IndeVets™

Q2 Social Media Report

July 2025



Q2 2025 Executive Summary

Engagement remained strong across platforms, with standout growth on Instagram.

- **Instagram:** New followers increased 111% and engagements nearly tripled compared with Q1, surpassing both quarterly goals and signaling strong content resonance. Impressions also grew 161% year over year to more than 110,000.
- **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 a hospital-focused 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:

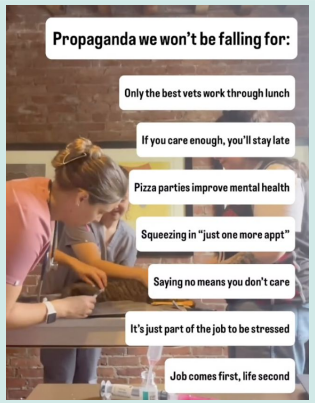
Followers: +200 ✅

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 as 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 hospital-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 hospital-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.