



APIPA 2026 Social Media Performance & Communications Report

Reporting Period: September 7–13, 2026

Executive Summary

The APIPA 2026 social media posting generated significant visibility for both APIPA and the Office of the National Public Auditor (ONPA). Through professional photography, videography, social media management, and timely content distribution, conference activities reached audiences far beyond conference attendees and expanded awareness of ONPA and APIPA throughout the region.

The results demonstrate that communications and media services provided measurable value by increasing audience reach, enhancing stakeholder engagement, and strengthening the professional visibility of both ONPA and APIPA.

Facebook Performance Highlights

Performance Measure	Result	Significance
Total Views	174,542	APIPA 2026 content was viewed more than 174,000 times during the week of the conference
Watch Time	6 Days 20 Hours	Audiences spent substantial time consuming conference content.
Non-Follower Reach	88.9%	Nearly 9 out of 10 views came from people who do not follow ONPA social media pages, showing that ONPA successfully reached new audiences beyond their existing followers.

Media Coverage

- Expanding the reach of APIPA and ONPA beyond conference participants.
- Documenting conference activities through professional photography and videography.
- Creating a permanent archive of photos and videos for future reporting and promotional use.
- Increasing public awareness of accountability, governance, and auditing initiatives.
- Strengthening APIPA and ONPA professional reputation throughout the Pacific region.

Strategic Influence and Professional Recognition

APIPA 2026 content generated engagement on LinkedIn from respected leaders and professionals representing government, oversight, diplomatic, development, and auditing organizations. Notable engagement was received from representatives of:

- The U.S. Department of the Interior
- Offices of Inspector General (OIG)
- Diplomatic missions and ambassadors
- Chief executives and senior organizational leaders
- National audit offices, including the Australian National Audit Office (ANAO)
- Additional senior government officials, development partners, auditors, and regional leaders

This level of engagement indicates that APIPA 2026 content reached influential audiences whose professional networks further expanded the visibility of APIPA and ONPA. The engagement demonstrates that conference content resonated with stakeholders across government, accountability, oversight, development, and regional leadership communities, further strengthening the professional presence and reputation of both organizations.

Management Conclusion

The media and communications component of APIPA 2026 delivered measurable returns through audience growth, stakeholder engagement, and professional recognition.

With more than 174,000 Facebook views, significant watch time, and strong engagement from influential regional and international professionals, the communications investment generated substantial reputational value for APIPA, ONPA, and its member organizations.

The results demonstrate that the investment successfully increased awareness, expanded outreach to new audiences, and strengthened the visibility and professional image of both APIPA and ONPA.

The communications investment did more than document the conference. It amplified the visibility of APIPA and ONPA, introduced both organizations to new audiences, and strengthened their regional and international presence.