

# **Report on IT initiatives**

**4-1-2023**

**OCTOBER 2022 –JANUARY 2023**

**Dr. Suvarna Khadilkar**

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

President : Dr. Hrishikesh D. Pai





## Secretary General : Dr. Madhuri Patel



# Website Committee:

- Dr. Hrishikesh Pai, 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. Niranjana 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>

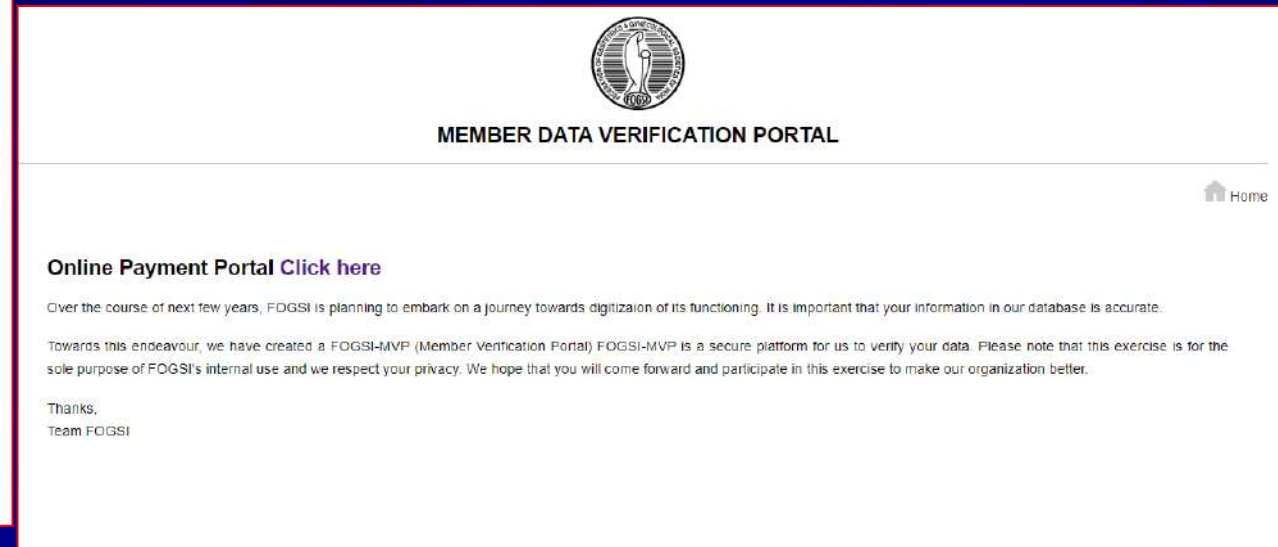
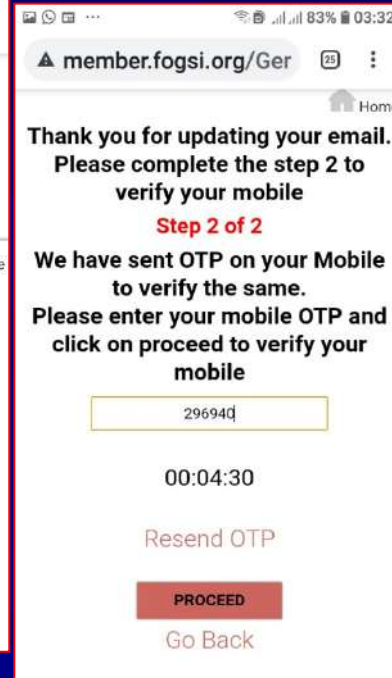
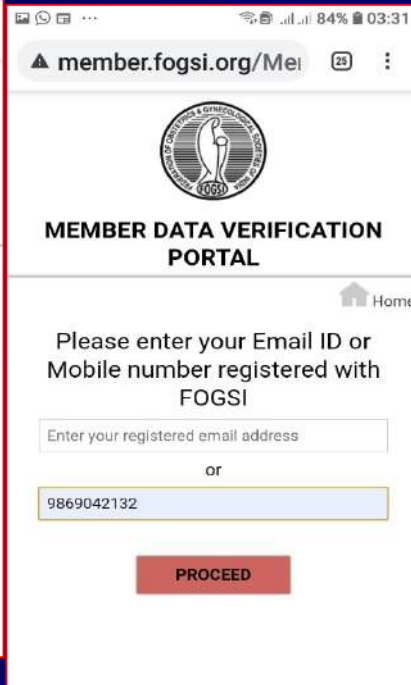


**ICOG and JOGI websites are managed by FOGSI**



# https://member.fogsi.org

- For Updating Of Data and E – Voting
- For Online payment portal - ICOG fellowship fees
  - Training fees
  - SSS payments



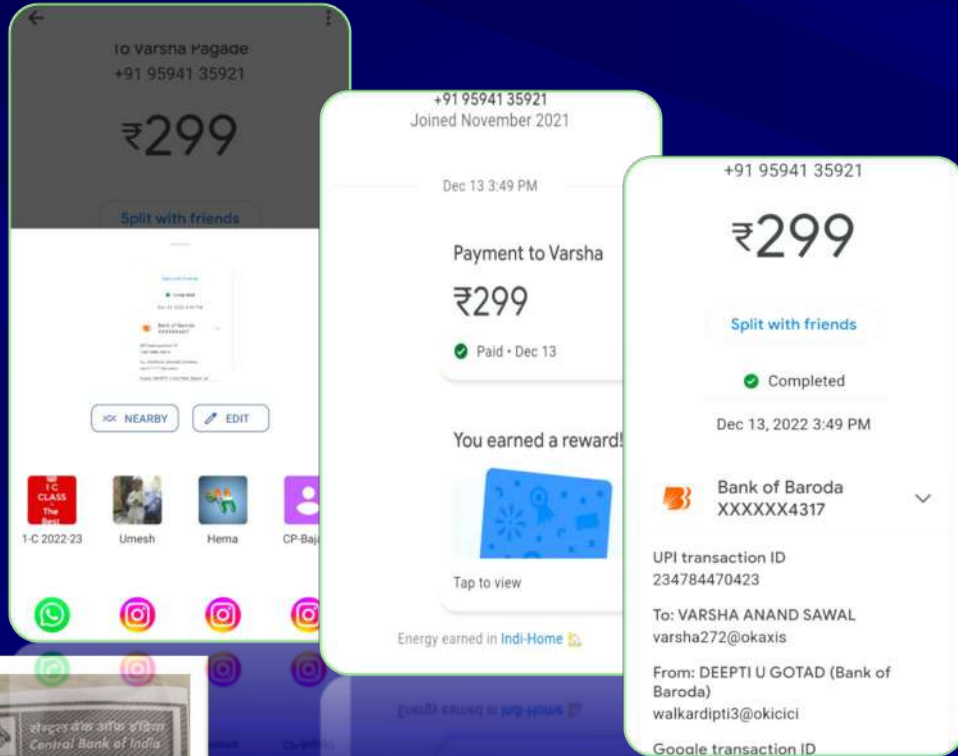
# SSS payment through QR code

Dear Members, Requesting all to please use Paytm, Google Pay, PhonePe and provide us the UPI Number ( a bank-verified phone number identifier of your UPI ID ) on link - [wa.me/918976735079](https://wa.me/918976735079) for our record.

Now SSS payment is very easy. FOGSI has activated a QR code from 19<sup>th</sup> December'22.

Here are just a few of the benefits of adopting QR code payments:

- 1.Simple, cost-effective setup: All you need to accept QR code payments is a smartphone.
- 2.Accept faster payments: QR codes enable you to take payments from more than one person at once. And we can make transactions from start to finish without you needing to be there.
- 3.Security: QR codes are one of the safest payment methods. All processing takes place on a card network like Visa or Mastercard that ensures a secure and stable transaction, and all card details are tokenised and encrypted so you don't need to worry about storing personal information.
- 4.Bridge the gap between face-to-face and digital: Adopting QR codes allows to pay with their preferred digital wallets simply by pointing their phone at a code. This removes friction from the overall customer journey and bridges the gap between the real and the virtual worlds – this seamlessness is exactly what today's consumers expect.



■ (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  
 fogs12007@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 SOFTWARE (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

<i>Hina Bhatkar</i>	<i>AS Pa bil outta</i>		<i>M.A. Patel</i> 29/3/2022	<i>Niranjan Chavan</i>
Prepared By	Approved By	Dr. S. Shantha Kumari President	Dr. Madhuri Patel Secretary / Deputy Secretary	DR. Niranjan chavan Treasurer / Joint Treasurer

\*Subject to realization cheque

Receiver Signature





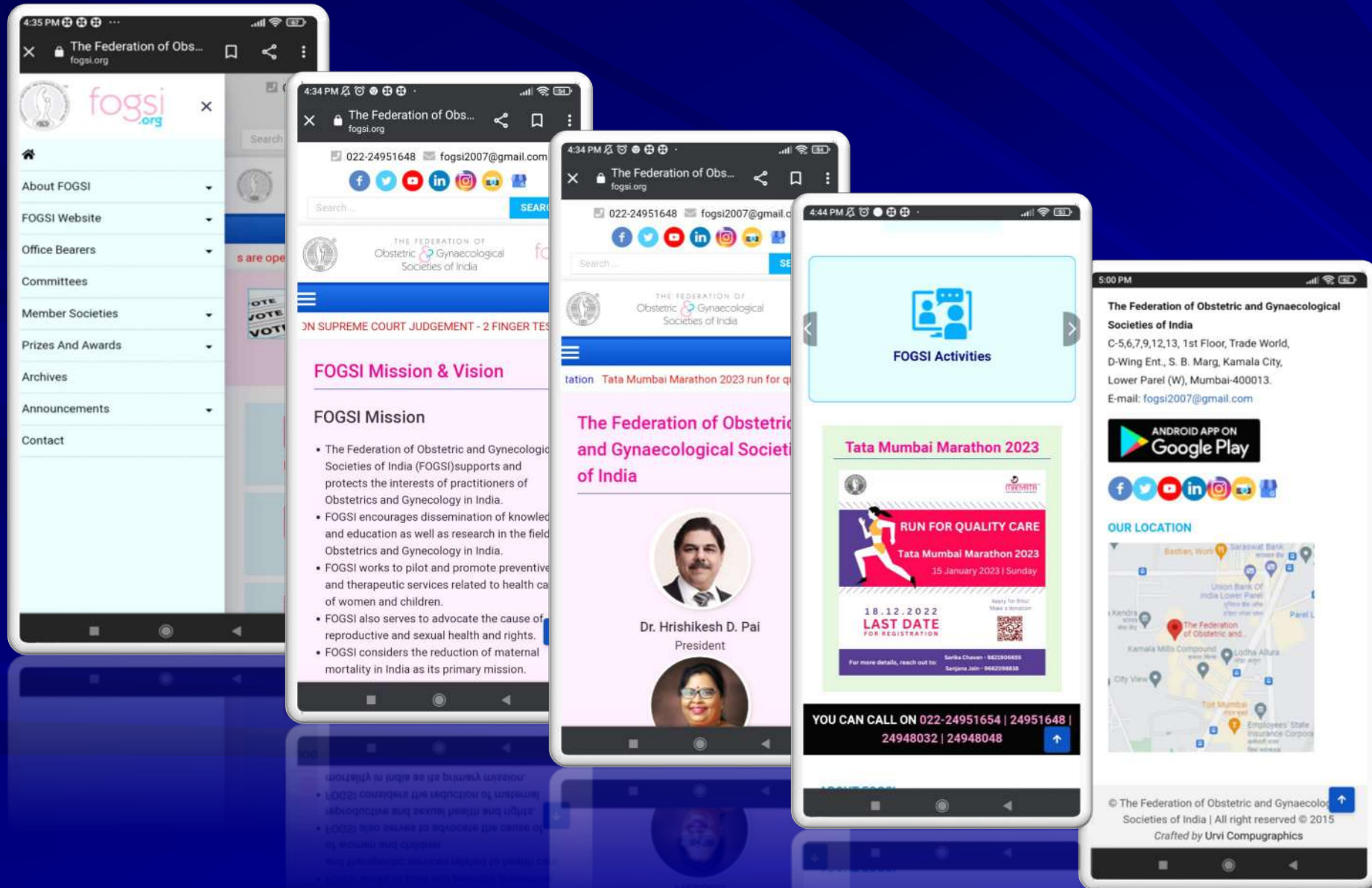
## **8976735079 WhatsApp Group Account**

**❖ 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.**

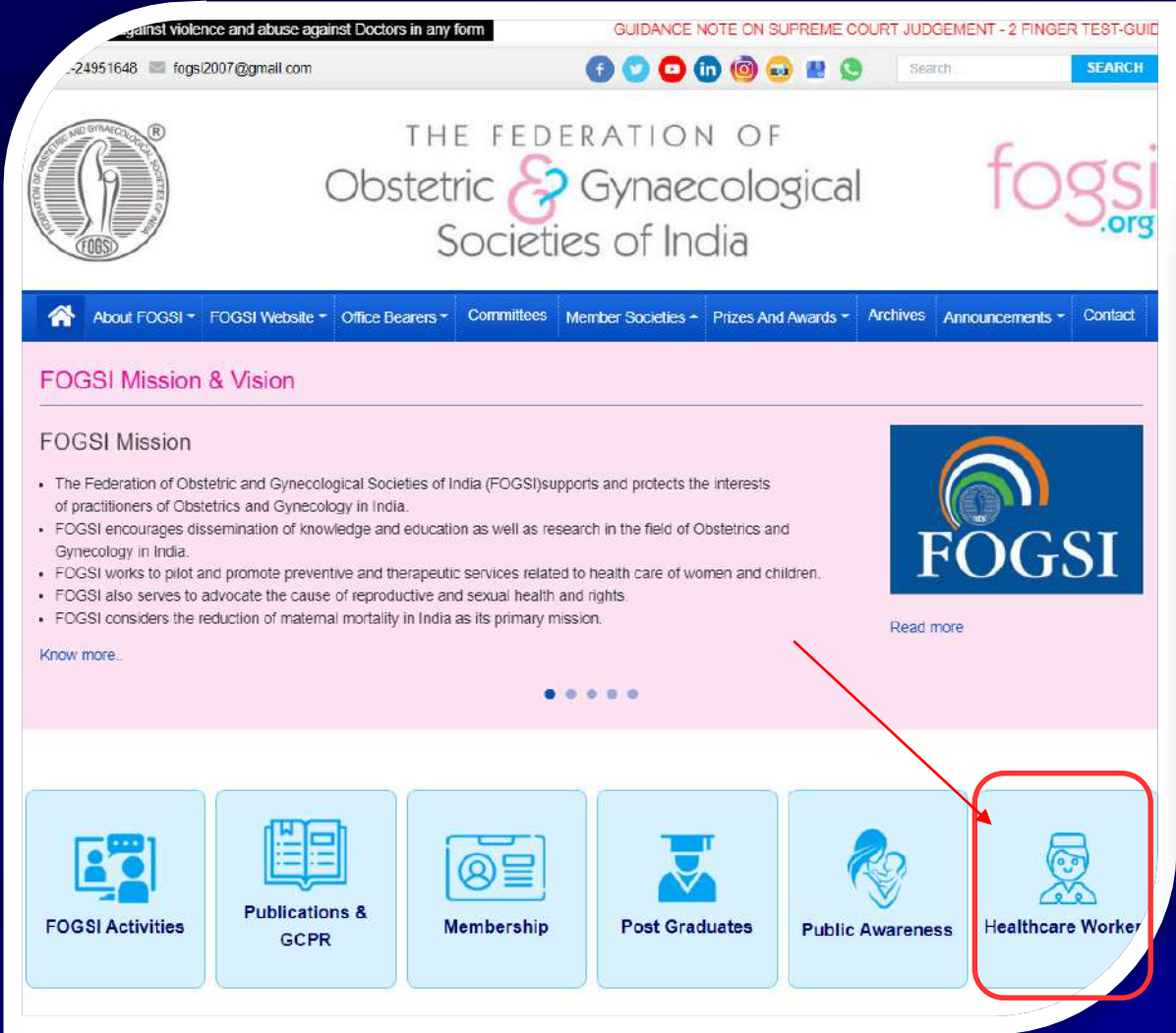
- : FOGSI Memb Societies Pres. - 264 societies**
- : FOGSI Memb Societies Secr. - 264 societies**
- : FOGSI OB & MCM – 129 nos.**

