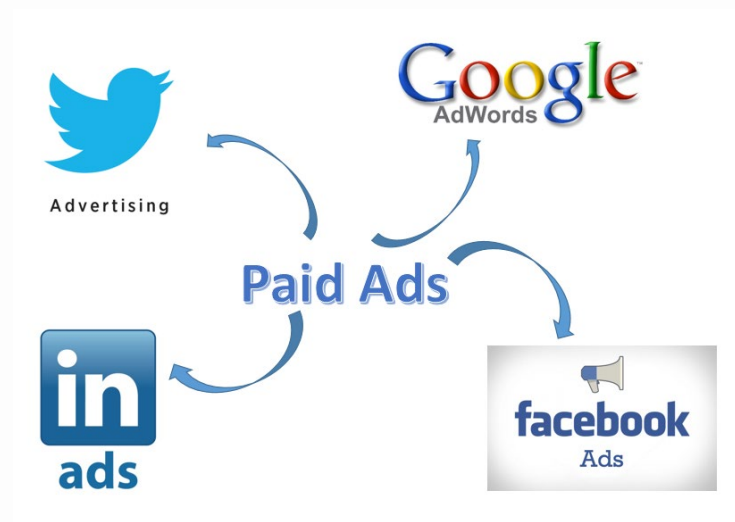
Joined 6 Mar 2019

20,524 views



# Ads Analytics

Ads Manager



Currently FOGSI is not running any paid campaigns

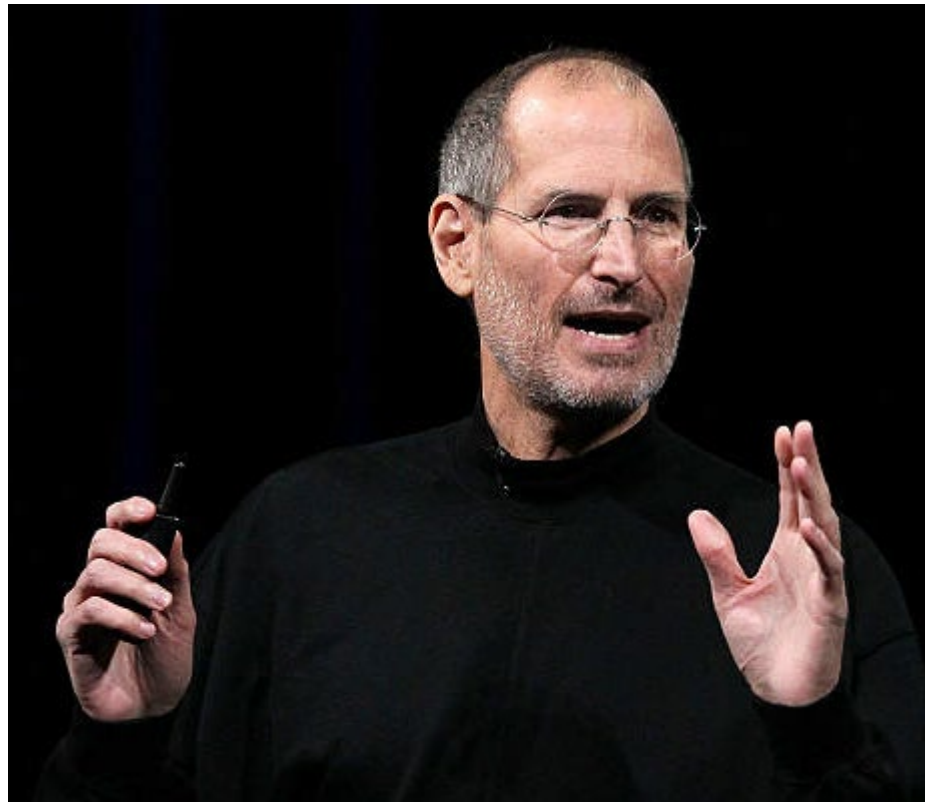






[www.akrotics.com](http://www.akrotics.com)





**Steve Jobs**

**Let us go invent tomorrow  
instead of worrying  
about what happened yesterday**

# Thanks

## Get in Touch

[www.fogsi.org](http://www.fogsi.org)

