

SOCIAL MEDIA REPORT

2025

LINKEDIN

TABLE OF CONTENTS

1. Introduction

2. Performance Overview

3. Audience Insights

4. Engagement Metrics

5. Top Performing Content

6. Platform Comparison

7. Challenges & Learnings

8. Conclusion and Recommendations

INTRODUCTION

Scope of This Report

Our social media efforts have been centred on reinforcing Byrne's presence as a trusted voice in B2B event production. With a continued focus on LinkedIn, we've prioritized content that supports industry education, showcases our work, and drives meaningful engagement. This report captures key performance insights in the last 6 months, highlighting what's resonating, where we've seen growth, and what we can refine moving forward.

PERFORMANCE OVERVIEW

Key Performance Metrics

Total Followers Growth: +12.7%

Interactions: - 38.4%

Impressions & Reach: +131,661%

These metrics help us evaluate the effectiveness of our content strategy, audience growth, and overall brand visibility on LinkedIn.

AUDIENCE INSIGHTS

BYRNE / LinkedIn

Understanding Our Audience

Our LinkedIn audience grew by 117 followers over the past six months, reflecting steady expansion within our target market. The majority of our followers remain based in the Greater Toronto Area, with a strong presence in the Event Services and Advertising industries. Most are in Business Development roles—consistent with our B2B focus on connecting with decision-makers and industry professionals. Notably, 2.2% of our audience is now based in New York, a sign that our recent efforts to engage the U.S. market are beginning to gain traction.

