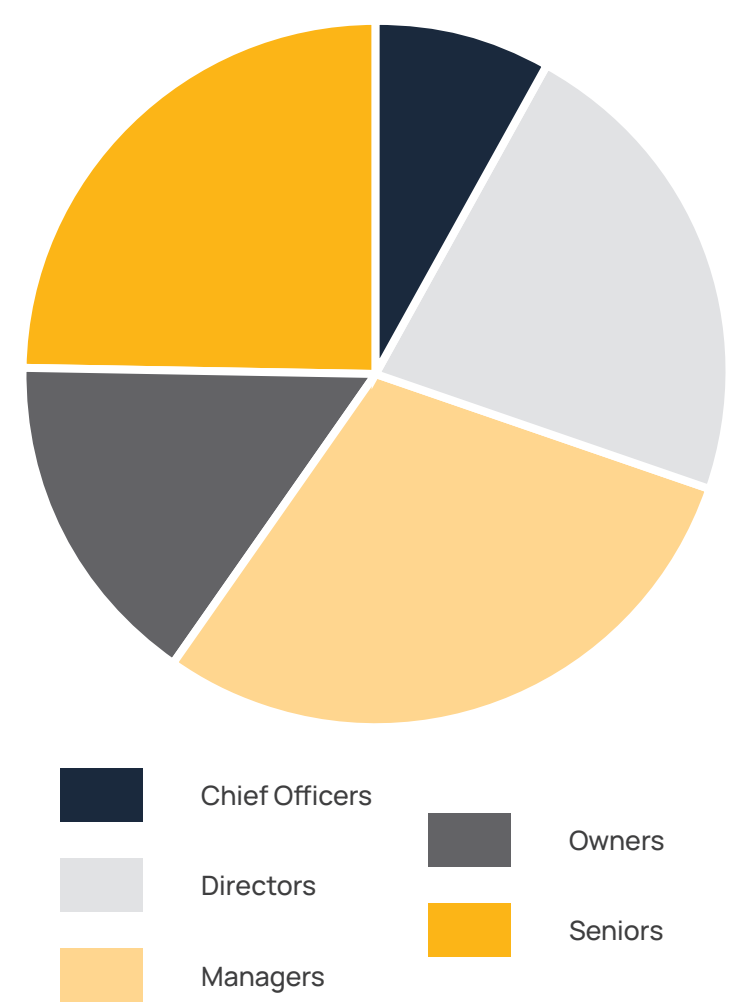


# Ecosystem Energy Services - LinkedIn Report (Q1: February - June 2025)

Followers by Seniority



Total Followers

16,872

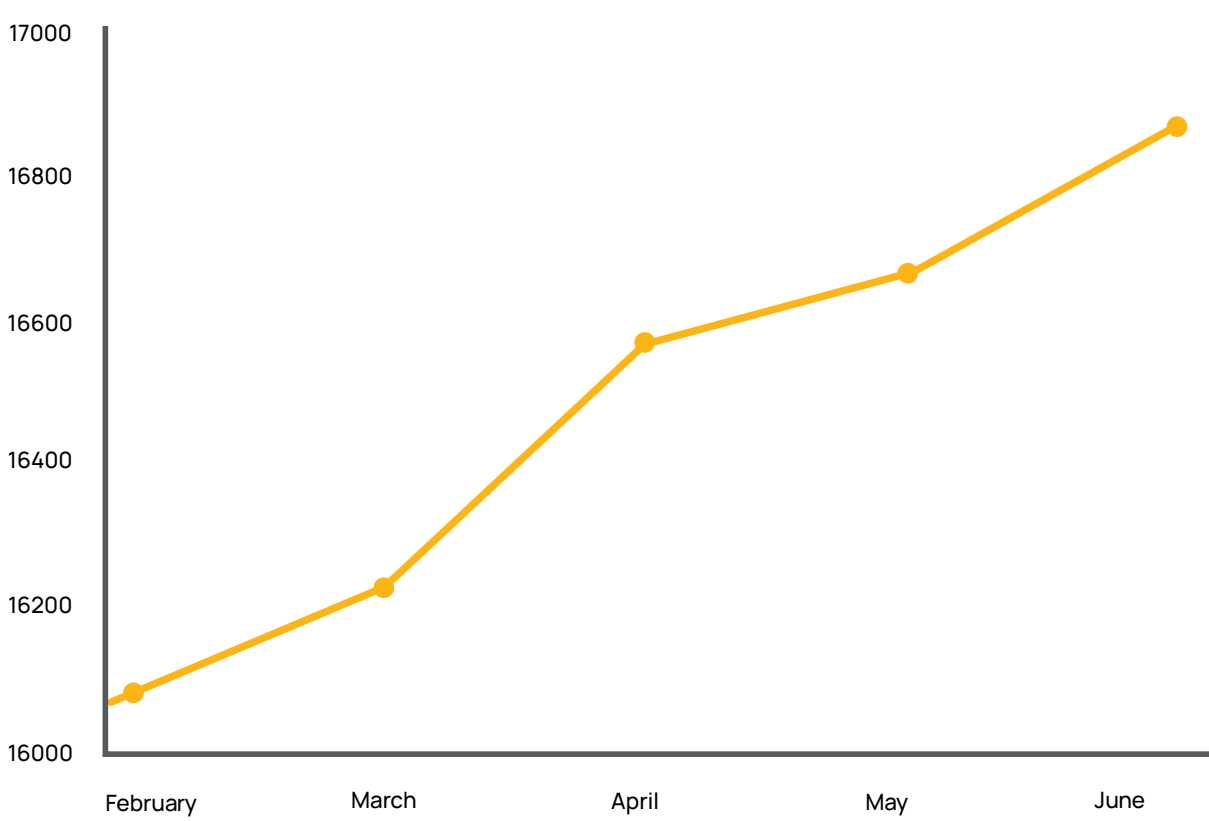
Avg. Engagement Rate

8.6%

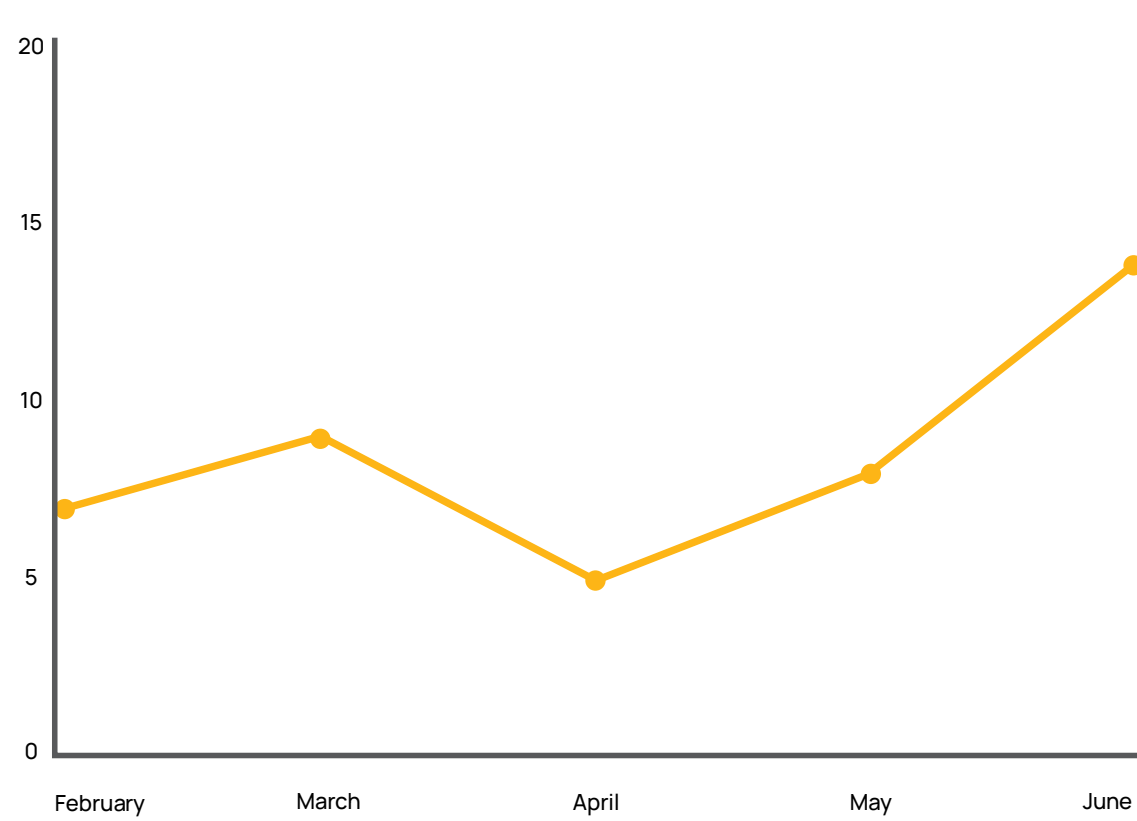
Avg. Impressions

13,853

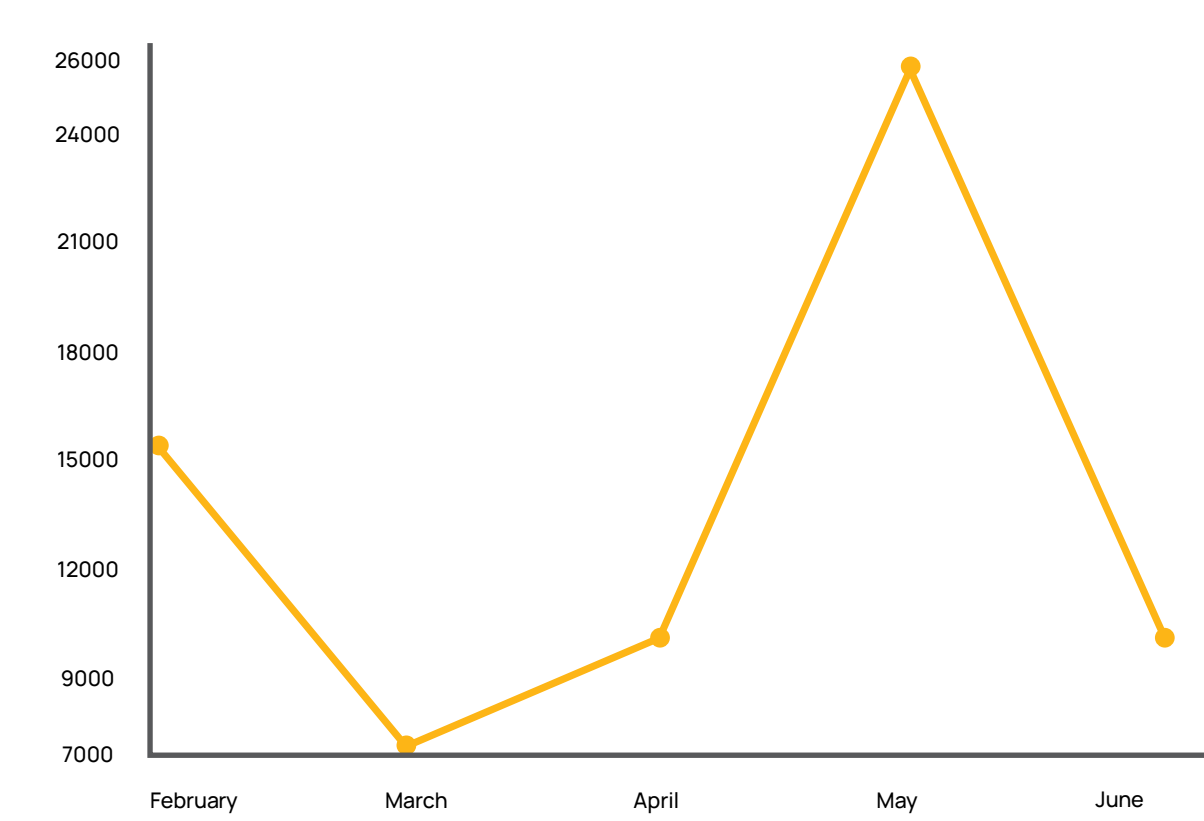
Follower Growth



Engagement Rate by Month



Impressions by Month



Top Country

Canada

Top City

Montreal

Top Industry

Construction

Total Clicks

2,134

Total Impressions

69,267

Total Likes

1,513

Total Comments

48

Total Respost

146

Avg. Clicks

679

Avg. CTR

6%

Avg. Likes

303

Avg. Comments

10

Avg. Reposts

29

# February 2025 - Key Insights & Trends

Post	Type	Post Type	Creation Date	Impressions	Clicks	CTR	Likes	Comments	Reposts	Engagement Rate
February (16,078)										
UTEN	Project Spotlight	Organic	1/31/2025	1589	58	4%	50	0	1	7%
