

Commonwealth Union - Social Media & Website Report

Prepared by: Digital Media Team

Reporting Focus: Organic Social Media Growth, Content Strategy, Audience Reach & Website Pageview.

1. Introduction

Commonwealth Union operates as a global digital news and analysis platform covering international affairs, politics, economics, sports, and cultural developments across the Commonwealth and beyond.

The organisation maintains an active digital publishing ecosystem that combines **website journalism with social media distribution**, enabling global audiences to access timely and relevant content.

Social media platforms play a crucial role in:

- Expanding audience reach
- Driving website traffic
- Increasing engagement with international news stories
- Building a digital community interested in global affairs

This report outlines the **social media publishing strategy, audience growth, and organic reach performance**, highlighting key milestones including the **November organic reach peak and February performance analysis**.

2. Content Strategy & Website Integration

The editorial strategy focuses on producing **short, accessible news formats** that guide audiences toward more detailed reporting on the website.

Website Integration

Every social media post is designed to **extend the lifespan of website articles** by:

- Linking readers to full editorial content
- Driving additional traffic to the website
- Increasing exposure for in-depth journalism

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This integrated strategy allows Commonwealth Union to function as both a **news publisher** and **digital media distribution platform**.

3. November Peak Organic Reach

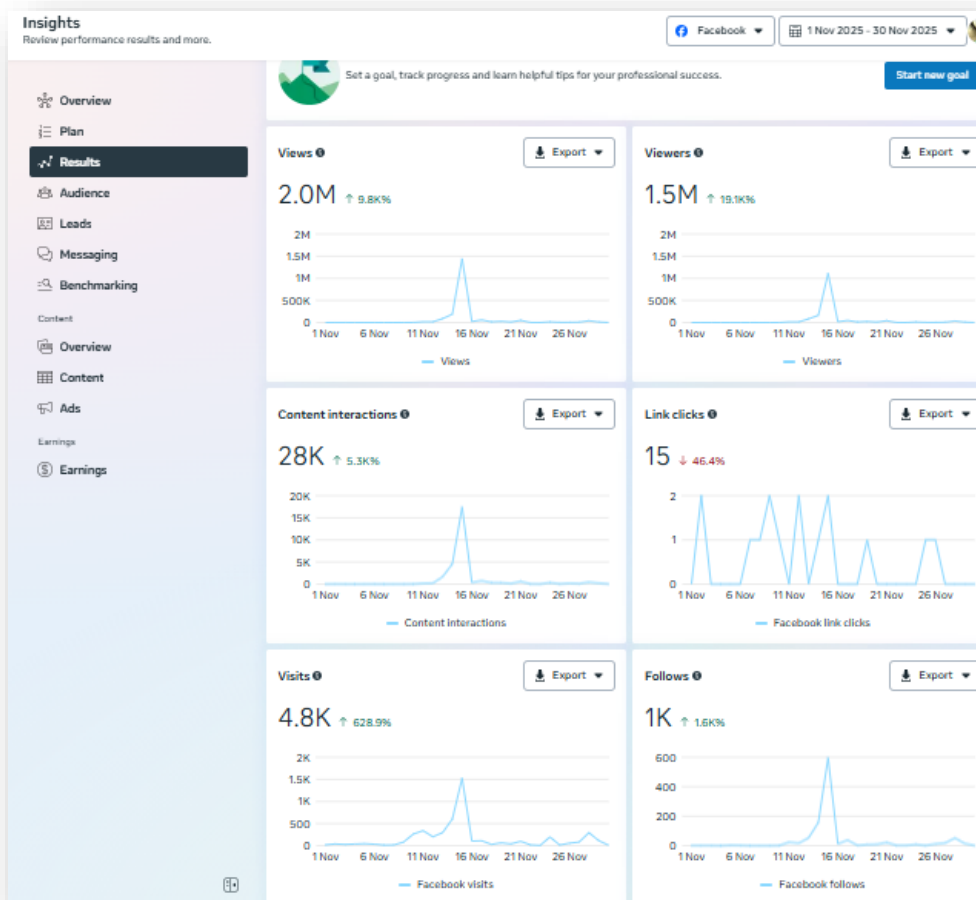
During **November 2025**, Commonwealth Union experienced its **highest organic reach performance**, reaching approximately:

