



**Social Media Report and 2026 targets**

During the course of 2025, I have continued to attempted to utilise my very basic skills with video for the LinkedIn pages alongside images and text.

**Linkedin:**

	2024	2025	% change
Followers	202	231	<b>14.36 up</b>
Number of posts	10	12	<b>20% up</b>
Impressions (i.e people seeing it) Anything over 1,000 is good.	Ranges from 155 to 1,600*, average of 570.	Ranges from 155 to 362 average of 258	Down*
Reactions (.i.e people liking it)	Ranges from 5 to 37	Ranges from 5 to 10	Down
Number of comments	Ranges from 0 to 7	Ranges from 0 to 7	Static
Shares	1 or two per post	1 or two per post	Static
Engagement rate Anything over 5% is good.	8 – 18%	8 – 19%	Marginally up

\*Query now if this was correct..

**Goals for 2025 – how did we do against goals?:**

- Increase followers by another 25% - **didn't reach target but still a healthy increase.**
- Encourage members to like, share and comment - **ongoing**
- Increase visibility of upcoming events, rather than post event engagement via LinkedIn - **ongoing**
- Mix up pictures, video / plain text for posts – **video is getting more views, continue but remind members to take videos. Striking photos working well too.**
- A few more non EPIC posts, such as the release of the next series of swing 2 – **done but finding content difficult**

**Goals for 2026:**

- Increase followers by another 10%
- Short video content from members on benefits of the society – **need volunteers!**
- 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. As we do not have a paid LinkedIn account, the only way to do this is for me to send direct messages as Captain. **With permission, I propose to contact some of the followers individually 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.epicgolfingsociety.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](mailto:epicgolfsociety@gmail.com) / m +44 (0) 7770832894 or Chris Sunderland, 2026 Captain: [chris.sunderland@diales.com](mailto:chris.sunderland@diales.com) / 07872383775

Kind regards,

Chris Sunderland, 2026 Captain

Every Professional In Construction Golf Society Committee”

**Questions:**

- Value of using Instagram?