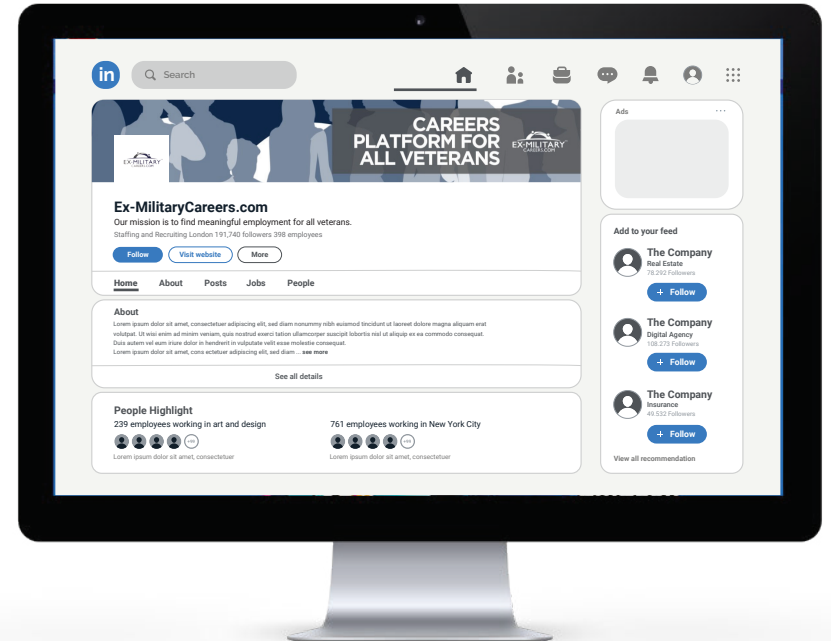
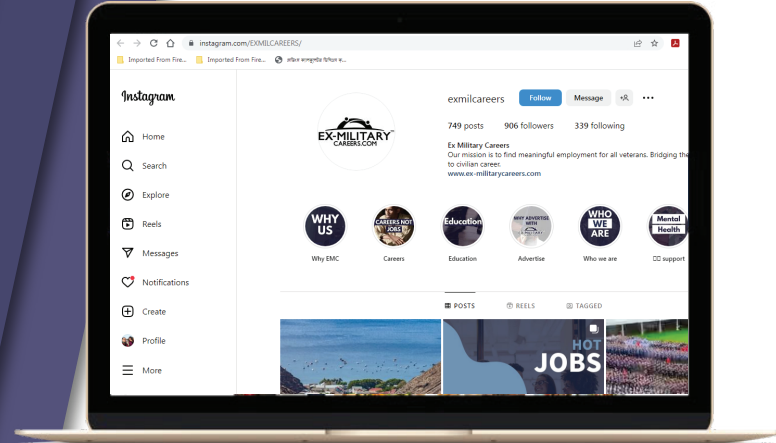


# Media Pack

Our mission is to find meaningful employment for all veterans.  
Bridging the gap from the Military to civilian career.



