AMERICA'S NAVY
FORGED BY THE SEA

CHINFO
GOLD TEAM

FY24 Q2
SOCIAL MEDIA
REPORT

TABLE OF CONTENTS

FY24 Q2 GOLD TEAM PERFORMANCE OVERVIEW

GOLD TEAM POST TOTAL

594 Count

87 Previous period **+582.76%**

Post Reach

224.4M

-8.14%   Prev 244.29M

Total Engagements

1.32M

-22.44%   Prev 1.7M

Engagement Rate

0.59%

-15.56%   Prev 0.7

Followers

9.33M

+1.15%   Prev 9.22M

U.S. Navy
Jan 30

7.68%
ENGANGEMENT RATE

USNavy
@USNavy

Home, sweet home! #SunsetSunday
The Arleigh Burke-class guided-missil...

0.09%
ENGANGEMENT RATE
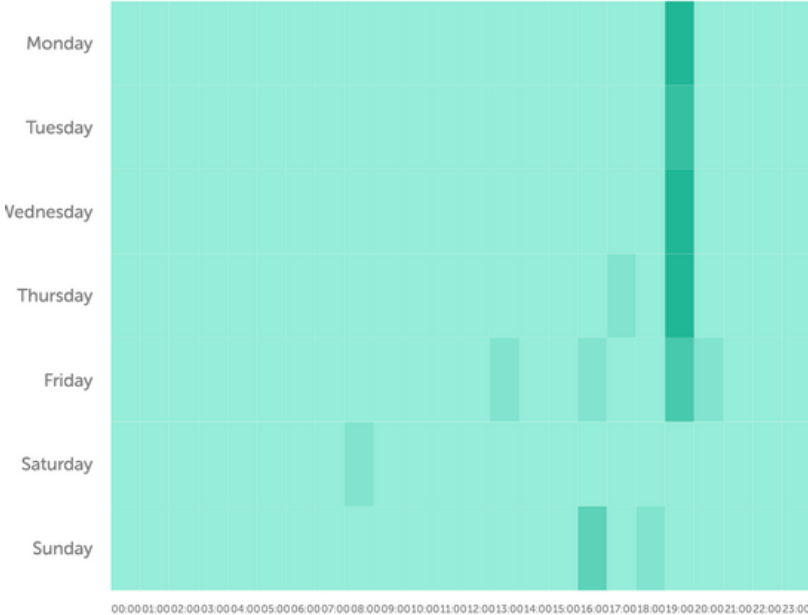
US Navy
us-navy