21 million Organic Views Across Platforms

This significant growth was largely driven by coverage of major international cricket events, including:

- Asia Cup tournament
- Sri Lanka tour of Pakistan

These events generated strong global interest, leading to higher engagement and widespread content sharing.



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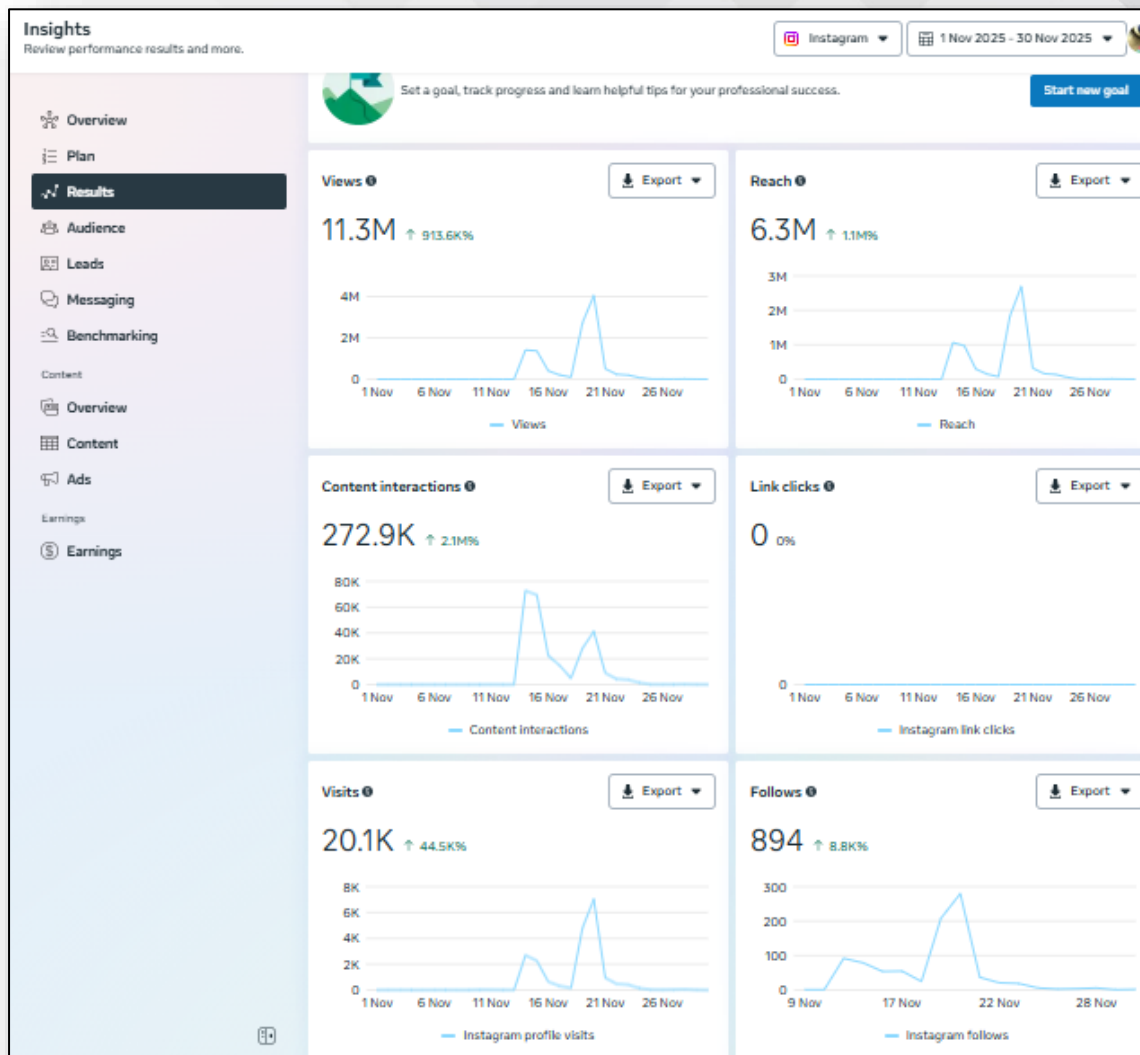
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Facebook (November)



