



Social Media Report and 2025 targets

During the course of 2024, I have attempted to utilise my very basic skills with video for the LinkedIn pages. As of today, we have a total of 202 followers, 47 of which were new in 2024 = Increase in 25% in 2024.

Linkedin:

- 10 posts during 2024.
- Impressions (i.e people seeing it) ranges from 155 to 1,600, average of 570. Anything over 1,000 is good.
- Reactions (i.e people liking) – ranges from 5 – 37, an average of 15 which could be better.
- Comments: ranges from 0 to 7 which could be better.
- Shares: only 1 or 2 per post which could be better.
- Engagement rate: ranges from 8% to 18%, average of 11.9. Anything over 5% is good.

NB: stats for other channels to follow once provided.

Goals for 2025:

- Increase followers by another 25%
- Encourage members to like, share and comment
- Increase visibility of upcoming events, rather than post event engagement via LinkedIn.
- Mix up pictures, video / plain text for posts – more learning to do...
- Short video content from members on benefits of the society – **need volunteers!**
- A few more non EPIC posts, such as the release of the next series of swing 2.
- Targeted invitations to followers who are lurking and looking without coming to an event. Unfortunately this can only be done manually by cross referencing the followers against members. **With permission, I propose to contact some of the followers individually (as EPIC page not personally) to say:**

“Dear Follower,

We are pleased to see that you are following our page. On the assumption that the society’s goals of playing some beautiful golf courses with likeminded individuals from the construction industry alongside some great networking is of potential interest to you, please do take a look at our schedule of events for 2025. You would be more than welcome to attend as a guest at one of our events to see if it is the right society for you:

<https://www.epicgolfsociety.co.uk/blog/programme/>

If you would like to speak to one of the committee members to find out more, please do contact: Neil Meixner, Secretary: epicgolfsociety@gmail.com / m +44 (0) 7770832894 or Matthew Jones, 2025 Captain: matthewjones@iesisgroup.com / m: +44 (0)7854 278 633

Kind regards,

Every Professional In Construction Golf Society Committee”