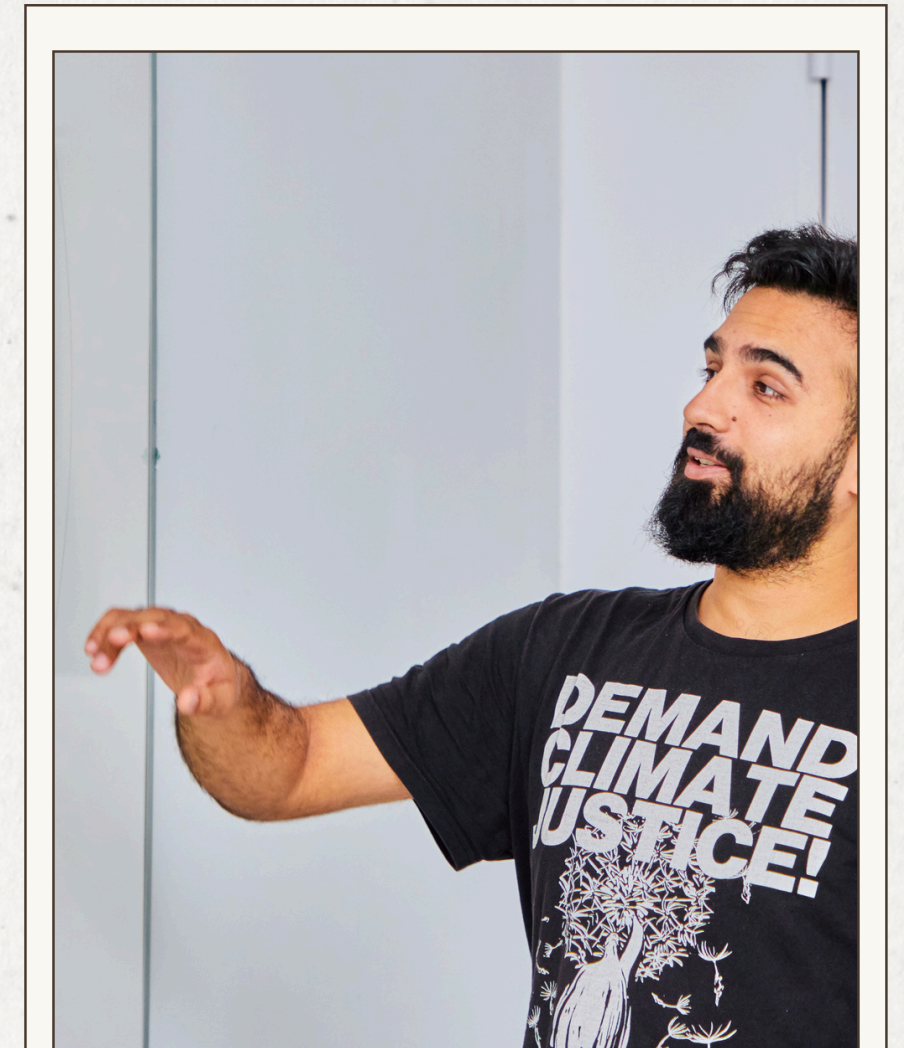


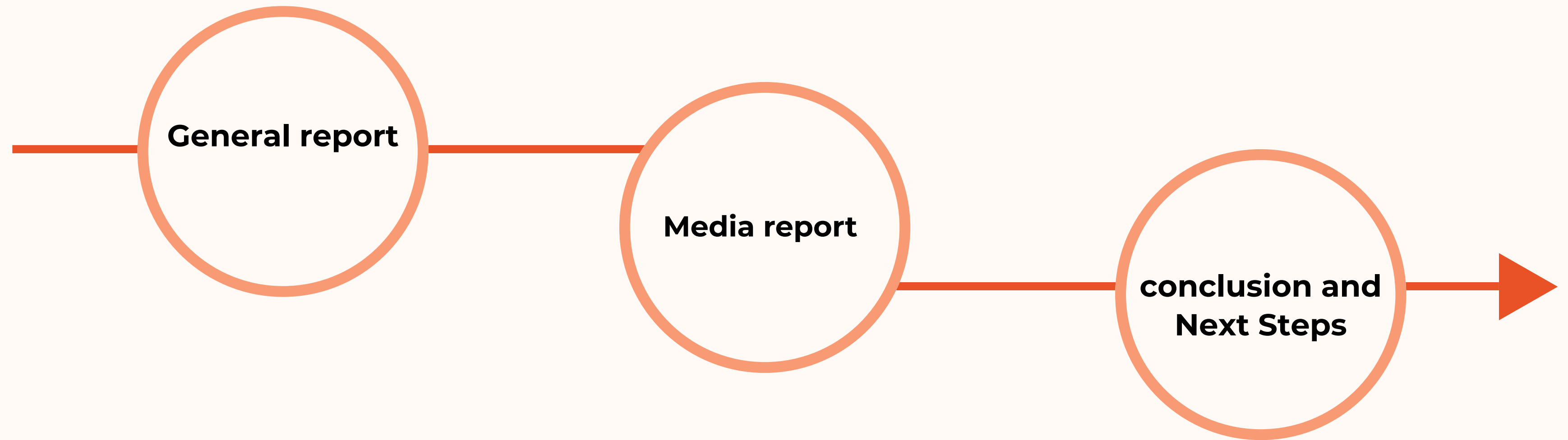
PLACE Network

Brand Analytics Report

2025 to 2026



Today's agenda



Executive readout

Overall, the data shows that the strategy is working where it was meant to work most: **quality of engagement, visibility, and narrative resonance improved more than raw audience size.** That matters, because the strategy was not built around vanity growth. It was built around **narrative leadership, community storytelling, partnership visibility**, and more **meaningful audience engagement.** The strongest proof points are:

- Impressions jumped from 8,566 to 214,958 across platforms.
- Average post engagement rate rose from 7.11% to 11.85%, a 39.7% increase.
- Link clicks increased from 6,306 to 9,689, a 53.6% increase.
- Posting volume only grew 6.9%, from 682 to 729 posts. So performance gains came from better content choices, not just posting more.
- The strategy explicitly prioritized community-led storytelling, thought leadership, co-created content, and platform-specific audience balance, especially on LinkedIn, Instagram, and TikTok.

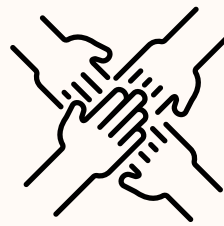
➤ **we became more effective, not just more active**

1) Core analytics (all platforms)



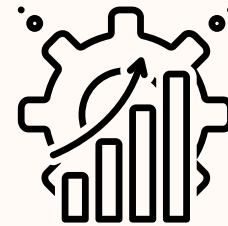
Core analytics: what changed overall, and what it means

What the data says From Jan 2025 to Jan 2026:



Clicks

Link clicks rose from 6,306 to 9,689.



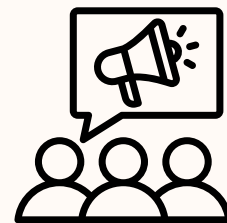
Followers

Followers grew from 4,879 to 5,748 (+870), with 1,155 new followers during the year.



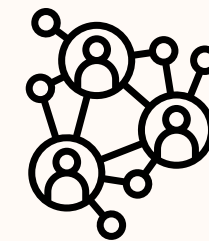
Activity

Posting volume rose only modestly, from 682 to 729 posts.



Engagement

Engagement rate increased from 7.11% to 11.85%.



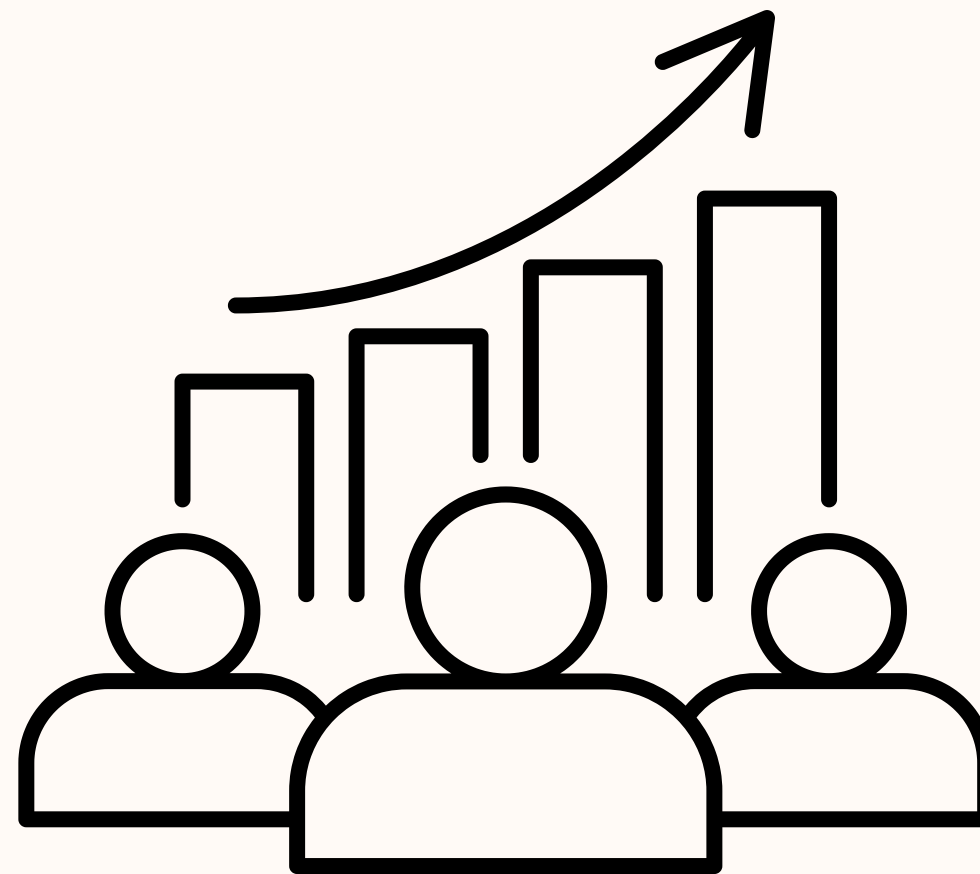
Impression/reach

Impressions/reach grew from 8,566 to 214,958.

What this means?

It means that the strategy improved content relevance and audience response.

We achieved disproportionate performance gains without major growth in volume, which tells us the shift in narrative and format is working.



