



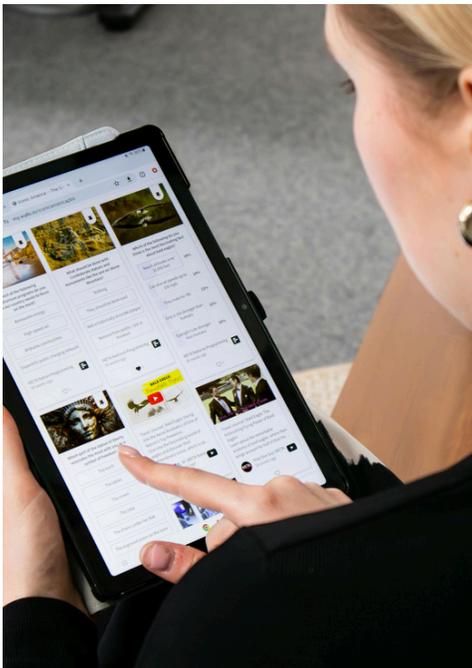
# AC-REP COMMUNICATIONS REPORT

October 2025

## Overview

AC-REP's communications efforts this year have focused on strengthening member engagement, expanding visibility, and supporting membership growth. Across social media, newsletters, and our digital marketing campaign, we are seeing strong performance relative to industry benchmarks and clear gains in reach and engagement. Below you will find an in-depth summary of all ongoing external and internal communications for the organization.

Overall, AC-REP's communications strategy is delivering measurable results, particularly through higher-than-average engagement rates across both social media and newsletters. The digital campaign elevated reach and engagement, and we created and posted more video content which our audience reacted positively to. Moving forward, efforts will focus on sustaining growth, refining content strategy to encourage more link clicks, and strengthening the alignment of communications with membership and policy priorities.



# SOCIAL MEDIA

## Overview

Reporting Period (Jan. 2024 – Oct. 2024 vs. Jan. 2025 – Oct. 2025)

To measure the effectiveness of AC-REP’s social media efforts, we tracked several key performance indicators (KPIs) across LinkedIn and Facebook: total posts, engagement rate, audience growth (“total fans”), and post link clicks. Overall, results show clear improvements in engagement and audience growth, with a few areas to monitor moving forward.

### Cross-Channel Highlights

- Total Posts: 226 ( ↑ 15% vs. 2024)
- Engagement Rate: 8.44% ( ↑ 11% vs. 2024) – well above industry standards
- Total Fans: 2.87k ( ↑ 3% vs. 2024)
- Post Link Clicks: 3.01k ( ↓ 25% vs. 2024) – will continue to monitor

### LinkedIn

- Total Posts: 141 ( ↑ 19%)
- Engagement Rate: 9.92% ( ↑ 16%) – well above industry average of 2.1%
- Followers: 1,000 ( ↑ 102 in last 300 days)
- Page Views & Post Link Clicks: both down compared to 2024; monitoring trends

### Facebook

- Total Posts: 74 ( ↑ 6%)
- Engagement Rate: 6.83% ( ↑ 3%) – well above industry average of 3.8%
- Followers: 761 ( ↑ 3.7%)
- Page Impressions: 40,600 ( ↑ 483%), largely driven by the digital campaign

AC-REP’s social media presence is showing healthy growth, particularly in engagement rates that far exceed industry benchmarks. LinkedIn continues to be our strongest platform for professional outreach, while Facebook has benefited significantly from our digital campaign. We will continue refining content strategy to encourage more link clicks and maintain growth momentum.