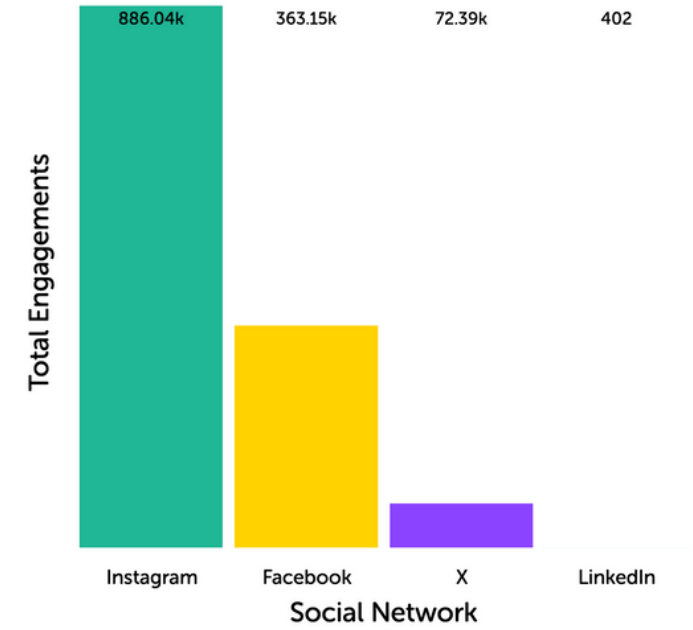**1.16%**
ENGANGEMENT RATE

usnavy

21.49%
ENGANGEMENT RATE

FY24 Q2 GOLD TEAM PERFORMANCE OVERVIEW

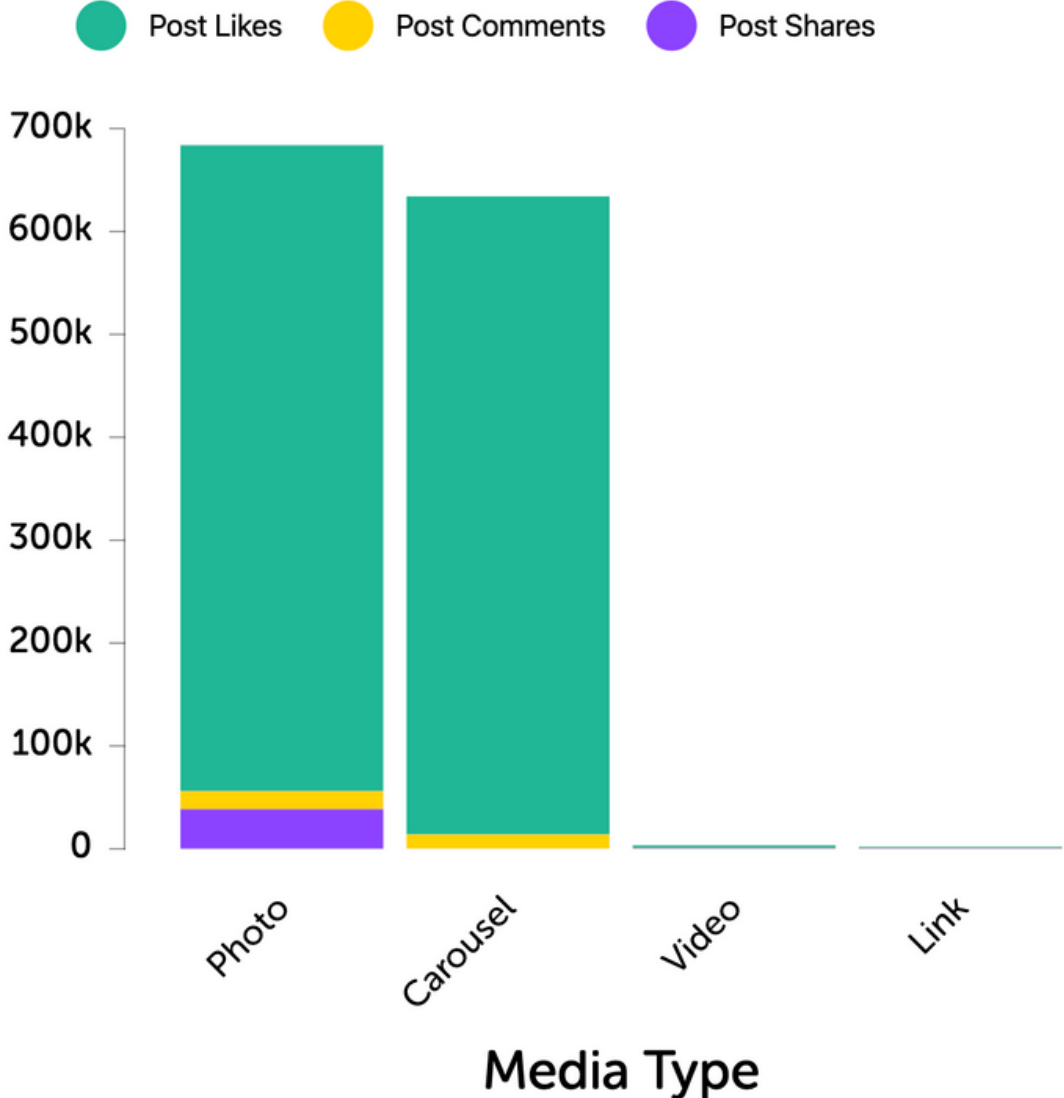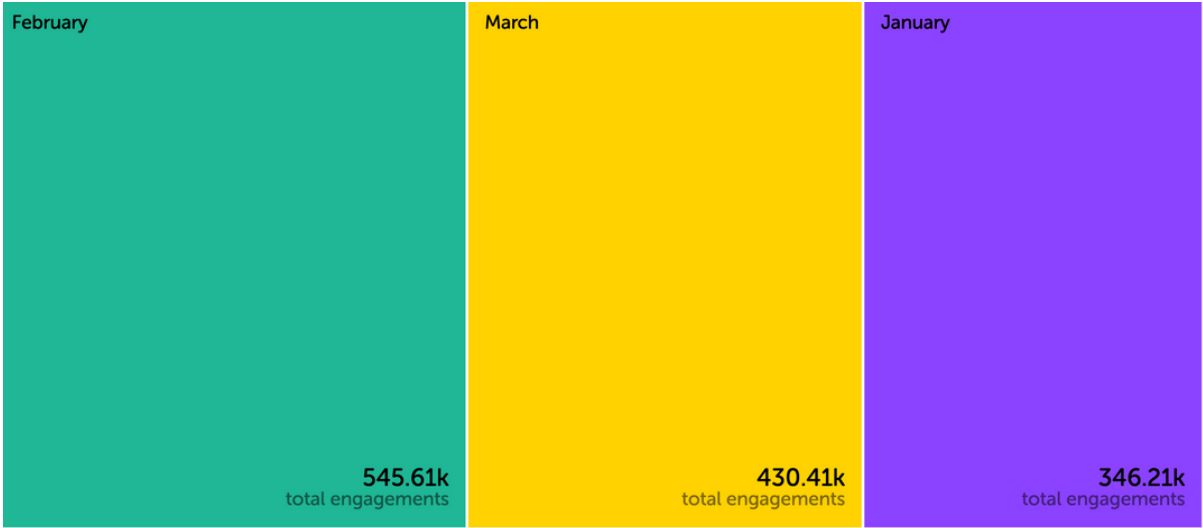## Social Engagement by Time of the Day
1st Jan, 2024 - 26th Mar, 2024

Social Engagement by Channel
1st Jan, 2024 - 26th Mar, 2024

886.04k   363.15k   72.39k   402

Total Engagements

Instagram   Facebook   X   LinkedIn

Social Network

⭐ Social Engagement by Month
1st Jan, 2024 - 26th Mar, 2024

February	March	January
545.61k total engagements	430.41k total engagements	346.21k total engagements