# Community Growth Monthly Averages Summary

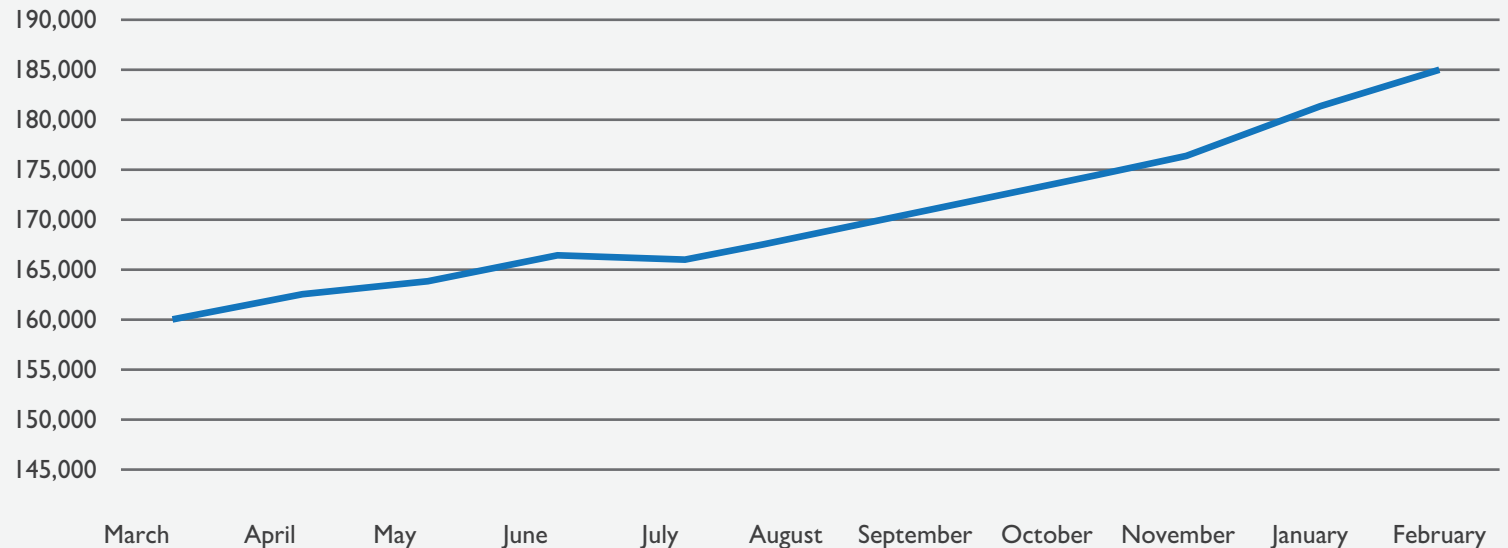
- Our community continues to grow and has reached over 190k followers on LinkedIn (May 2023), gaining 2,800 - 3,500 new followers each month organically.
- Our top demographic locations are: – London UK 3.5%; Washington DC US 2.9%; Bristol UK 2.1%; LA USA 1.7%; New York USA 3.5%. Locations split by country are extremely similar month-on-month over the year.
- Over the last year, the following seniority levels apply 37% entry level, 24% Senior, 10% manager, 6% Director, 2% CEO, 1.6% Owner, and 1.5% VP.
- Our posts are continuously in the top 1% of most socially engaged content on LinkedIn.
- 23,000 sessions over LTM were new users. Of these, 11k were via direct sources, 12.3k were via organic social and organic search, and 500 were referrals.

# LinkedIn Organic Growth

Over **190k** followers  
on LinkedIn (May 2023)

2,800-3,500  
New followers  
Each month  
Organically.