## Cross-Channel Overview

### Total Posts

Compared to previous period

**226**

↑ 15%

Previous period 197



### Engagement Rate

Compared to previous period

**8.44%**

↑ 11%  
Previous period 7.58%



### Total Fans

Compared to previous period

**2.87k**

↑ 3%

Previous period 2.79k



### Post Link Clicks

Compared to previous period

**3.01k**

↓ 25%

Previous period 4.02k





# SOCIAL MEDIA

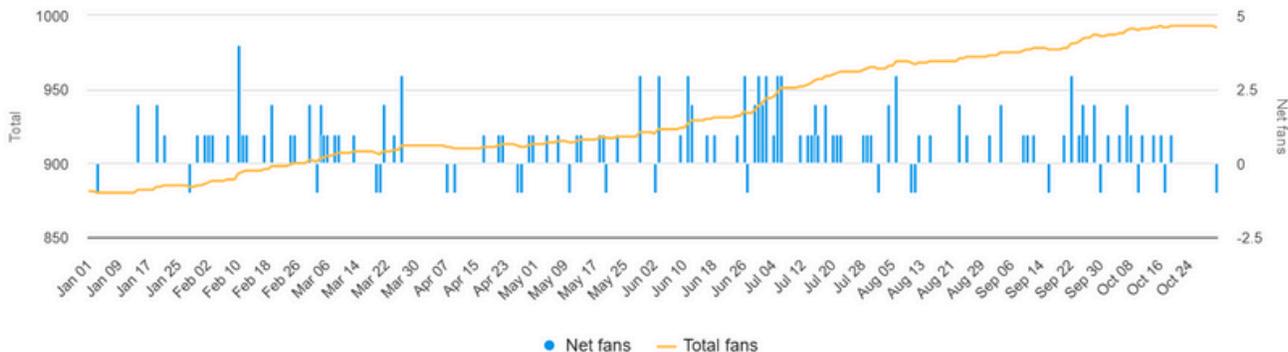


## LINKEDIN OVERVIEW

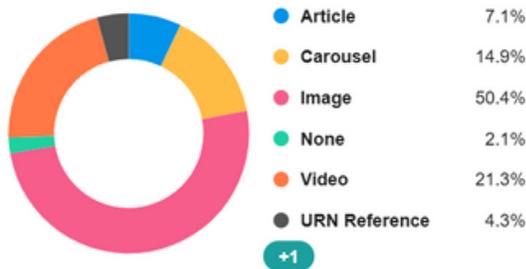
**1,000**  
Total followers

**102**  
New followers in the last 304 days

### Fan growth



### Content Type Breakdown



### Engagement Rate

Compared to previous period

**9.92%** ↑ 16%  
Previous period 8.54%



### Total Posts

Compared to previous period

**141** ↑ 19%  
Previous period 118



# SOCIAL MEDIA



## FACEBOOK OVERVIEW

*Follower Count: 761*

### Total Posts

Compared to previous period

**74**

↑ 6%

Previous period 70



### Engagement Rate

Compared to previous period

**6.83%** ↑ 3%

Previous period 6.63%



### Page Reach

Compared to previous period

**35.5k**

↑ 629%

Previous period 4.88k



### Page Impressions

Compared to previous period

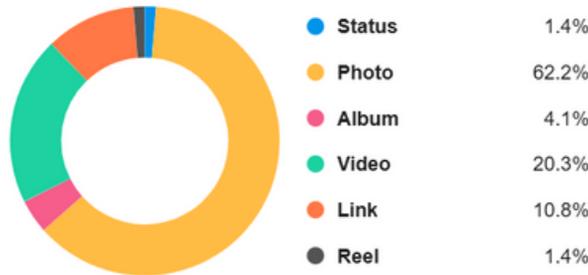
**40.6k**

↑ 483%

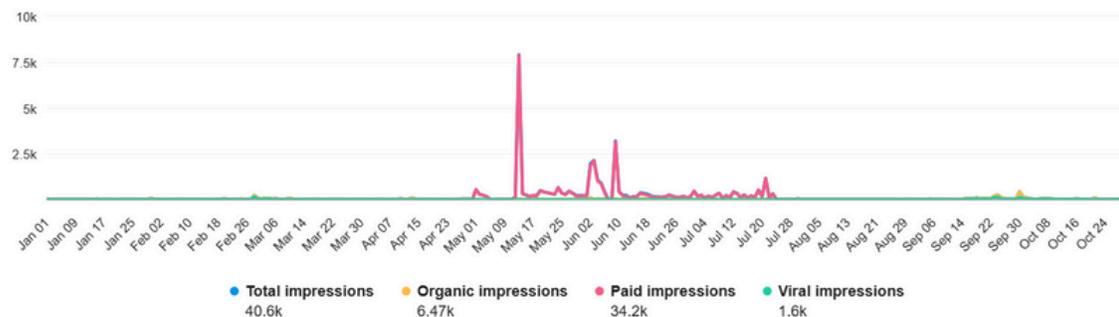
Previous period 6.97k



### Posts Type Breakdown



### Page Impressions Trend





# NEWSLETTER

## Overview

To keep AC-REP members informed, we publish quarterly newsletters in addition to one-off emails highlighting upcoming events and public policy updates. Between Q1–Q3, AC-REP distributed four newsletters.

### Performance metrics have been strong:

- **Open Rates:** Our newsletters consistently perform within or above the national average for business and nonprofit organizations (31.35%–40.04%, according to Mailchimp).
- **Click-Through Rate (CTR):** AC-REP averages 7.4%, significantly higher than the industry benchmark of 2.78%–3.02%.
- **Bounce Rate:** Slightly higher than preferred, but we are addressing this by refining and updating our distribution lists.

### Email Performance Snapshot

- **November Events Email (11/20):** Open Rate 70% | CTR 5.71% | Bounce Rate 0%
- **September Events Email (8/25):** Open Rate 32.68% | CTR 4.35% | Bounce Rate 1.5%
- **June Summer News & Events (6/27):** Open Rate 48.20% | CTR 10.82% | Bounce Rate 2.05%
- **April News & Events (4/18):** Open Rate 38.17% | CTR 9.01% | Bounce Rate 0.86%
- **March News & Events (3/3):** Open Rate 45.49% | CTR 5.44% | Bounce Rate 0.89%