Campus Energy	Event - Promo	Organic	2/3/2025	620	19	3%	23	1	1	7%
Shelly Campus Energy panel	Event - Panel Promo	Organic	2/4/2025	1089	33	3%	20	0	1	5%
Mancini Campus Energy panel	Event - Panel Promo	Organic	2/4/2025	833	15	2%	28	1	1	5%
Minto Joanne	Project Spotlight	Organic	2/6/2025	483	29	6%	18	0	1	10%
Heat & Meet Mixer	Event - After	Organic	2/7/2025	784	54	7%	16	6	0	10%
Int. Day of Women and Girls in Science	Holiday	Organic	2/11/2025	644	18	3%	35	0	2	9%
Second Nature recap	Event - After	Organic	2/12/2025	1034	44	4%	31	0	2	7%
Skylight article recap	Publicity	Organic	2/13/2025	2560	144	6%	48	1	2	8%
State of Energy Quebec	Event - Promo	Organic	2/13/2025	1371	28	2%	21	0	4	4%
Hiring Construction Manager	HR - Recruiting	Organic	2/13/2025	1225	43	4%	24	0	7	6%
DC Hiring	HR - Recruiting	Organic	2/18/2025	2901	169	6%	32	1	12	7%
NY Build promo	Event - Promo	Organic	2/21/2025	611	22	4%	14	0	1	6%
Coop Expo promo	Event - Promo	Organic	2/24/2025	647	15	2%	18	1	3	6%