## Community Growth March 2022- February 2023



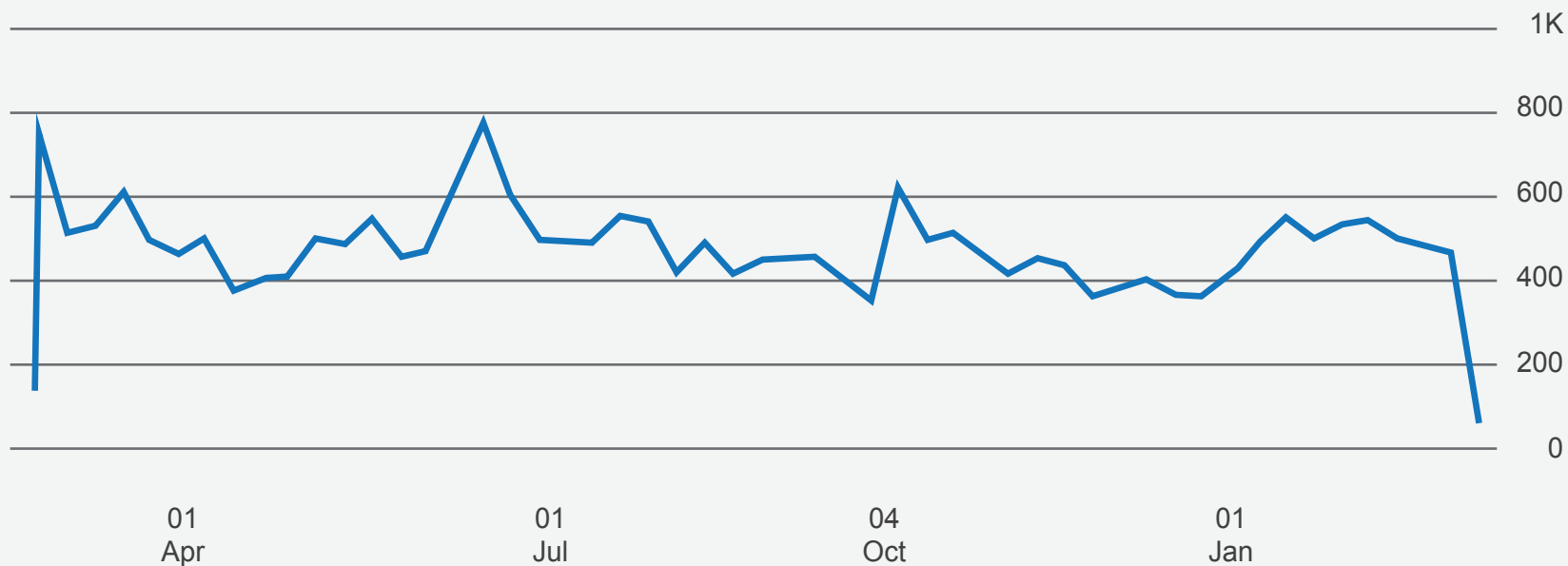
# Website Traffic

Users

24K

New Users

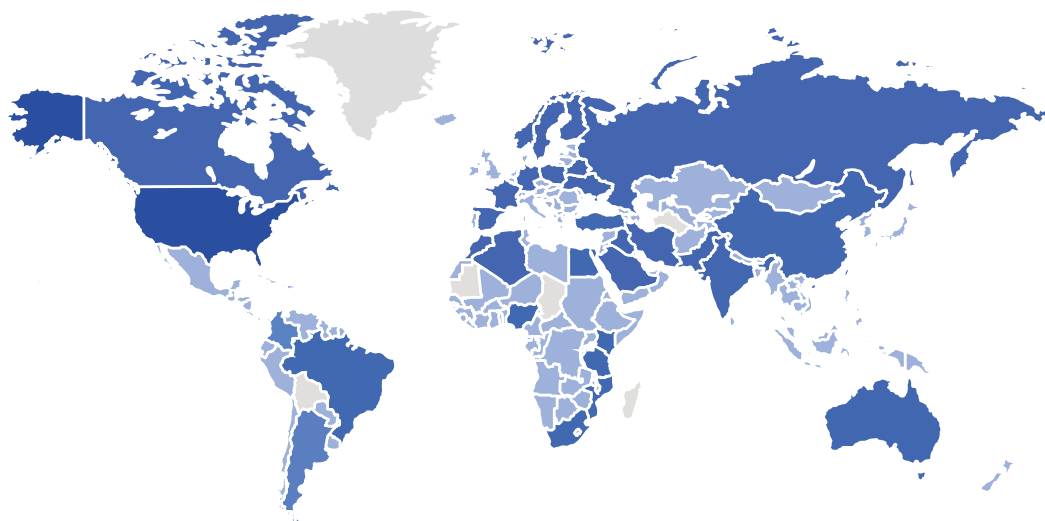
23K





# Google Geographics

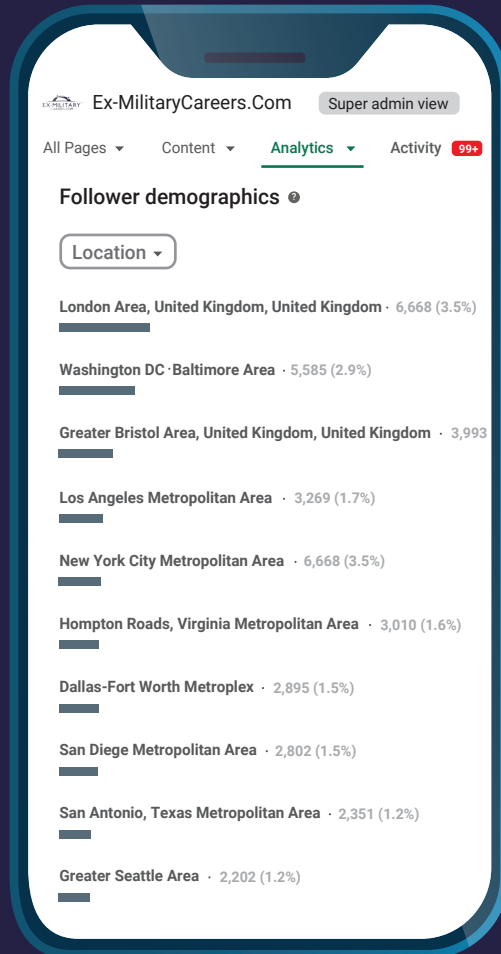
Users ▾ by Country



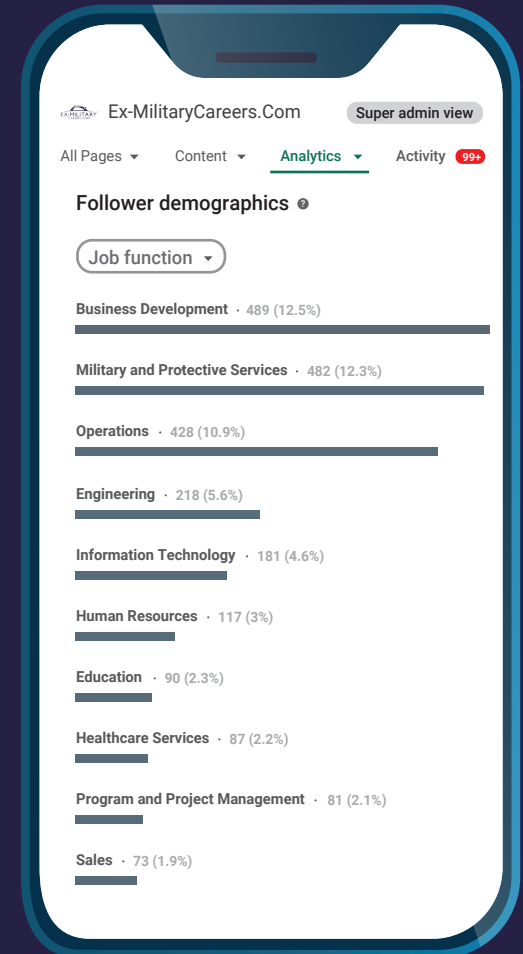
COUNTRY	USERS
United Kingdom	10K
United States	8.3K
India	967
Canada	418
Ireland	272
Germany	268
Australia	232