Engagement Distribution by Media Type
1st Jan, 2024 - 26th Mar, 2024

● Post Likes   ● Post Comments   ● Post Shares

700k
600k
500k
400k
300k
200k
100k
0

Photo   Carousel   Video   Link

Media Type

FY24 Q2 GOLD TEAM DATA ANALYSIS

OBSERVATIONS

- **Steady follower growth** implies that our content remains relevant to our target audience, meeting their needs and interests.
- **The dip in following on Jan. 8th** can be attributed to LinkedIn disconnecting from the Sprinklr platform and coming back online the next day.
- **With the intensified posting frequency,** including multiple posts daily, it's anticipated that reach and engagement will decrease. Due to the inundation of content from our channels, audiences may be experiencing content fatigue.
- **A general Industry rule of thumb** typically benchmarks a favorable engagement rate within the range of 1% to 5%. However, achieving this becomes increasingly challenging as the number of followers grows.
- **Photo and carousel content** Is performing best across all platforms, but that could be due to the volume of our photo and carousel posts.
- **We captured zero clicks** across all posts on all platforms.
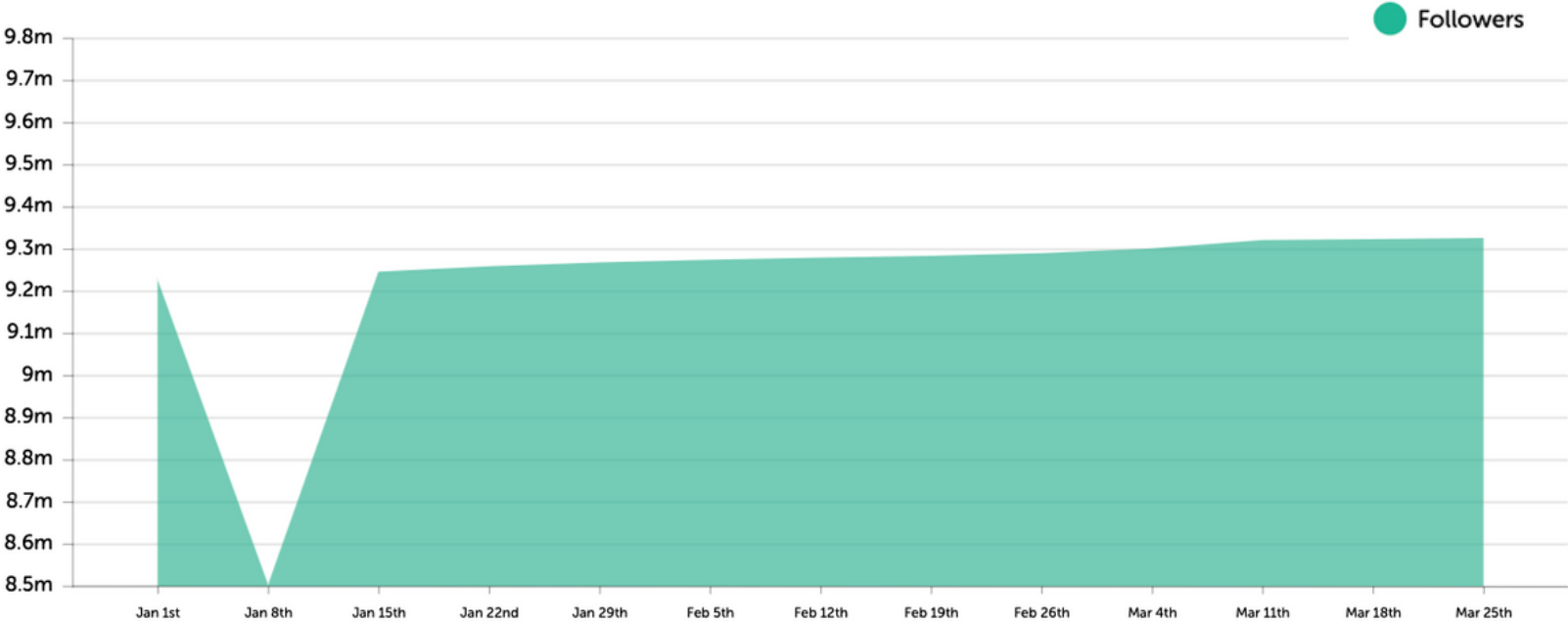
RECOMMENDATIONS

- **TAGS.** Incorporate tags for all Gold Team social media content to measure content performance and Inform strategy, assessing quarterly and annually.
- **SCHEDULING PROCESS.** Onboard tagging content during the scheduling process for consistency and efficiency.
- **BENCHMARK DATA.** Use CHINFO's overall metric performance as a benchmark to compare Gold Team's performance against, keeping the 1-5% engagement rate industry rule of thumb as a goalpost.
- **TIME OF DAY.** Pilot varying the time of day of social media posts to gather a complete data set to inform when audiences are more likely to engage.
- **CALL TO ACTION.** Look for opportunities to incorporate links and calls to action pointing to longer-form content, reinforcing messaging.

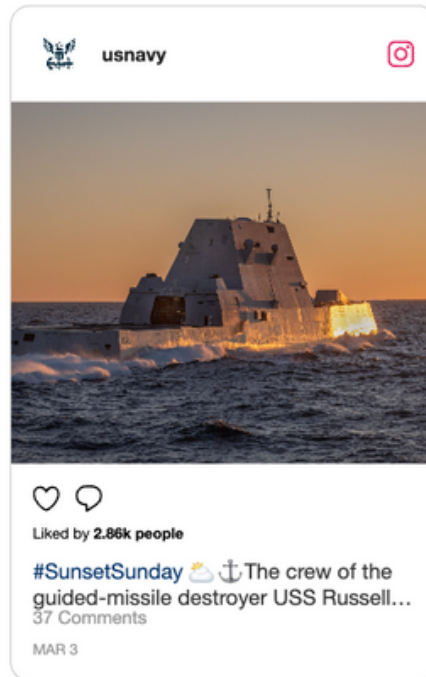# FY24 Q2 GOLD TEAM CONTENT PILLAR PERFORMANCE

