



Dakok Support Centre Facebook Report 13 July 2025 – 13 July 2026.

The Visibility and Public Importance of Dakok's Official social media

Dakok Support Centre has developed a strong and measurable public presence among Kurdish communities in Iraq and the United Kingdom. Its public meetings, campaigns, commemorations, community activities and human-rights initiatives are promoted through a Facebook platform that reaches audiences far beyond those physically present at any individual event.

Between 13 July 2025 and 13 July 2026, Dakok's Facebook content received more than 20.7 million views and generated over 2.37 million engagements. The page recorded approximately 1.49 million reactions, nearly 375,000 comments, more than 12,800 shares, and over 341,000 page visits. Dakok's Facebook community also includes approximately 29,000 followers.

These figures are important when assessing the public visibility of Dakok's events. An event organised by Dakok is not limited to the people who attend in person. Photographs, videos, speeches, interviews, announcements and follow-up reports allow each activity to reach thousands—and in some cases potentially hundreds of thousands—of people online. The visibility of an event can therefore continue long after the physical gathering has ended.

Video has played a particularly important role in expanding that visibility. Dakok's content received almost 4.8 million three-second video views and more than 75,000 one-minute views during the reporting period. Reels accounted for 48.5% of all content views, demonstrating that short videos from events, campaigns and public activities are an effective means of reaching wider audiences.

The visibility extends well beyond Dakok's established supporters. Approximately 70.9% of all content views came from non-followers. This means that most people viewing Dakok's material were not already part of its regular Facebook audience. Event coverage therefore introduces Dakok, its work and its public message to new individuals and communities.

This is especially significant for public-interest and human-rights work. The success of an event should not be measured only by the number of people present

in the room. Its importance must also be assessed through the number of people who later see its message, engage with its content, discuss the issues raised and share the information with others.

Dakok's event photographs also have considerable public value. Photo content produced 56.8% of total engagement, showing that visual records of meetings, campaigns and community activities generate substantial public interaction. Such photographs document that events took place, identify the public nature of the organisation's work and create a continuing record of participation, advocacy and community involvement.

The scale of comments is also significant. Nearly 375,000 comments demonstrate that Dakok's work has generated public discussion, not merely passive viewing. This level of interaction indicates that its activities are recognised, debated and followed by a substantial audience.

Dakok's visibility is firmly connected to both Iraq and the United Kingdom. Audience data shows that 62.7% of its audience is based in Iraq and 17.2% in the United Kingdom. Sulaymaniyah and Erbil are major centres of its audience, while London is also identified as an important location. This demonstrates that Dakok's events and messages connect communities in the Kurdistan Region with the Kurdish diaspora and wider society in Britain.

The importance of this visibility can be understood in several ways. It strengthens public awareness of Dakok's activities, provides evidence of sustained community engagement, increases access to human-rights information and enables people who cannot attend events physically to remain involved. It also allows Dakok to connect local concerns in Iraq with public and community discussions in the United Kingdom.

The figures further demonstrate that Dakok is not a private, closed or little-known body. Its activities are presented openly, its events are publicly documented, and its messages reach large audiences across national borders. More than 20 million views and 2.3 million engagements provide strong evidence of sustained public recognition and participation.

Dakok's events have an impact beyond their physical venues. Through extensive digital coverage, they become part of a wider public conversation linking Kurdish communities in Iraq and Britain and promoting human rights, justice, freedom and community awareness.

PROFILE LINK:

<https://www.facebook.com/profile.php?id=61572890574361>

The image shows two screenshots of a Facebook profile for 'Dakok - داکۆک'. The top screenshot is the public profile page, and the bottom screenshot is the 'Professional dashboard'.

Profile Page Details:

- Page Name:** Dakok - داکۆک
- Website:** WWW.DAKOK.ORG.UK
- Category:** Dakok Organisation for Rights and Freedom
- Description:** Dakok for Rights and Freedom, a subcommittee of the Dakok Support Centre (Charity No. 1101592) is dedicated to the promotion and protection of fundamental human rights. It strives to advance justice, equality, awareness, and inclusive community engagement. Non-profit organisation.
- Followers:** 29K
- Following:** 0

Professional dashboard Details:

- Views:** 20,752,954
- 3-second views:** 4,795,487 (↑ 6,100%)
- 1-minute views:** 75,157 (↑ 1,360%)
- Watch:** 555 c
- Views by content type:** Followers (blue line), Non-followers (black line)





