

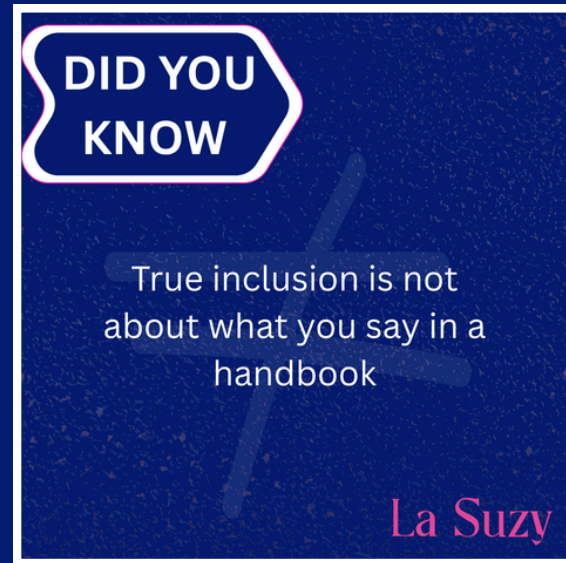
SOCIAL MEDIA REPORT

MARCH 2026

WE POSTED EIGHT CONTENT IN MARCH



TOP PERFORMING POST



CTR – 1.06%
Clicks – 2
Impressions – 188



CTR – 3.55%
Clicks – 7
Impressions – 197



CTR – 3.08%
Clicks – 4
Impressions – 130



CTR – 29.17%
Clicks – 14
Impressions – 61



CTR – 6.09 %
Clicks – 7
Impressions – 115

WHY DID THEY PERFORM BEST



Shift from the norm

This moves and challenges the status quo



Curiosity led

Thought-provoking, action-driven on what is being done to remediate the problem



Social proof

Community-driven, positioning us as a start-up that is reputable



Vulnerable hook

It's empathy-driven, as we spoke about the daily struggle women battle with



It's a high-intent post

Recruiters, culture and people managers are scared about losing their best talent

PATTERNS AND TRENDS

- Data-backed and social proof content had the most engagement
- Senior leaders are exploring ways to retain their best talent
- Using carousels captured and increased time spent on content

SUMMARY

By leveraging data-backed insights and high-dwell-time carousel formats, we successfully aligned our content with the current senior leadership's focus on strategic talent retention, which resulted in high level of engagement