MARITIME MONDAY

TEAMWORK TUESDAY

WARRIOR WEDNESDAY

THROWBACK THURSDAY

FORWARD FRIDAY

SQUADRON SATURDAY

SUNSET SUNDAY

PHOTOS OF THE DAY

FY24 Q2 GOLD TEAM CONTENT PILLAR PERFORMANCE

BENCHMARK DATA

[ALL USERS] Content Performance			
Outbound Message Category ▼	Post Reach ⬇▼	Total Engagements ▼	Engagement Rate ▼
	459.66M	3.1M	0.6736%

[ALL USERS] Top Performing Posts (Engagement Rate)
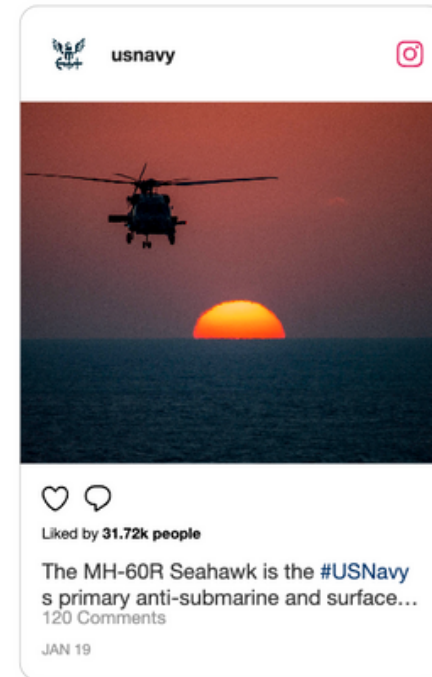1st Jan, 2024 - 26th Mar, 2024

[GOLD TEAM] ⭐ Top Performing Posts (Engagement Rate)
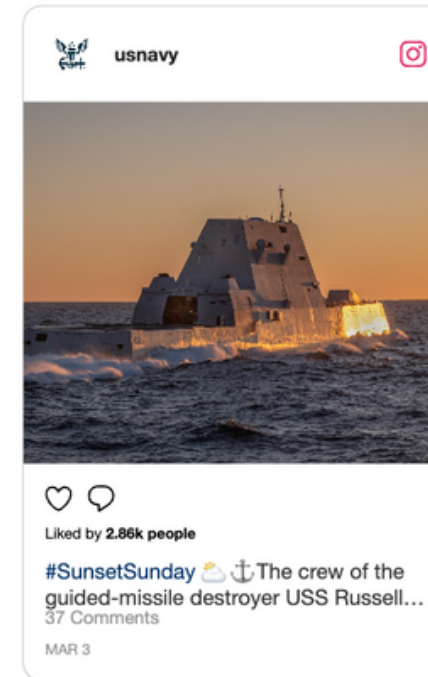1st Jan, 2024 - 26th Mar, 2024

|					
usnavy	usnavy	usnavy	usnavy	usnavy	usnavy
Liked by **2.86k** people	Liked by **17.07k** people	Liked by **31.72k** people	Liked by **2.86k** people	Liked by **17.07k** people	Liked by **12.13k** people
#SunsetSunday ☁⚓The crew of the guided-missile destroyer USS Russell...	U.S. Navy Photos of the Day: 1️⃣USS Theodore Roosevelt (CVN 71) conduc...	The MH-60R Seahawk is the #USNavy s primary anti-submarine and surface...	#SunsetSunday ☁⚓The crew of the guided-missile destroyer USS Russell...	U.S. Navy Photos of the Day: 1️⃣USS Theodore Roosevelt (CVN 71) conduc...	U.S. Navy Photos of the Day: 1️⃣ Sailors position an F/A-18E Super Hornet fro...
37 Comments	62 Comments	120 Comments	37 Comments	62 Comments	70 Comments
MAR 3	FEB 2	JAN 19	MAR 3	FEB 2	FEB 20
21.49% ENGANGEMENT RATE	**16.04%** ENGANGEMENT RATE	**15.86%** ENGANGEMENT RATE	**21.49%** ENGANGEMENT RATE	**16.04%** ENGANGEMENT RATE	**15.52%** ENGANGEMENT RATE
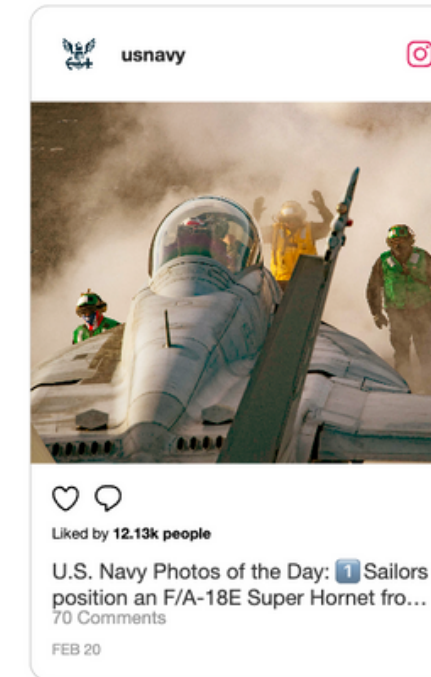
FY24 Q2 GOLD TEAM CONTENT PILLAR PERFORMANCE

MARITIME MONDAY

- **# OF POSTS:** 7
- **POST REACH:** 6.31M
- **ENGAGEMENT:** 18.63K
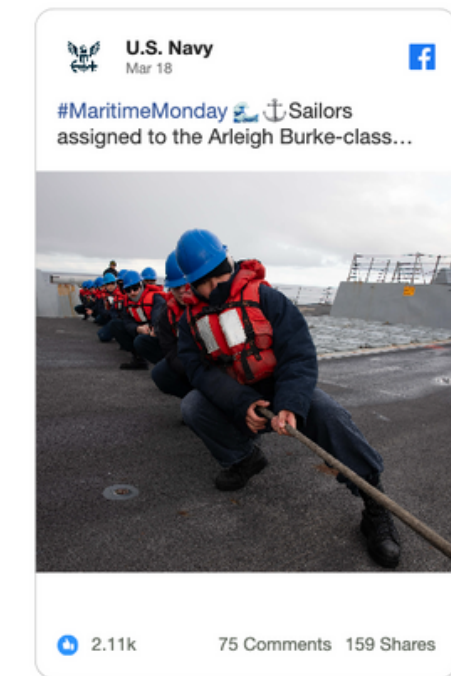- **ENGAGEMENT RATE:** .30%