Location

GTA: 45%

New York: 2.2%

Montreal: 2.2%

New York City: 2%

Vancouver: 2%

Industry

Events Services: 18%

Advertising: 7.7%

Entertainment Providers: 3.5%

Software Development: 3.5%

IT Services: 2.6%

Job Function

Business Development: 16%

Operations: 16.4%

Sales: 13.4%

Marketing: 6.9%

Media & Communications: 5.5%

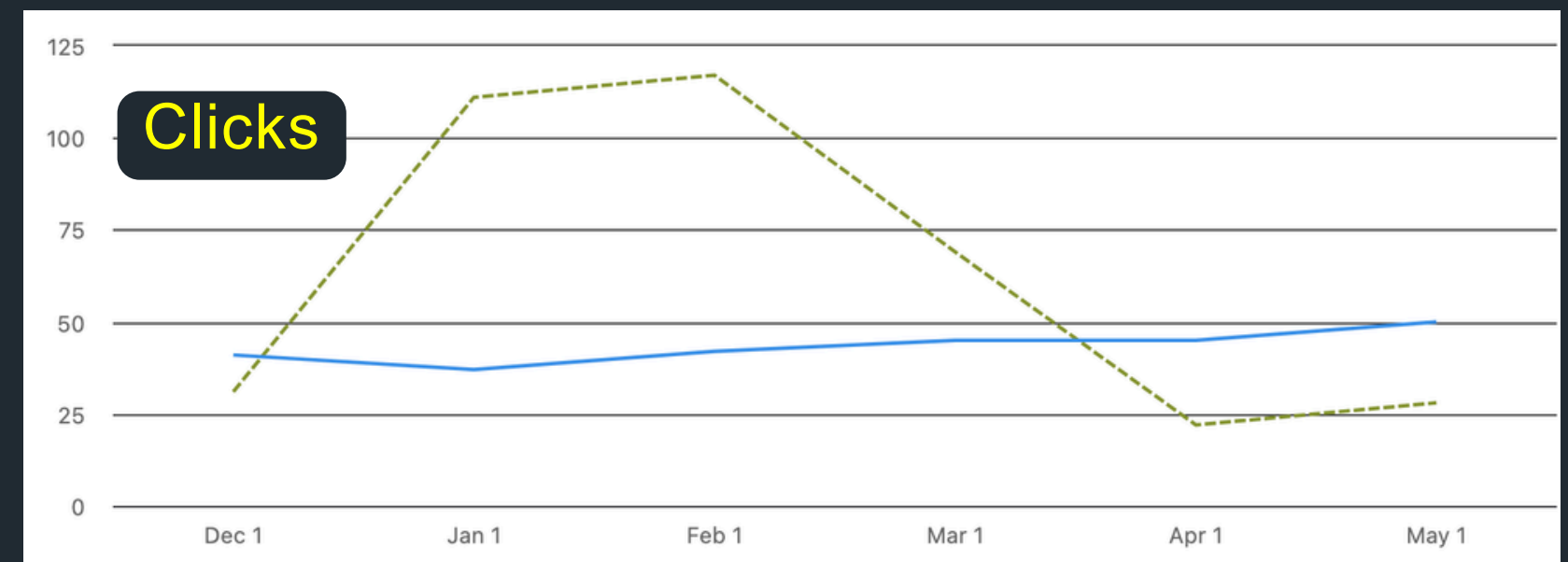
ENGAGEMENT METRICS

BYRNE / LinkedIn

Engagement Breakdown

Clicks:
638 Total
260 organic
378 Paid

We saw 638 total clicks—260 organic and 378 paid. While paid efforts drove the majority, strong organic engagement shows our content continues to resonate with our network, while paid campaigns are effectively expanding our reach.



