

# SOCIAL MEDIA REPORT: LINKEDIN

SEPTEMBER 2023

POSTS: 19

FOLLOWERS  
**23,048**



Gained: 347

PAGE VIEWS  
**4,836** ▲ 6.6%



Unique Visitors: 1,927 ▲ 7.1%

CLICKS  
**596**



Lost: 311 ▼ 34.3%

SHARES  
**77**



Gained: 5 ▲ 6.9%

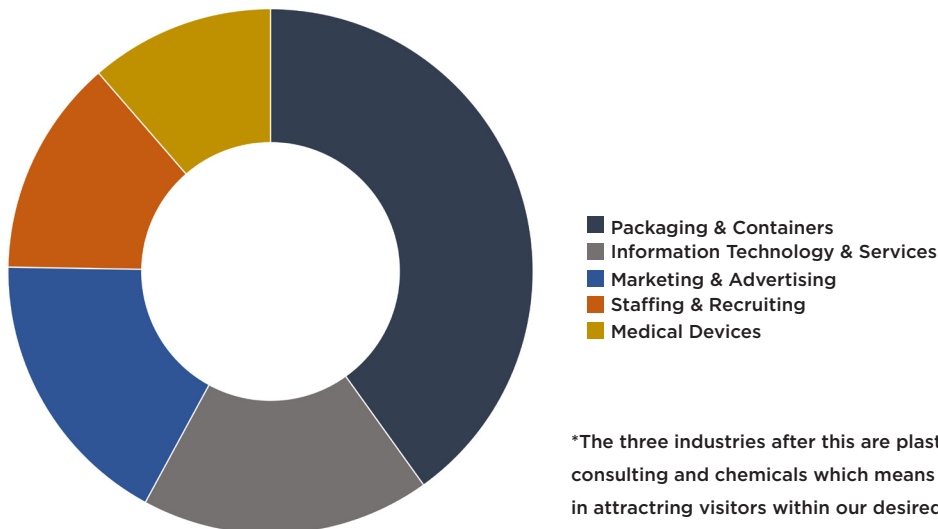
## VISITOR BY TOP JOB FUNCTIONS & SENIORITY

### Top Job Functions

Job Function	Visitors	% of Visitors
Operations	614	13%
Sales	556	12%
Business Development	542	11%
Research	383	8%
Human Resources	341	7%
Engineering	243	5%
Marketing	239	5%
Quality Assurance	226	5%
Information Technology	145	3%
Finance	116	2%

The majority of visitors to the TekniPlex LinkedIn page are in **senior positions (1,765 visitors; 37%)**. Visitors in **entry level positions (1,166 visitors; 24%)** are the second most common followed by **managers (483 visitors; 10%)**, **directors (384 visitors; 8%)** and, finally, **vice presidents (220 visitors; 4%)**.

## VISITOR BY INDUSTRY

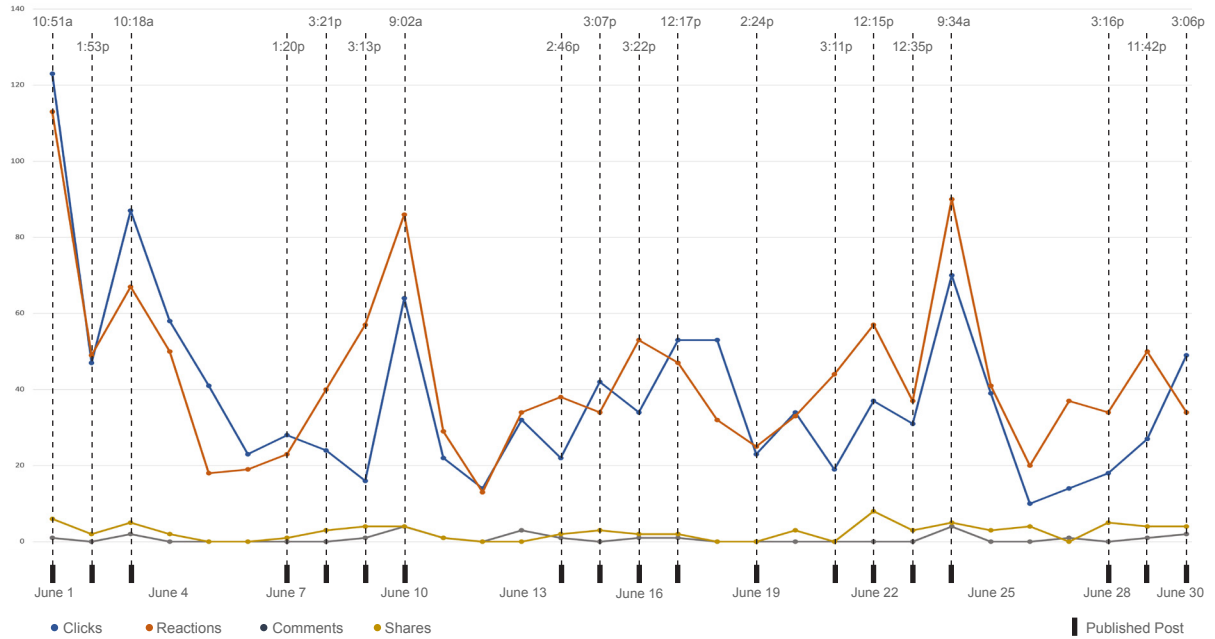


\*The three industries after this are plastics, management consulting and chemicals which means we're making progress in attracting visitors within our desired markets.

