



Social Media Performance Analysis

2024

Objective:

This analysis evaluates the organization's performance on Facebook and LinkedIn, focusing on audience growth, content engagement, geographical distribution, and advertising effectiveness. The insights provided will inform content strategy, optimize engagement, and guide future decision-making for both platforms.

Key Areas of Focus:

- Audience growth trends and engagement patterns
- Content types and their impact on reach and interactions
- Geographical distribution of followers
- Effectiveness of paid promotions and organic reach
- Differences in audience behavior between Facebook and LinkedIn

Data:

Facebook page @
LinkedIn page @

Period:

January 1 - December 31, 2024

Social Media Overview

Facebook

6541

Total Followers

469

New Followers

69

Unfollows

149.056K

Total Reach

2.74%

Engagement Rate

4.085K

Total Interactions

73

Total Posts

1.40

Posting Frequency
(average posts per week)

LinkedIn

290

Total Followers

124

New Followers

2

Unfollows

9.22K

Total Reach

14.64%

Engagement Rate

298

Total Interactions

42

Total Posts

0.81

Posting Frequency
(average posts per week)

Follower Growth Trends

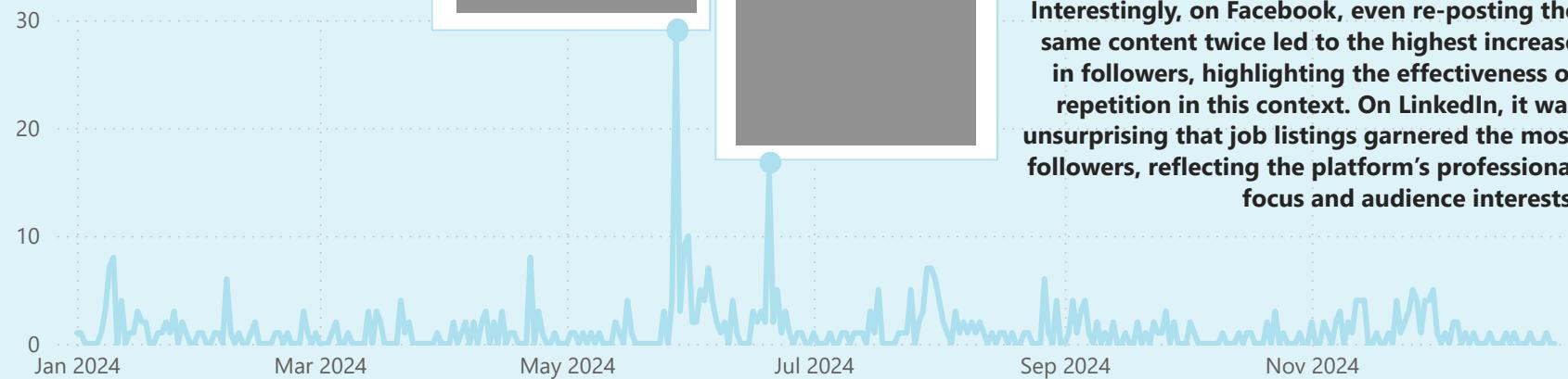
Facebook

6541
Total Followers

469
New Followers

69
Unfollows

New Facebook Followers



There is a clear trend of gaining new followers on both Facebook and LinkedIn when an open call to join the organization is announced, whether it's for creative practitioners or employment opportunities. These calls tend to resonate strongly with the audience and drive significant engagement. However, open calls for organizations to participate in programs do not have the same impact on follower growth. Interestingly, on Facebook, even re-posting the same content twice led to the highest increase in followers, highlighting the effectiveness of repetition in this context. On LinkedIn, it was unsurprising that job listings garnered the most followers, reflecting the platform's professional focus and audience interests.