OBSERVATIONS

- Maritime Monday was introduced later In the quarter, so we have a smaller data set of seven posts.
- The top three performing posts In this category are trending above our benchmark and industry goalpost metrics, indicating promise.
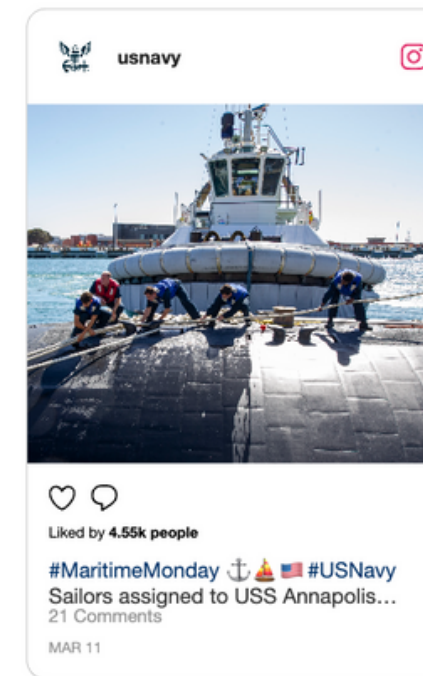
8.38%
ENGAGEMENT RATE

6.97%
ENGANGEMENT RATE

2.27%
ENGANGEMENT RATE

RECOMMENDATIONS

- Recommend to continue posting within this category to have a larger data set to assess In Q3.
- Consider leveraging more carousel posts and videos in this category to boost engagement and engagement rate.
- Continue to identify key messaging opportunities within this content series.

FY24 Q2 GOLD TEAM CONTENT PILLAR PERFORMANCE

TEAMWORK TUESDAY 🤝

- **# OF POSTS:** 5
- **POST REACH:** 4.46M
- **ENGAGEMENT:** 8.02K
- **ENGAGEMENT RATE:** .18%

OBSERVATIONS

- Teamwork Tuesday was introduced later In the quarter, so we have a smaller data set of seven posts.
- The top three performing posts in this category are trending above our benchmark and industry goalpost metrics, indicating promise.
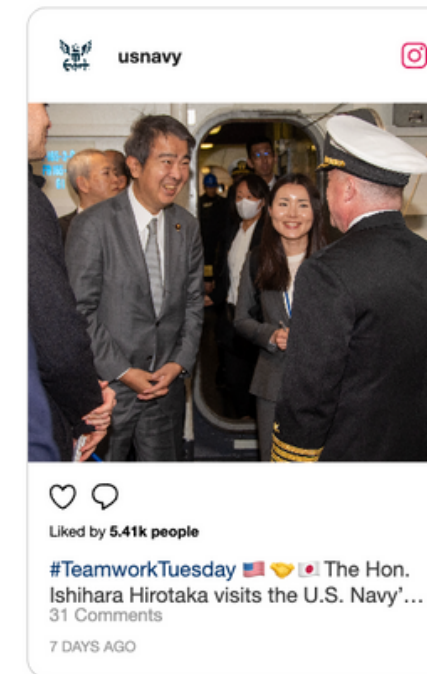
5.73%
ENGAGEMENT RATE

2.11%
ENGAGEMENT RATE

1.75%
ENGANGEMENT RATE

RECOMMENDATIONS

- Recommend to continue posting within this category to have a larger data set to assess In Q3.
- Consider leveraging more carousel posts and videos in this category to boost engagement and engagement rate.
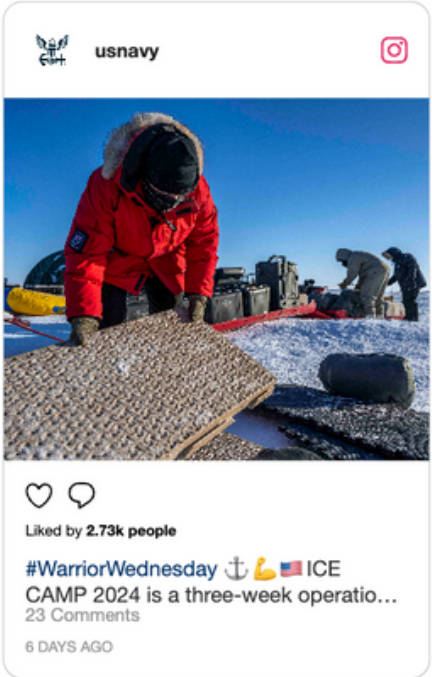- Continue to identify key messaging opportunities within this content series.

# FY24 Q2 GOLD TEAM CONTENT PILLAR PERFORMANCE

WARRIOR WEDNESDAY 🗡️

- **# OF POSTS:** 6
- **POST REACH:** 4.7M
- **ENGAGEMENT:** 9.68K
- **ENGAGEMENT RATE:** .21%

OBSERVATIONS

- Warrior Wednesday was introduced later In the quarter, so we have a smaller data set of seven posts.
- The top three performing posts in this category are trending above our benchmark and industry goalpost metrics, indicating promise.