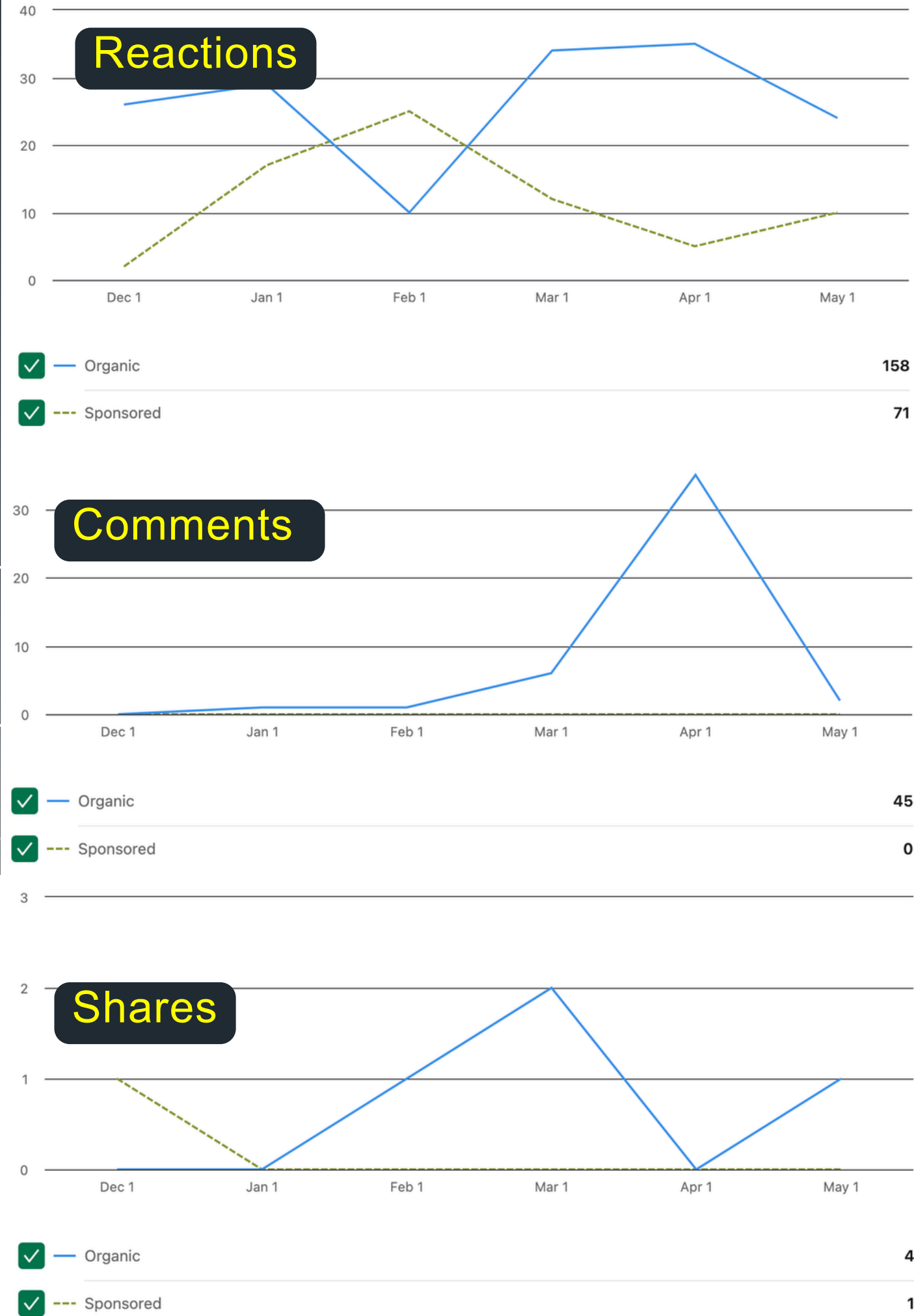
ENGAGEMENT METRICS

Linkedin **BYRNE**

Engagement Breakdown

Interactions: **279**

We observed a noticeable increase in interactions (comments, shares, and reactions) during March and April. This aligns with the introduction of new content pillars and a refreshed visual approach, suggesting that the shift in strategy positively impacted engagement. Notably, these posts performed well organically, indicating strong audience resonance without relying on paid promotion.



ENGAGEMENT METRICS

Linkedin **BYRNE**✓

Engagement Breakdown

Reach & Impressions **+455.9%**

Our reach and impressions increased significantly by 455.9%, showing that our content is being seen by a much larger audience. However, reactions decreased by 38.4%, which suggests that while more people are viewing our posts, they’re engaging less frequently. This highlights an opportunity to focus on content that not only attracts views but also encourages active interaction.