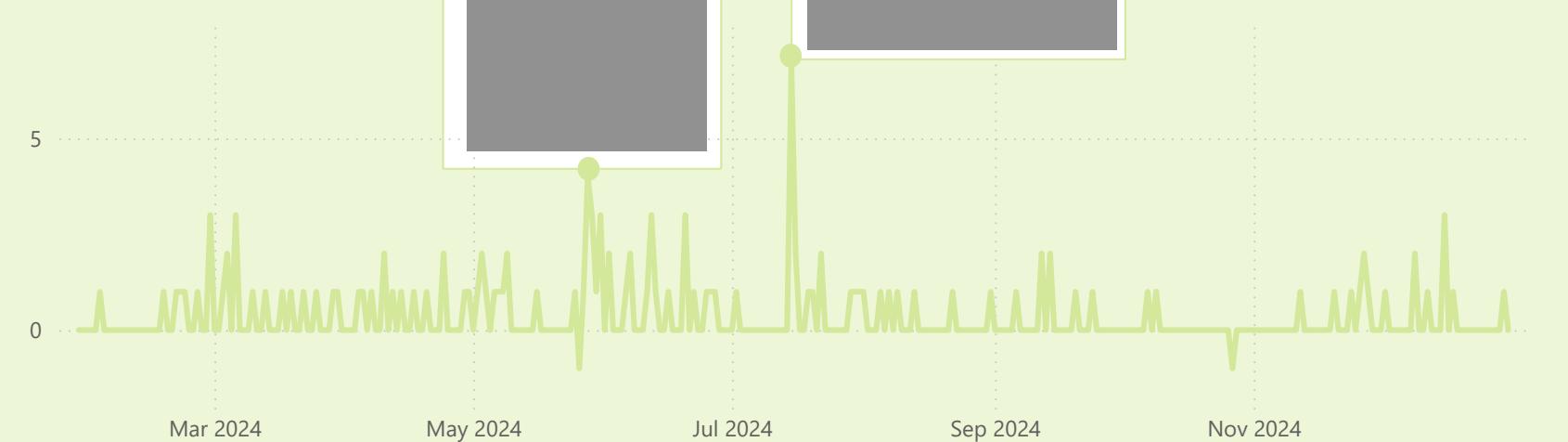
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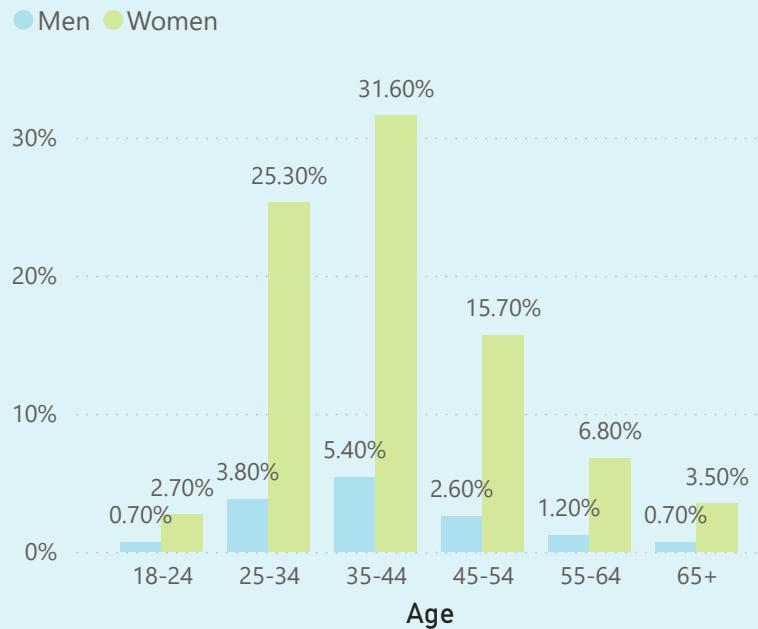
New LinkedIn Followers



