



Sifal Secondary School

REPORT ON VIDEO PUBLICATION | FIRST TERM, 2076



Deerwalk Sifal
School
[@Deerwalk Sifal School](https://www.youtube.com/@DeerwalkSifalSchool)



Deerwalk Sifal
School
[@Deerwalk Sifal School](https://www.youtube.com/@DeerwalkSifalSchool)



Deerwalk Sifal
School
[@Deerwalk Sifal School](https://www.youtube.com/@DeerwalkSifalSchool)



Deerwalk Sifal School
342 subscribers • 165 videos



Sifal Secondary School

Executive Summary

This is the quarterly report on the videos published by Sifal Secondary School on its official site on Facebook and YouTube. It provides an overview of the videos published, insights into the improvement of video quality, and an indication of the focus area of video production.

In the last 90 days (Chaitra 25, 2075 to Shrawan 19, 2076), the school released 45 videos on Facebook. Over 100 thousand people had an impression on those videos, an indication of good outreach. However, of the total of 26,262 views, view time for at least 30 seconds was only 6,522 times, 24.83 % of the total views.

Videos with top ten views indicate that people view DSS news, event videos, poem videos of students from lower school and Sanskrit songs more than other types of videos. Of the total views, 87.33% of viewers were from Nepal. The USA and Australia, respectively, stood second and third locations from where the videos were viewed.

On YouTube, total views from 28 videos released on this term were 8.4 thousand, a 32% increase in comparison to the previous 90 days. Total view time was 21.33 hours, a 30% increase. Over the last 90 days, the number of subscribers increased by 33%. The majority of the viewers on YouTube is a young audience, 67.3% of the viewers were from the age group 25-34 years.

In conclusion, the publication of videos by the school is a good strategy for reaching out to people and marketing indirectly. The views are growing steadily; however, there are rooms for improvement in video quality, the technical part of the videos, and types of videos.

Introduction

This is the quarterly report of videos released by Sifal Secondary School on its official sites on Facebook and YouTube. The report is based on the automated data extracted from the Facebook and YouTube.

Videos Released on Facebook

In the last 90 days (Chaitra 25, 2075 to Shrawan 19, 2076), 45 videos were released on Facebook. They were as follows:

- 4 DSS news,
- 17 Flipped Classroom videos,
- 5 Shakuntal shloks,
- 5 Geeta Shloks,
- 6 event-related videos,
- 4 Sanskrit songs,
- 3 poem videos,
- 1 shared video.

Outreach on Facebook

The number of impressions of the video posts (Total Count) = 103,427 persons

The total number of people the video post was served to (Unique Users): 68,635 persons

Major findings:

The data that over 100 thousand people had impression on our videos over the duration of three months clearly shows that our videos or school is grabbing attention of the public, which indirectly helps in marketing of the school.

Views on Facebook

View duration	# views
Lifetime more than 3 seconds	26,262
Total number of times the videos were viewed for 30 seconds	6,522
Total views	26,262

Major findings

If a person views a video on Facebook for at least three seconds at a time, Facebook counts it as one view. Our 45 videos released on Facebook were viewed by people for 26,262 times over the duration of 90 days.

However, the videos were viewed for at least 30 seconds for only 6,522 times which is 25 % of the total views.

Top Ten Views on Facebook

S.N.	Video Title	# Views
1	DSS Nepali News - Edition 4, Jestha, 2076	1,512
2	ताराबाजी लैल	1,397
3	Deerwalk Sifal Night - Lower School, 2076	1,352
4	DSS Home Visit 2076 Feature Video	1,246
5	Nava Durga Dance at DeerFest	1,210
6	Back to School Night - 2076	1,090
7	नेपालजननीं बन्दे	1,069
8	सुरससबोधा	992
9	DSS Sanskrit News - Third Edition, Ashad, 2076	770
10	श्रीमद्भगवद्गीता (तेश्वो अध्याय, श्लोक ९ - १२)	756

Major findings

Videos with top ten views indicate that people view DSS news, event videos, poem videos of students from lower school and Sanskrit songs more than other videos under the current scenario.

Location of Views

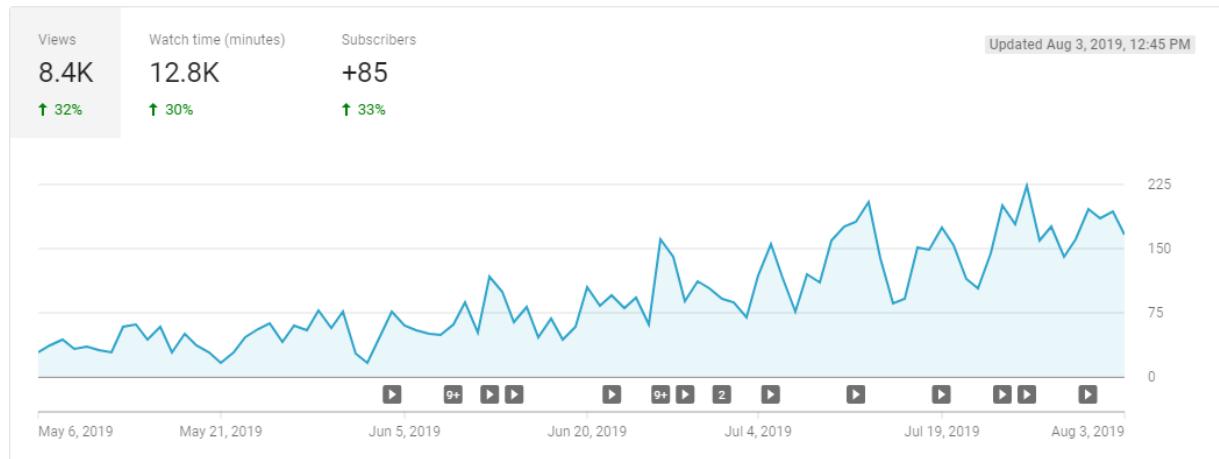
Country	Views
Nepal	22,935/26,262 (87.33%)
USA	841/26,262 (3.2%)
Australia	489/26,262 (1.86%)
India	211/26,262 (0.8%)

UAE	205/26,262 (0.78%)
UK	153/26,262 (0.58%)
Canada	130/26,262 (0.49%)
Japan	127 /26,262 (0.048%)

Major findings

Of total views, 87.33% viewers were from Nepal while the rest (12.67%) were from outside of Nepal. Top five locations of the viewers were Nepal, USA, Australia, India and UAE.

Subscription on YouTube



In last 90 days (Chaitra 25, 2075 to Shrawan 19, 2076), 28 videos (all videos released on Facebook except Flipped Classroom Videos) were released on YouTube. Total views were 8.4 thousands, a 32% increase. Total view time was 12.8 thousand minutes (i.e. 21.33 hours), a 30% increase. Similarly, number of subscribers increased by 33% (85 new subscribers).

Viewers' Age on YouTube

Age group (years)	Percentage
18-24	10.6%
25-34	67.3%
35-44	19.2%
45-54	-

55-64	-
65+	2.8%

Major Findings

The data clearly shows that majority of the viewers on YouTube is young audience – 67.3% were from age group 25-34 years.