# LinkedIn Demographics

## By Location



## By Job Function



# Social Media Profiles

LinkedIn Page: **185,000+**

LinkedIn Group: **11,000+**

Facebook: **11,500+**

Twitter: **1800+**

Instagram: **850+**



# Podcasts



# Virtual Events



# Profile view highlights



**94K+**

Reactions

**4.5K+**

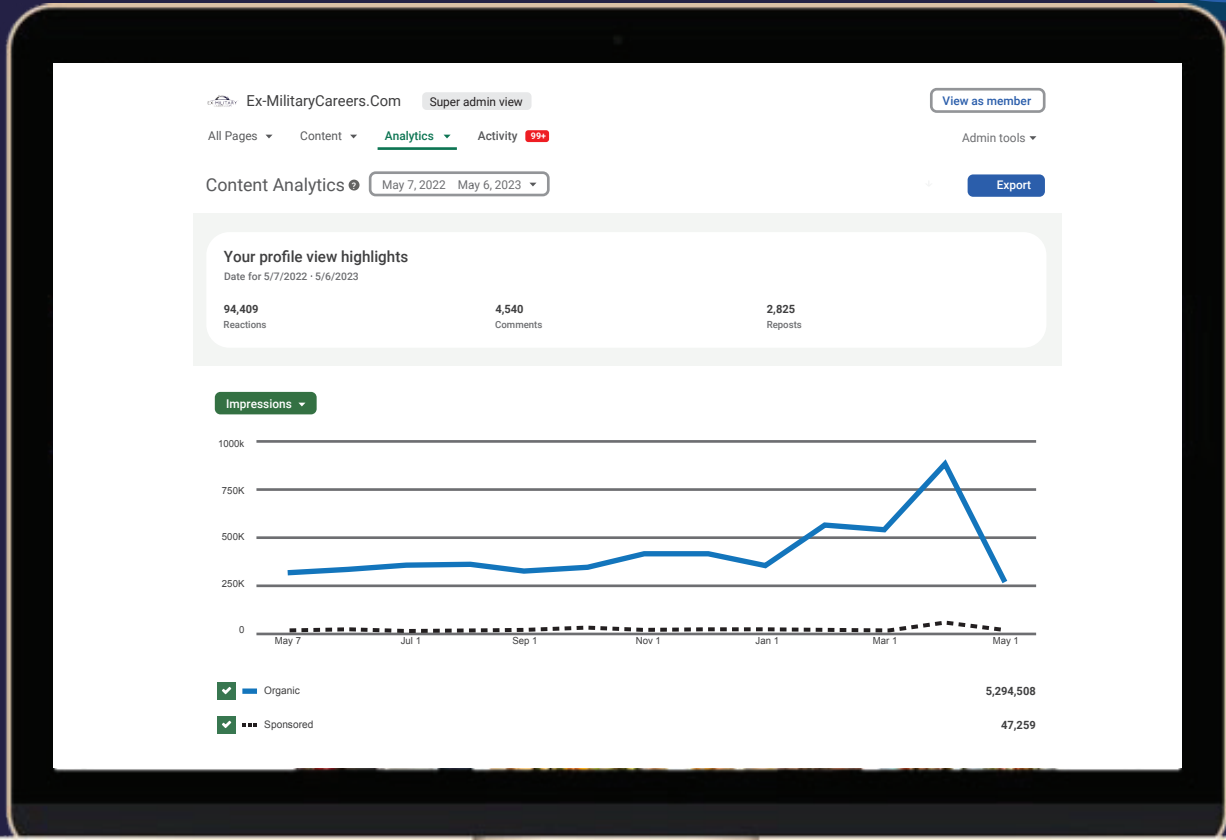