Highlights

Data for 12/1/2024 - 5/31/2025

131,661

Impressions

233

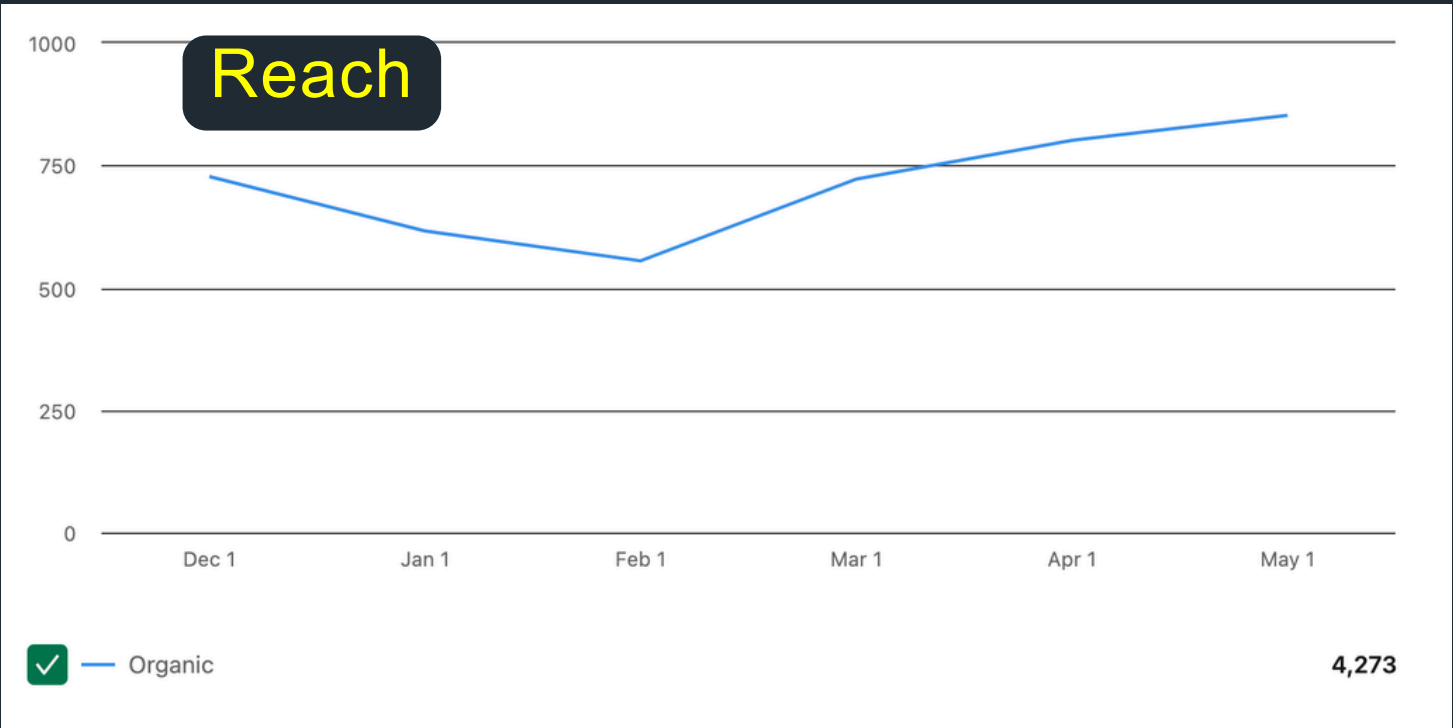
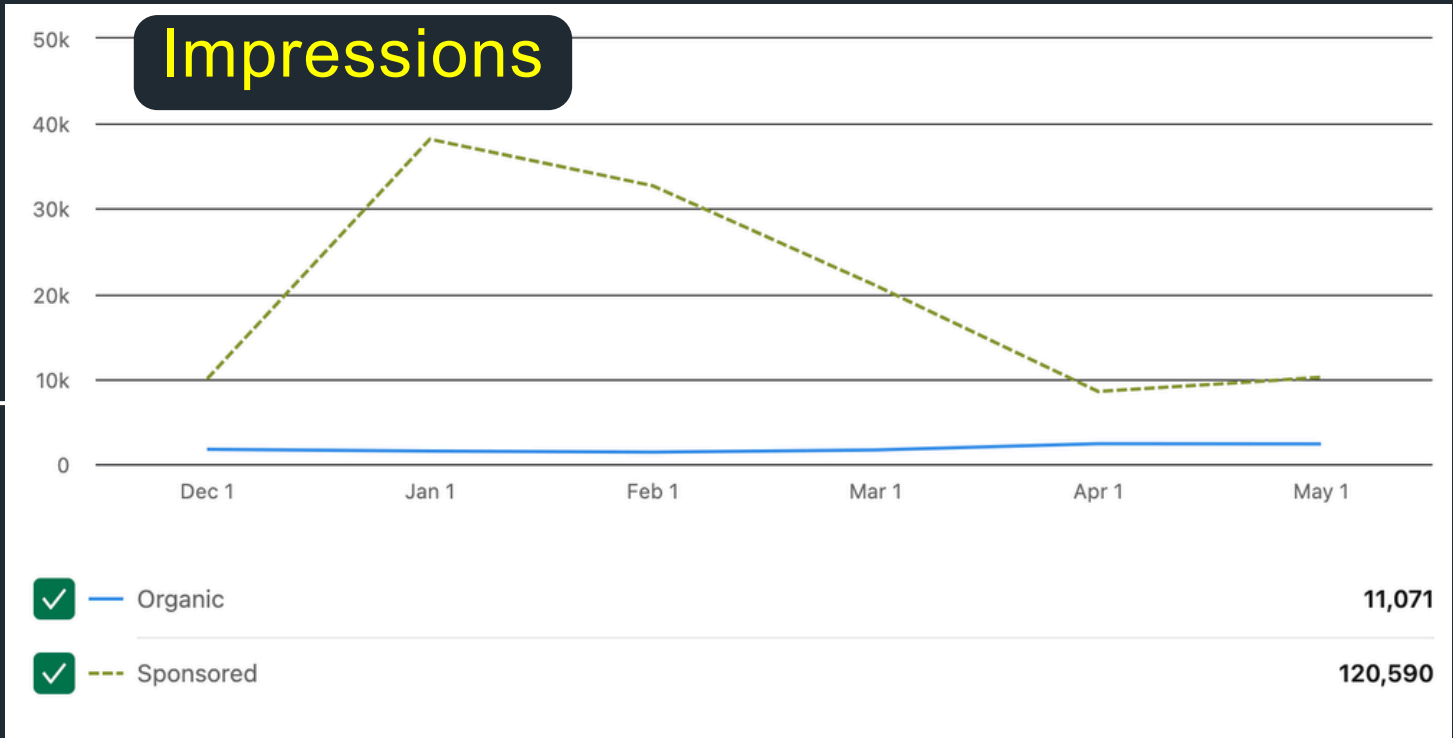
Reactions