**Many doctors are requesting to post flyers, messages, announcements of upcoming events on these groups. (ICOG – Journal club, Monthly webinar series, Committee webinars, National Maternal Health Workshop, Nari Swasthya Janandolan Yatra and many more)**

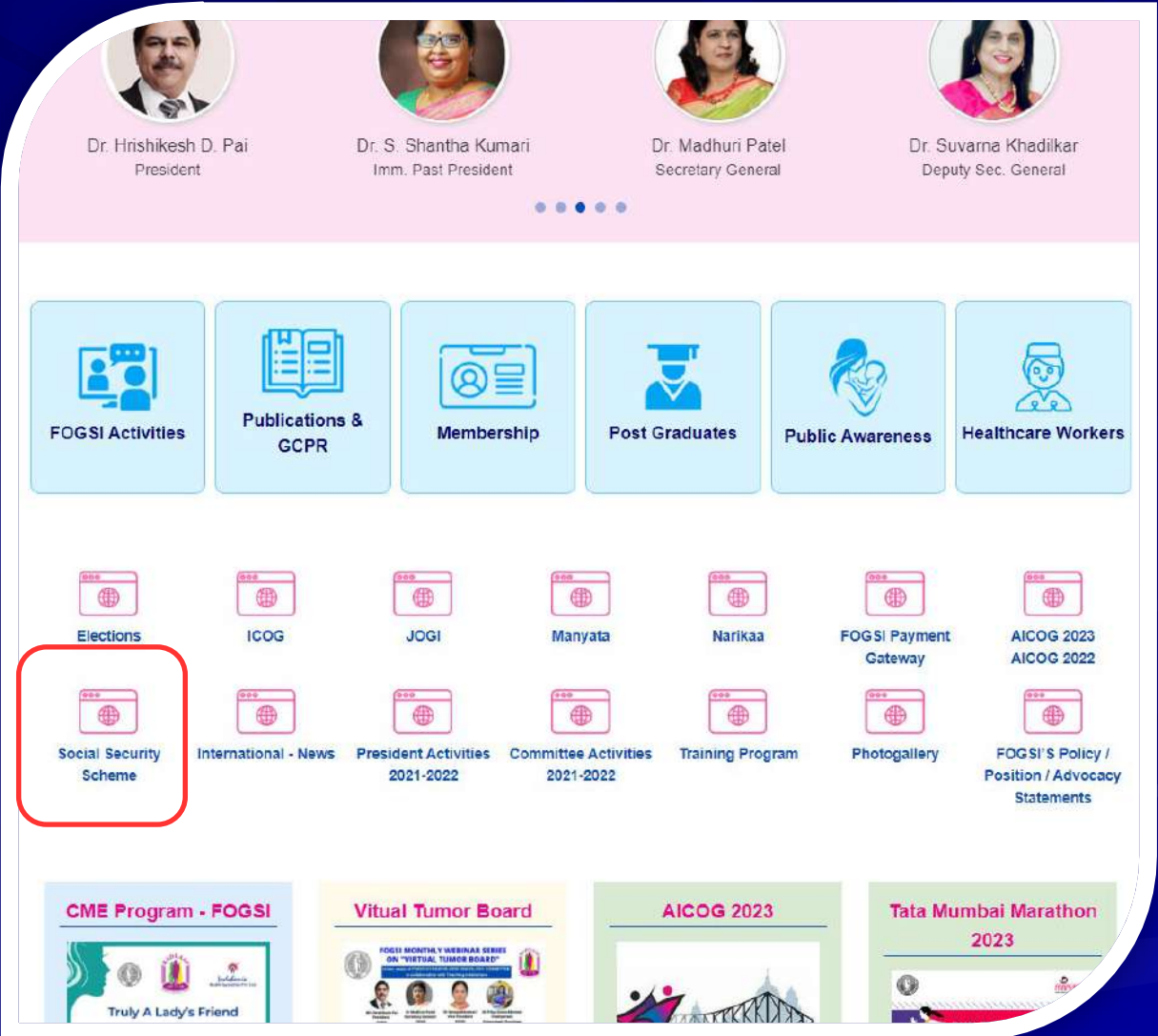
# Website mobile interface



# New Tab – Healthcare Workers : FOGSI Naipunya 2021



# FOGSI Social Security Scheme app icon





# 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 more than 141 meetings have been hosted on this virtual platform

## FOGSI SMS Policy (Short Message Service)


- ❖ 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.

## Pending -Maximum 200 SMS per

<u>YEAR</u>	<u>MONTH</u>	<u>TOTAL</u>
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
2022	September	2,23,443.00
2022	October	3,63,161.00
2022	November	1,11,081.00
2022	December	3,35,338.00
	<u>Total</u>	40,21,117.00

# 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, WhatsApp
- Drop down menus Tabs : 9
- Running Banners – 5 (4 more banners to be added at the time of Election)
- Main Boxes – 6 (*Added a new one – Healthcare Workers*)
- TABs : 14
- Upcoming Events – 4
- About FOGSI, Quick Links, contact information and our location on google map



# Archives

ation Tata Mumbai Marathon 2023 run for quality care last date for registration December 2022 FOGSI demands zero tolerance against violence and abuse against Doc

022-24951648 fogsii2007@gmail.com

THE FEDERATION OF Obstetric & Gynaecological Societies of India fogsii.org

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

Archives

2020 2019 2018 2017 2016 2015 2014 2013 2012 2011 Upto 2010

Archives 2020

- » FOGSI Focus – Maternal Fetal and Neonatal Medicine 2020
- » Young Talent Promotion Committee Newsletter 2020
- » Dr. Alpesh Gandhi – New Calendar
- » Results of Scientific Papers Prizes 2020

President Activities 2020

- » FOGSI-Emcure Webinar on Covid and Women's Healthcare
- » FOGSI E Conclave on Breast Cancer – 17th Oct
- » Breastfeeding: My right, my child's right
- » eSouvenir – International eConference on Endometriosis 2020 – Endometcon 3
- » Vaginal Surgical Extravaganza – 18th Oct
- » COR CONNECT Webinar – Basics of Doppler for Obstetrician

# AICOG

# ICOG

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

INDIAN COLLEGE OF Obstetricians & Gynaecologists Academic Wing of FOGSI

Home About Office Bearers Courses & Exams

Upcoming Online Courses 6th Month Certificate Course

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

DAY 1 – 08.09.2022 (Thursday) 4:30 – 6:00 PM INauguration

Updates Forms/Information Activities & Initiatives

News Invitations

- » 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

Forms / Credit Points

- » 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

022-2380043 journaljogi@gmail.com Home Guidelines Contact Member Login Reset Password Author Name Of keywords

THE JOURNAL OF OBSTETRICS & GYNECOLOGY OF INDIA

Did you know...? Open Access is an option for authors in this journal.

OBITUARY DR. M.N. FARUKH

Home About Editors Choice President's Page All Issues Types of Paper For Authors For Peers Prizes and Awards

Official Journal of the Federation of Obstetrics & Gynecology of India

# NARIKAA

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

Quick Links

- » Home
- » FOGSI Activities
- » Publications & GPCR
- » Membership
- » Peer Underline Section
- » Public Awareness

Narika is a FOGSI initiative, brought alive in partnership with the Beyond Media Pvt. Ltd.

It is a fully private space for women to explore, discuss, share and engage with one another to understand their bodies and their choices. The Narika platform is a women's health library platform (in English & Hindi) to curate all that will provide insight and support to women from all walks of life.

In line with the FOGSI vision of holistic maternal health, we are focusing on the maternal and sexual health and rights of women. The Narika platform acts as a hub in a holistic approach covering the emotional, physical and psychological aspects of a woman's evolution from pregnancy to menopause.

Content is curated created by a panel of review and curators and their responsibility lies with FOGSI. Content is selected around the common issues faced by women including a rural topic namely – Adolescent 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.

Public education is an area that is becoming increasingly important both for the patient and for the Doctor. And, as highly respected members of FOGSI, the Indian Association of Obstetric and Gynaecological Societies of India, FOGSI members play a critical role in promoting the health and wellbeing of women.


FOGSI members' contribution and support has paved the way for India's first doctor-led maternal health library platform, Narika – See it Now. Beyond is now dedicated to clearly improve the health of our 250 million women in India. The initiative is also committed to provide all its members a platform to engage with their patients.

In a part of this initiative, all FOGSI members who sign up to promote the platform will be provided with a personalized Doctor's profile page on www.narika.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)

SUBMIT



### FOGSI Online Payment Portal

Your Name: MADHURI PATEL  
Your Email Id: \*\*\*\*\*@gmail.com

GENERATE OTP

OR

Your Mobile No.: 98\*\*\*\*12

GENERATE OTP

Enter OTP

SUBMIT



### FOGSI Online Payment Portal

Your Name: MADHURI PATEL  
Your Email Id: \*\*\*\*\*@gmail.com

GENERATE OTP

OR

Your Mobile No.: 98\*\*\*\*12

GENERATE OTP

Enter OTP

SUBMIT



### FOGSI Online Payment Portal

Your Name: MADHURI PATEL  
Your Email Id: \*\*\*\*\*@gmail.com

GENERATE OTP

OR

Your Mobile No.: 98\*\*\*\*12

GENERATE OTP

Enter OTP

SUBMIT



### FOGSI Online Payment Portal

Select Category

Select Account

Select Sub Category

Interest Handling Charges

Total Payable

Total Amount

MAKE PAYMENT

Billing Details	
Particulars	Amount
Fees	
Interest Handling Charges	
Total Payable	



### FOGSI Online Payment Portal

Select Category

Select Sub Category

Interest Handling Charges

Total Payable

Total Amount

MAKE PAYMENT

Billing Details	
Particulars	Amount
Fees	
Interest Handling Charges	
Total Payable	

9869042132

dmedhuripatel@gmail.com

Notes (Optional)

CC Avenue CHECKOUT

Checkout login for registered users only.

Enter Username

Enter Password

[Forgot Password?](#)

Login

**Payment Information**

Credit Card

Card Number

Expiry Date CVV

Month  Year

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



### FOGSI Online Payment Portal

Select Category

Select Sub Category


Interest Handling Charges

Total Amount (Inclusive of Interest Fees Handling Charges)

9100

MAKE PAYMENT

Billing Details	
Particulars	Amount
Ultrasound Basic ( 7 days) Fees	8850
Interest Handling Charges	250
Total Payable	9100



### FOGSI Online Payment Portal

**Billing Information**

Order ID: FOGSI 74399-56845248

Coupon Code: 2000

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

Expiry Date CVV

Month  Year

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

■ (online presentation by Dr. Suvarna)

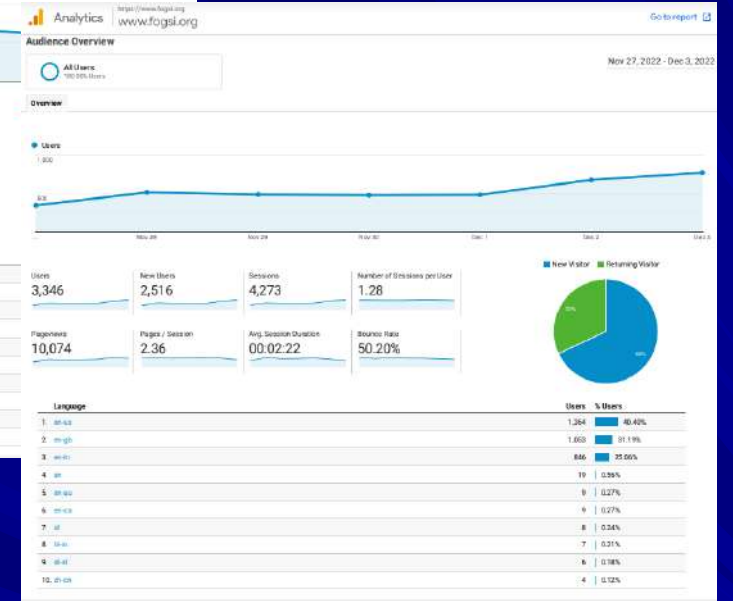
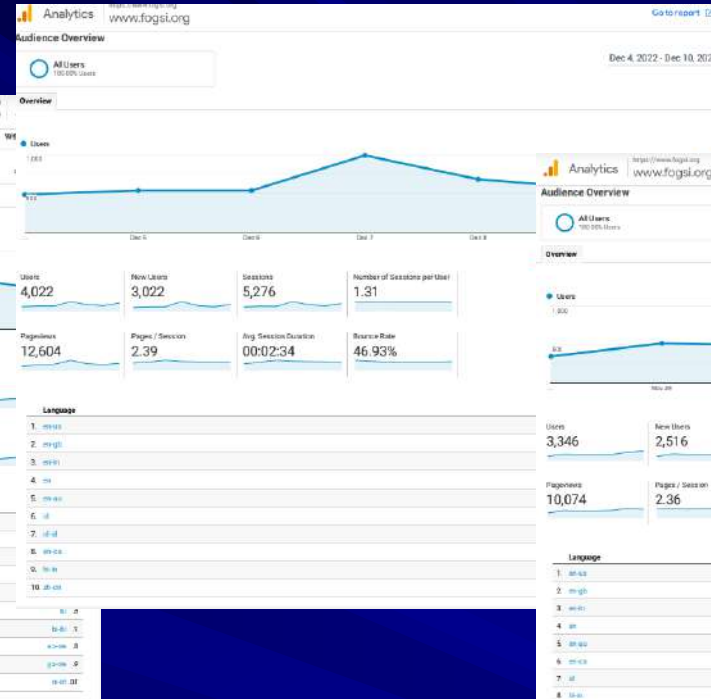
■ [www.fogsi.org](http://www.fogsi.org)



