

Q2 Social Media Report

July 2025



Q2 2025 Executive Summary

Performance continues to exceed expectations across all platforms.

- **Instagram:** Saw significant growth in Q2, with audience up 111%, engagements nearly tripling, and impressions more than doubling QoQ—surpassing both quarterly goals and signaling strong content resonance.
- **LinkedIn:** LinkedIn performance was strong, with engagement rate up to 14.3%. Despite slower follower growth, content drove meaningful interaction and exceeded engagement goals.
- **Facebook:** Facebook performance held steady with strong engagement (9.6%). Audience grew by +109, and link clicks rose YoY, signaling quality engagement.

We implemented an HST social media strategy in Q2, increasing content and tailoring messaging to clinic leaders while maintaining doctor trust. We're seeing the strongest performance on LinkedIn, moderate engagement on Instagram, and limited engagement on Facebook.

Q2 Social Media Post Performance (All Platforms)

	Audience	Published Posts	Engagement	Engagement Rate	Impressions	Average Reach per post	Shares & Saves	Link Clicks
Q2 2025	+758 	208 	13,389 	8.9% 	150,811 	761 	3,533 	3,257
Q1 2025	+656 	206 	9,652 	7.3% 	132,866 	531 	642 	3,395

	Audience	Published Posts	Engagement	Engagement Rate	Impressions	Average Reach per post	Shares & Saves	Link Clicks
Q2 2025	+758	208 	13,389 	8.9% 	150,811 	761 	3,533 	3,257 
Q2 2024	+1,492	134 	6,573 	6.2% 	106,487 	629 	576 	1,264 

Q2 Instagram Post Performance

Quarterly goals:

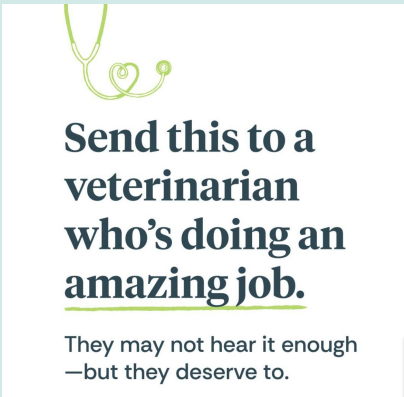
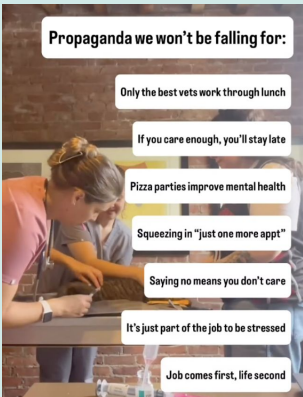
Followers: +200 ✓

Engagements: 2,300 ✓

	Audience	Published Posts	Engagement	Engagement Rate	Impressions	Average Reach per post	Shares & Saves	Link Clicks
Q2 2025	+331 ↑	68 ↑	6,803 ↑	7% ↑	110,919 ↑	1,314 ↑	3,288 ↑	44
Q1 2025	+157 ↑	67 ↑	2,321 ↑	3.4% ↑	68,185 ↑	719 ↑	397 ↑	78

	Audience	Published Posts	Engagement	Engagement Rate	Impressions	Average Reach per post	Shares & Saves	Link Clicks
Q2 2025	+331 ↑	68 ↑	6,803 ↑	7% ↑	110,919 ↑	1,314 ↑	3,288 ↑	44
Q2 2024	+202 ↑	51 ↑	2,335 ↑	5.5% ↑	42,577 ↑	719 ↑	366 ↑	105

Best Performing IG Posts in Q2

	Top performing posts		
			
Engagement	3,964	666	208
Engagement rate	10.9%	3.5%	3.4%
Shares	2,650	170	57
Saves	101	71	14
Impressions	36,543 (96 profile visits + 57 new followers)	18,997	6,128

Observations:

- #1 post in Q2 was our best performing post of all time (most engagements, most shares to date)
- All 3 top posts are relatable, shareable and resonate with the broader veterinary audience, increasing brand awareness and positioning us a trusted ally.

Q2 LinkedIn Post Performance

Quarterly goals:

Followers: +500 ❌

Engagements: 2,500 ✅

	Audience	Published Posts	Engagement	Engagement Rate	Impressions	Shares & Saves	Link Clicks
Q2 2025	+312	62	4,085	14.3% ↑	28,540	216 ↑	3,144
Q1 2025	+433	65	4,573	12.5% ↑	36,713	208	3,344

	Audience	Published Posts	Engagement	Engagement Rate	Impressions	Shares & Saves	Link Clicks
Q2 2025	+312	62 ↑	4,085 ↑	14.3% ↑	28,540	216 ↑	3,144 ↑
Q2 2024	+1,212	35	2,029	5.6% ↑	36,466	155	1,223

Best Performing LI Posts in Q2

	Top performing posts		
			
Engagement	403	362	357
Engagement rate	57.3%	27%	39.1%
Shares	4	6	4
Post Clicks	380	307	328

Observations:

- #1 post was HST-focused, highlighting our docs in a unique way and not overly selling IndeVets.
- #2 was linked to Carlye's blog on job flexibility which is perfect for LI audience.
- #3 highlighted our leadership training week, which is also great for LI.

Q2 Insights + Q3 Recommendations: Instagram

- **What Worked:**

- Relatable, real-life content performed best—especially posts about vet life or photos highlighting our doctors and their stories.
- The top-performing post was the most engaging ever, driven by humor, shareability, and authenticity.

- **What Didn't:**

- Text-heavy and overly promotional posts struggled (as always).
- Most HST-focused posts underperformed due to lack of personal relevance or authenticity.
- Instagram's audience prefers visual storytelling over salesy content.

- **Suggestions:**

- Continue creating relatable, shareable content for vets.
- Prioritize authentic, human-centered posts with real photos and bite-sized stories.
- When sharing HST content, try framing it through the lens of doctor impact, team support, or behind-the-scenes insights.

Q2 Insights + Q3 Recommendations: LinkedIn

- **What Worked:**

- Posts aligned with LinkedIn's tone—leadership, career flexibility, professional growth—drove strong engagement.
- HST-focused content worked when it was visually interesting or doctors were the focus.
- Engagement rate rose to 14.3%, and link clicks were up 157% YoY.

- **What Didn't:**

- Clinical-heavy or promotional posts underperformed.
- Posts that didn't touch on career impact or meaningful work saw lower interaction.

- **Suggestions:**

- Focus content on career development, company culture, and employee satisfaction.
- Use a thought leadership tone: share insights, success metrics, and personal stories that resonate with clinic leaders and veterinary professionals.