45

Comments

10

Reposts



TOP PERFORMING CONTENT

Lighting outdoor events comes with its own set of rules.

Alexander Mackay Mentions that during the day, it's all about working with the sun—not against it. That means using lighting to enhance the audience experience through ambience, subtle colour, and intentional focus.

At night, the creative possibilities open up. From shaping mood to highlighting key moments, outdoor spaces become an exciting canvas for our lighting team to work with.

It's this kind of strategic thinking that turns a good event into a memorable one.

[#LightingDesign](#) [#OutdoorEvents](#) [#EventProduction](#) [#LiveEvents](#) [#CreativeLighting](#) [#ExperientialMarketing](#) [#AVProduction](#) [#ProductionPartner](#) [#TeamByrne](#)



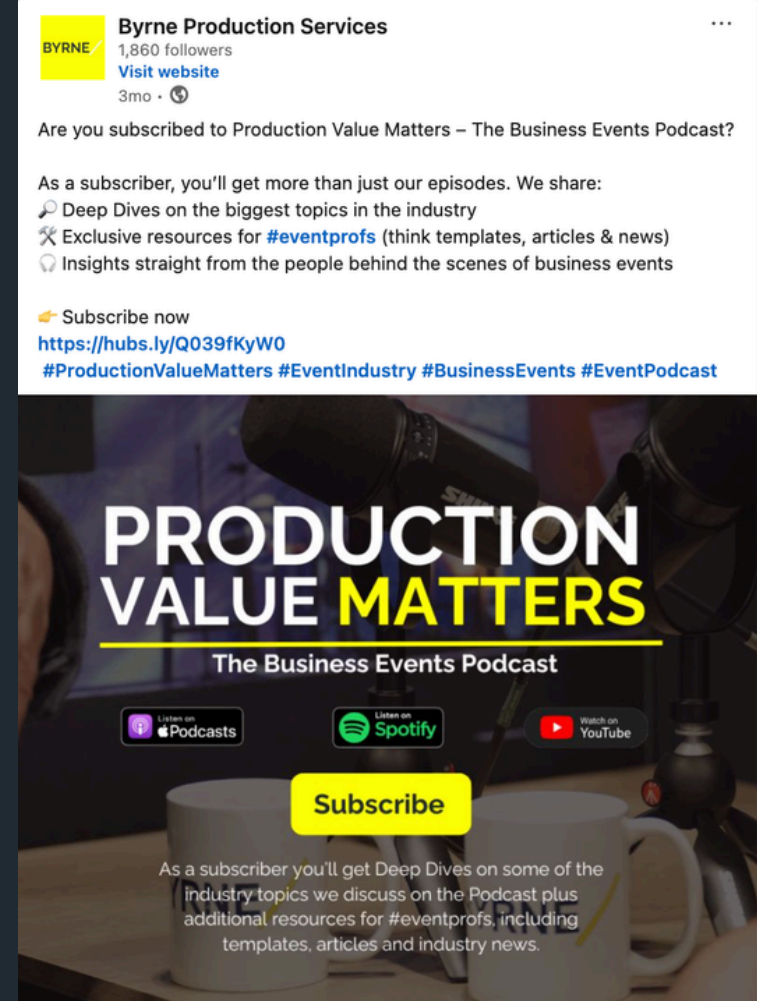
Most Views (not PVM)
Asking Alex a question