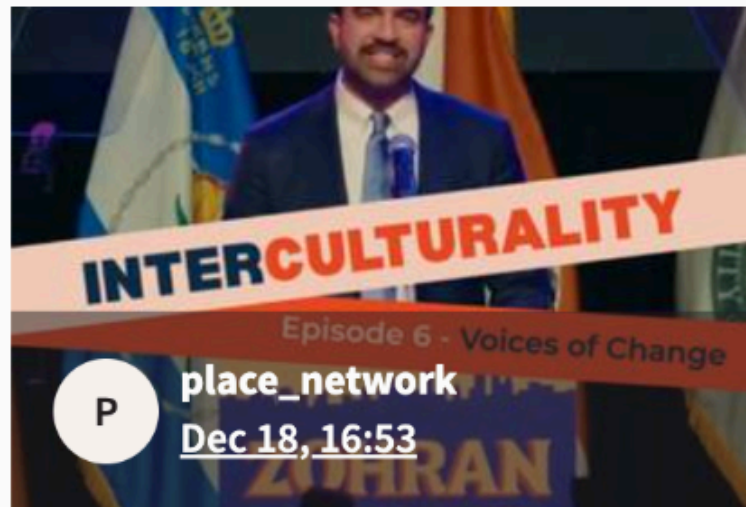
**2) Top-performing content:
what people actually
responded to**



The top-performing posts across the report were clearly tied to:

- Activism
- community leaders
- reflection/year-in-review
- participant/community-centered storytelling

Top posts



Let's turn the volume up on the Voices of Change. Two days ago, we highlighted five incredible personalities reshaping the narrative on migration. Today, we're stepping back. For #InternationalMigrantsDay, we believe the most powerful action isn't to speak for them, but to listen to them. This video

51 likes

Top posts

PLACE Network
[Sep 11, 09:57](#)

✨ Art and leadership in motion ✨ Anis Barnat — cultural leader, connector, and Managing Director of the Community Arts Network — joined the Emerging Leaders Activism Alliance in 2024 as an expert, guiding activists to harness creativity and lived experience as tools for transformation. In his reflections, Anis shares how the Alliance is shaping new forms of leadership, building bridges between communities, and affirming culture's role in tackling today's global challenges. 📖 Read his story and glimpse a future where art, activism, and inclusion move as one: <https://lnkd.in/eh8WhnyY> Karla Tijero Shawgi Ahmed El Sistema Greece

Top posts



Activism - where creativity becomes a power and experiences turn into leadership 🗣️📝 Applications for the newest edition of the Emerging Leaders Activism Alliance are now open! 🌍 This

137 likes

Top posts

PLACE Network
[Dec 19, 13:01](#)

So much of 2025 was shaped by moments, milestones, and meaningful learning, built side by side with the PLACE Community. From unforgettable gatherings to impactful reports, shared lessons, and what's coming next, this is Part 2 of our Year in Review. Swipe through to revisit what we built together, what we learned along the way, and where we're headed in 2026 💛 The full stories and details behind these moments will be shared in our Annual Impact Report in the coming months, stay tuned!

**The strongest posts were not generic institutional updates.
They were posts that gave people:**

- a clear narrative hook
- a human face
- a point of view
- or a cultural/political frame

That tells us our audience is most responsive when PLACE is visibly:

- making meaning, not just posting updates
 - centering people, not the institution
 - connecting individual stories to wider systems
- 

