

Meta.

Post reach	Post engagements
30,100	1,800

We reached more than twice the number of people we reached in 2024 (18,000+) and had almost half the number of engagements we had in 2024.

Twitter.

Impressions	Engagement rate	Profile Visits	Retweets	Likes	Replies	Engagements
88,500	7.9%	305	750	1,900	95	7,000

In every sector on Twitter, our efforts reaped double e.g. (more than 10,000 impressions), (100 more retweets than in 2024) et cetera compared to what we achieved in 2024. New metrics were also introduced with having our account verified like “engagements”, “link clicks”, best posting times et cetera which helped us understand our audience better.

Instagram.

Accounts Reached	12,904
Content Interactions	1,370

The number of people we reached this year was 6 times more than in 2024 largely because of one major change on this platform – reposting. Our content interactions more than doubled in 2025, largely due to the reposting feature on Instagram.

YouTube.

Views	386
Watch time (hours)	1.5
Subscribers	13
Impressions	2,200
Impressions click-through rate	1.5%
Average view duration	0:37

We had 50 more views on our YouTube channel this year compared to 2024. The number of hours spent in total – on watching the videos on our channel dropped more than 2 times. The same is the story for

our impressions – they dropped more than 6,000 times. We ended the year with 10 more subscribers than in 2024.

LinkedIn.

Impressions (organic)	8,550
Reactions (organic)	533
Comments (organic)	51
Reposts (organic)	186

We had 4,000 less impressions of our work recorded on LinkedIn this year, we recorded more than 100 more reactions this year than in 2024, we recorded 3 and a half times more comments this year than in 2024 and finally, we had 3 times less reposts of our work on LinkedIn this year. Overall, there was a slight decline recorded on LinkedIn in 2025.

KEY.

Post reach	Post reach means the number of unique people who saw your specific social media post at least once.
Post engagements	Post engagement means the total number of interactions people have with a specific social media post, including actions like likes,

	comments, shares, saves, clicks, and video views.
New page likes	This is the number of unique users who have clicked the "like" button on a business or public page during a specific timeframe.
Page and profile visits	These are sessions where a user interacts with a website or platform, encompassing multiple page views, while profile visits are specifically when someone views a user's personal or brand profile page, indicating deeper interest beyond a single post.
Verified followers	These are accounts on social media platforms (like X, Instagram, Facebook) that the platform has confirmed are authentic, often indicated by a blue checkmark, signifying they belong to public figures, brands, or notable entities, which adds credibility, trust, and can impact content visibility and monetization.
Impressions	This is the total number of times your content (posts, ads, videos) was displayed on a screen, counting every single appearance, even if the same person sees it multiple times.
Engagement rate	This is a metric showing how much your audience interacts (likes, shares, comments, clicks) with your content, relative to your followers or reach.
Engagements	This is how people interact with your content (likes, comments, shares, saves, clicks) and brand, showing active interest beyond just viewing, indicating meaningful connections, building community, boosting algorithm visibility, and providing feedback for brands to understand audience resonance and build loyalty.
Profile visits	This is how people interact with your content (likes, comments, shares, saves, clicks) and brand, showing active interest beyond just viewing, indicating meaningful connections, building community, boosting algorithm visibility, and providing feedback for brands to

	understand audience resonance and build loyalty.
Replies	This is a public response to someone's post or comment, creating a conversation thread and showing engagement, differing from a private message by being visible to others, and often initiated by clicking a reply button or using "@" to tag someone.
Likes	This is a quick, digital expression of approval, appreciation, or interest in a post, photo, video, or comment, typically by clicking a heart or thumbs-up icon, serving as a simple engagement metric that boosts content visibility and shows support without needing a comment.
Reposts	This means sharing someone else's content (text, photos, videos) on your own profile to show it to your followers, amplifying its reach and giving credit to the original creator, acting like a digital shout-out to spread valuable or interesting content.
Bookmarks	This mean saving, organizing, and sharing online content like links, posts, or articles using tags and categories on platforms.
Shares	This means reposting someone else's content (like a post, video, or article) to your own followers, acting as an endorsement that amplifies its reach and visibility beyond the original audience, signaling its value and increasing organic spread, brand awareness, and potential for virality.
Unspecified gender	This refers to a profile setting where a user chooses not to identify as strictly male or female, or leaves their gender information blank.
Content interactions	These are the specific actions users take to engage with a brand's posts, like likes, comments, shares, saves, clicks, and direct messages , showing how audiences directly respond to and participate with content, vital

	for understanding resonance and refining marketing.
Reactions	These are emoji-based buttons (like Love, Haha, Wow, Sad, Angry, etc.) that let users give more nuanced emotional feedback on posts than a simple "Like," offering quick, visual ways to show feelings like joy, shock, or sadness, helping creators understand audience sentiment better.
Reposts	This means sharing someone else's content (text, images, videos) on your own profile, amplifying its reach while giving credit to the original creator, acting like a digital echo to spread valuable or interesting posts and build community.
Comments	These are public replies to posts, functioning as crucial engagement where users share opinions, ask questions, give feedback (positive or negative), or join conversations, using text, emojis, GIFs, or mentions to add context, express sentiment, and boost content visibility for algorithms and brands, transforming passive likes into active dialogue.
Not enough data yet	This means that a platform's analytics tool does not have a large enough sample size of engagement (likes, clicks, views, followers) to provide accurate insights or reports.