Shelly at Decarb Summit	Event - Panel Promo	Organic	2/26/2025	1761	135	8%	69	4	4	12%
Mancini at EACUBO	Event - Say Hi	Organic	2/27/2025	605	9	1%	17	0	1	4%
UTEN promo	Publicity	Organic	2/27/2025	461	22	5%	8	0	0	7%
TOTAL				15744	676	4%	360	10	35	7%

Strong 7% engagement rate, indicating **consistent audience activity and content relevance**

Engagement was evenly distributed across formats, with **Publicity, HR Recruiting, and Panel Promos** outperforming others

## 1. Publicity content drove highest impressions and strong CTA

- Publicity-style content is a **reliable top performer**, suggesting that audience interest increases when the brand is featured externally (re: Skylight article)

## 2. Recruitment posts outperformed

- Recruiting content is proving to be a **major website traffic driver**, likely due to broad relevance and resharing behavior
- **Consider employee spotlights** to support employer branding for recruitment purposes

## 3. Event promotions show moderate reach but high engagement

- Posts tied to speaking engagements, panels, or summit appearances maintained a **steady CTR** (3-4%)
- Lean into **event storytelling** (before, during, and after) to maximize thought leadership visibility

## 4. What’s working

- Although reach was mid-range, engagement indicates **strong alignment with brand values and audience priorities**

## 5. Optimization opportunities

- Low CTR (1-2%) on certain event posts suggests **adding clearer value propositioning or changing visuals** to boost performance
- Posts with limited rich media tended to underperform, indicating that **content quality and format still heavily influence reach**
- Consider **adding motion assets** (30- or 60-second-long videos) and **carousels** to boost engagement

## 6. Strongest contributors

- Expertise, external validation, and human stories