Comments

**2.8K+**

Reposts

**5.2M+**

Organic Impressions

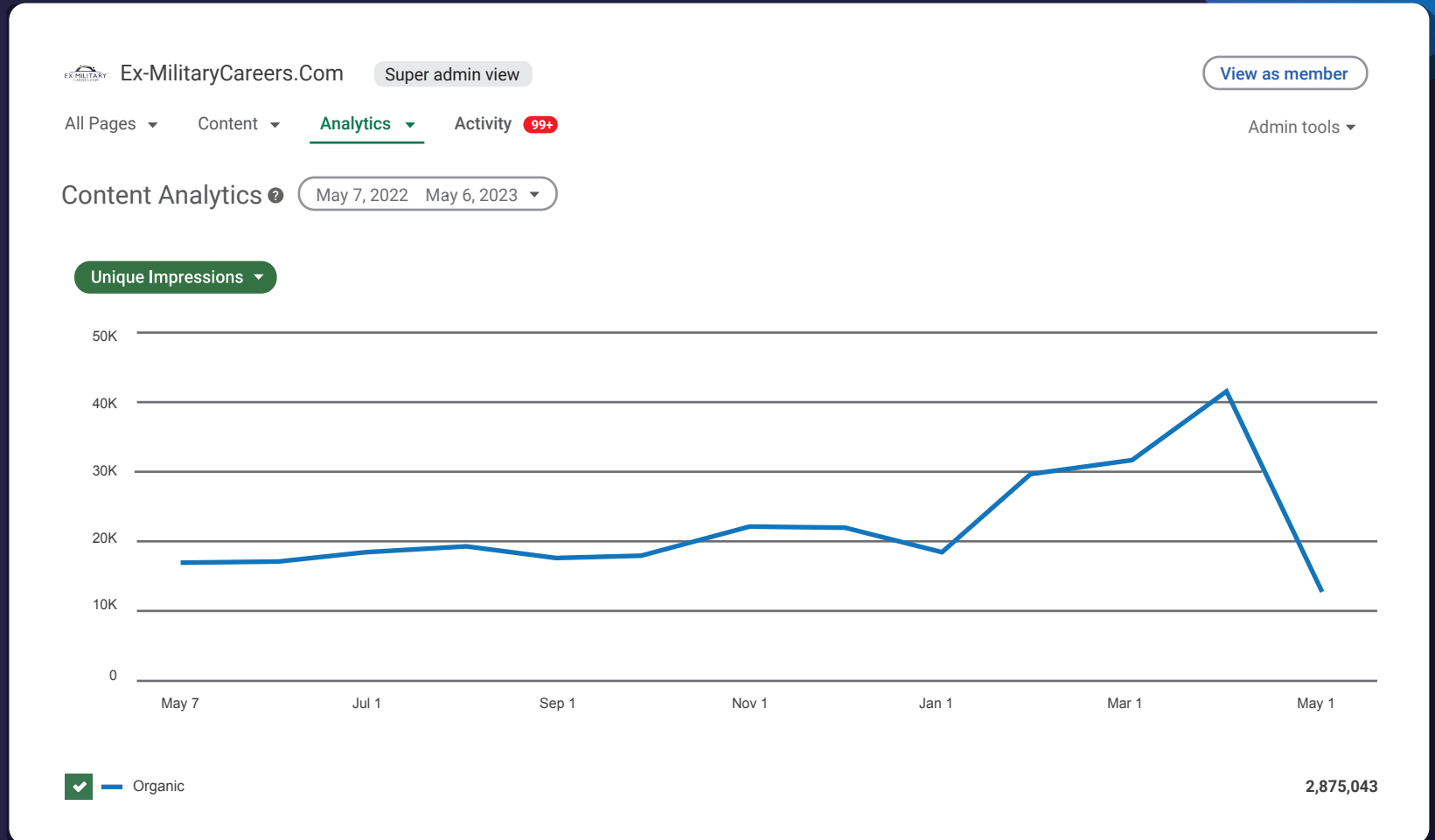


# Unique Impressions



2.8M

Organic &  
Unique  
Impressions



# Organic Followers

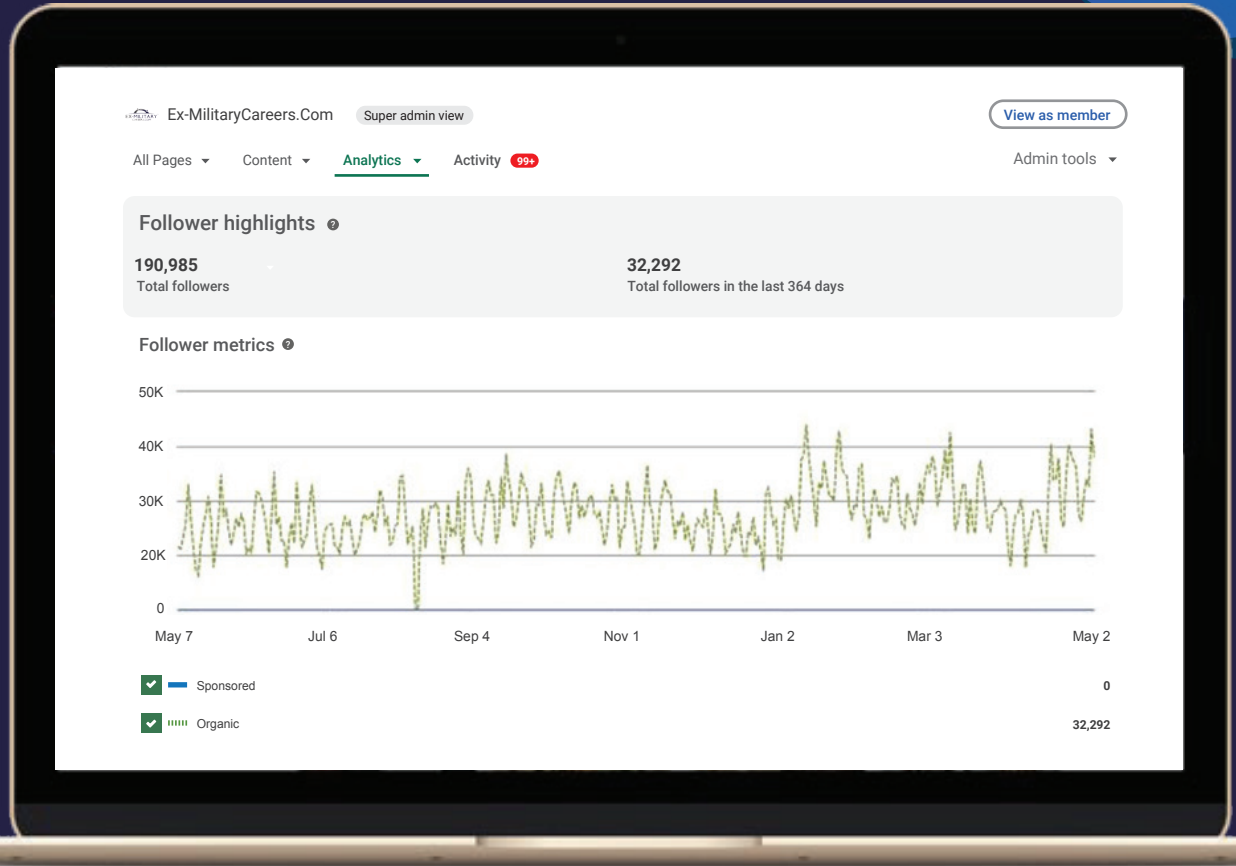


**190K+**

Total Followers

**32K+**

Organic Followers