Audience Demographics

Facebook

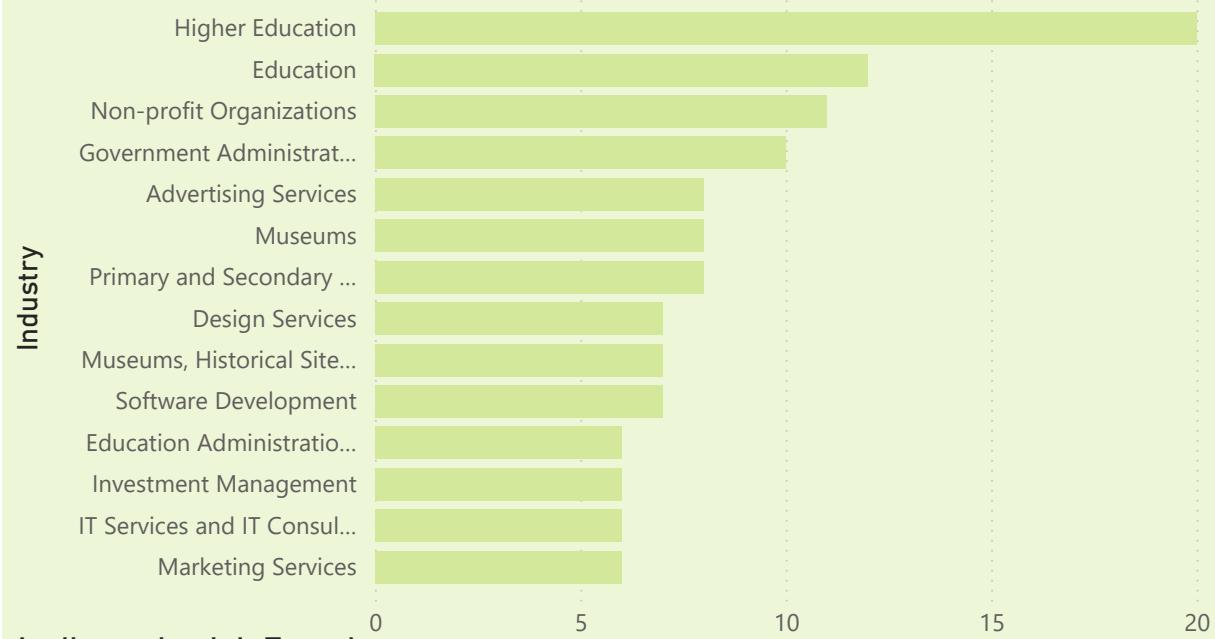
FB Followers Gender & Age



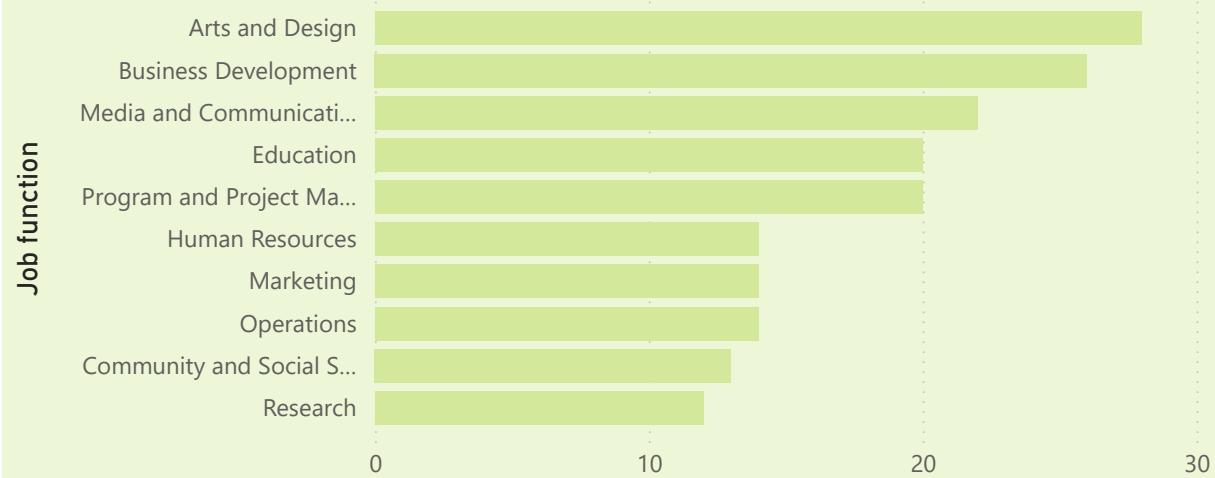
The distribution of organizations audience aligns closely with the expected demographic trends. In Lithuania, the majority of culture and education professionals are women, which corresponds with the gender and age breakdown of organizations Facebook followers. On LinkedIn, the audience is similarly dominated by professionals in culture and education, along with a strong representation of communication specialists and educators.

LinkedIn

Audience by Industry



Audience by Job Function

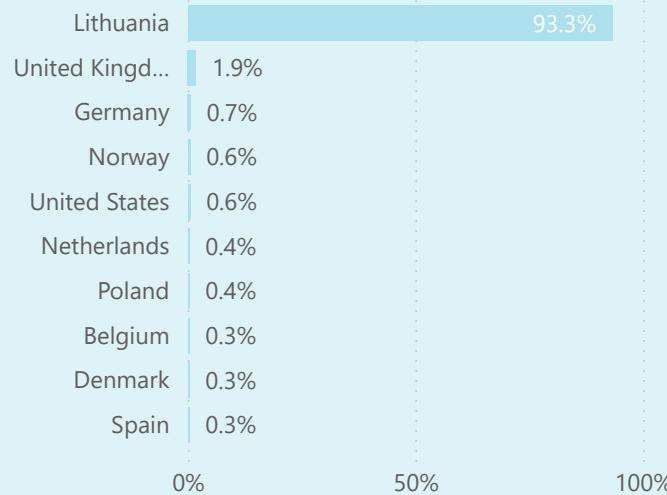


Audience Geographical Distribution

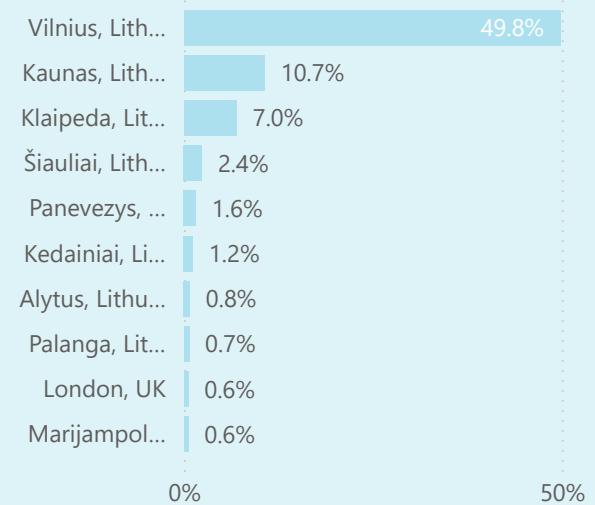
Facebook

The Facebook audience is predominantly based in Lithuania, with 93.3% of followers located within the country. Among these, 49.8% are from Vilnius, followed by other major cities like Kaunas (10.7%) and Klaipėda (7%). While this geographical distribution is somewhat predictable, it's important to note that organizations aim to engage a more regional audience is not yet fully represented in the follower distribution.