Instagram (November)

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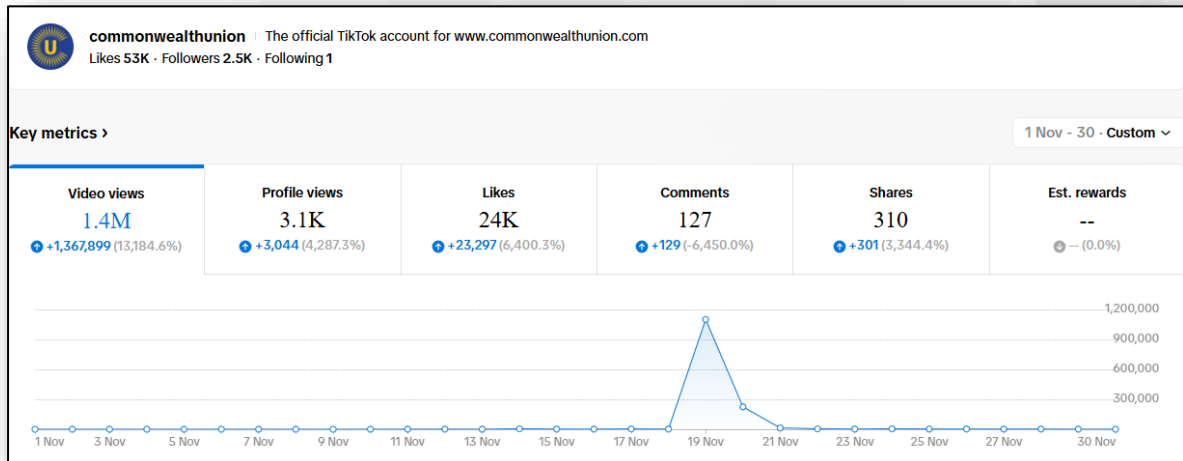
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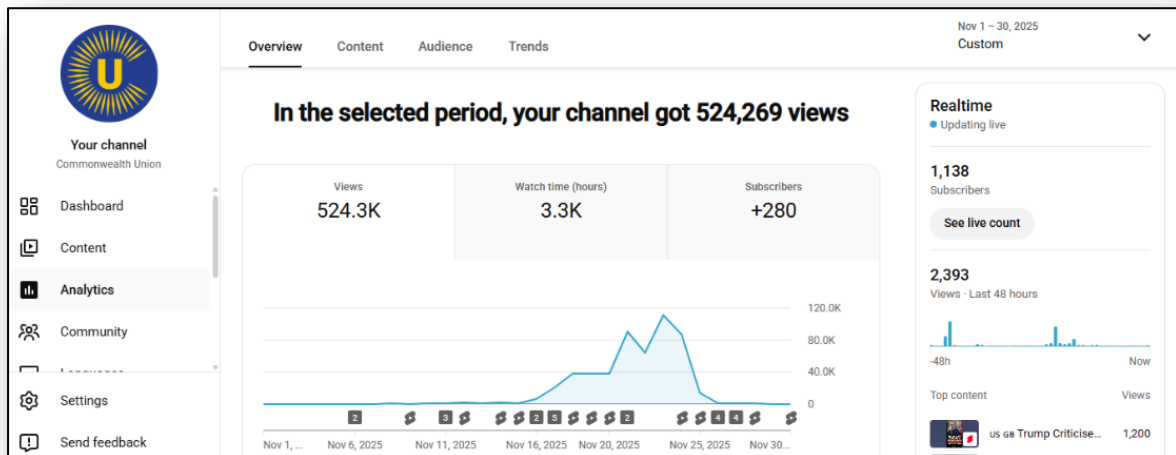