# **Incorporation of Videos for members / post graduates and Public education**

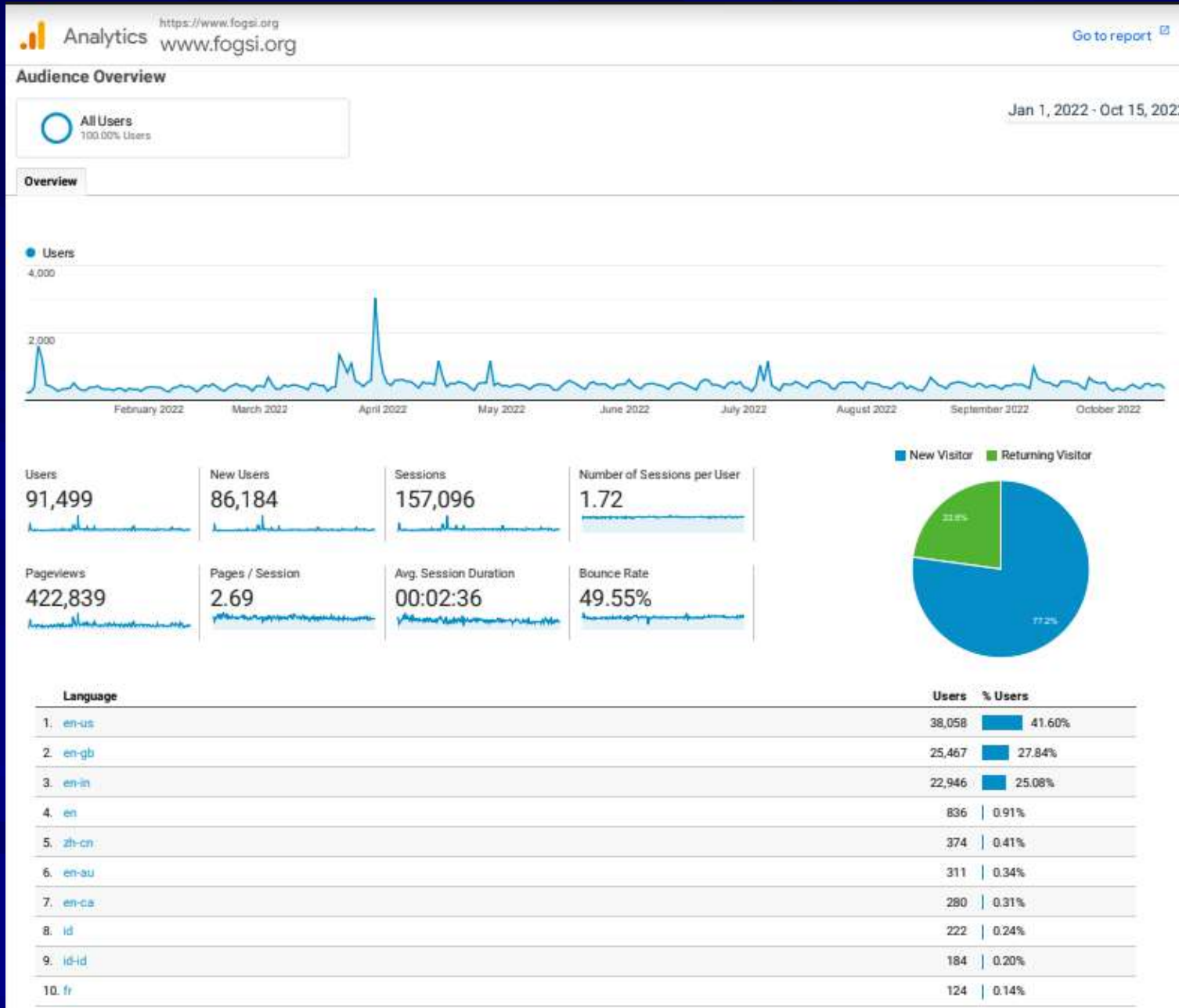
- ❖ **From each member maximum two videos will be uploaded**
- ❖ **Each video should not be more than seven minutes**
- ❖ **Should be audio visual**
- ❖ **Will be uploaded for maximum of six weeks**
- ❖ **2 members of Committee like Journal committee will review the videos and will be uploaded after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

# Pending - Google Analytics : Weekly for Oct '22 - Dec '22





# PENDING-GOOGLE ANALYTICS : JAN'22 – OCT 15TH' 22



- ❖ 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.**



# FOGSI

# WHATSAPP CHATBOT

*A WhatsApp chatbot is a computer program that can automatically reply to messages on WhatsApp.*





# About CHATBOT

WhatsApp bots work 24/7 and can have multiple conversations with different persons, at the same time. They are often used to automatically answer questions and provide information about a company.

## Why WhatsApp Chatbot?

1. Save time and money on customer service
2. Reply in seconds, instead of days
3. 24/7 available, everywhere
4. Messenger apps (like WhatsApp) become more popular
5. People are open to using chatbots





Ask FOGSI



Get information about **FOGSI** in just one touch at your convenience.

**Scan To Get Started**



# process

## Chat Bot on WhatsApp Steps

1. Scan the QR code or Send “Hi” message on FOGSI WhatsApp Number provided by the agency.
2. Predefined message from company will be displayed.
3. Questions with predefined answer will be shown to the user.
4. Any random message will get an auto reply with contact us details.

### Example

1. General Categories – This will contain all info about FOGSI.
2. Membership – All information about Membership with Membership last date.
3. Training – All information about courses and training.
4. ICOG – Any info required will redirect to ICOG Website.
5. JOGI - Any info required will redirect to JOGI Website.



# THANK YOU





# **EXPLAINER VIDEO**

## **– CHAT BOT**



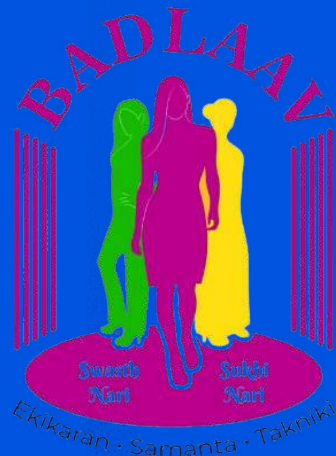
# Social Media Report





# Social Media Report

Nov 2021 - December 2022



**AKROTICS**  
DIGITAL SOLUTIONS

## Section

Profile Analytics: Facebook and Instagram	.....
Profile Analytics: Twitter	.....
Profile Analytics: LinkedIn	.....
Profile Analytics: Google Business	.....
Profile Analytics: YouTube	.....
Ads Analytics	.....





# Social Media Report

## November 2021 - December 2022

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Channel started on 15 <sup>th</sup> Oct 2021		Posts by Profile	Total Impressions	Organic + Paid Reach Rate (ORR)	Community Size on Dec 2022
	<b>FOGSI</b> @fogsiofficial	358	2,45,496	100%	5,435 Page Likes
	<b>FOGSI</b> @fogsiofficial	358	3,46,93	100%	9,092 Followers
	<b>FOGSI</b> @fogsiofficial	358	1,45,450	100%	1,562 Followers
	<b>FOGSI</b> @fogsiofficial	24	10,000 + Views	100%	1,459 Subscribers
	<b>FOGSI</b> @fogsiofficial	358	40,568	100%	634 Followers
<b>TOTAL</b>		<b>1,056</b>			<b>18,182</b>



Guide to  
**Facebook Metrics**

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




Guide to  
**Instagram Metrics**

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



Guide to  
**Twitter Metrics**

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



Guide to  
**YouTube Metrics**

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



Guide to  
**LinkedIn Metrics**

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

# Summary

**Sharing the social media report for FOGSI till now. We've made good progress and are seeing some good results right now. We're on the path to reaching our goals shortly. Everything is looking great!**

## Work Done till Dec 2022

- 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.
- WhatsApp Business Profile Activate with 3 Groups.
- We've been creating the content for the same and have maintained the social profiles' hygiene.
- Forwarding question asked on google to FOGSI team.
- We've been taking care of and maintaining the hygiene of FOGSI's social profiles.
- All event information is being shared with registration links.



## Profile Analytics

- Facebook and Instagram Page







# Insights

Review performance results and more.



Federation of Obstetric and Gynaecological ...

Oct 15, 2021 – Dec 28, 2022



## Overview

Results

Audience

Benchmarking

Content

Overview

Content

Messaging

Overview

## Reach

Compare your reach from this period to the previous one.

See more about your content performance

Facebook Page reach ⓘ

1,66,345 ↑ 100%

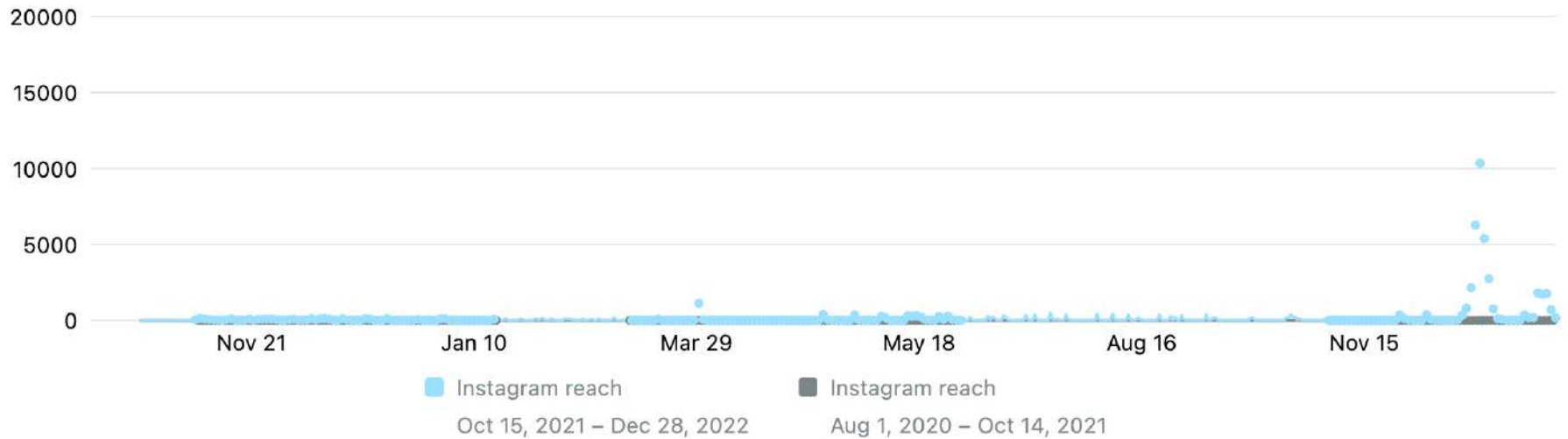
Instagram reach ⓘ

1,36,494 ↑ 100%

Paid reach ⓘ

206,464 ↑ 389.4%

Daily Cumulative

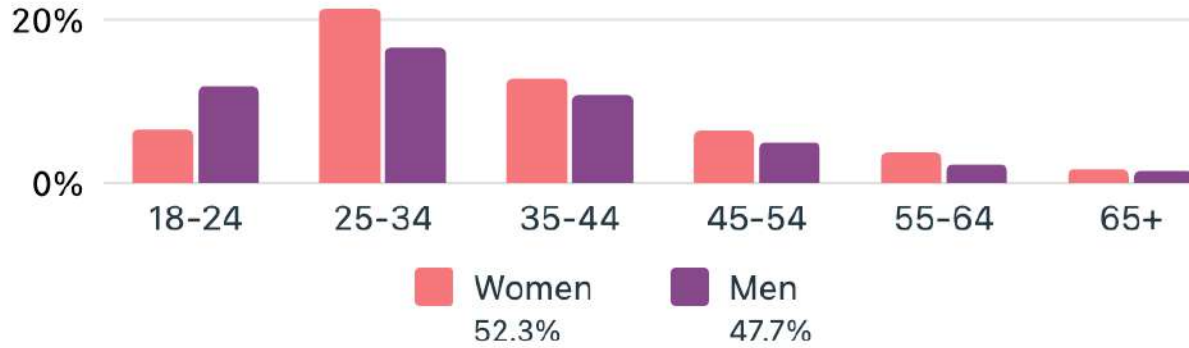



## Audience ⓘ

Facebook Page followers ⓘ

# 5,552

Age & gender ⓘ

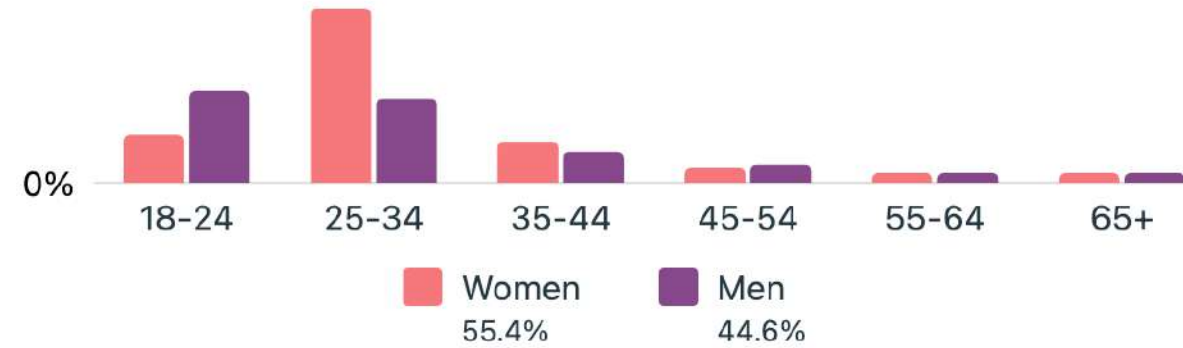


 See audience report

Instagram followers ⓘ

# 9,092

Age & gender ⓘ



## New likes and follows

Export

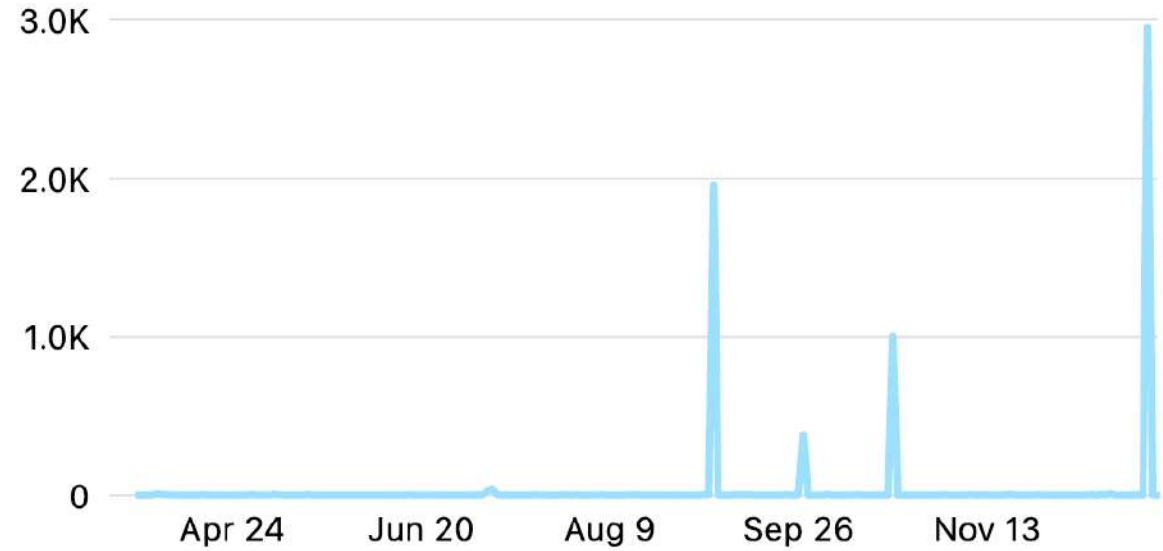
Facebook Page new likes ⓘ

3,360 ↑ 100%



New Instagram followers ⓘ

6,854 --



# Paid Marketing Statistics

Export

## Ad trends

Paid reach ⓘ

206,464 ↑ 389.4%

Paid impressions ⓘ

303,941 ↑ 285.2%



## Advertising Summary

Akash Gupta spent ₹1.66K on 5 ads in the last 60 days.

