

SOCIAL MEDIA REPORT: LINKEDIN

February 2022

POSTS: 15 ▲154%

Gained: 2

FOLLOWERS
21,337



Gained: 227

▼1%

PAGE VIEWS
4,974 ▲7%



CLICKS
1,170



Gained: 70

▲6.4%

SHARES
81



Lost: 9

▼25%

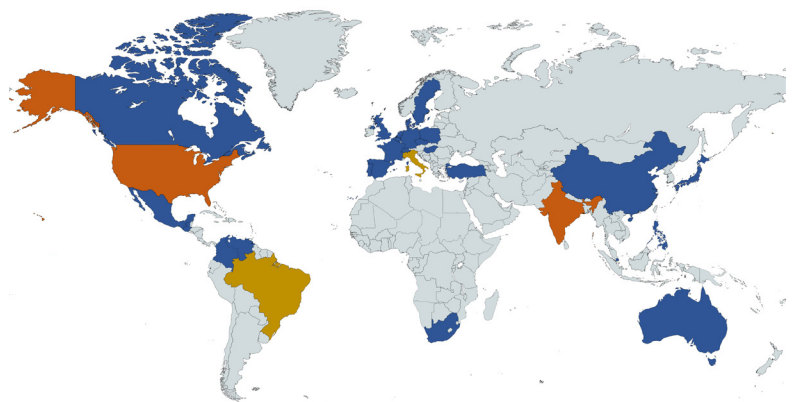
VISITOR BY TOP JOB FUNCTIONS & SENIORITY

Top Job Functions

Job Function	Visitors	% of Visitors
Sales	597	14.1%
Business Development	583	13.78%
Operations	542	12.81%
Human Resources	489	11.56%
Marketing	311	7.35%
Research	291	6.88%
Information Technology	158	3.73%
Engineering	141	3.33%
Finance	130	3.07%
Product Management	123	2.91%

The majority of visitors to the [redacted] LinkedIn page are in **senior positions (1,903 visitors; 43.60%)**. Visitors in **entry level positions (868 visitors; 19.89%)** are the second most common followed by **directors (553 visitors; 12.67%)**, **managers (426 visitors; 9.76%)** and, finally, **Vice presidents (307 visitors; 7.03%)**.

VISITOR BY LOCATION



■ High Visitor Volume (More than 500 visitors)
■ Medium Visitor Volume (100-500 visitors)
■ Low Visitor Volume (Less than 100 visitors)

VISITOR BY INDUSTRY



■ Packaging & Containers
■ Chemicals
■ Marketing & Advertising
■ Staffing & Recruiting
■ Information Technology & Services