TikTok (November)

4. February 2026 Performance Analysis

February continued the momentum of audience growth, particularly following improvements in **video-based news content and structured editorial formats**.

Key social media analytics for **February 2026** demonstrate strong performance across



platforms.

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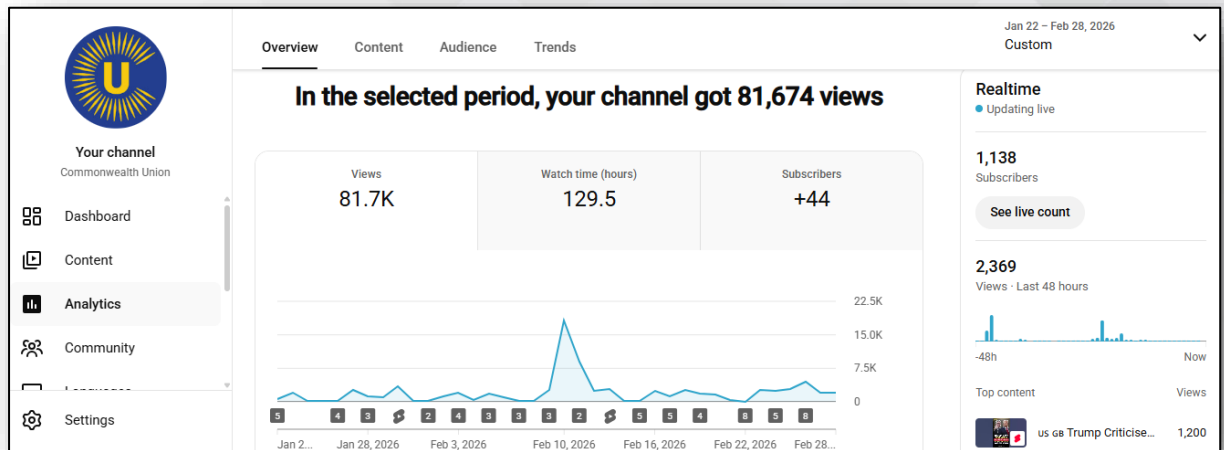
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YouTube (February)



TikTok (February)

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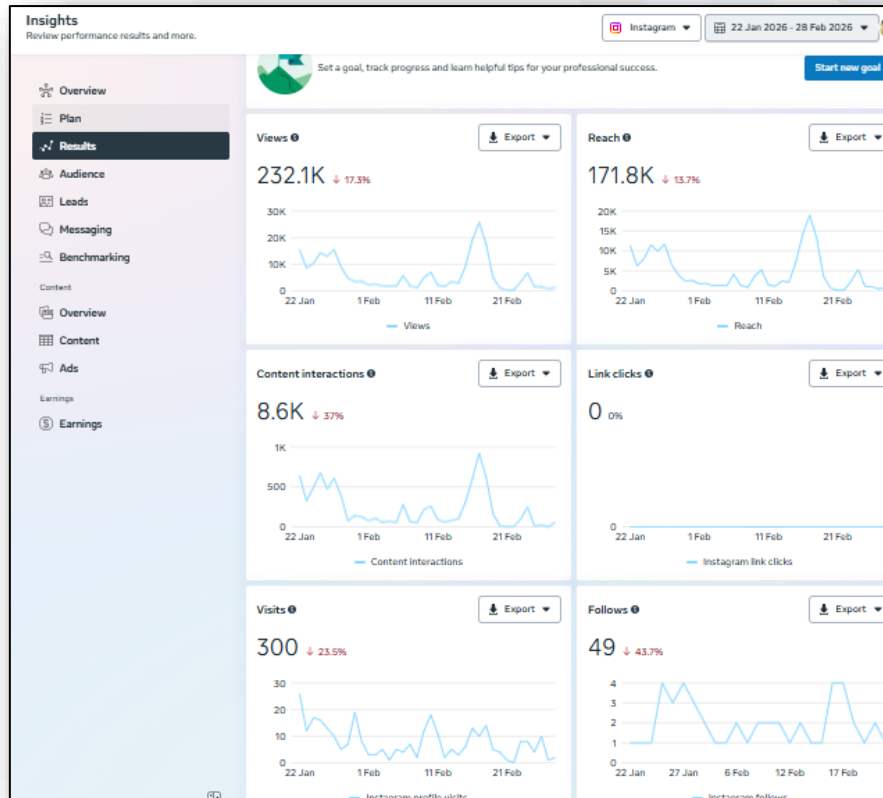
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Instagram (February)