Last 60 days: Oct 29, 2022 - Dec 27, 2022



Reach ⓘ

80,095 ↑ 100%



See more

Post engagement ⓘ

4,126 ↑ 100%



See more

Link clicks ⓘ

505 ↑ 100%



See more

Page Likes ⓘ






--

See more



# Paid Marketing Post

Started from Dec 2022

Ads		Reach	Objective	Amount spent	
<b>Boosted post</b>					
 Dec 23 • Created by Ak... Post engagements Do you know why you...	<b>Completed</b>	9,687 Reach	2,075 Post engagements	₹500.00 Spent of ₹500.00	<a href="#">View results</a>
<b>Boosted post</b>					
 Dec 14 • Created by Aka... Link clicks 65th All India Congres...	<b>Completed</b>	689 Reach	26 Link clicks	₹178.84 Spent of ₹250.00	<a href="#">View results</a>
<b>Boosted post</b>					
 Dec 14 • Created by Aka... Link clicks 65th All India Congres...	<b>Completed</b>	124 Reach	2 Link clicks	₹29.26 Spent of ₹250.00	<a href="#">View results</a>
<b>Boosted post</b>					
 Dec 10 • Created by Aka... Link clicks Be a part of the 65th ...	<b>Completed</b>	66,944 Reach	462 Link clicks	₹700.00 Spent of ₹700.00	<a href="#">View results</a>
<b>Boosted post</b>					
 Dec 8 • Created by Akas... Post engagements Be a part of the 65th ...	<b>Completed</b>	2,819 Reach	1,517 Post engagements	₹248.30 Spent of ₹500.00	<a href="#">...</a> <a href="#">View results</a>

# Comparison

## (Paid Post vs Non – Paid Post)

### AICOG 2023 Paid Post Stats

Completed	Date	View results	
Completed	Dec 10	View results	
<b>Link clicks</b>	<b>66,944</b>	<b>462</b>	<b>₹700.00</b>
Be a part of the 65th All India Con...	Reach	Link clicks	Spent of ₹700.00
Completed	Dec 8	View results	
<b>Post engagements</b>	<b>2,819</b>	<b>1,517</b>	<b>₹248.30</b>
Be a part of the 65th All India Con...	Reach	Post engagements	Spent of ₹500.00

### AICOG 2022 Post Stats without Paid Marketing

Boost post

**Announcement**

New dates for  
**64th AICOG, Indore**  
4th April to 8th April 2022  
#FOGSI #doct...

February 3, 2022 at 8:31 PM  
ID: 139078545246011

Interactions

29 reactions 3 comments 2 shares

Overview Performance Feed preview

### Performance

Reach ⓘ		Engagements ⓘ		Negative interactions ⓘ	
Total	<b>1,554</b>	Reactions	<b>29</b>	Total	<b>0</b>
Organic	1,554 (100%)	Comments	3	Unique	0
Paid	0 (0%)	Shares	2		
<a href="#">View details</a>					



# Profile Analytics

Twitter Page



# 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 38000 O&Gs in the country working towards women's health.

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

121 Following 1,562 Followers



# FOGSI

Medical & Health

Impressions ⓘ

**2,238** ↑ 54%

Profile visits ⓘ

**13** ↑ 86%

Engagement rate ⓘ

**5.5%** ↓ -0.3%

Link clicks ⓘ

**10** ↑ 900%

Metrics shown for the last 7 days





# 🚩 Profile Analytics

LinkedIn Page





# 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 · **623 followers**

 [Edit Page](#)

 [Share Page](#)



# 🚩 Profile Analytics

Google Business Page



**Google**  
My Business

Time period  
Jul 2022–Dec 2022

- Overview
- Calls
- Messages
- Bookings
- Directions
- Website clicks

# 788

Business Profile interactions ⓘ



## How people discovered you ⓘ

# 12,900

👁 People viewed your Business Profile

### Platform and device breakdown

Platform and devices that people used to find your profile



● 7,085 · 55%

Google Search – mobile

● 5,171 · 40%

Google Search – desktop

● 594 · 5%

Google Maps – mobile

● 50 · 0%

Google Maps – desktop

# 4,863

🔍 Searches showed your Business Profile in the search results

### Searches breakdown

Search terms that showed your Business Profile in the search results

1. fogsi	3,354
2. aicog 2023	582
3. fogsi office	394
4. fogsi 2022	140
5. the federation of obstetric and gynecological societies o...	82

[See more](#)





# Profile Analytics

YouTube Page



fogsi



# FOGSI

Federation of Obstetric and  
Gynaecological Societies of India

Website



**FOGSI**

@fogsiHQ

1.12K subscribers

Subscribe

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



Team FOGSI



**Team FOGSI**

524 views · 1 year ago

**FOGSI Digitisation Initiative, Member of FOGSI, Member Data Verification Portal, Tap on proceed and then enter you mobile number and tap on proceed again.**

# Channel dashboard



## Latest video performance



First 5 days 21 hours compared to your typical performance:

Ranking by views	1 of 10	>
Views	46	↑
Impressions click-through rate	3.4%	↑
Average view duration	0:55	✓

[GO TO VIDEO ANALYTICS](#)

[SEE COMMENTS \(0\)](#)

## Channel analytics

Current subscribers

1,120

+48 in last 28 days

### Summary

Last 28 days

Views	948	↑
Watch time (hours)	40.0	✓

### Top videos

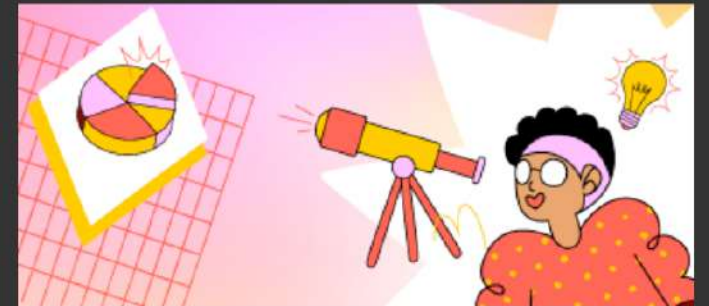
Last 48 hours · Views

Management of Preterm Labor	27
FGS0052 Dr Shobhana Patted 03 11 20	6
Periods - Irregular, Heavy, Painful	6

[GO TO CHANNEL ANALYTICS](#)

## News

< 1 / 5 >



### Tailored insights just for you

Improve your content strategy with the Content Tab – easily analyse and compare video performance across formats and see what your viewers like

[LEARN HOW TO USE YOUR CONTENT TAB](#)

## Ideas for you

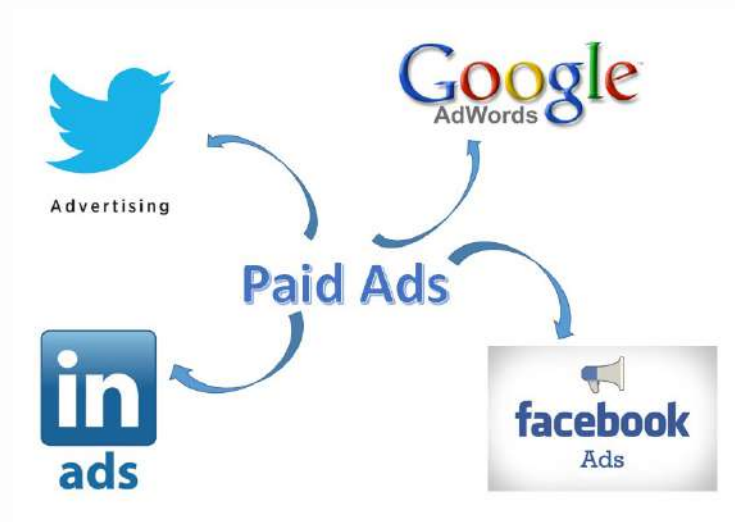
< 1 / 3 >

The secrets of long-term success

Collabs can help you to get

# Ads Analytics

Ads Manager





- FOGSI has approved an Rs. 10,000 paid marketing budget for Facebook and Instagram to agency in Dec 2022.
- Agency have spent Rs. 1,700 to boost AICOG Event to get more registration and Narikaa Video for Public Awareness.
- FOGSI in future will promote such awareness post like Narikaa, Women Issues, Women Healthcare Awareness, etc. to reach the masses.

## Advertising Summary

Akash Gupta spent ₹1.66K on 5 ads in the last 60 days.

📅 Last 60 days: Oct 29, 2022 - Dec 27, 2022 ▼



### Reach ⓘ

80,095 ↑ 100%



See more

### Post engagement ⓘ

4,126 ↑ 100%



See more

### Link clicks ⓘ

505 ↑ 100%



See more

### Page Likes ⓘ

--

See more



## Agency Suggestions

- We would recommend that pictures and videos of every FOGSI event should be posted on social media, this will make our profile more active.
- Information pertaining to women health issues should be posted on social media, we can also share news related to FOGSI's latest endeavours.
- Involve FOGSI YUVA team member.

# Thanks

## Get in Touch

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



# Monthly Performance Stats of Facebook and Instagram

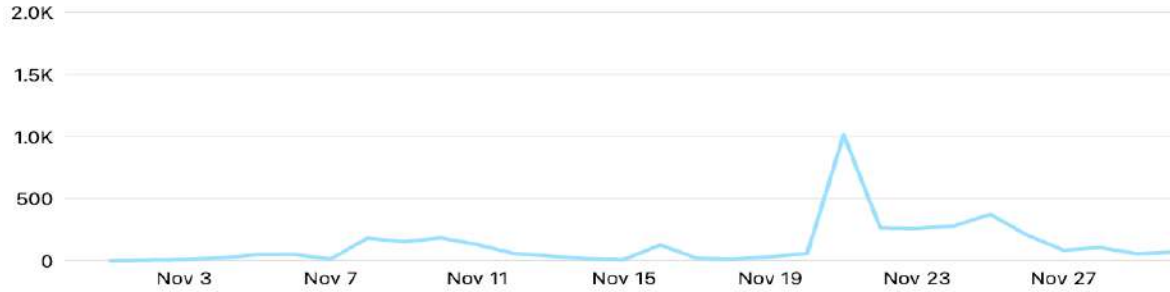
# Extra Slides should be approve by Suvarna Ma'am