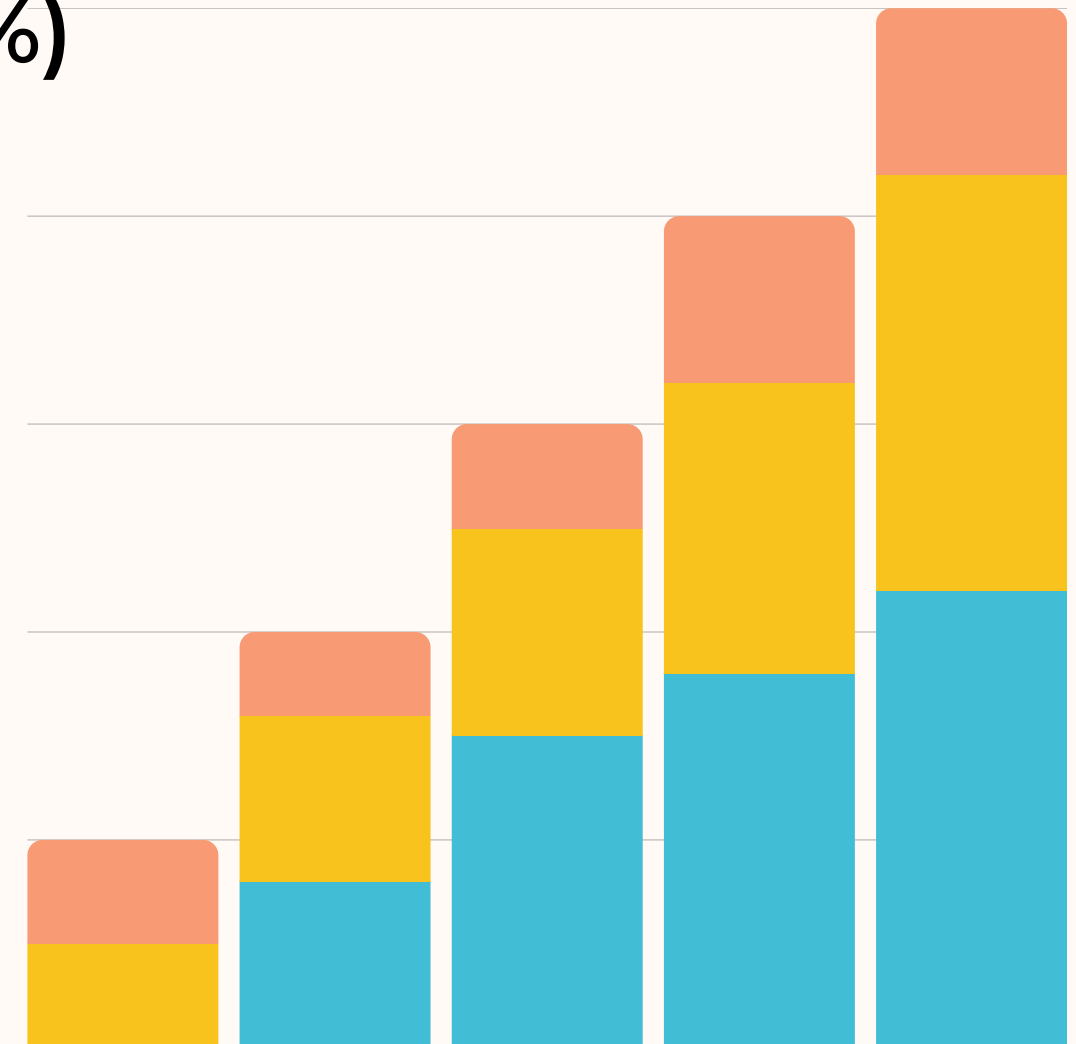
3) LinkedIn 



What the data says

LinkedIn results were strong:

- 622 new followers
- Page engagement rose from 2,450 to 2,849 (+16.3%)
- Post engagement rose from 11.94% to 21.34% (+78%)
- Page reach fell from 39,411 to 32,123 (-18.5%)

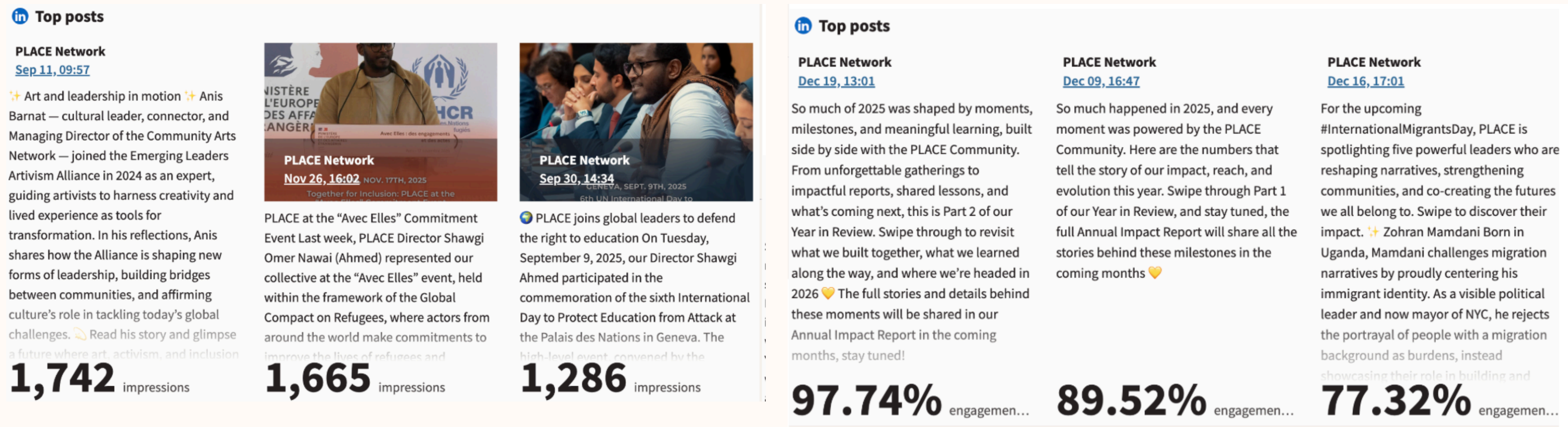


The follower demographics show strong relevance to PLACE's intended strategic audience:

- Industries include non-profits, civic/social organizations, higher education, government administration, business consulting, international affairs
- Geographies led by France, Germany, United States, United Kingdom, Netherlands, Italy
- Job functions include business development, project/program management, community/social services, operations, media/communications, education

The best-performing LinkedIn posts included:

- community/leadership profiles
- program and partnership highlights
- reflective/systemic content
- posts with tagging and strong contextual storytelling



- 
- Informative posts about community leaders perform well
 - tagging matters
 - hashtags need to be used more purposefully
 - “status” posts performed best for post engagement; photos and videos underperformed relative to that for impressions on LinkedIn



LinkedIn is probably the clearest success story in terms of strategy-to-outcome alignment.

The strategy positioned LinkedIn as the space for:

- narrative leadership
- partnership visibility
- policy/funder/professional audiences
- thought leadership content