FB Audience by Country



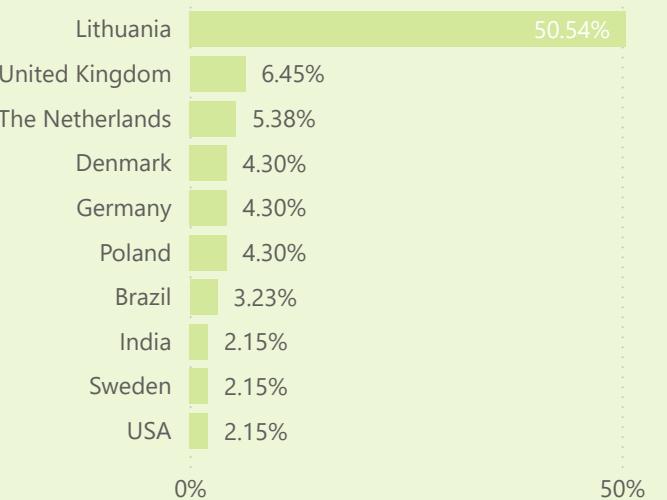
FB Audience by City



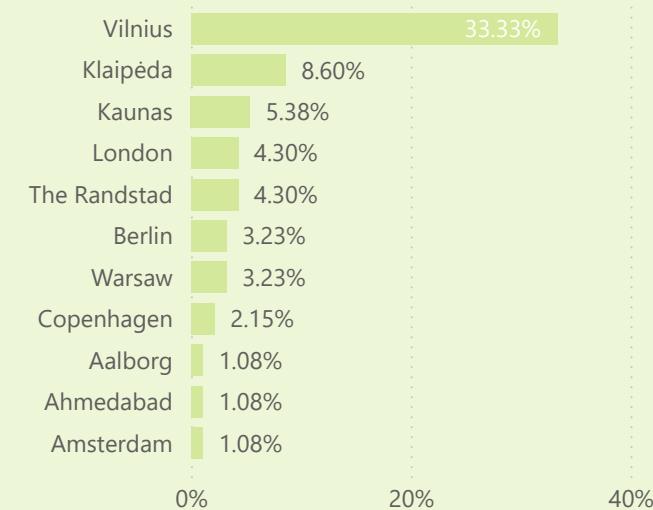
LinkedIn

LinkedIn's audience exhibits a broader geographical reach, attracting a significant number of international followers who are Lithuanian-speaking. Just over 50.54% of the audience is from Lithuania, with the remainder coming from countries such as the United Kingdom (6.45%), the Netherlands (5.38%), Denmark (4.3%) reflecting a more diverse and global following.

LinkedIn Audience by Country



LinkedIn Audience by City



Facebook Engagement Metrics

149.056K

Total Reach

4.085K

Total Interactions

73

Total Posts

1.40

Posting Frequency
(average posts per week)

20.039K

Page visits

2.74%

Engagement Rate

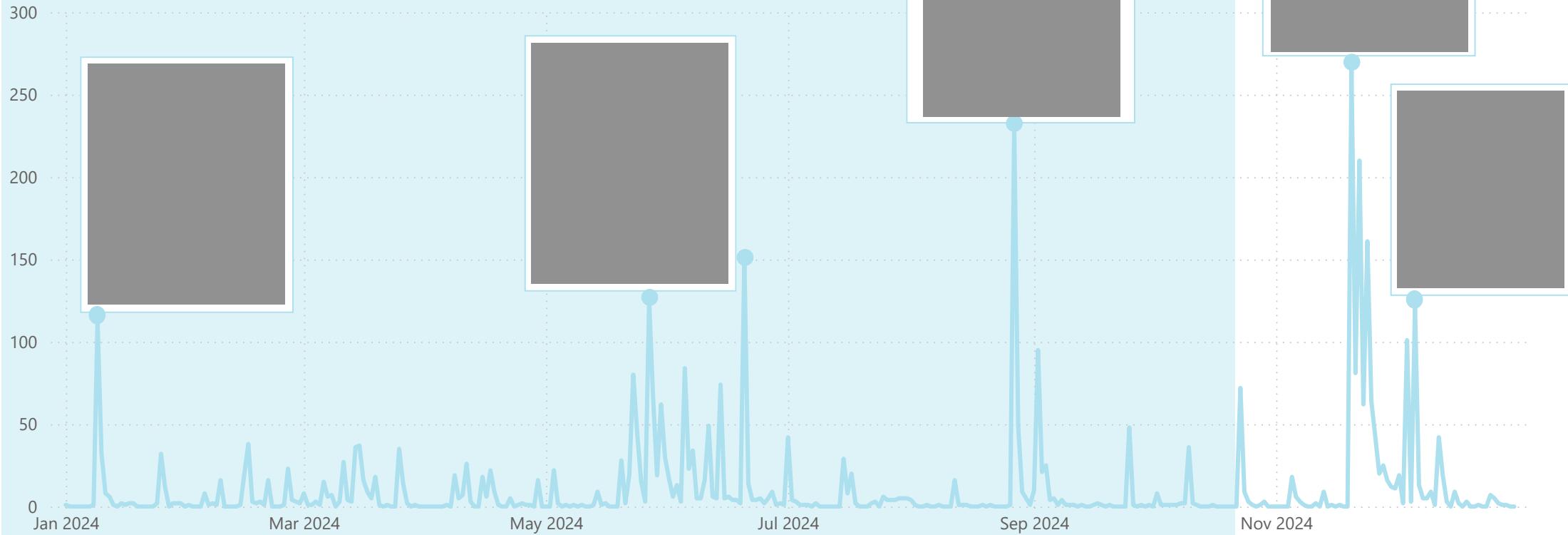
Overall score for 2024: 0.05%

Non Profit Organizations: 3.8%

198

Shares

Facebook Content Interactions



LinkedIn Engagement Metrics

9.22K

Total Reach

298

Total Interactions

42

Total Posts

0.81

Posting Frequency
(average posts per week)