## November 2021

### Reach

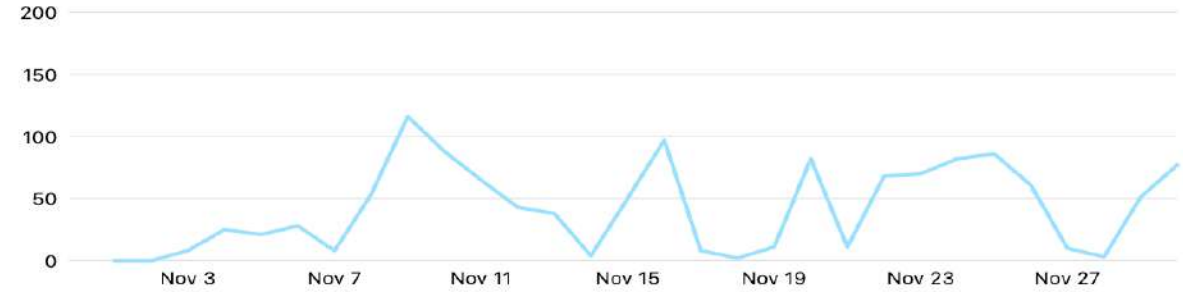
Facebook Page reach ⓘ

2,328 ↑ 77.5K%



Instagram reach ⓘ

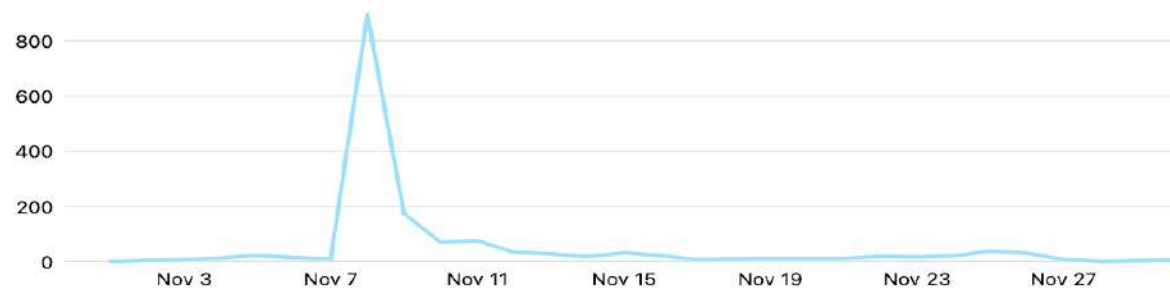
324 ↑ 100%



### Page and profile visits

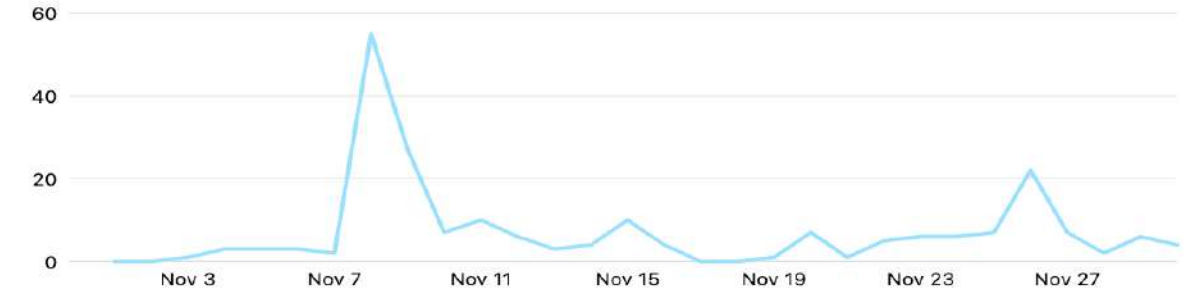
Facebook Page visits ⓘ

1,602 ↑ 53.3K%



Instagram profile visits ⓘ

212 ↑ 100%



# Extra Slides should be approve by Suvarna Ma'am

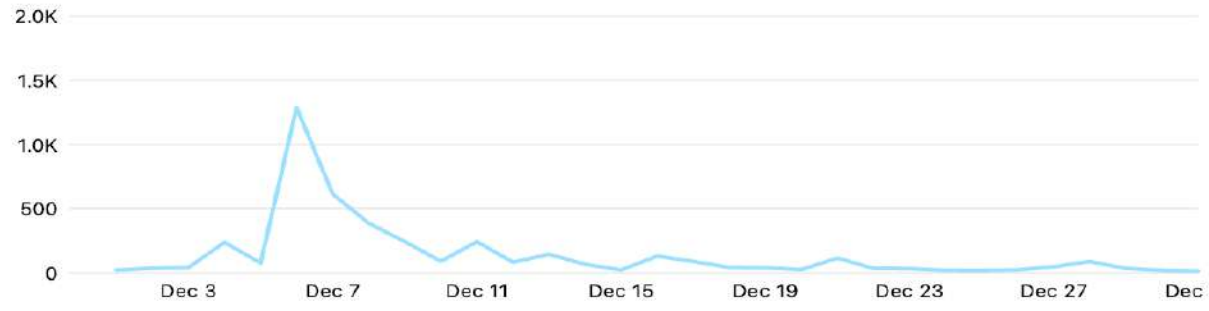
## December 2021

### Reach

Export

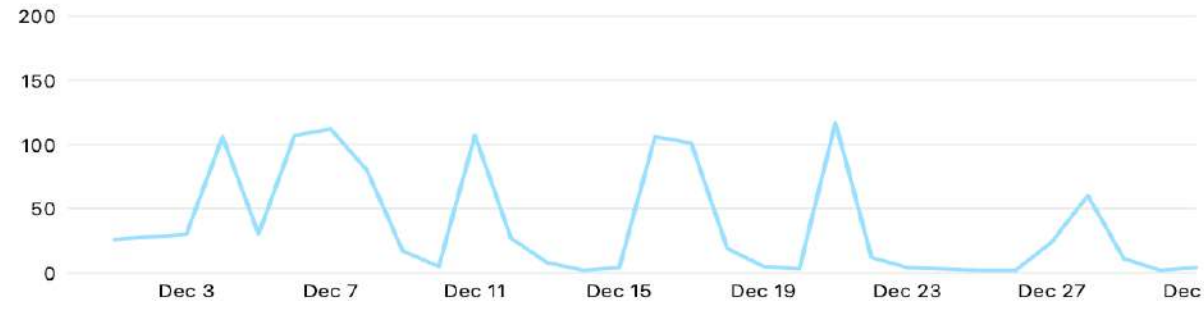
#### Facebook Page reach ⓘ

2,976 ↑ 27.8%



#### Instagram reach ⓘ

302 ↓ 6.8%

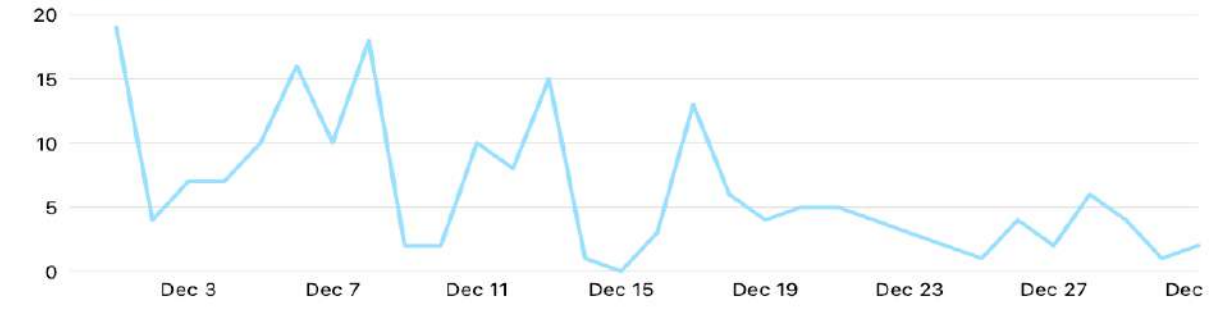


### Page and profile visits

Export

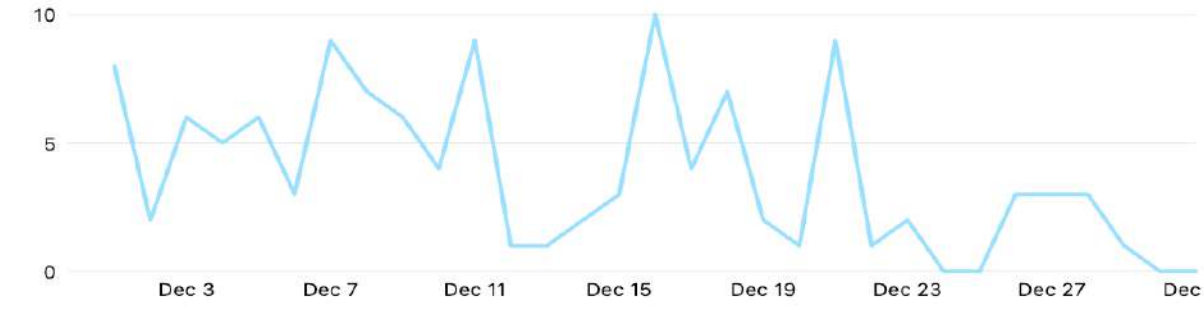
#### Facebook Page visits ⓘ

194 ↓ 87.9%



#### Instagram profile visits ⓘ

118 ↓ 44.3%





# Extra Slides should be approve by Suvarna Ma'am

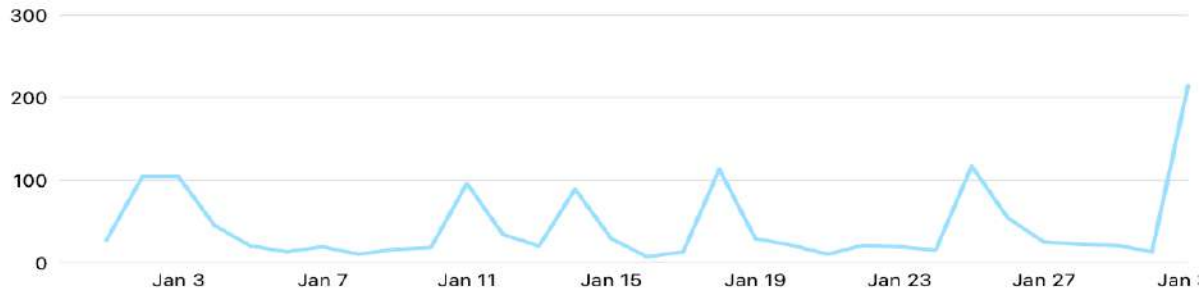
## January 2022

### Reach

Export

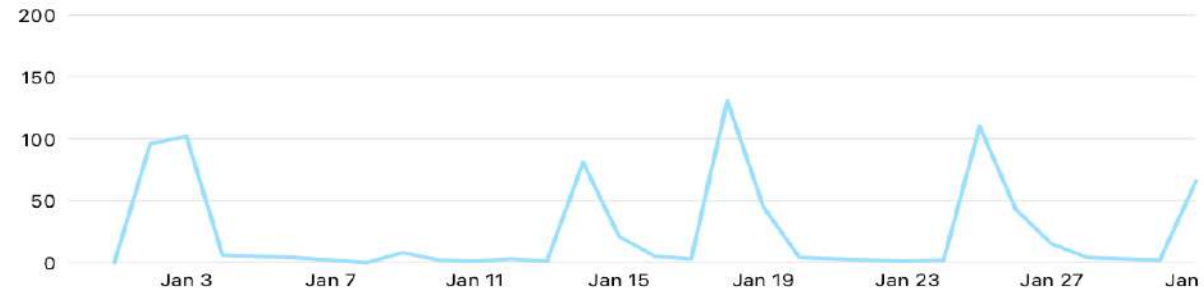
#### Facebook Page reach ⓘ

635 ↓ 78.7%



#### Instagram reach ⓘ

273 ↓ 9.6%

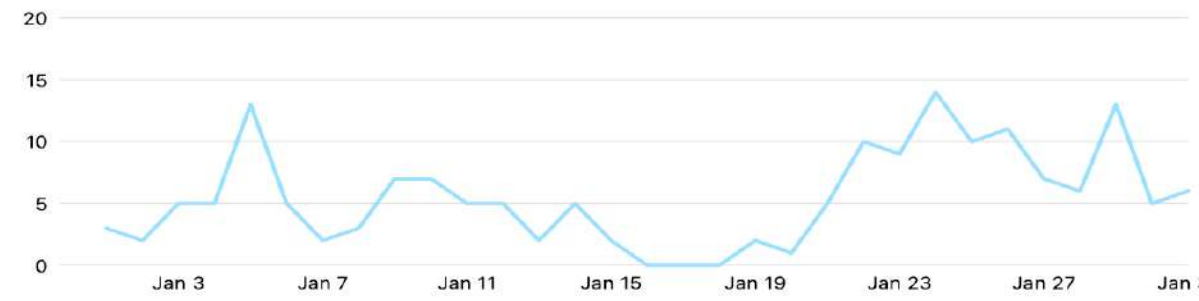


### Page and profile visits

Export

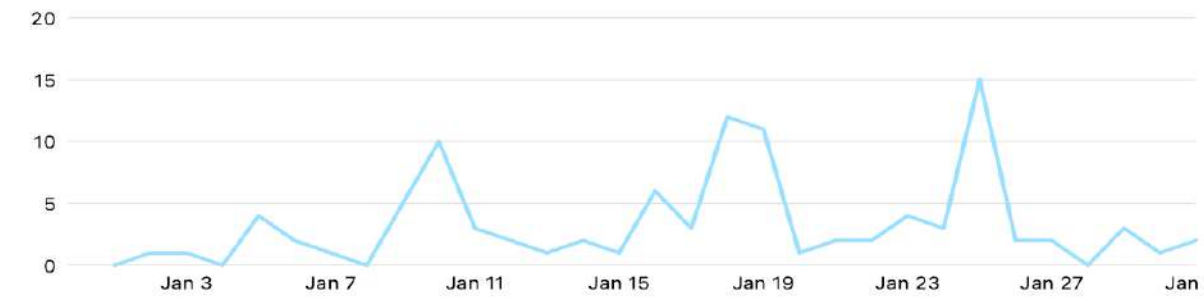
#### Facebook Page visits ⓘ

170 ↓ 12.4%



#### Instagram profile visits ⓘ

102 ↓ 13.6%



# Extra Slides should be approve by Suvarna Ma'am

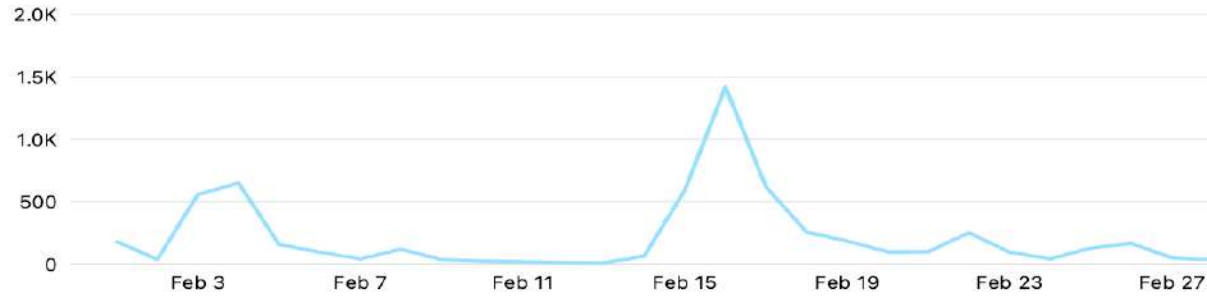
## Febuary 2022

### Reach

Export

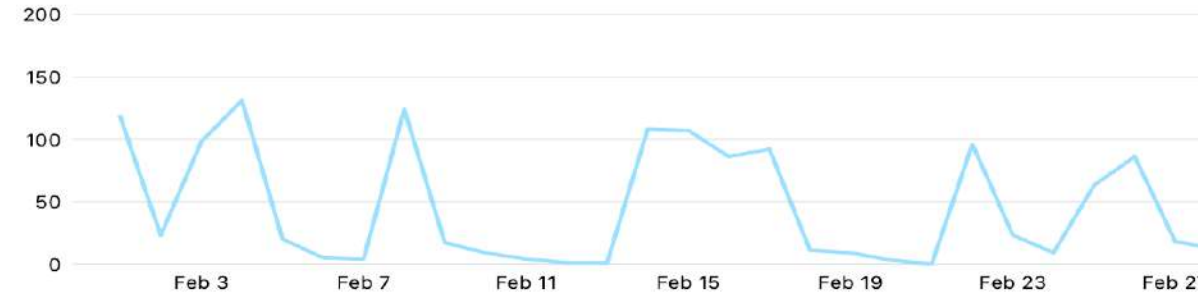
#### Facebook Page reach ⓘ

3,714 ↑ 528.4%



#### Instagram reach ⓘ

291 ↑ 24.9%

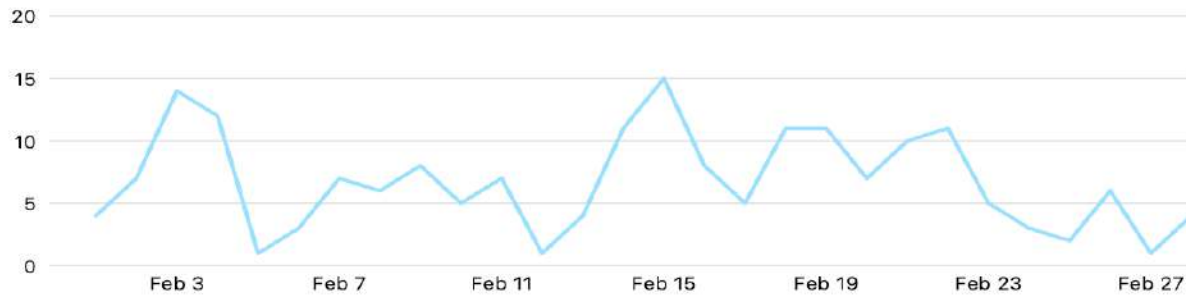


### Page and profile visits

Export

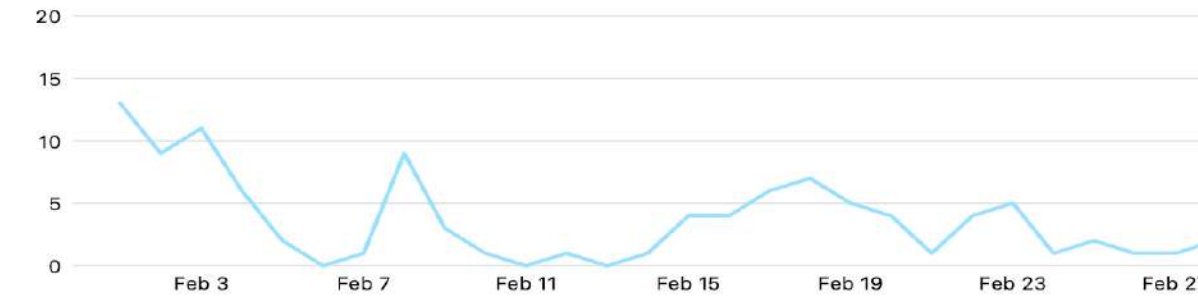
#### Facebook Page visits ⓘ

189 ↑ 18.1%



#### Instagram profile visits ⓘ

104 ↑ 4%



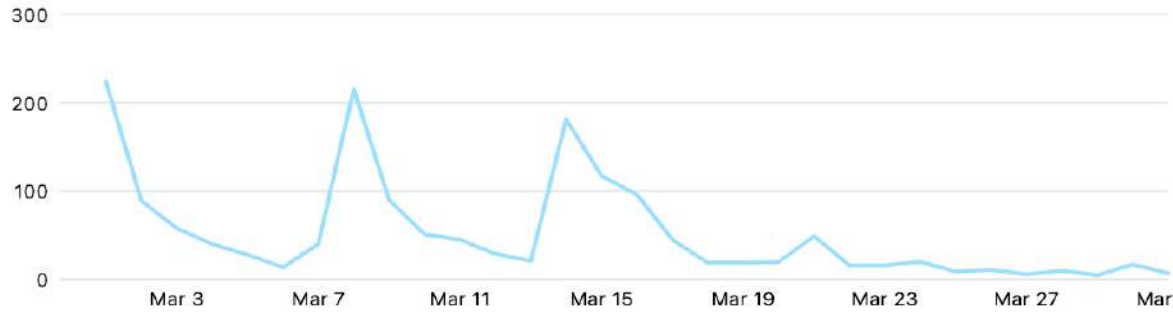
# Extra Slides should be approve by Suvarna Ma'am