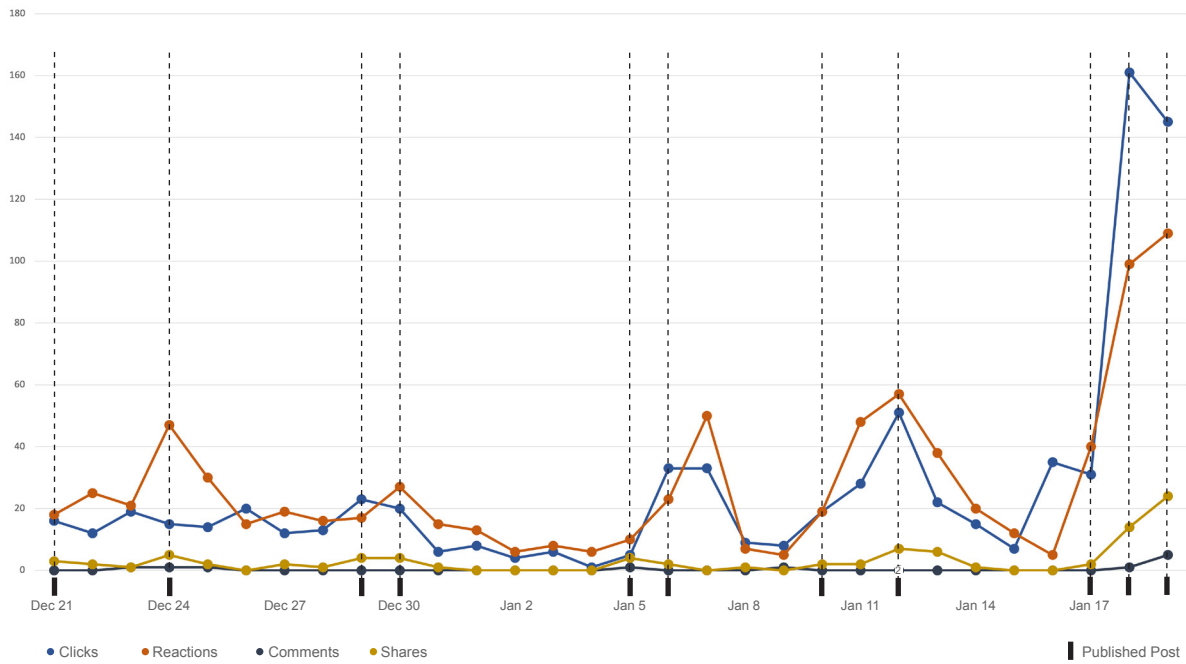
VISITOR INSIGHTS



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OVERALL LINKEDIN POST INTERACTIONS BY DAY

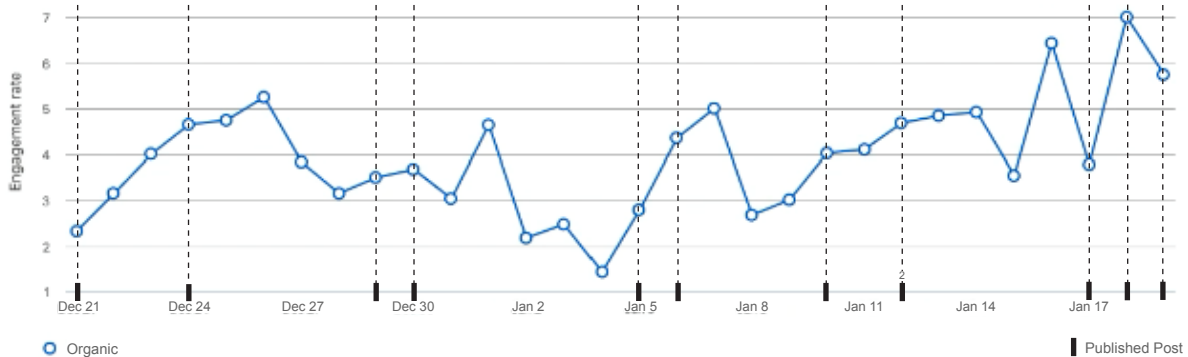


Over the course of the month (December 21, 2021 - January 19, 2022), ██████ LinkedIn posts gathered **20,108 unique impressions** (unique impressions are the number of times your updates were shown to unique, signed in members) through organic means. Through those impressions, posts garnered **791 clicks** (a click as defined by LinkedIn is the number of times your company name, content or logo is clicked), **825 reactions**, **11 comments**, and **90 shares** organically.

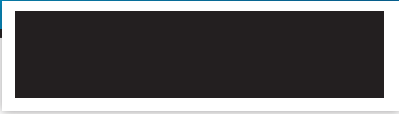
The chart above distinguishes when each of these organic metrics were acquired. As identified by this chart, interaction rates spike the day a post is published. On occasions posts are posted later in the afternoon, you'll see a spike in interactions the day after the post is published (i.e. the January 7 spike is related to a posting time of 3:38 pm on January 6).

*This data does not take into consideration clicks, reactions, comments and shares that were gathered through sponsored/boosted content. See "Individual Post Performance Calculated by Interactions" on next page for sponsored insights.

OVERALL CONTENT ENGAGEMENT RATE BY DAY



Engagement rate is defined by LinkedIn as Interactions (clicks + likes + comments + shares + follows) / Impressions. LinkedIn considers an engagement rate of 2% to be good and anything above 2% to be great. ██████ only falls below 2% one day this month and it was after a 5 day break of content. At a high level, this means our content is performing very well by baseline LinkedIn standards.



INDIVIDUAL POST PERFORMANCE CALCULATED BY INTERACTIONS

POST	CLICKS CTR (# of times your company name, content or logo is clicked)	REACTIONS	COMMENTS	SHARES	ENGAGEMENT RATE (# of interactions / impressions)
E-Comm Promo Square No Link	S 144 0.06%	0	0	0	0.06%
	O 30 1.20%	53	0	2	3.40%
Holiday Square No Link	63 1.59%	96	1	7	4.23%
Food Drive Square No Link	30 1.51%	47	0	5	4.14%
Sustain. Fact Square Link in copy	24 1.23%	30	0	4	2.98%
Product Promo Square Link in copy	51 2.11%	49	2	4	4.38%
Sustain. Product Promo Square Link in copy	43 1.61%	58	0	6	4.02%
Materials Science Promo Square Link in copy	55 1.73%	86	0	7	4.66%
Case Study Rectangle Link to Case Study	64 2.37%	58	0	6	4.74%
Upcoming Tradeshow Square Link in copy	28 1.56%	49	0	3	4.46%
Holiday Square No Link	41 1.28%	76	0	2	3.70%
People / PR Rectangle Link - To Video	S 345 0.72%	0	0	0	0.72%
	O 341 4.02%	158	5	21	6.18%
Acquisition / PR Rectangle Link to PR	174 1.92%	108	2	27	4.78%

CONTENT ENGAGEMENT

Sponsored content metrics

Content presented in a **rectangle format (PR, Video, Case Study)** offered **higher click through rates** (click through rates are calculated by LinkedIn by clicks / impressions) than content presented as a square with a link in the post copy. This difference needs to be looked at beyond the size of the post, however, and as this is the type of content people need to click to learn more about.

The content that resonated the most with our audience this month was the video of [redacted] with a **6.18% engagement rate**. In the future, we should look to generate more content similar to this (videos, people & company culture related). We should also consider creating landing pages for content like this, where we would be able to bring visitors to our website rather than the CEO forum group page, especially since that page does not offer a way to easily visit the TekniPlex website after watching the video.

Sponsored content, while gaining us an **additional 278,094 impressions** (not unique), did not garner any emotional response from those who saw it. Neither sponsored post gathered any reactions, comments, shares or follows from users outside of our current audience and averaged **far below the 2% engagement rate threshold**. Sponsoring posts holds merit; it did, in fact, increase awareness of our brand across LinkedIn, but we need to be certain we're sponsoring and boosting posts that have a strong or clear call to action in order to capture new followers and drive traffic to the [redacted] website.