Most impressions
UGC content from Jules



Most Clicks
Production Report



Most Shares
Subscribe

PLATFORM COMPARISON

Comparing Platforms at a Glance

LinkedIn remains our top-performing platform, driving the most engagement.

YouTube is showing early growth compared to the same period last year, with promising potential for increased clicks and impressions as the year progresses.

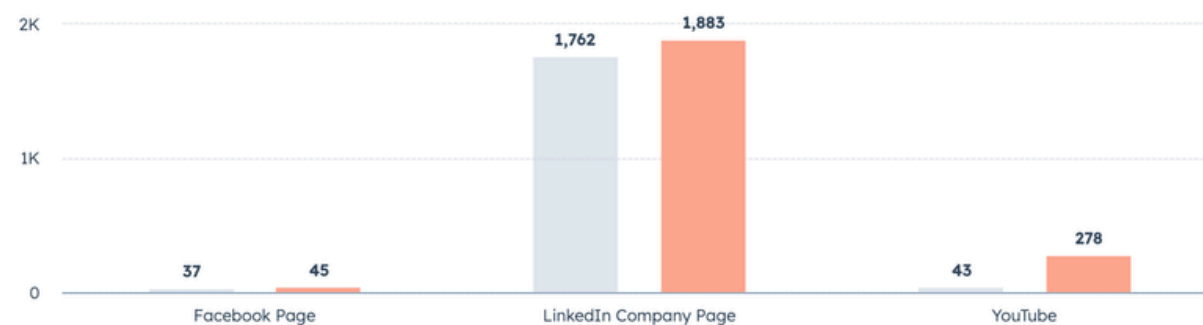
Audience

[Save report](#)

Activity between 2024-12-1-2025-6-1 vs. 2024-6-1-2024-11-30

Previous period Audience size

2,206 ▲ 19.76%



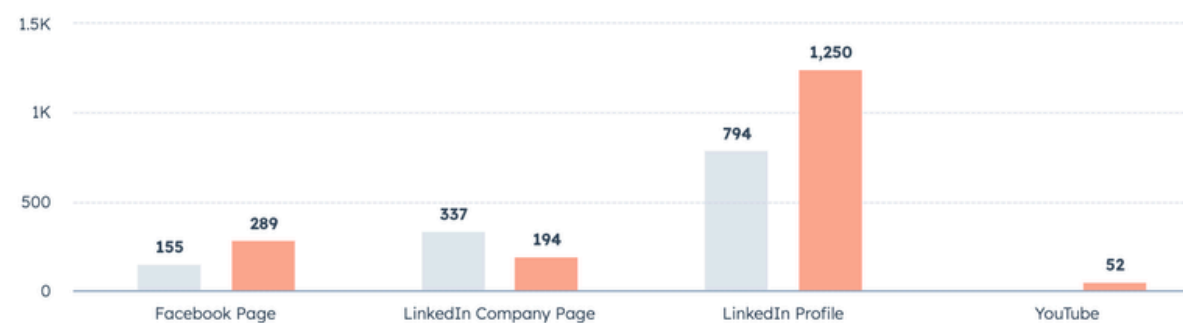
Interactions

[Save report](#)