## March 2022

### Reach

#### Facebook Page reach ⓘ

1,220 ↓ 67.4%



#### Instagram reach ⓘ

1,442 ↑ 392.2%



### Page and profile visits

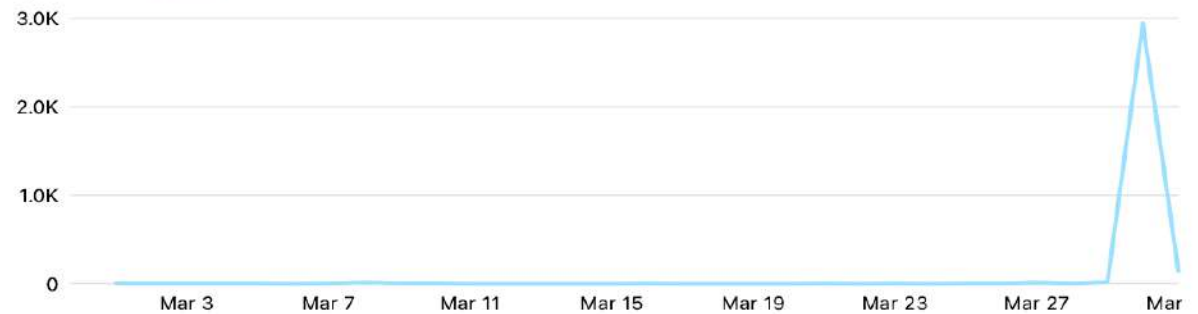
#### Facebook Page visits ⓘ

190 ↓ 10.8%



#### Instagram profile visits ⓘ

3,212 ↑ 2.8K%



# Extra Slides should be approve by Suvarna Ma'am

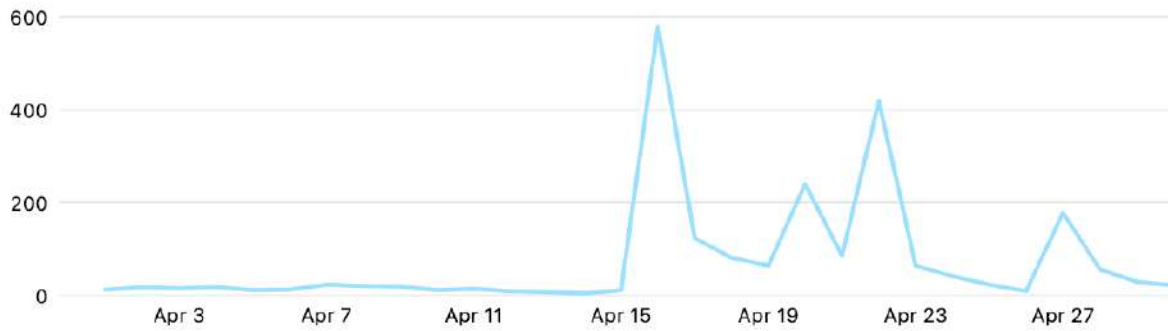
## April 2022

### Reach

Export

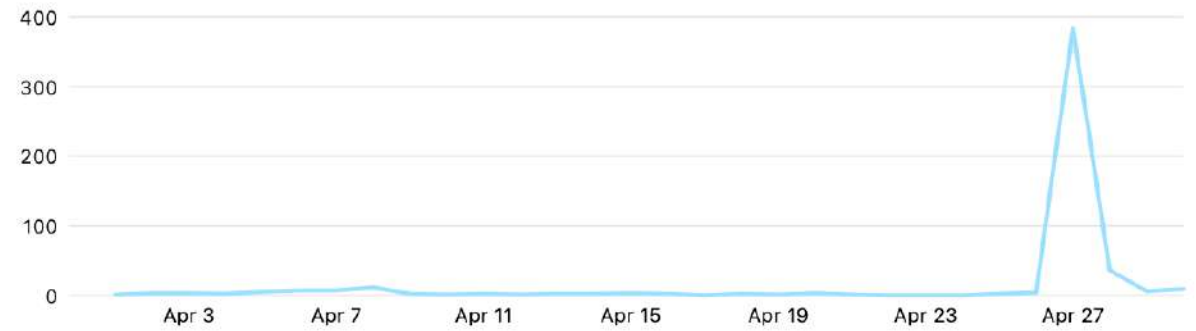
#### Facebook Page reach ⓘ

1,112 ↓ 8.9%



#### Instagram reach ⓘ

479 ↓ 66.8%

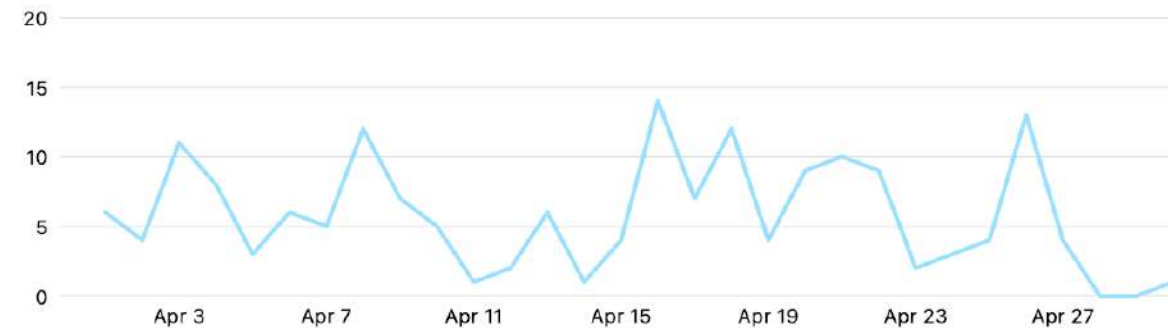


### Page and profile visits

Export

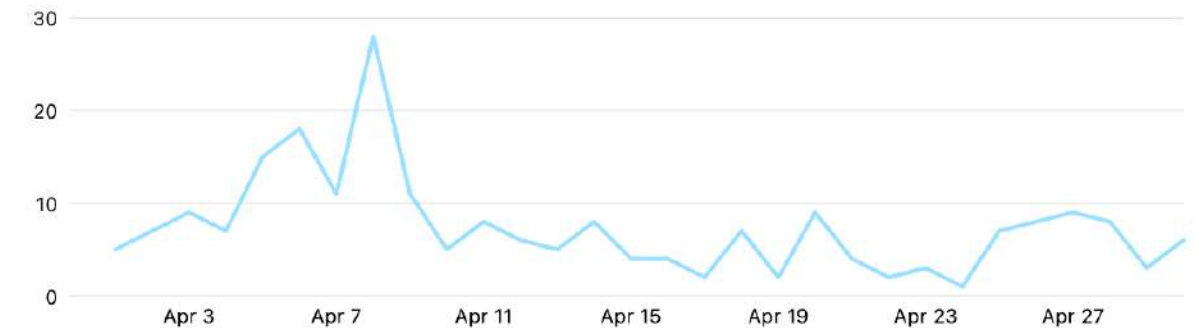
#### Facebook Page visits ⓘ

173 ↓ 8.9%



#### Instagram profile visits ⓘ

222 ↓ 93.1%



# Extra Slides should be approve by Suvarna Ma'am

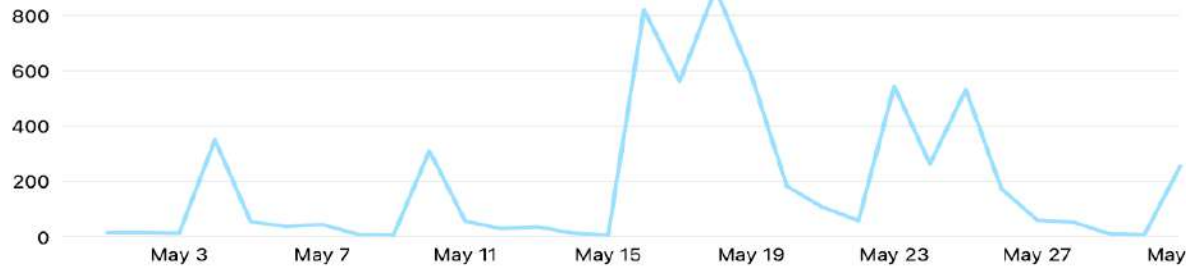
May 2022

## Reach

Export

Facebook Page reach ⓘ

1,815 ↑ 62.9%



Instagram reach ⓘ

1,212 ↑ 130.9%

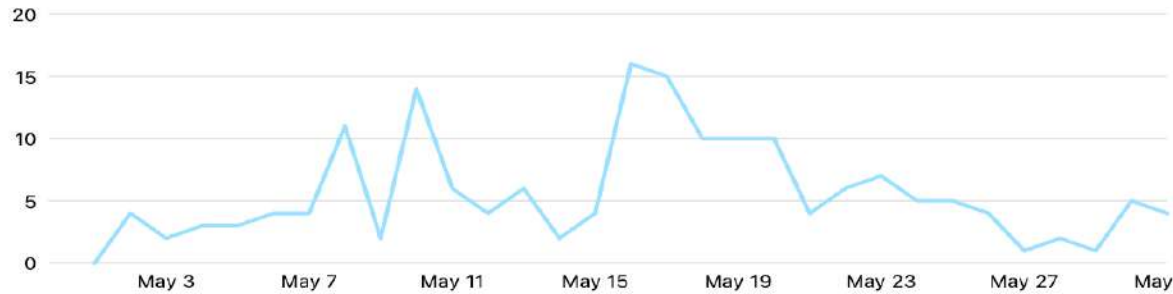


## Page and profile visits

Export

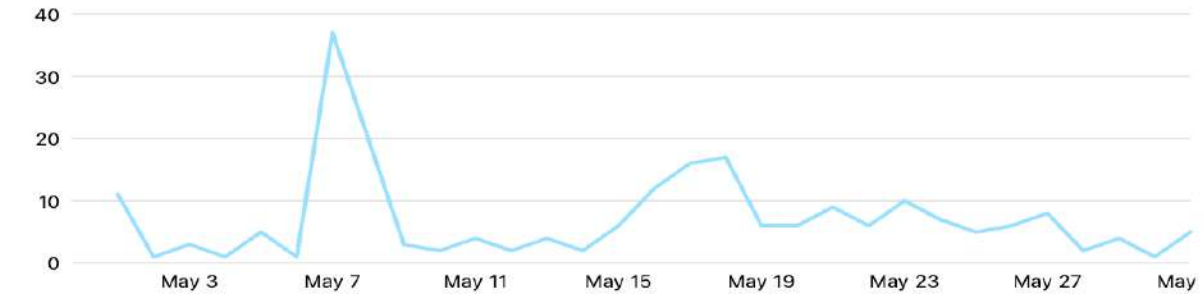
Facebook Page visits ⓘ

174 ↓ 0.6%



Instagram profile visits ⓘ

222 ↓ 39.3%