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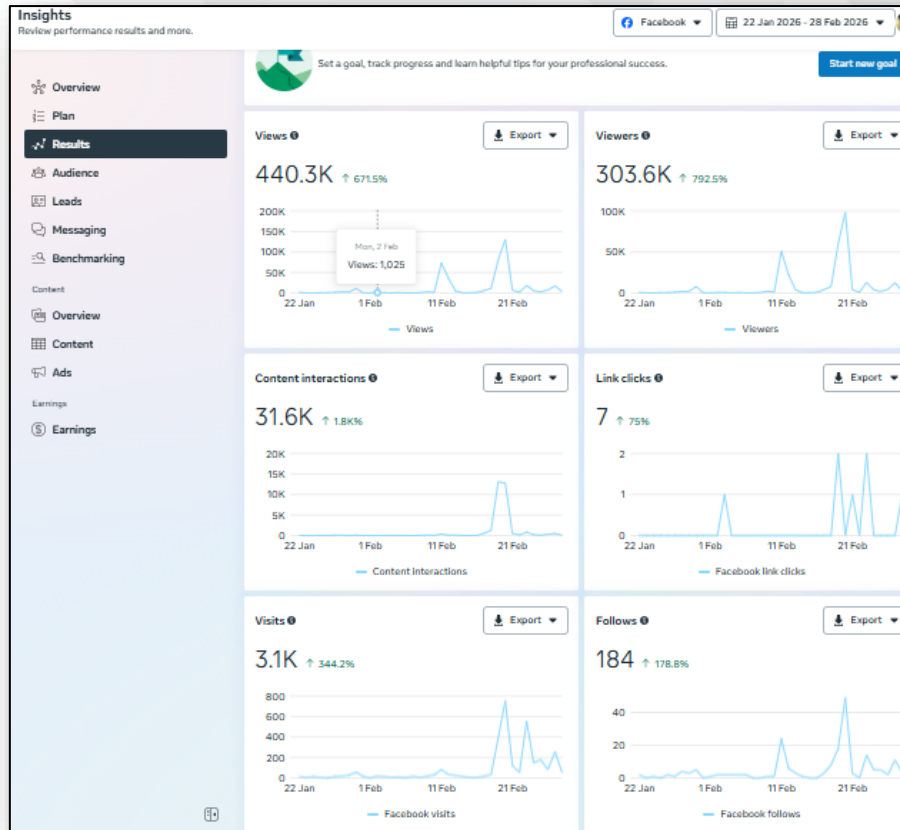
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Facebook (February)

5. Top Performing Content Categories (February)

Several content categories performed particularly well during February.

1. Global Politics

Coverage of international political developments generated significant engagement across platforms.