Overall, our newsletter strategy is delivering well above-average engagement, confirming that members find value in our newsletter communications.



# DIGITAL MARKETING CAMPAIGN

## Overview

In May, AC-REP partnered with a digital marketing firm to strengthen membership outreach and boost event attendance. Together, we also developed evergreen video content for use across our communications channels, including the website, newsletters, and social media.

### Since launching the membership campaign in May, results include:

- **Social Growth:** +71 new followers on LinkedIn and +22 new Facebook followers
- **Web Traffic:** A dedicated membership landing page has generated 5,211 visits

The campaign began with static image ads, but in September we transitioned to video content. Prior to the update, our LinkedIn ads averaged a 1.31% Click-Through Rate (CTR) – already above the industry benchmark of ~1%. After switching to video, the CTR jumped to 3.28%, an exceptionally strong performance for LinkedIn.

### On the website, adding video content to the Membership page has further increased engagement:

- **Overall Engagement Rate:** +7.63%
- **Engaged Sessions:** +5.43%
- **Average Engagement Time:** +2.94%

These results confirm that video is driving stronger performance across both advertising and web engagement.



# GLOSSARY OF TERMS

## **Engagement:**

The number of times that users engaged with your posts during the reporting period.

## **Engagement rate:**

The percentage of a brand's audience that responds to the post. Engagement divided by Reach.

## **Impressions:**

The number of times that your content was displayed to users.

## **Post Link Clicks:**

The number of times that users clicked on links from your posts during the reporting period.

## **Page Likes:**

The number of people who choose to follow your brand.

## **Page Views:**

The number of people who choose to browse your page.

## **Post Clicks:**

The number of clicks anywhere in your post. (Total Count)

## **Post Likes:**

The number of people who liked your post.

## **Post Shares:**

The number of people who shared your post with their network.

## **Post Reach:**

The number of people who had your Page's post enter their screen. Posts include statuses, photos, links, videos and more. (Unique Users)

## **Reach:**

The number of people who had any content from your Page or about your Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Unique Users)



To continue growing our networks, we recommend having all team members invite their friends' lists to our social media pages.