5.91%
ENGAGEMENT RATE
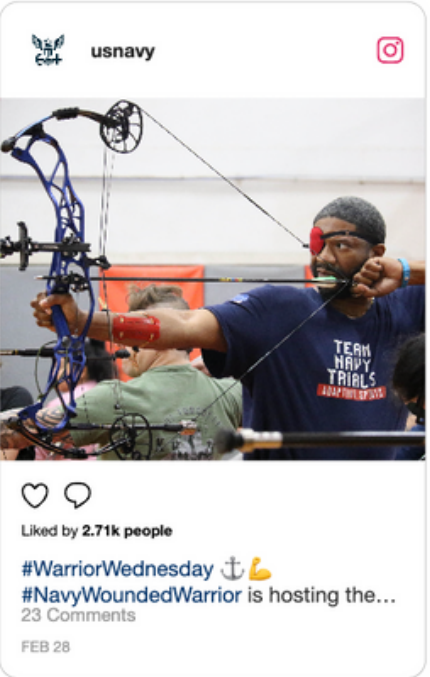
4.16%
ENGAGEMENT RATE

3.34%
ENGANGEMENT RATE

RECOMMENDATIONS

- Recommend to continue posting within this category to have a larger data set to assess In Q3.
- Consider leveraging more carousel posts and videos in this category to boost engagement and engagement rate.
- Continue to identify key messaging opportunities within this content series.

# FY24 Q2 GOLD TEAM CONTENT PILLAR PERFORMANCE

THROWBACK THURSDAY ◁◁

- **# OF POSTS:** 22
- **POST REACH:** 12.79M
- **ENGAGEMENT:** 45.38K
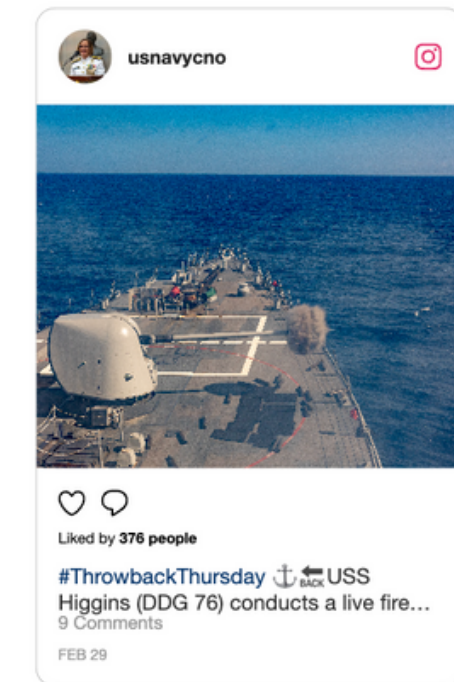- **ENGAGEMENT RATE:** .35%

OBSERVATIONS

- With 22 posts within this category, there's a solid data set to assess.
- Engagement rate could be better, but the top three posts have engagement rates that show promise.
- Top performing post was also a "Top 4/Photos of the Day" post.

11.67%
ENGAGEMENT RATE
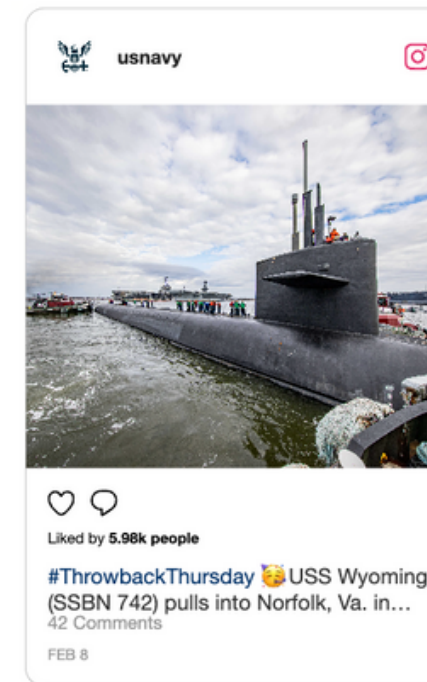
9.77%
ENGANGEMENT RATE

8.12%
ENGANGEMENT RATE

RECOMMENDATIONS

- Recommend continuing to post within this category, but also recommend creating, submitting for review, and scheduling this content at least a week in advance to provide an opportunity to try posting at varying times of day.
- Consider leveraging more carousel posts and videos in this category to boost engagement and engagement rate.
- Blending Top 4/Photos of the Day posts with this content pillar where appropriate could also boost engagement in this category.
- Continue to identify key messaging opportunities within this content series.
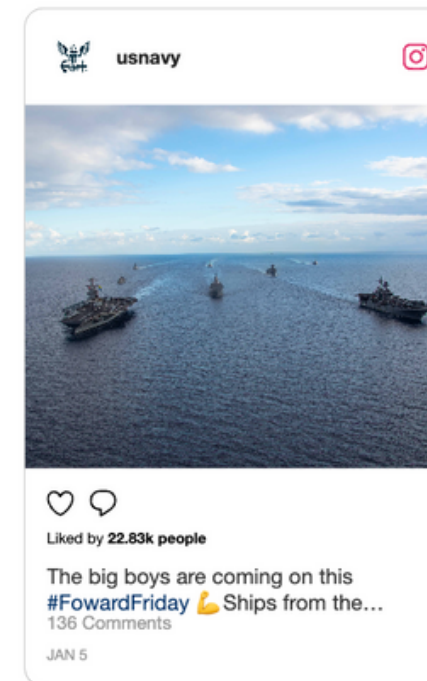
FY24 Q2 GOLD TEAM CONTENT PILLAR PERFORMANCE