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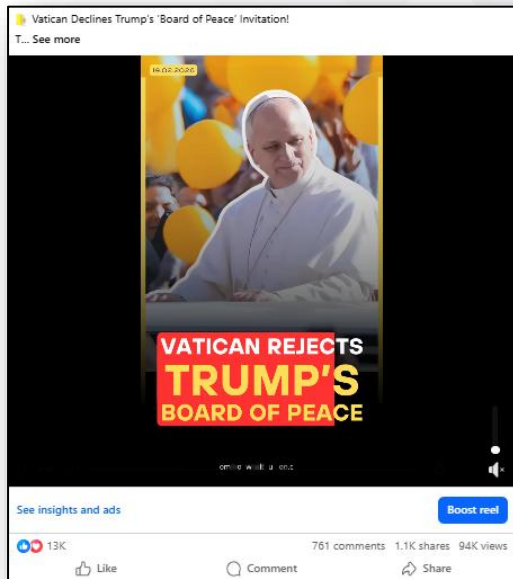
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2. International Relations

Stories relating to geopolitical developments attracted strong viewer interest.



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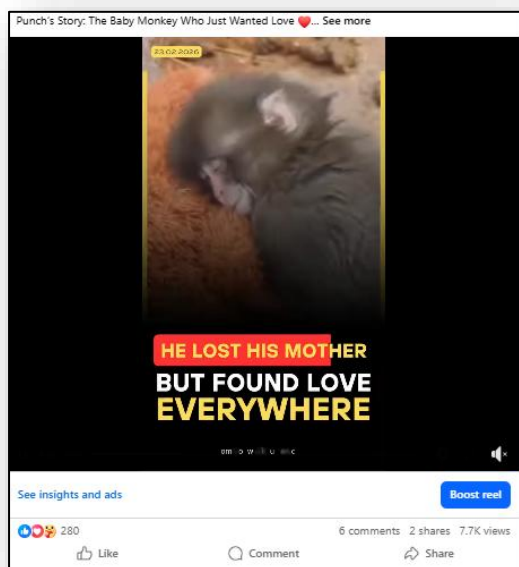
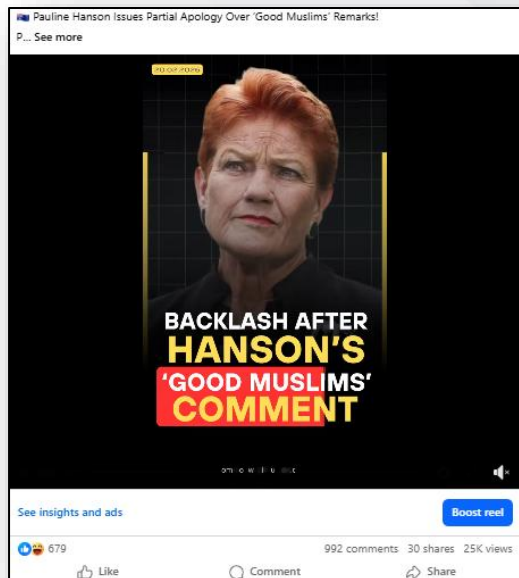
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3. Social & Cultural

Social & cultural updates and stories received steady engagement.



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7. Digital Impact

The social media ecosystem of Commonwealth Union demonstrates the ability to:

- Reach **millions of viewers organically**
- Translate social media engagement into **website readership**
- Build an **international audience for global news**

The growth trajectory suggests increasing recognition of the platform as a **digital news source covering global developments relevant to the Commonwealth community**.

8. Conclusion

The Commonwealth Union digital publishing model effectively combines **journalistic content with strategic social media distribution**.

Through consistent posting, timely coverage of major international events, and platform-specific content formats, the organisation has achieved **significant organic reach and audience engagement**.

The November reach milestone and continued February performance illustrate the **scalability of the digital strategy**, positioning Commonwealth Union as an emerging voice in global digital media.

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