LinkedIn became more targeted and more resonant

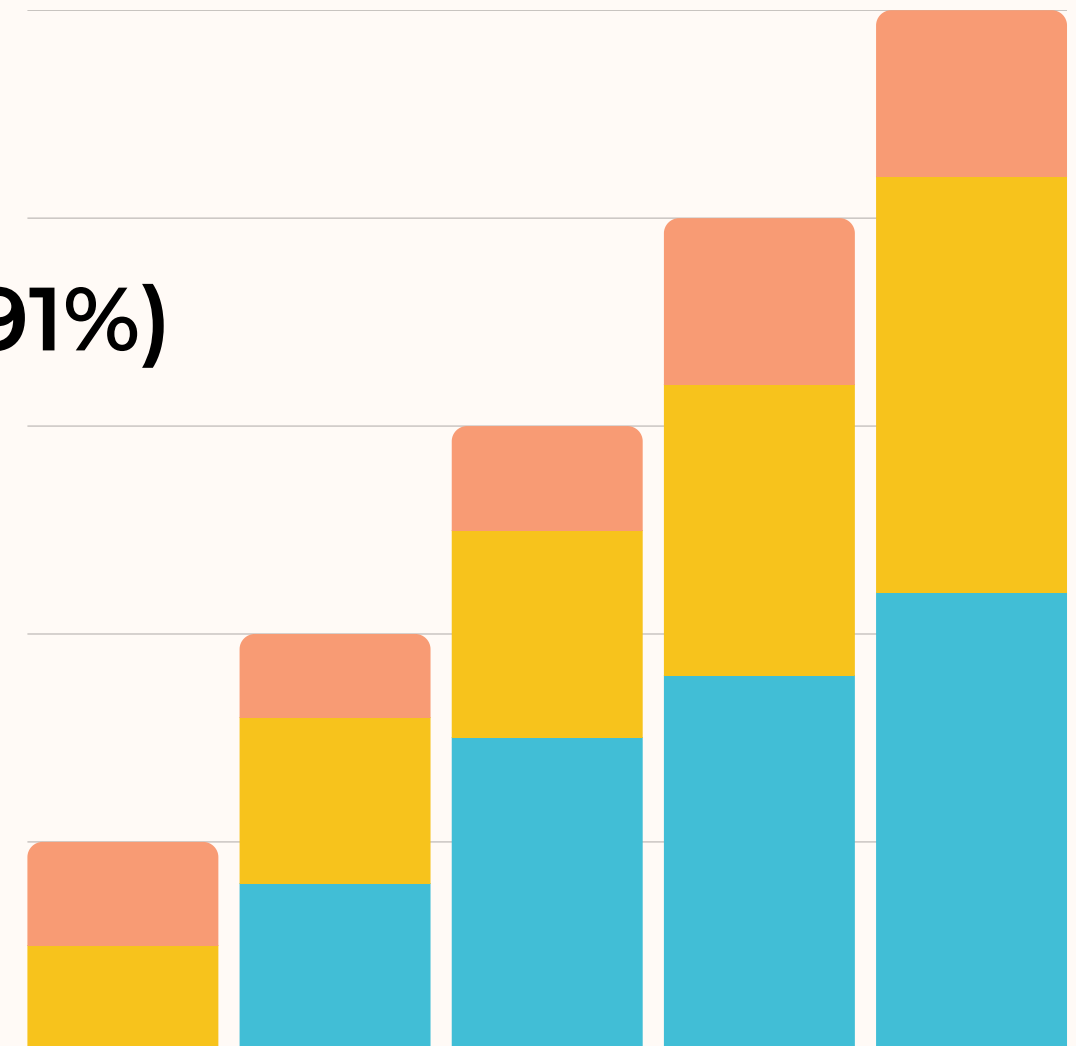
4) Instagram



Instagram: biggest growth engine for visibility and belonging

Instagram was the standout growth platform:

- Followers grew from 991 to 1,247 (+25.8%)
- Profile views rose from 29,610 to 139,935 (+373%)
- Page engagement grew from 1,551 to 2,948
- Saves rose from 68 to 142 (+109%)
- Likes rose from 1,547 to 2,484 (+60%)
- Post views rose from 21,051 to 124,436 (+491%)
- Messages rose from 338 to 662 (+95%)



Media type performance shows:

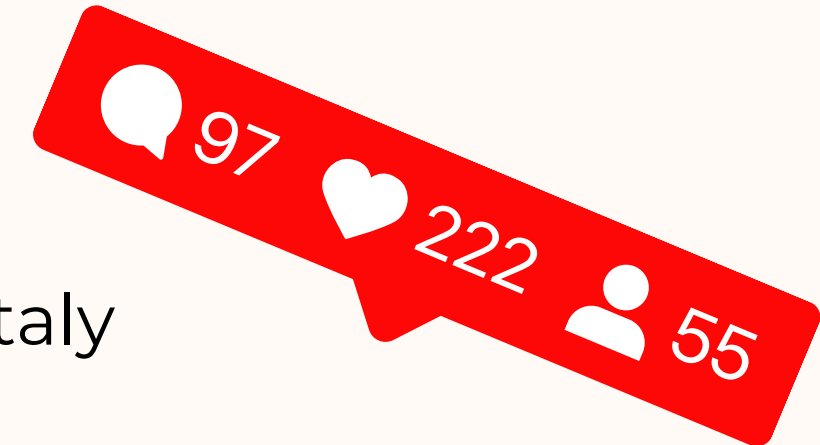
- Carousel albums were strongest for likes, engagement, saves, and views
- Photo posts also performed solidly
- Reels contributed, but were not the strongest on saves
- Stories generated movement, with video outperforming photo in some story metrics

Audience profile:

strongest countries: France, Germany, UK, US, Italy

strongest age bands: 25–34 then 35–44

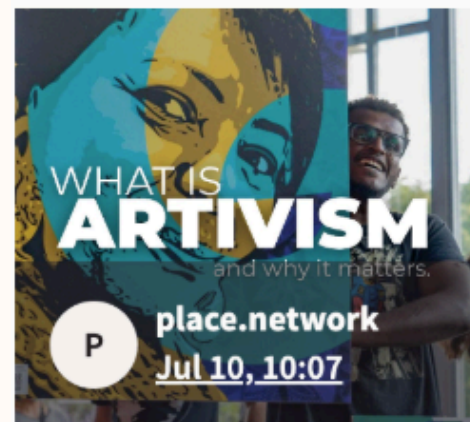
large female audience segments, but overall broad adult audience rather than only very young users