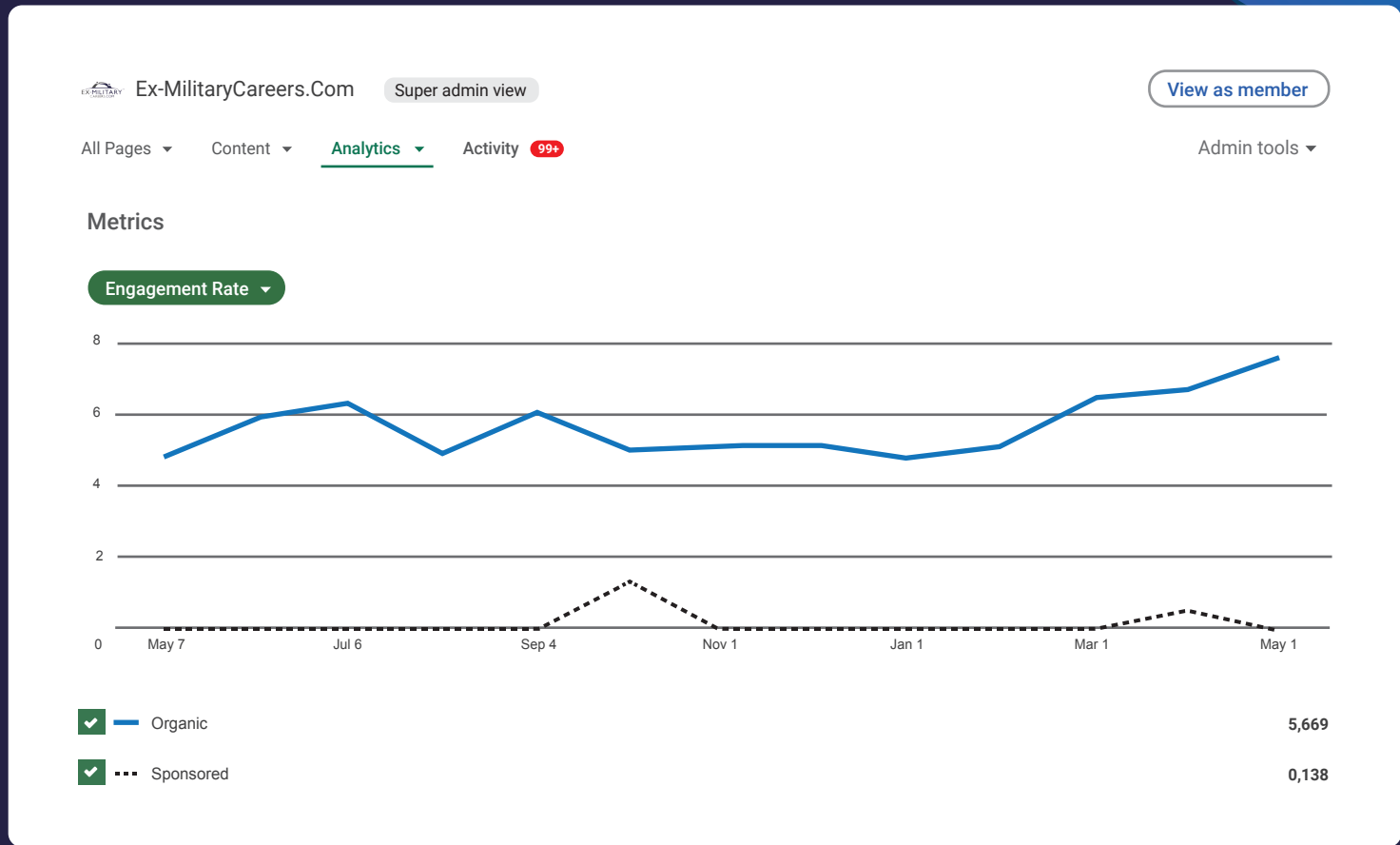




# Engagement

5.7%

Average Organic post Engagement



# Industry Demographics

## Top Five Industry

**27%**

Armed Forces - 53,031

**3.6%**

Military and International  
Affairs - 6,972

**2.6%**

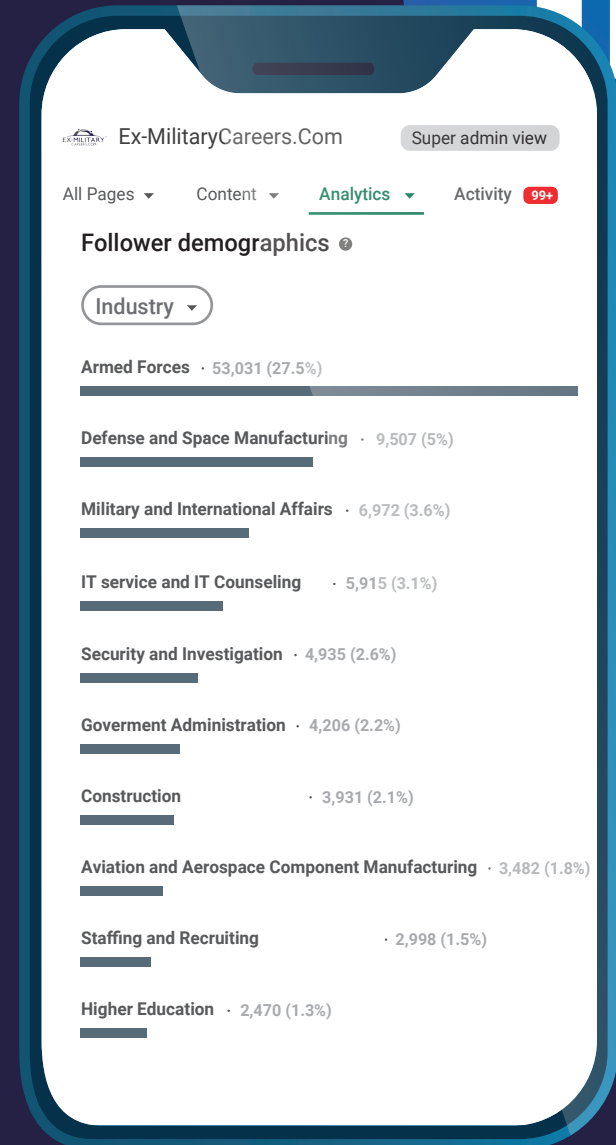
Security and Investigation - 4,935

**5%**

Defense and Space  