Posts published between 2024-12-1-2025-6-1 vs. 2024-6-1-2024-11-30

Previous period Interactions

1,785 ▲ 38.8%



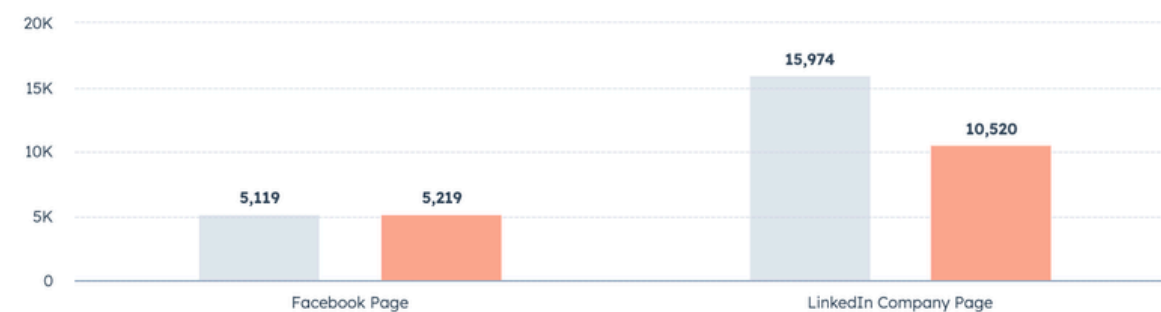
Impressions

[Save report](#)

Posts published between 2024-12-1-2025-6-1 vs. 2024-6-1-2024-11-30

Previous period Impressions

15,739 ▼ 25.38%



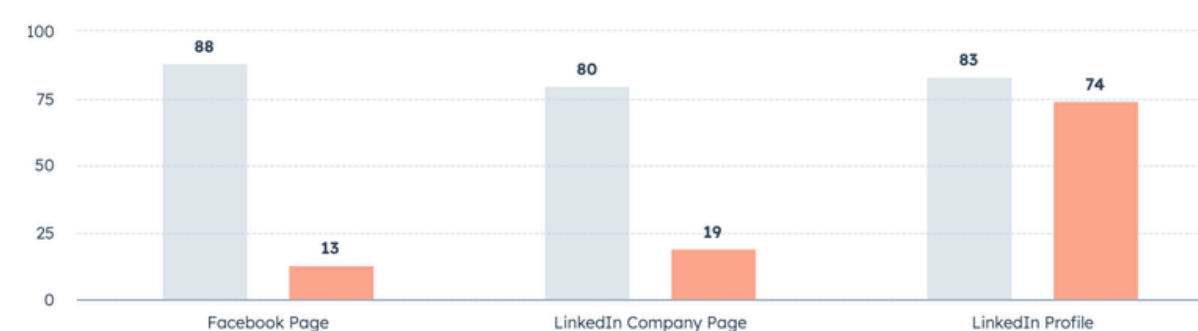
Clicks

[Save report](#)

Posts published between 2024-12-1-2025-6-1 vs. 2024-6-1-2024-11-30

Previous period Clicks

106 ▼ 57.77%



CHALLENGES & LEARNINGS

Challenges

- High reach, low reactions — Content is being seen but not consistently driving engagement.
- Paid vs. organic disconnect — Organic posts perform better, despite investment in paid.
- Platform growth beyond LinkedIn — YouTube is emerging but still underdeveloped.
- Content consistency — Initial momentum from new pillars needs to be maintained.

Solutions

- Focus on engagement-first content (e.g. polls, questions, behind-the-scenes).
- Use top organic posts to guide paid strategy.
- Develop a YouTube-specific content plan.
- Review and adjust content pillars monthly for continued impact.

CONCLUSION

The past six months have shown strong progress in expanding our reach and refining our content strategy. LinkedIn remains our most effective platform, with early signs of growth on YouTube. Our shift toward value-driven, visually consistent content is paying off—especially organically. While there's room to improve engagement and better align paid content with what's working organically, we're well-positioned to build on this momentum in the months ahead.