Best-performing contents:

- Activism
- community creativity
- identity, activism, and artist-centered content
- community journey storytelling

Top posts



Activism - where creativity becomes a power and experiences turn into leadership 🗨️📝 Applications for the newest edition of the Emerging Leaders Activism Alliance are now open! 🌍 This program empowers individuals

206 engagement



We're happy to announce that the final selection has been completed and we are incredibly proud to welcome the third cohort of the Emerging Leaders in Activism Alliance! 🌱✨ This year, we received over 100 applications

104 engagement



#ArtIsNotALuxury ✨ Meet the artists shaping this journey Art is not just for art's sake. It is how we connect, heal, and imagine new futures together. In two weeks, What Lies Between Us, PLACE Network's first artistic residency delivered

104 engagement

Top posts



Activism - where creativity becomes a power and experiences turn into leadership 🗨️📝 Applications for the newest edition of the Emerging Leaders Activism Alliance are now open! 🌍 This program empowers individuals

137 likes



✨ Une voix de résistance et d'espoir ✨ Nous sommes fiers de partager l'histoire inspirante de @geteeazami, ancienne participante de PLACE, qui a quitté l'Afghanistan après la chute de Kaboul et transforme aujourd'hui son parcours en

72 likes



#ArtIsNotALuxury ✨ Meet the artists shaping this journey Art is not just for art's sake. It is how we connect, heal, and imagine new futures together. In two weeks, What Lies Between Us, PLACE Network's first artistic residency delivered

66 likes



Instagram is where the community storytelling + belonging pillar is clearly paying off. The strategy positioned Instagram as the main home for:

- visually driven storytelling
- Reels and carousels
- community-led narratives
- daily relational touchpoints through Stories

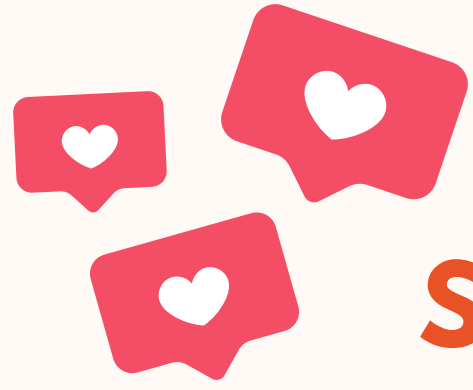


Instagram should remain the lead channel for:

- belonging
- community voice
- cultural storytelling
- emotionally resonant campaign moments

Within that, carousels deserve even more emphasis because they appear to be the strongest format for value retention and engagement.

LinkedIn became more targeted and more resonant



Stories: good movement, but still underused strategically

Story metrics show:

replies: 9

exits: 3,091

taps back: 857

taps forward: 9,858

Stories are driving attention flow, but not yet enough two-way interaction. The high taps forward and exits suggest people are moving through content quickly. That is normal to a degree, but paired with very low replies, it implies Stories are functioning more as broadcast sequences than as dialogue tools.

That is important because the strategy explicitly framed Stories as a key place for:

polls

Q&As

audience participation

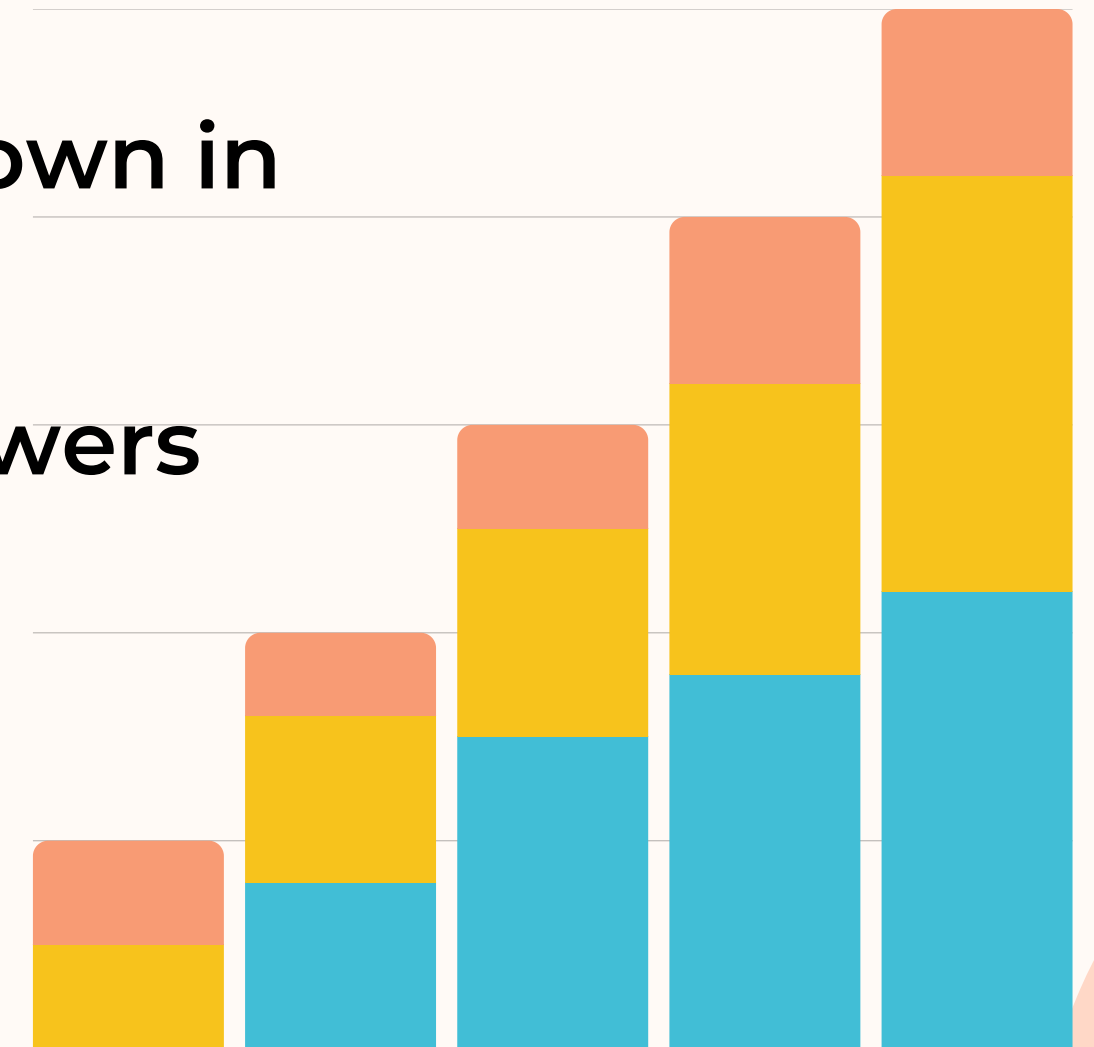
engagement & dialogue

5) Facebook



Facebook: useful for reach and community continuity, but not a primary growth engine

- Facebook showed:
- Followers from 1,466 to 1,487 (+1.5%)
- Post engagement from 4.22 to 5.32 (+25.1%)
- Shares from 17 to 29 (+70%)
- Post views from 641 to 11,456 (large growth shown in deck)
- Page views increased strongly from both followers and non-followers



Media type performance shows:

- albums and photos lead views
- inline video supports shares
- likes are relatively weak across formats compared with Instagram

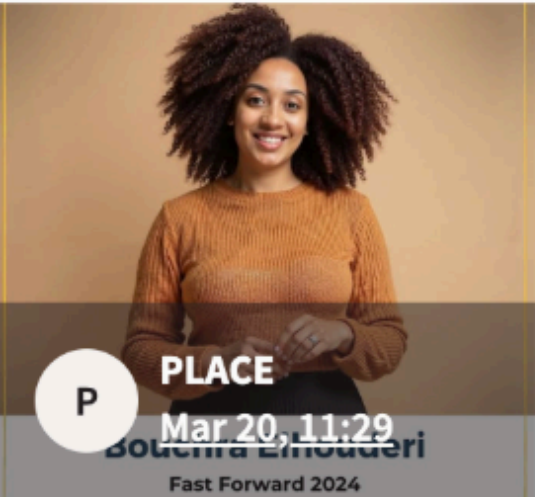
Audience profile:

60% France
top city Paris
with smaller segments in Germany, Canada, Egypt, UK, and others.



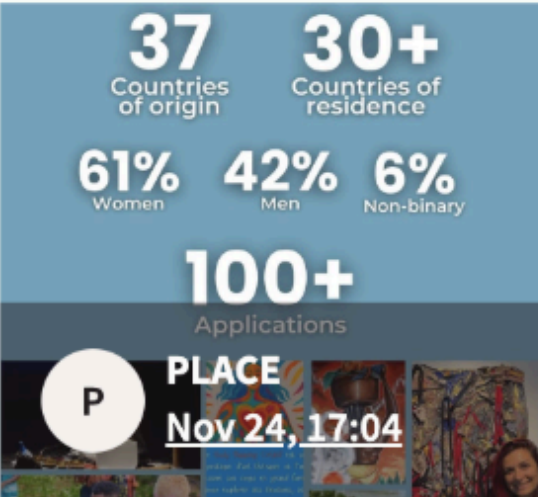
Best-performing contents:

 Top posts



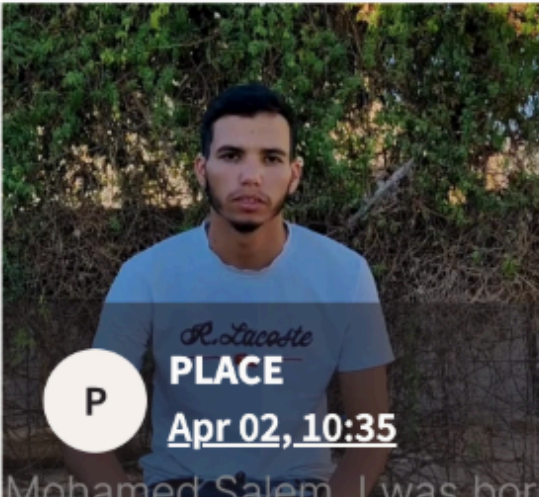
How does real change happen, through policy or personal growth? Bouchra Elhouderi, a Fast Forward 2024 participant with PLACE and founder of The Mindfull Heart Coaching, has seen both sides. From working with the UN and NGOs to