# Extra Slides should be approve by Suvarna Ma'am

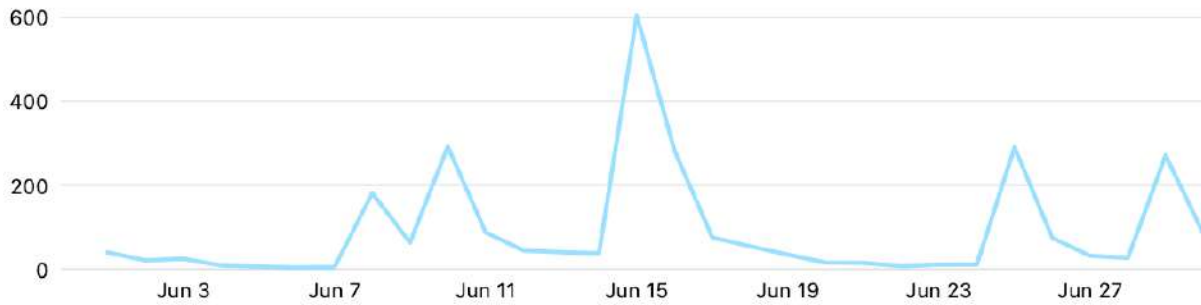
## June 2022

### Reach

Export

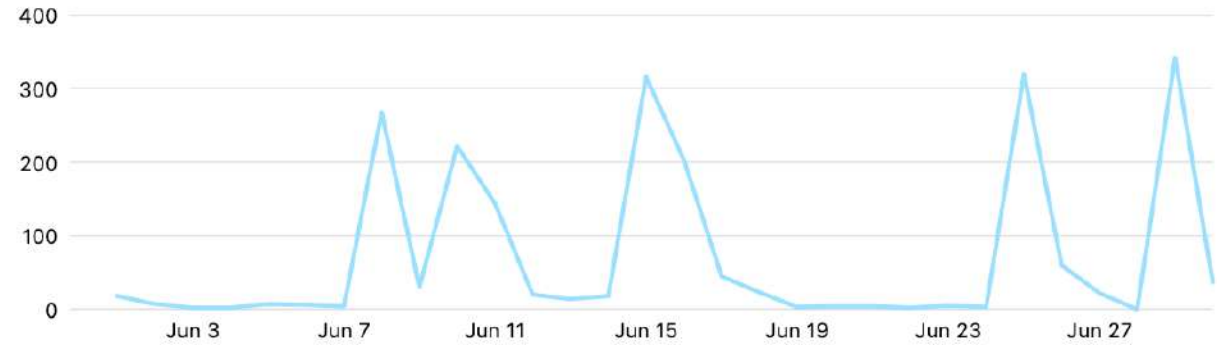
Facebook Page reach ⓘ

1,173 ↓ 34.9%



Instagram reach ⓘ

971 ↓ 19.9%

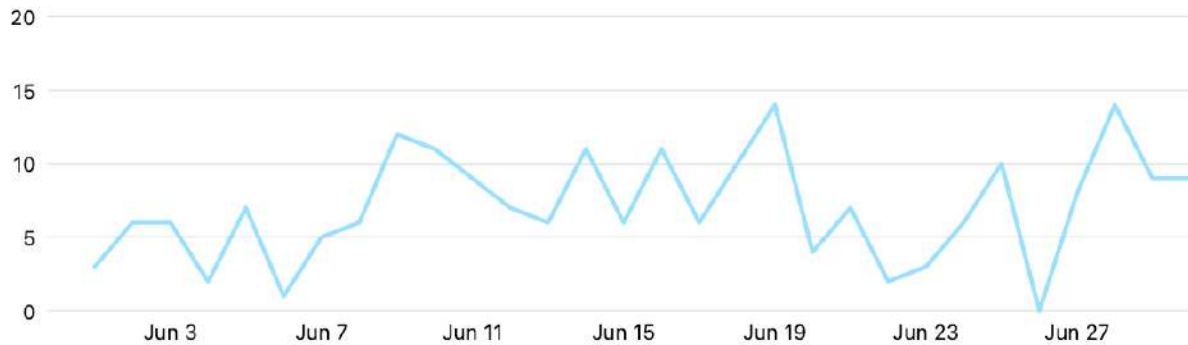


### Page and profile visits

Export

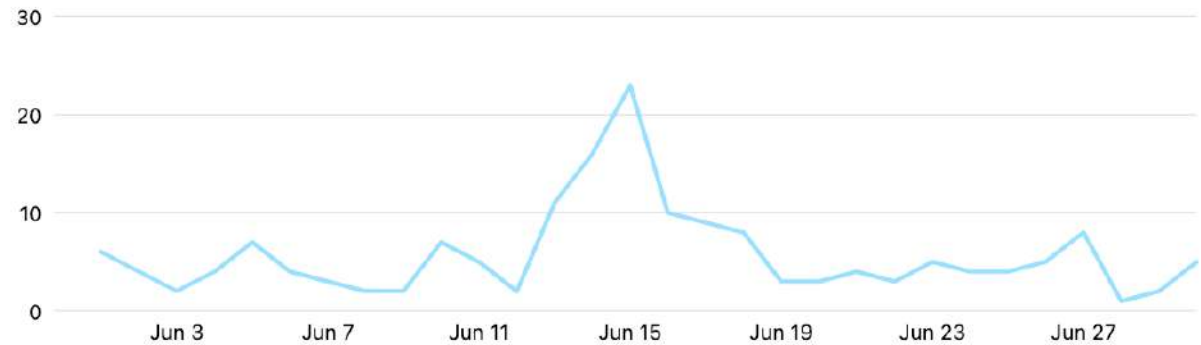
Facebook Page visits ⓘ

211 ↑ 21.3%



Instagram profile visits ⓘ

172 ↓ 18.5%



# Extra Slides should be approve by Suvarna Ma'am

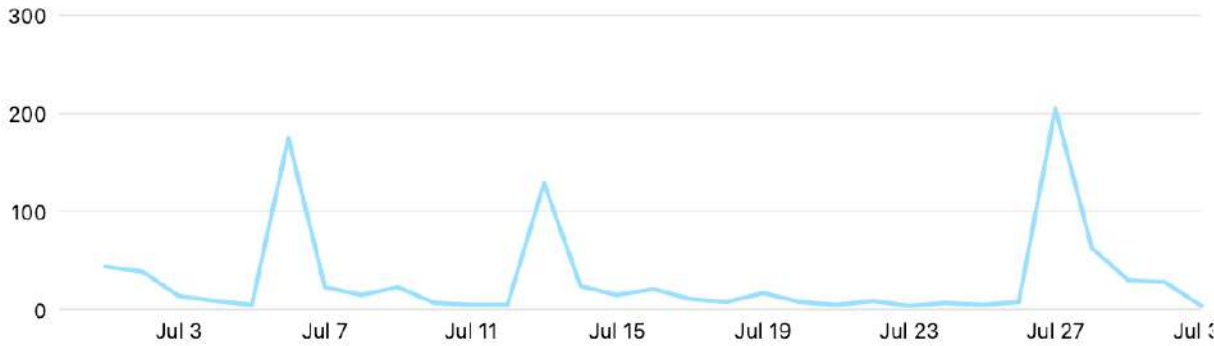
## July 2022

### Reach

Export

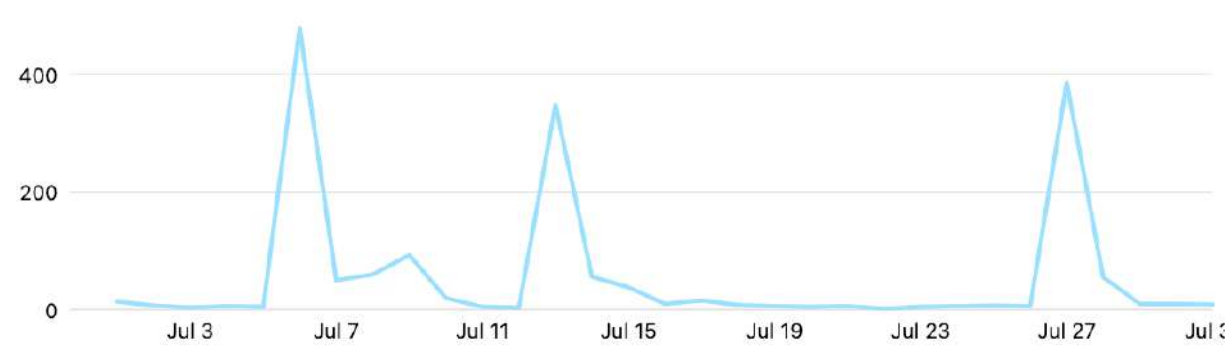
#### Facebook Page reach ⓘ

640 ↓ 46.4%



#### Instagram reach ⓘ

1,140 ↑ 12%



### Page and profile visits

Export

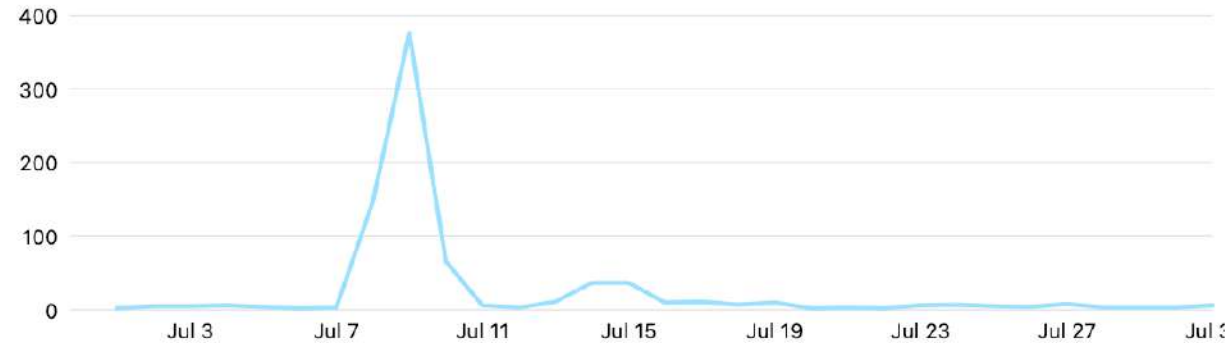
#### Facebook Page visits ⓘ

160 ↓ 25.6%



#### Instagram profile visits ⓘ

800 ↑ 352%



# Extra Slides should be approve by Suvarna Ma'am

## August 2022

### Reach

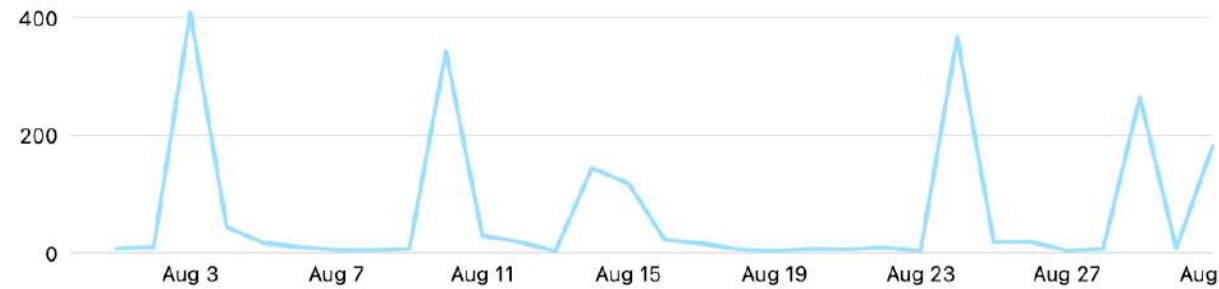
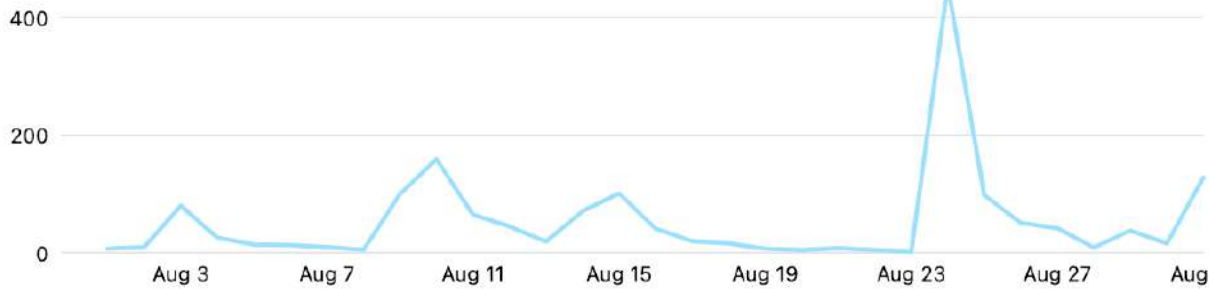
Export

Facebook Page reach ⓘ

Instagram reach ⓘ

1,019 ↑ 59.2%

800 ↓ 29.8%



### Page and profile visits

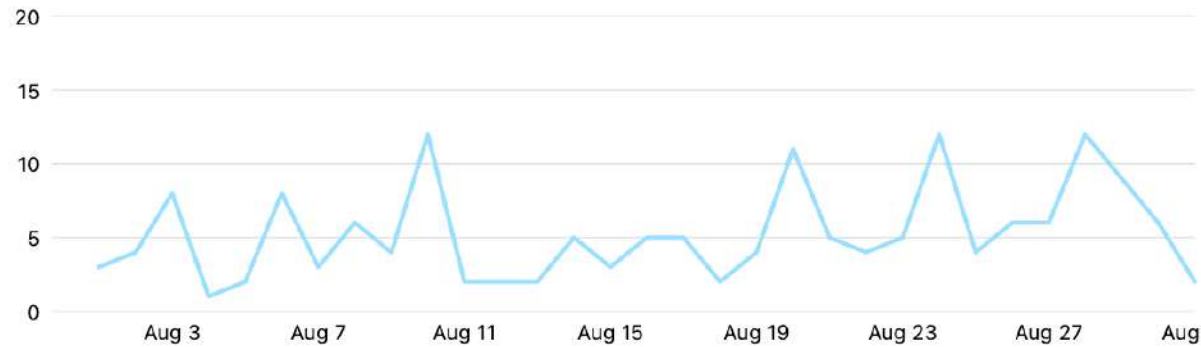
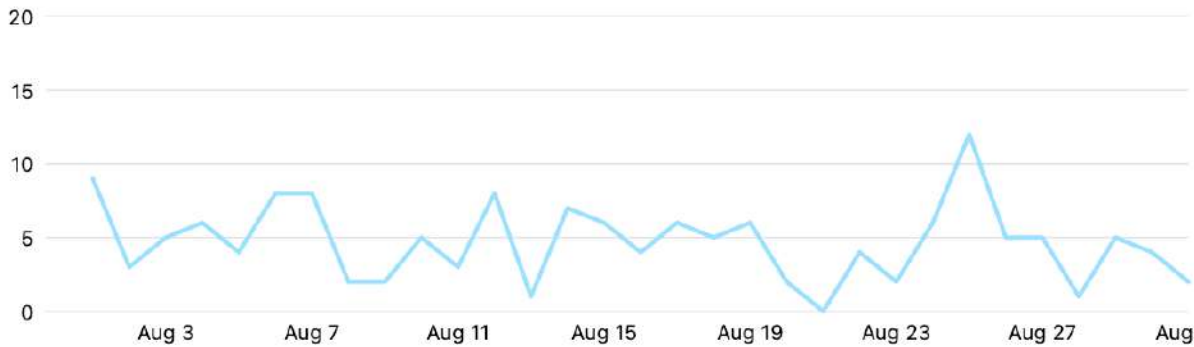
Export