FORWARD FRIDAY ▷▷

- **# OF POSTS:** 27
- **POST REACH:** 22.17M
- **ENGAGEMENT:** 162.47K
- **ENGAGEMENT RATE:** .73%

OBSERVATIONS

- This is the top performing content pillar category, trending just below industry standard and above our overall engagement rate.
- In addition to carousel posts, single photo posts in this category also perform well in this category.

usnavy	usnavy	usnavy
Liked by **22.83k** people	Liked by **11.96k** people	Liked by **16.16k** people
The big boys are coming on this #FowardFriday 💪 Ships from the...	Sailing skills in action! 🚢⚓ Sailors from the Arleigh Burke-class guided-...	Commanding the waves on this #ForwardFriday 🚢⚓ The Nimitz-clas...
136 Comments	56 Comments	65 Comments
JAN 5	JAN 27	FEB 9
14.74% ENGAGEMENT RATE	**13.72%** ENGANGEMENT RATE	**13.67%** ENGANGEMENT RATE

RECOMMENDATIONS

- Limit single-photo posts to content pillars like this one, where they perform well.
- Consider leveraging more carousel posts and videos in this category to boost engagement and engagement rate.
- Blending Top 4/Photos of the Day posts with this content pillar where appropriate could also boost engagement in this category.
- Continue to identify key messaging opportunities within this content series.
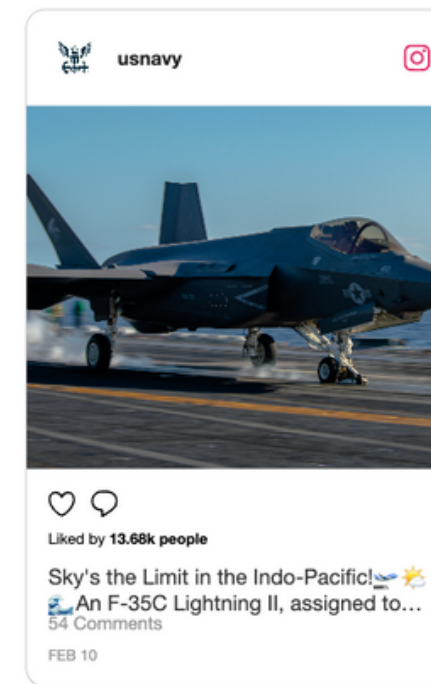
FY24 Q2 GOLD TEAM CONTENT PILLAR PERFORMANCE
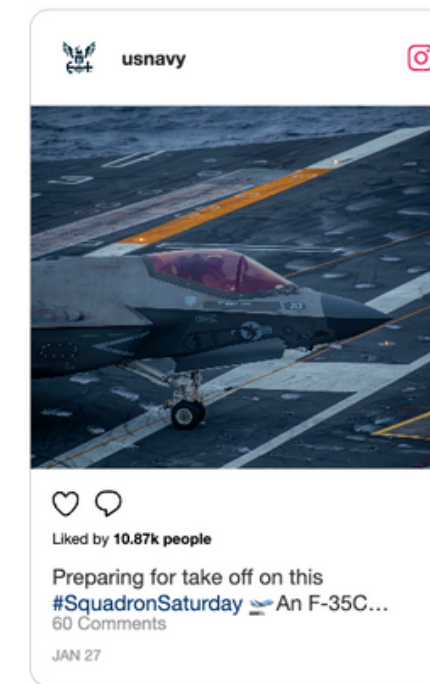
SQUADRON SATURDAY 🚁

- **# OF POSTS:** 26
- **POST REACH:** 19.61M
- **ENGAGEMENT:** 112.13K
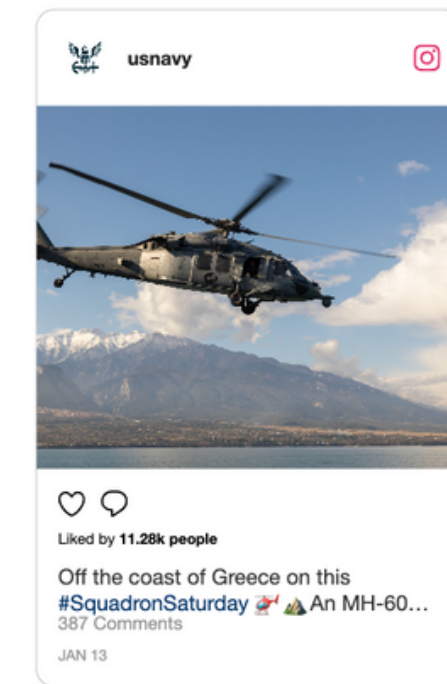- **ENGAGEMENT RATE:** .57%

OBSERVATIONS

- This content pillar Is performing on trend with overall social media performance.
- With single-photo posts leveraged often, this content pillar still performs well.

14.94%
ENGAGEMENT RATE

12.55%
ENGANGEMENT RATE

12.23%
ENGANGEMENT RATE

RECOMMENDATIONS

- Limit single-photo posts to content pillars like this one, where they perform well.
- Consider leveraging more carousel posts and videos in this category to boost engagement and engagement rate.
- Continue to identify key messaging opportunities within this content series.