VISITOR INSIGHTS



### OVERALL LINKEDIN ENGAGEMENT METRICS BY DAY

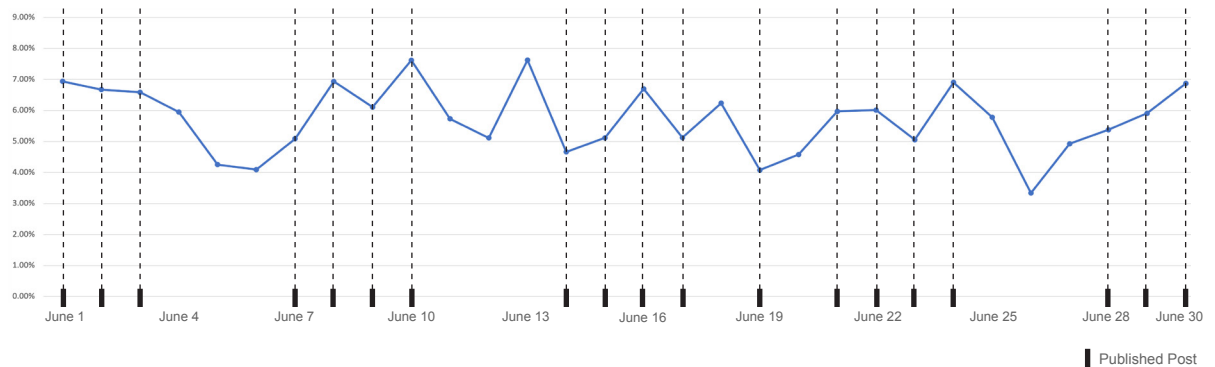


Over the course of the month (June 1, 2022 - June 30, 2022), TekniPlex LinkedIn posts gathered **22,796 unique impressions** (unique impressions are the number of times your updates were shown to unique, signed in members) through organic means. Through those impressions, posts garnered **1,154 clicks** (a click as defined by LinkedIn is the number of times your company name, content or logo is clicked), **1,304 reactions**, **23 comments**, and **76 shares** organically.

The chart above distinguishes when each of these organic metrics were acquired. Interaction rates tend to spike the day a post is published, usually ramping up as the week goes on. Engagement rates don't currently support a consistent time-posted sensitive trend, however, posts posted Friday mornings between 9 and 11 seem to receive a higher engagement rate. This may be worth exploring. (See Suggestions section).




















\*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 (ORGANIC) 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. TekniPlex did not fall below 2% at all this month. At a high level, this means our content is performing very well by baseline LinkedIn standards and continues to improve by our own standards.

## INDIVIDUAL POST PERFORMANCE CALCULATED BY INTERACTIONS

POST			CLICKS   CTR <small>(# of times your company name, content or logo is clicked)</small>	REACTIONS	COMMENTS	SHARES	ENGAGEMENT RATE <small>(# of interactions / impressions)</small>
	Holiday Square No Link	10:51a	33   1.95%	54	0	1	<b>5.19%</b>
	Case Study Rectangle Link to TEK site	1:53p	22   1.56%	42	0	1	<b>4.62%</b>
	People: Safety Month Square No Link	10:18a	166   3.92%	118	2	7	<b>6.92%</b>
	Sell Sheet Rectangle Link to TEK site	1:20p	28   1.86%	55	1	2	<b>5.70%</b>
	Article Rectangle Link to 3rd party	3:21p	13   1.01%	35	0	5	<b>4.11%</b>
	Sustain. Article Square Link to 3rd party	3:13p	22   1.59%	62	0	4	<b>6.35%</b>
	People: Safety Month Square No Link	9:02a	139   <b>4.00%</b>	114	9	2	<b>7.60%</b>
	Article Rectangle Link to 3rd party	2:46p	30   1.71%	54	1	3	<b>5.03%</b>
	Webinar Rectangle Link to TEK site	3:07p	27   2.24%	39	0	2	<b>5.63%</b>
	Sustain. Keyes Fact Square Link to Keyes site	3:22p	27   1.64%	51	0	4	<b>4.97%</b>
	People: Safety Month Square No Link	12:17p	100   3.19%	96	2	2	<b>6.38%</b>
	Holiday Rectangle No Link	2:24p	20   <b>0.94%</b>	45	0	1	<b>3.10%</b>
	Product PR Rectangle Link to TEK site	3:11p	42   2.26%	60	0	6	<b>5.81%</b>
	Product Video Square Link to Lameplast	12:15p	42   1.75%	74	0	10	<b>5.26%</b>
	Sustain. Article Rectangle Link to 3rd party	12:35p	35   2.03%	66	0	6	<b>6.21%</b>
	People: Safety Month Square No Link	9:34a	142   3.06%	131	6	6	<b>6.15%</b>
	Case Study Video Rectangle Link to Grupo	3:16p	30   1.27%	56	0	5	<b>3.85%</b>
	Webinar Rectangle Link to TEK site	11:42p	17   1.75%	32	0	5	<b>5.54%</b>
	People: Safety Month Square No Link	3:06p	173   3.73%	145	4	6	<b>7.07%</b>

CONTENT ENGAGEMENT