Facebook Page visits ⓘ

Instagram profile visits ⓘ

146 ↓ 8.8%

163 ↓ 79.6%



# Extra Slides should be approve by Suvarna Ma'am

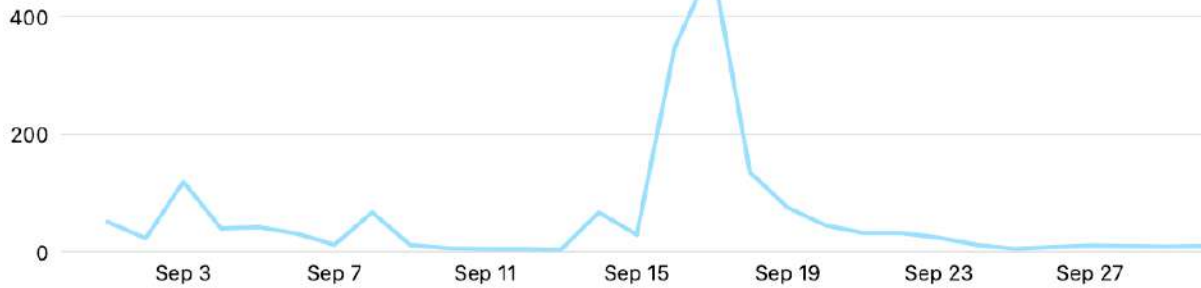
## September 2022

### Reach

Export

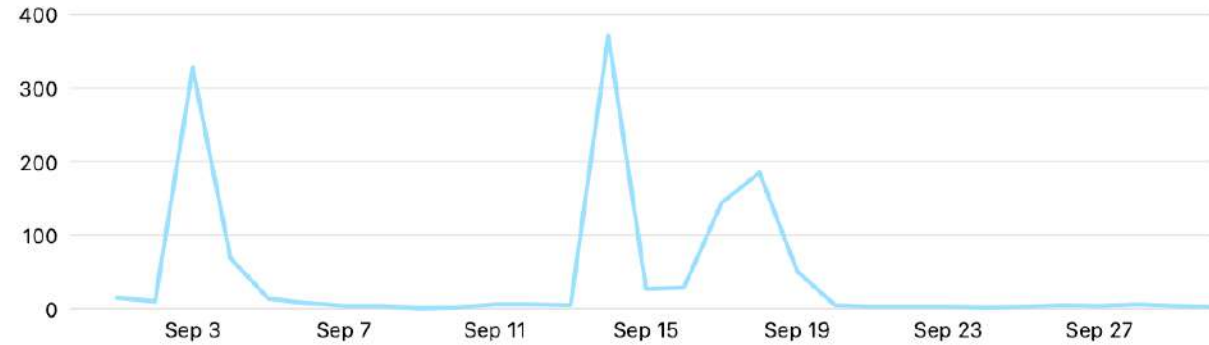
#### Facebook Page reach ⓘ

1,537 ↑ 51%



#### Instagram reach ⓘ

640 ↓ 19.7%

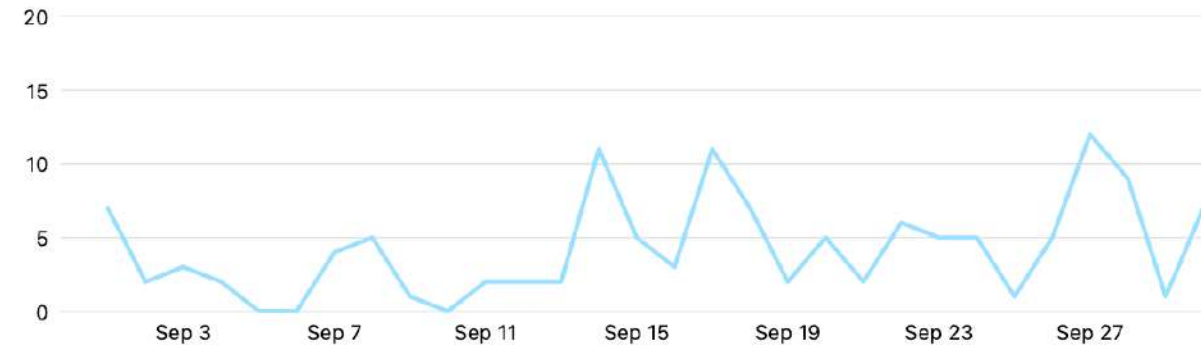


### Page and profile visits

Export

#### Facebook Page visits ⓘ

127 ↓ 7.3%



#### Instagram profile visits ⓘ

142 ↓ 11.3%



# Extra Slides should be approve by Suvarna Ma'am

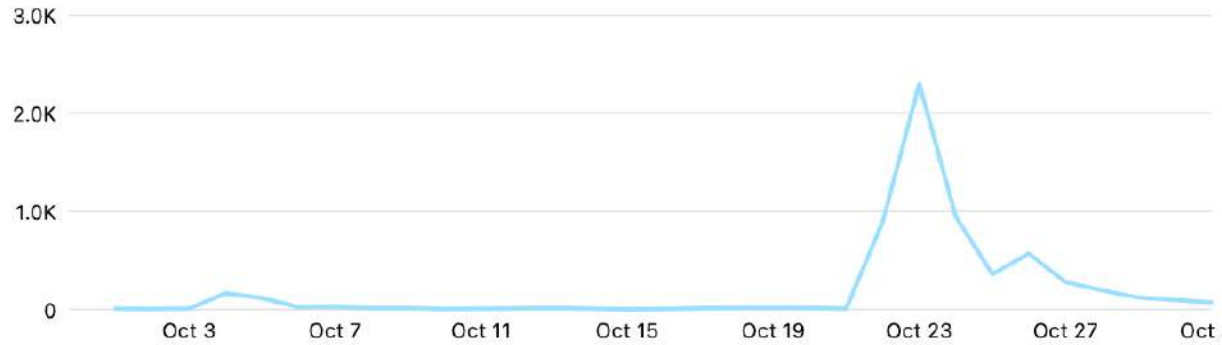
## October 2022

### Reach

Export

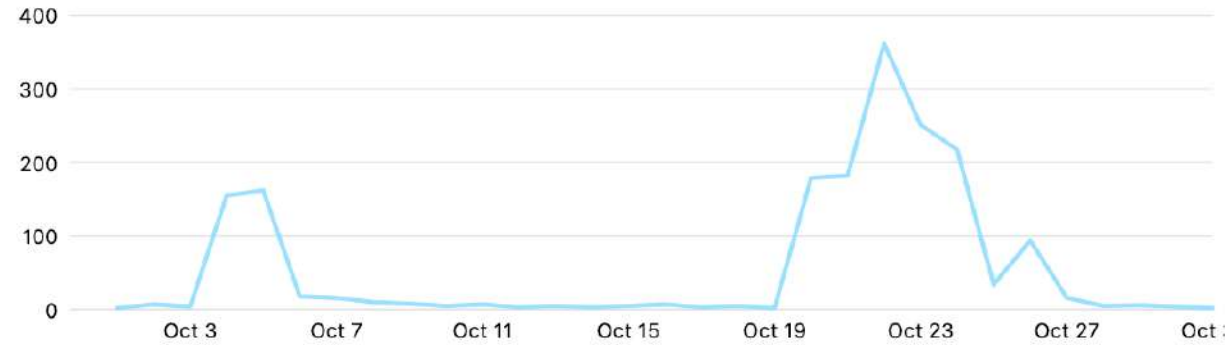
#### Facebook Page reach ⓘ

4,588 ↑ 193.7%



#### Instagram reach ⓘ

603 ↓ 7.4%



### Page and profile visits

Export

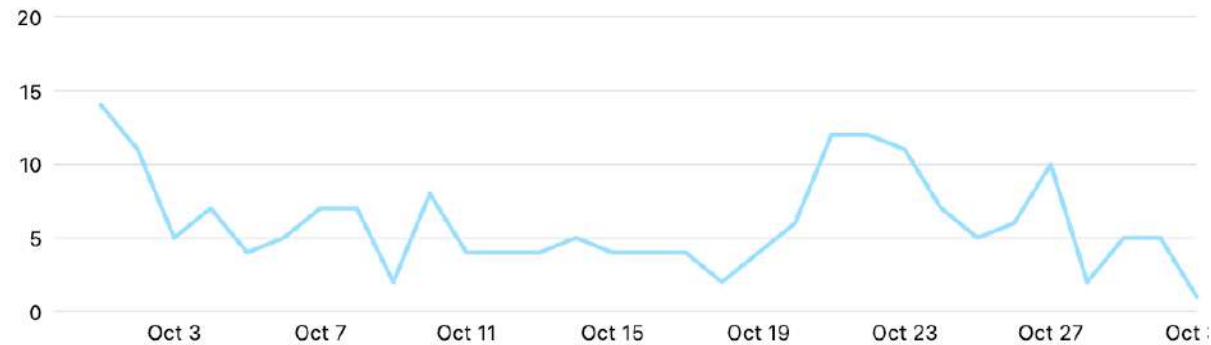
#### Facebook Page visits ⓘ

503 ↑ 289.9%



#### Instagram profile visits ⓘ

187 ↑ 29.9%





# Extra Slides should be approve by Suvarna Ma'am

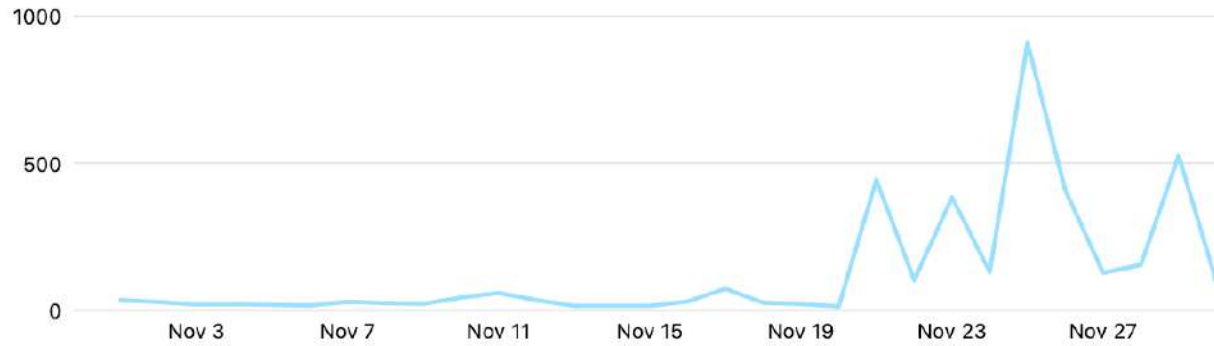
## November 2022

Export

### Reach

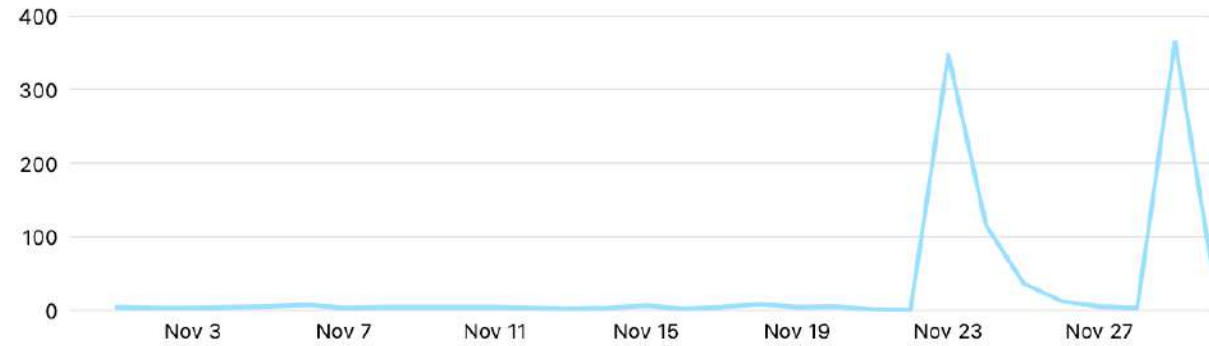
Facebook Page reach ⓘ

2,685 ↓ 41.5%



Instagram reach ⓘ

569 ↓ 5.6%

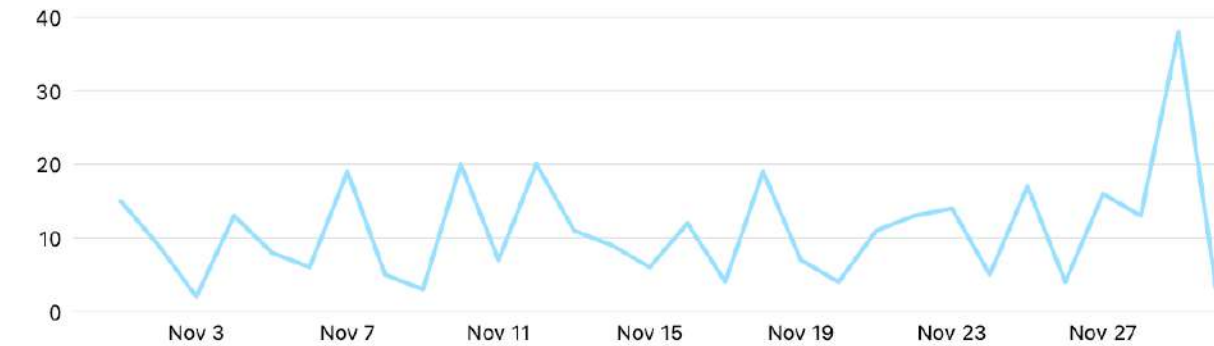


Export

### Page and profile visits

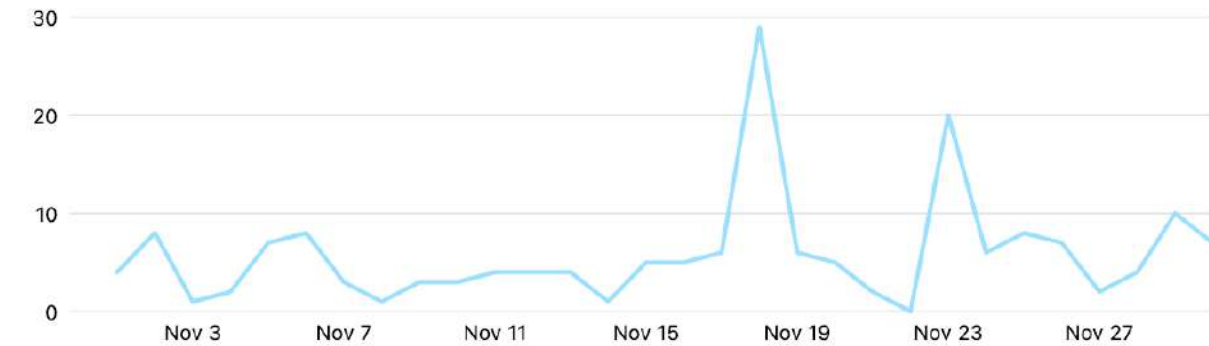
Facebook Page visits ⓘ

333 ↓ 33.8%



Instagram profile visits ⓘ

175 ↓ 6.4%



# Extra Slides should be approve by Suvarna Ma'am

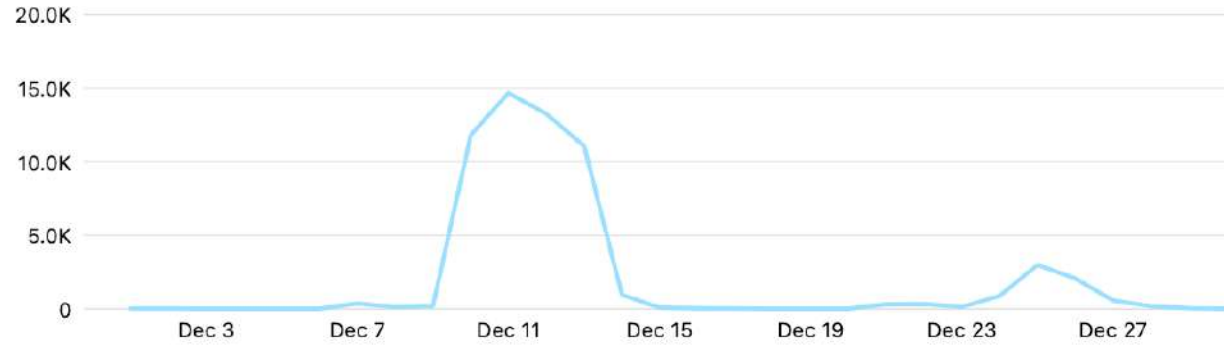
## December 2022

### Reach

Export

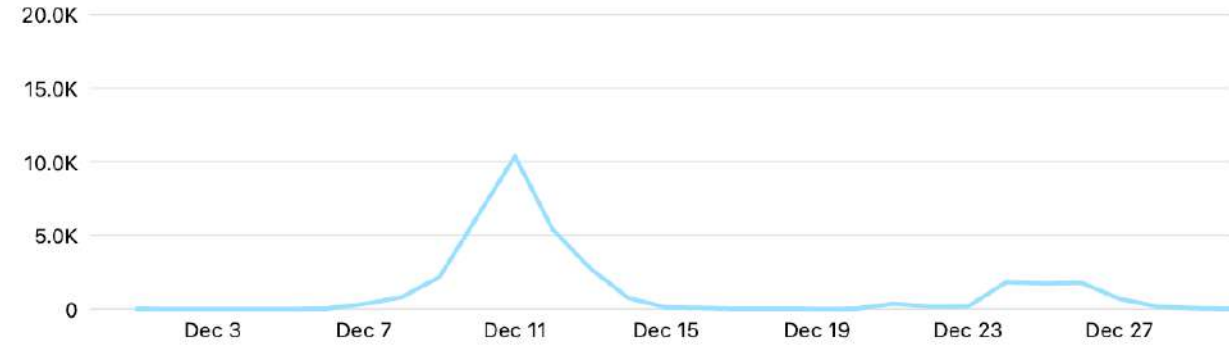
#### Facebook Page reach ⓘ

52,805 ↑ 1.9K%



#### Instagram reach ⓘ

31,444 ↑ 5.4K%

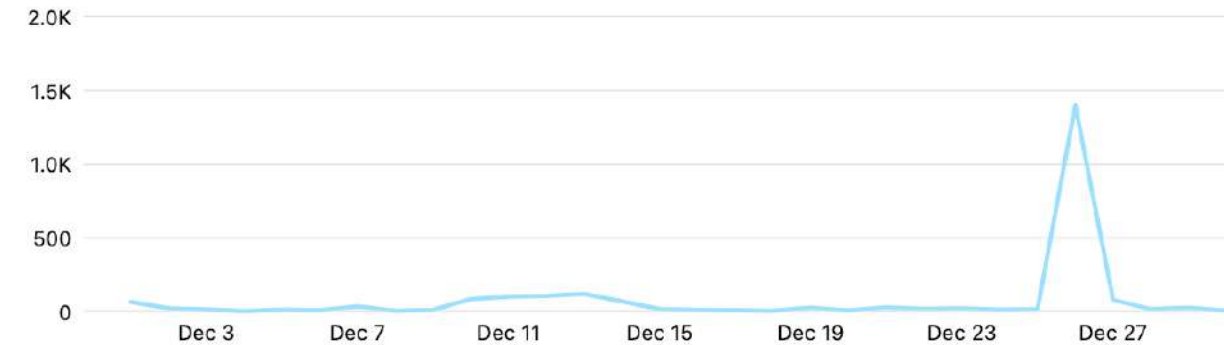


### Page and profile visits

Export

#### Facebook Page visits ⓘ

2,334 ↑ 600.9%



#### Instagram profile visits ⓘ

306 ↑ 74.9%