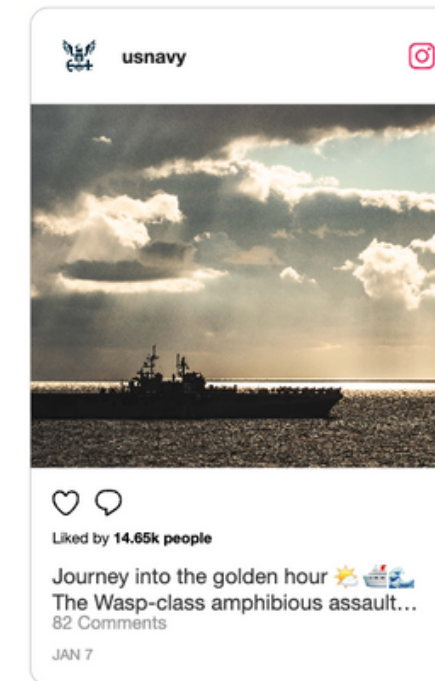# FY24 Q2 GOLD TEAM CONTENT PILLAR PERFORMANCE

SUNSET SUNDAY

- **# OF POSTS:** 28
- **POST REACH:** 19.98M
- **ENGAGEMENT:** 126.81K
- **ENGAGEMENT RATE:** .63

OBSERVATIONS

- This content pillar Is one of our best-performing categories, capturing one of our top three posts overall.
- Single-photo posts perform well In this category also.

21.49%
ENGANGEMENT RATE

14.63%
ENGANGEMENT RATE

13.04%
ENGANGEMENT RATE

RECOMMENDATIONS

- Continue to request support from the fleet to gather content for this category. It would be worth the effort.
- Limit single-photo posts to content pillars like this one, where they perform well.

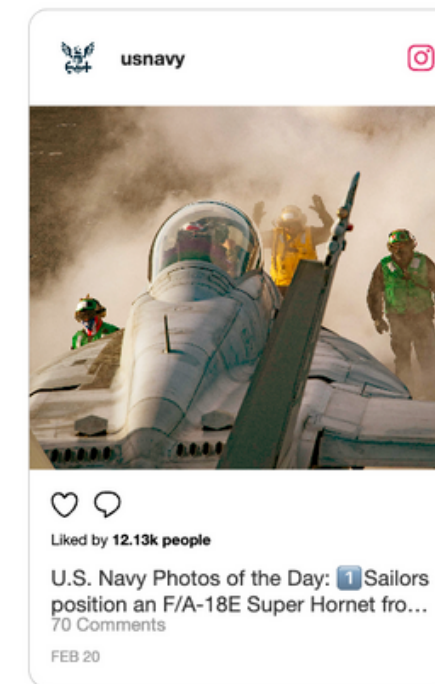# FY24 Q2 GOLD TEAM CONTENT PILLAR PERFORMANCE

PHOTOS OF THE DAY 📷

- **# OF POSTS:** 130
- **POST REACH:** 94.1M
- **ENGAGEMENT:** 642.6K
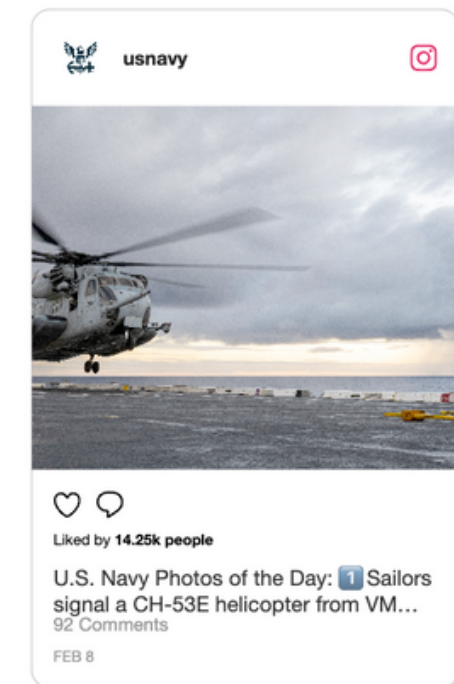- **ENGAGEMENT RATE:** .68%

OBSERVATIONS

- This content pillar has the highest volume of posts but does exceedingly well with engagement.
- Consistently trends best across Gold Team content and overall.

| 16.04% ENGANGEMENT RATE | 15.52% ENGANGEMENT RATE | 14.95% ENGANGEMENT RATE |

RECOMMENDATIONS

- Keep up the good work In this category.
- Look for opportunities to create themed Photos of the Day posts, ie. Maritime Monday.
- Continue to identify key messaging opportunities within this content series.

WAY FORWARD

- **REDEFINE CONTENT PILLARS.** Consider how episodic content would fit within our key messaging priorities. Consider identifying three to five (max) key messages as content pillars and using episodic content as a vehicle to support those pillars. Communication Playbook key messaging priorities could be good for alignment.
- **PRIORITIZE VIDEO/CAROUSEL POSTS.** Place an emphasis on posting video and carousel content wherever possible, as that content performs best.
- **EDITORIAL CALENDAR.** Identify opportunities to schedule content in advance, e.g., "Throwback Thursday," to help vary scheduling times. Best practice in less reactive environments is to have content scheduled a month in advance, with a process that supports timely content as well.
- **BRAND VOICE.** Continue leveraging brand voice across platforms. Audiences are responding well to the more approachable voice and language.
- **CALLS TO ACTION.** Identify what actions we might want our audiences to take and make calls to action to direct them.
- **REPORTING.** Assess and report social media performance regularly —ideally quarterly and annually, comparing data sets quarter over quarter and year over year. Now that we have a baseline, next quarter, it would be valuable to report "Percent Change," data against this quarter's performance..

CONSISTENT REPORTING WILL CONTINUE TO PROVIDE BENCHMARKING DATA TO INFORM STRATEGY AND AMPLIFY THE NAVY NARRATIVE WITH INTENTIONALITY ON SOCIAL CHANNELS.

QUESTIONS?