14.64%

Engagement rate

Overall score for 2024: 3.85%

Non Profit Organizations: 2.1%

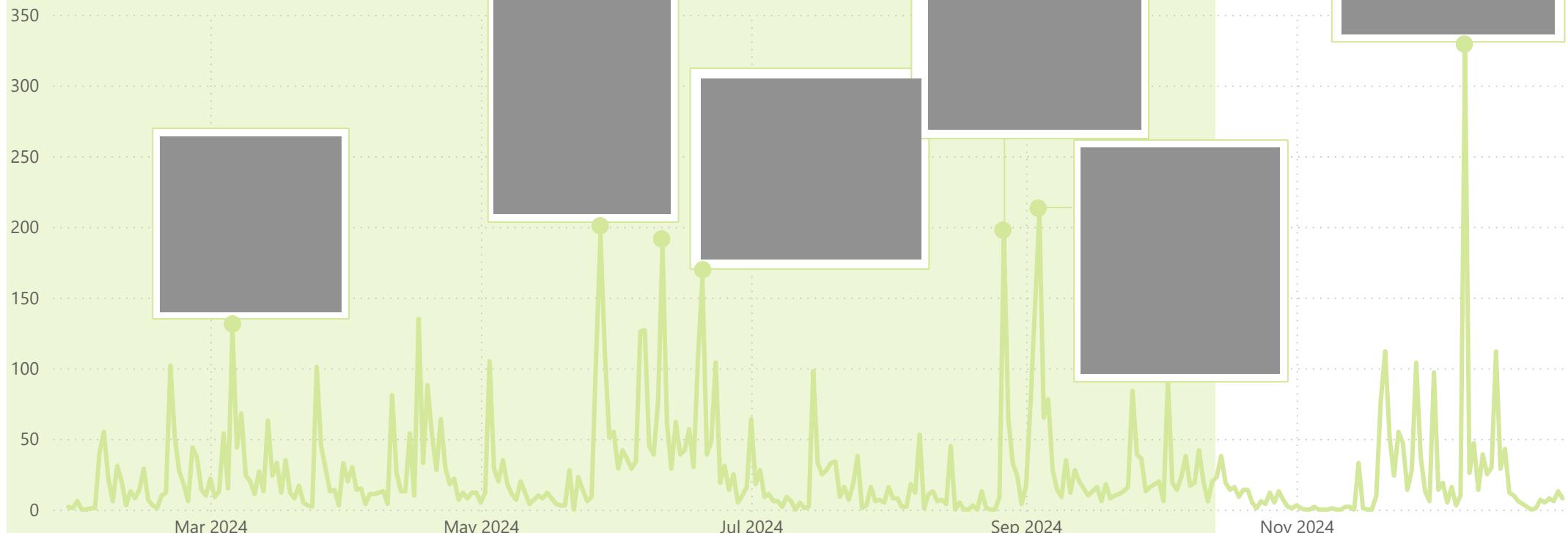
11

Shares

15

Comments

LinkedIn Content Interactions



Top-Performing Content

Facebook

8.961K

Highest Reach

149.056K

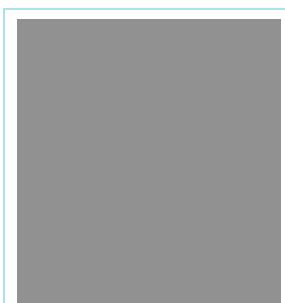
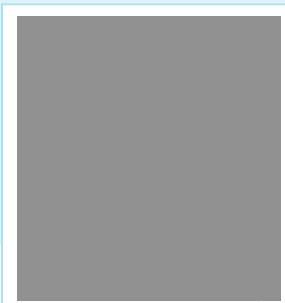
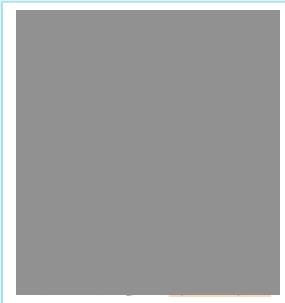
Total Reach

274

Most Interacted Content

4.085K

Total Interactions



20
Most Comments on a Post

84
Total Comments

251
Most Clicks of a Link

759
Total Link Clicks

LinkedIn

324

Highest Reach

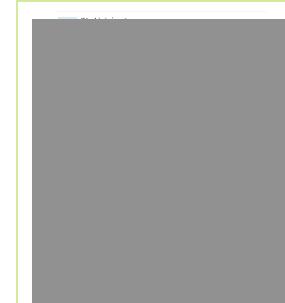
9.22K

Total Reach

20

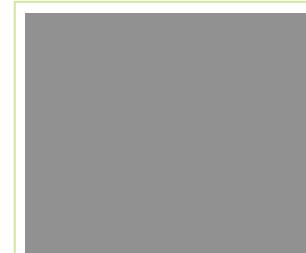
Most Interacted Content

298
Total Interactions



3
Most Comments on a Post

15
Total Comments



Content Performance Insights

The organization actively cross-posts content between Facebook and LinkedIn, though Facebook hosts a greater volume of content (73 total posts) compared to LinkedIn (42 total posts). Additionally, Facebook has a significantly larger following (6,541 followers) than LinkedIn (290 followers). This discrepancy naturally results in higher audience reach and interactions on Facebook.