Manufacturing - 9,507

**3.1%**

IT service and  
IT Counseling - 5,915



# Seniority

Over the last year,  
the following seniority levels apply -

37%

Entry level

24%

Senior level

10%

Manager level

6%

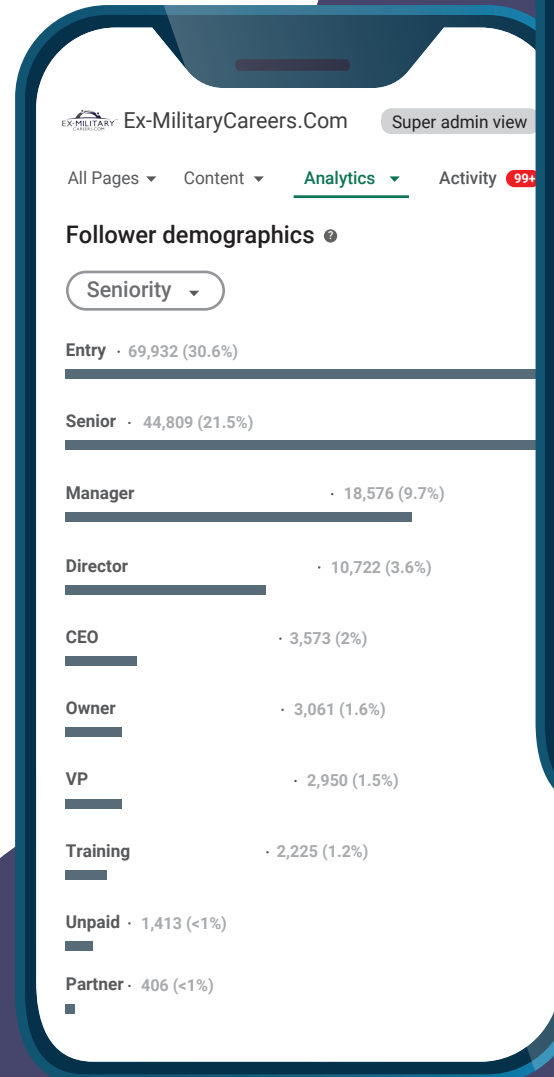
Director level

2%

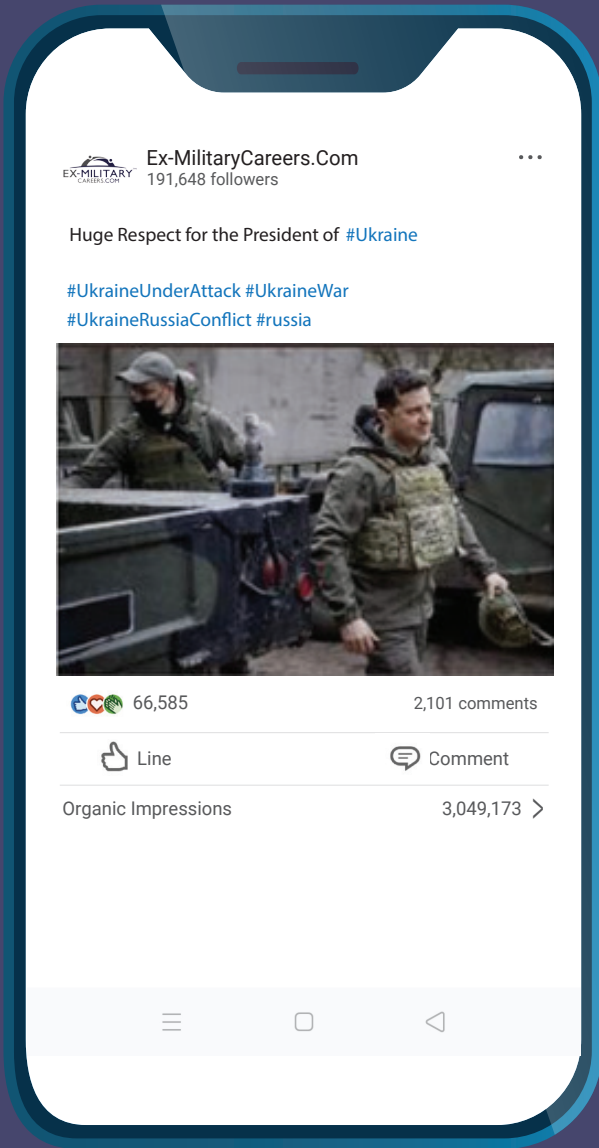
Director level

1.6%

CEO level



# Front end Engagement



## Post Analytics

Posted by James Lawrance 2/25/22

Huge Respect for the President of #Ukraine...



All followers

### Organic Stats

Impressions  
**3,049,173**

Reactions  
**56,585**

Comments  
**2,101**

Shares  
**1,389**

Clicks  
**111,893**

Engagement  
**5.640%**

