



Executive Summary

The **Department of Finance (DOF)** 's social media management campaign was designed to enhance **public engagement and financial literacy** through targeted **Facebook campaigns**. Implemented from **September 2017 to February 2018**, the campaign focused on **increasing page likes, audience engagement, and awareness of key financial topics** such as **personal finance, taxation, and economic reforms**. By leveraging **social media analytics, audience segmentation, and content optimization**, the campaign aimed to improve **DOF's online presence and public perception** regarding financial policies.

Objectives

- Increase **DOF's social media reach and engagement** among Filipino audiences.
- Strengthen **financial awareness** through informative and interactive content.
- Enhance public understanding of **DOF's initiatives and economic reforms**.
- Identify **effective digital marketing strategies** for government communications.
- Provide **data-driven insights** to optimize future social media campaigns.

Methodology

The campaign employed **Facebook Ads and audience targeting techniques**, including:

- **Page Like Campaigns:** Targeted Filipino users **18+ years old** and interested in **banking, economics, and personal finance**.
- **Engagement Campaigns:** Focused on boosting post interactions through **videos, infographics, and news updates**.
- **Demographic and Device Analytics:** Assessed **audience behavior based on age, gender, and device usage**.
- **Performance Tracking:** Monitored **cost per engagement (CPE), cost per page like (CPPL), and overall campaign ROI**.

MWF

peak days in 2017

TW

peak days in 2018

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Key Findings

Social Media Growth and Engagement

- The campaign generated **358,326 new Facebook page likes** during the five months.
- Total **impressions reached 23.2 million**, with **5 million users engaging** with DOF's content.
- The highest engagement was recorded in **December 2017**, when the Tax Reform for Acceleration and Inclusion (TRAIN) campaign was underway.

Audience Behavior and Content Insights

- 62.57% of new followers were female**, indicating a stronger engagement among women.
- The **most engaged age group was 25-34**, followed by **18-24**.
- Mobile users dominated engagement**, with **82.75% of interactions coming from Android devices**.
- Posts related to **tax benefits, financial security, and social programs** received the highest engagement rates.

Challenges Identified

- Facebook algorithm changes** in early 2018 reduced organic reach, requiring higher ad spend.
- Government campaigns were more expensive**, with an **average cost of PHP 8.48 per like**.
- Sustaining engagement post-campaign** remained a challenge, requiring ongoing content strategy improvements.

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Recommendations

Optimizing Future Social Media Campaigns

- Invest in **video content and interactive formats** to maintain high engagement rates.
- Expand targeting to **younger demographics and regional audiences** to diversify engagement.
- Leverage **data analytics and audience insights** to personalize content strategies.

Enhancing Financial Literacy Initiatives

- Develop **monthly financial literacy series** with simplified explanations of government policies.
- Collaborate with **influencers and financial experts** to boost credibility and reach.
- Introduce **interactive Q&A sessions and live discussions** to foster two-way engagement.

Sustaining Social Media Growth

- Allocate a **consistent budget for paid promotions** to maintain visibility amid algorithm changes.
- Strengthen **cross-platform marketing** by integrating campaigns across **Facebook, Twitter, and YouTube**.
- Establish a **DOF digital community** where users can discuss financial topics and government programs.

Conclusion

The **DOF Social Media Campaign** expanded digital reach, increased **financial literacy awareness**, and engaged diverse **Filipino audiences**. While **organic engagement challenges and ad costs** remain, future campaigns can benefit from **video-driven content, influencer partnerships, and sustained audience engagement strategies**. By leveraging **data analytics and targeted content**, DOF can further enhance **public trust and understanding of economic policies** in the digital space.