Despite the difference in audience size, LinkedIn exhibits a much higher engagement rate (14.64%), well above the platform's 2024 average (3.85%) and the nonprofit sector's average (3.85%). This suggests that LinkedIn followers, though fewer in number, are highly engaged and likely have a personal connection to the organization. However, as the LinkedIn audience grows, engagement rates may decline. On Facebook, the organization's engagement rate (2.74%) surpasses the overall platform average (0.05%) but falls slightly below the nonprofit sector's average (3.8%).

Key Trends and Performance Insights

Facebook

The most active period was **May-June**, coinciding with the open call to join the organization. This period saw the highest follower growth and engagement as the audience sought updates on the recruitment process and familiarized themselves with the organization's work. This suggests that May-June is an optimal time to post diverse and strategic content to leverage audience engagement.

Another engagement peak occurred when a **photo reportage from the training for new practitioners** was posted, highlighting strong interest in the recruitment process and organizational activities.

The **highest-reach post** of the year was a job posting for a new employee.

The year's largest engagement peak occurred toward the **end of the year**, during the 10th-anniversary celebration. Other high-performing content during this period included updates on **developing and submitting a proposal about systematic cultural education in Lithuania to the government**. This suggests that the Facebook audience is supportive and sentimental, engaging strongly with milestone celebrations and institutional achievements.

LinkedIn

Similar content trends to Facebook were observed, with posts about the **open call to join the organization, photo reportage from an informational event, and training for new practitioners** generating high engagement rates.

The **highest-reach and most-commented post** was about **submitting recommendations to the government**, highlighting LinkedIn's professional nature. This post resonated well with LinkedIn's audience, which prioritizes professional achievements and industry contributions.

The **most shared content** was a video covering a **professional training seminar and an open call to join the organization**.

Unlike Facebook, the **10-year anniversary celebration** did not achieve high engagement on LinkedIn, further reinforcing the idea that LinkedIn's audience is more focused on professional milestones and opportunities rather than sentimental celebrations.

Facebook Ads Performance

22.82K

Reach

42.74K

Impressions

6

Total Number of Ads

281

Results

€ 59.91

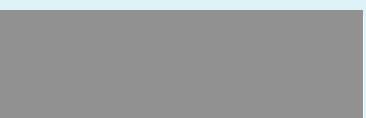
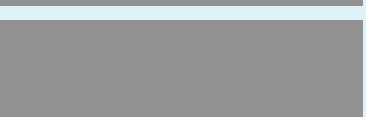
Total Amount Spent

€ 9.99

Total Amount Spent

Ads were primarily used to promote events, and these campaigns delivered the most desirable results.

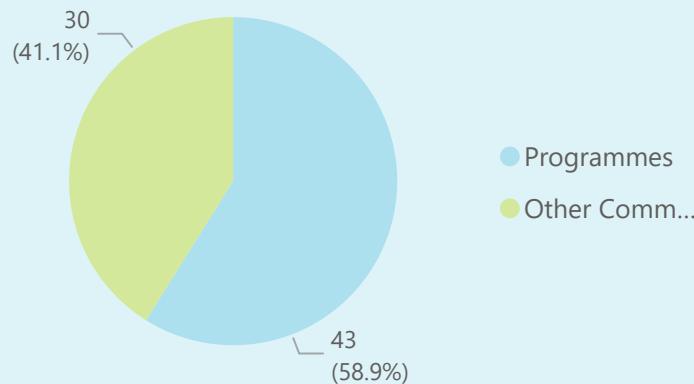
They achieved the highest impressions and reach while maintaining the lowest cost per result (measured by RSVPs). Ads based on posts performed best when they included a clear call to action, such as "Apply to work with us," which directly guided audience engagement. In contrast, ads that simply highlighted achievements, such as "We are celebrating our anniversary," and had no clear call to action, did not perform as well.

	3.26K Impressions	2.15K Reach	28 Results	rsvp Result indicator	€ 6.00 Amount spent	€ 0.21 Cost per results
	9.32K Impressions	3.81K Reach	74 Results	rsvp Result indicator	€ 16.00 Amount spent	€ 0.22 Cost per results
	7.86K Impressions	4.30K Reach	81 Results	rsvp Result indicator	€ 10.00 Amount spent	€ 0.12 Cost per results
	1.33K Impressions	984.00 Reach	1 Results	Messaging... Result indicator	€ 5.00 Amount spent	€ 5.00 Cost per results
	10.40K Impressions	6.52K Reach	13 Results	Messaging... Result indicator	€ 9.05 Amount spent	€ 0.70 Cost per results
	10.57K Impressions	5.06K Reach	84 Results	rsvp Result indicator	€ 13.86 Amount spent	€ 0.17 Cost per results

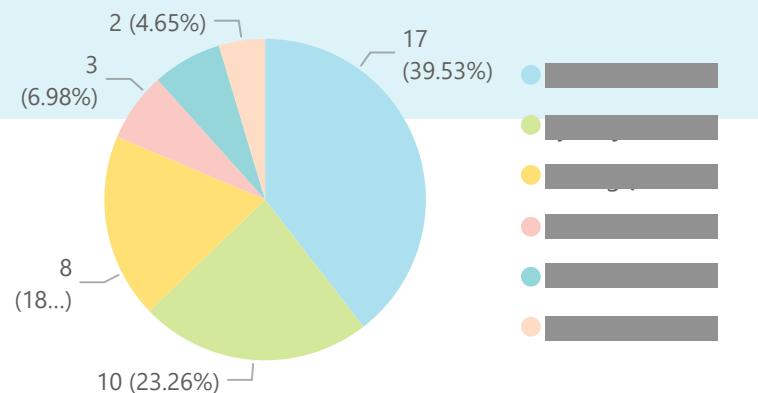
Communication Topics

Facebook

Facebook Communication by Topic

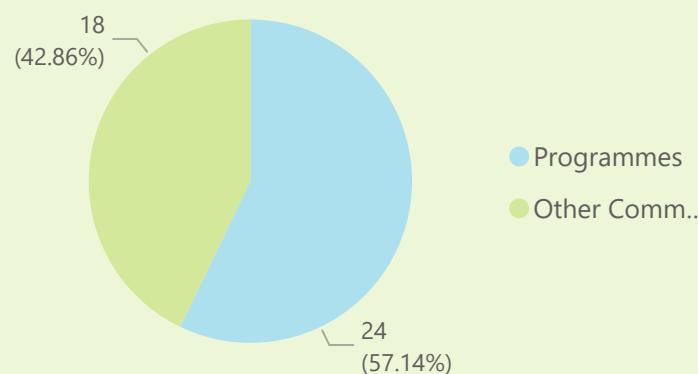


Facebook Communication by Programme

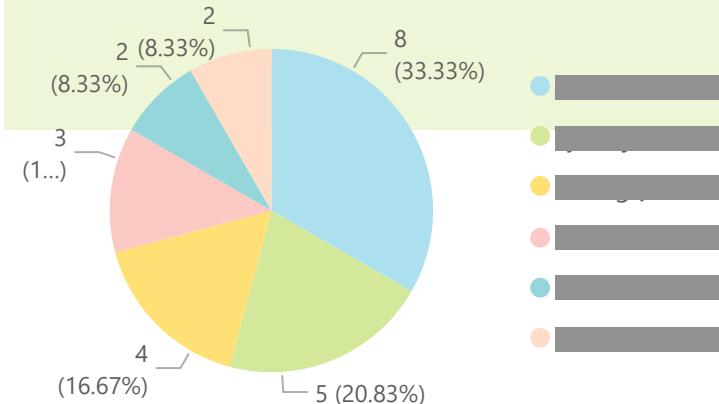


LinkedIn

LinkedIn Communication by Topic



LinkedIn Communication by Programme

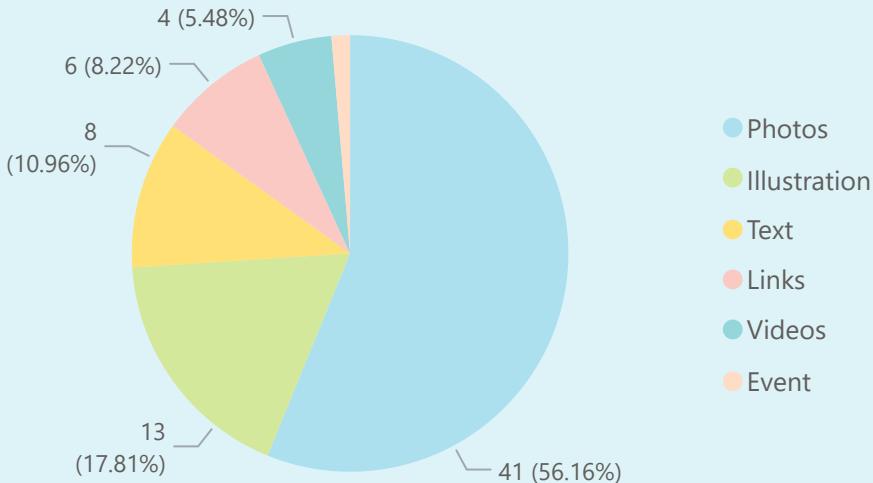


Communication topics are very similar across both social media platforms, as the organization frequently cross-posts content. As a result, the content distribution is nearly identical—just over half of the posts fall under 'other communication,' while around 40% focus on program-related communication.

The breakdown of program-related communication follows a similar pattern, with most content centered on *Atvirumo menas*, followed by *Tyrinėjimo menas* and *Dialogų bendruomenės*.

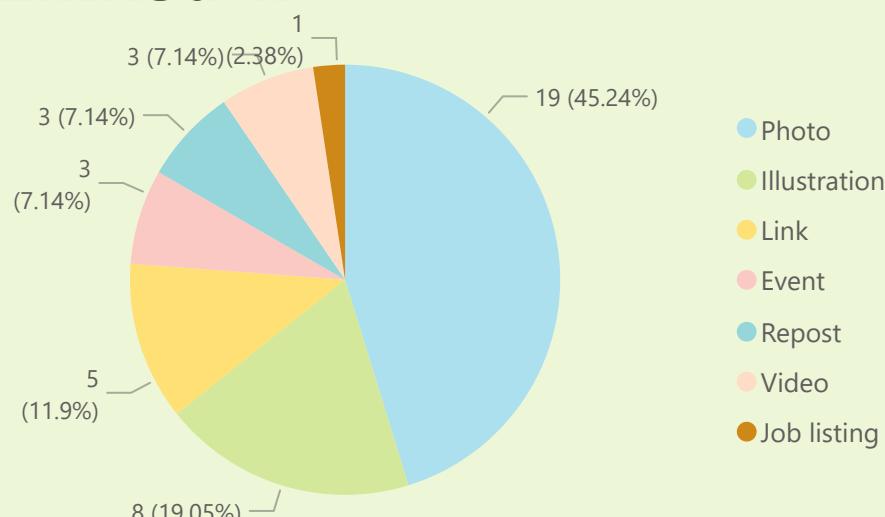
Content Type & Effectiveness

Facebook



Content type	Engagement Rate
Photos	81.47%
Links	18.19%
Videos	15.78%
Illustration	13.81%
Text	8.82%

LinkedIn



Content Type	Engagement Rate
Video	10.72%
Repost	4.37%
Photo	22.71%
Link	7.87%
Job listing	19.44%
Illustration	7.76%
Event	5.75%

In some cases, Facebook posts show an **engagement rate above 100%**, meaning the number of interactions (likes, comments, shares, clicks) exceeds the number of people reached. This contributes to high engagement rate percentage. It can happen due to the following reasons:

- 1. Multiple Interactions Per Person** – A single user can engage with a post multiple times (e.g., liking, commenting, and sharing). If a post has a small reach but highly engaged users, the engagement rate can exceed 100%.
- 2. Sharing** – When users share a post, their friends can engage with it without the original post registering additional reach under the page's analytics. This means interactions increase while the reported reach remains lower.
- 3. Private Reshares & Groups** – If a post is shared in private groups or messages, people can interact with it without contributing to the publicly visible reach.

Mostly published content type on both social media platforms is photos, followed by Illustration. Both medias have a high audience engagement rate.

On the other hand video has one of the lowest engagement rates on both platforms. Even though it not very commonly posted content type it is important to evaluate monetary investment and return that that investment brings. It is usually the highest cost content type which needs a clear reasoning for stakeholders to prove that it is necessary to produce.

Conclusions & Recommendations

Key Conclusions

> Loyal and Sentimental Audience

The organization has a dedicated following, with the highest engagement occurring during milestone celebrations and achievements. This indicates that followers are emotionally invested in the organization's journey, especially on Facebook.

> Follower Growth Peaks During Open Calls

The most active periods in terms of new followers and content interactions coincide with open calls to join the organization (May-June), whether for employment or participation in programs.

> Video Content Requires Strategic Use

Video content does not generate high engagement relative to the effort and cost required for production. The average watch time is just **0.078 seconds**, with a sharp drop-off after **0.17 seconds**. Only **20% of viewers** watch a video to the end, making it necessary to evaluate whether video investments are justified.

> LinkedIn's High Engagement Rate Is Likely Temporary

The engagement rate on LinkedIn is exceptionally high because the following is currently small and consists mainly of highly engaged "fans" of the organization. As the audience grows, engagement rates are expected to decline.

> Facebook Engagement Rate Is Strong but Below Nonprofit Benchmarks

The organization's engagement rate on Facebook is higher than the platform's overall average but slightly below the nonprofit sector's benchmark.

> Missed Opportunities for Engagement

The organization does not currently maximize opportunities for engagement, such as:

- Interacting with other content (liking, re-posting, commenting)
- Using Facebook **Stories**, which remains an untapped feature
- Utilizing interactive tools like **polls** and clear **calls to action**

Conclusions & Recommendations

Recommendations

> Increase Posting Frequency

Current posting frequency is **below recommended levels**. A more structured content plan should aim for:

- **Facebook:** 1-2 posts per day
- **LinkedIn:** 3-5 posts per week

If that feels too high, aim to at least 2 posts per week on both platforms.

Cross-post more content between Facebook and LinkedIn to maintain consistency and maximize reach.

> Post at the Right Time

Peak engagement hours for both, Facebook and LinkedIn audience is **Monday-Thursday between 9:00-12:00 a.m.** Schedule posts accordingly to increase visibility and interactions.

> Optimize Video Content Strategy

Given the low average watch time, video content should be:

- **Short and engaging within the first 3 seconds**
- **Used selectively** for high-impact topics or promotions
- **Supplemented with text and visuals** to convey key messages quickly

> Leverage Interactive Content for Higher Engagement

- Experiment with **polls, Facebook Stories** to encourage audience participation.
- Actively **engage with external content** by reacting, commenting and re-sharing relevant industry updates.

> Improve Facebook Ad Strategy with Clear Calls to Action (CTA)

- Ads should have a defined **goal and CTA** (e.g., "Apply now," "Register for the event").
- Avoid ads that simply **highlight achievements** without a clear next step, as they tend to underperform.
- Ensure ad spending aligns with tangible results, avoiding high-cost, low-engagement campaigns.

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