67 engagement



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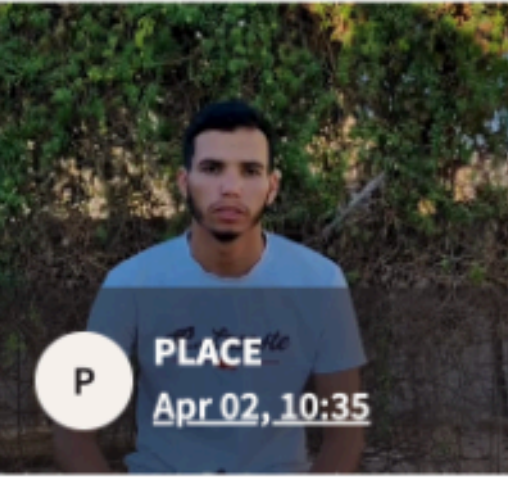
56 engagement



🌱 Meet the Visionary Behind The Nomad Garden 🌱🌟 Introducing Mohamed Salem Mohamed Ali, a passionate gardener, artist, and documentarian. In Algeria's Smara refugee camp, Mohamed transforms the

36 engagement

 Top posts



🌱 Meet the Visionary Behind The Nomad Garden 🌱🌟 Introducing Mohamed Salem Mohamed Ali, a passionate gardener, artist, and documentarian. In Algeria's Smara refugee camp, Mohamed transforms the

671 reach



How does real change happen, through policy or personal growth? Bouchra Elhouderi, a Fast Forward 2024 participant with PLACE and founder of The Mindfull Heart Coaching, has seen both sides. From working with the UN and NGOs to

522 reach



Leadership is not about titles, it's about making a difference. Over the past six months, Fast Forward 2024 has seen 35 women with migration backgrounds step into their leadership, challenge perspectives, and shape new

456 reach

 **Follow**

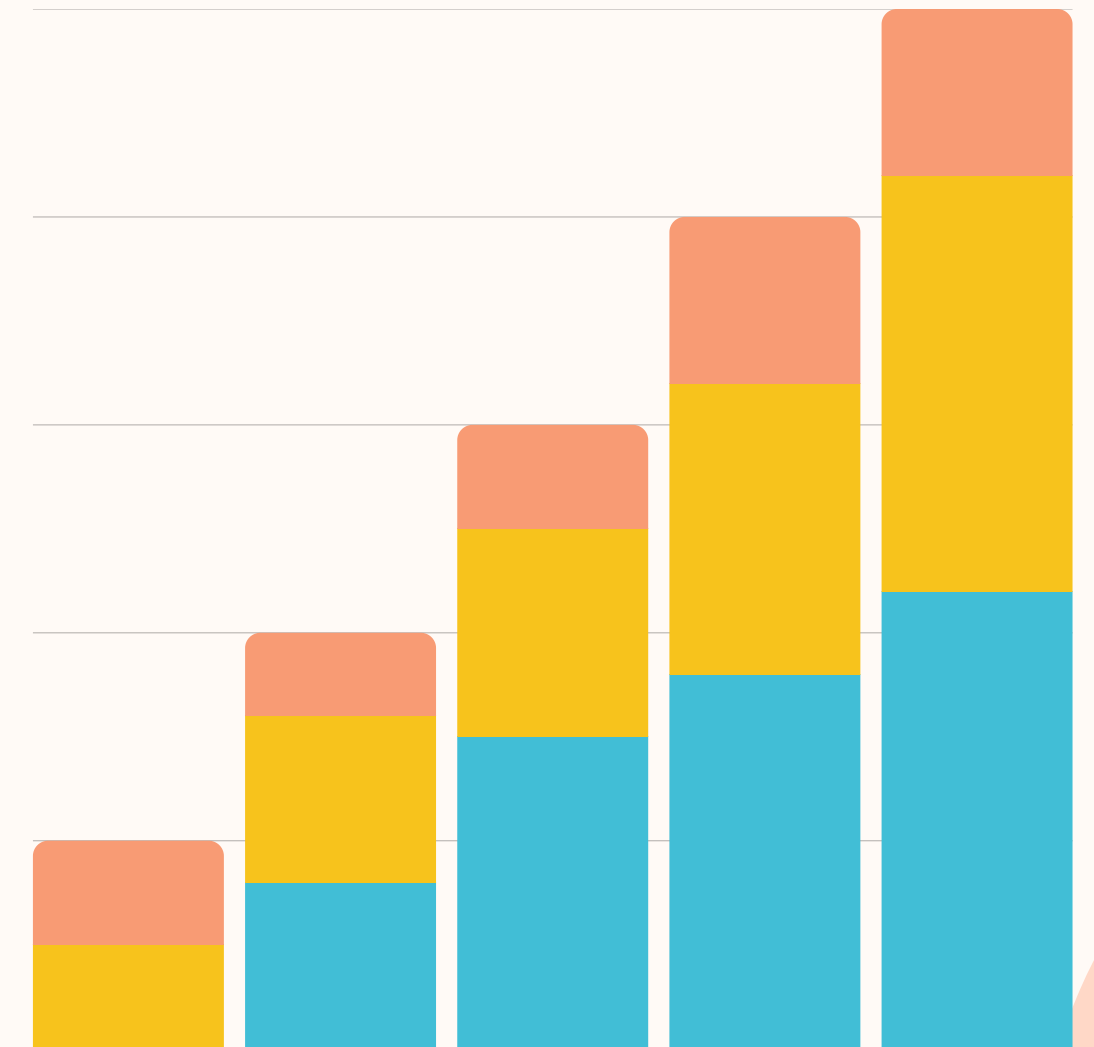
6) Tiktok 



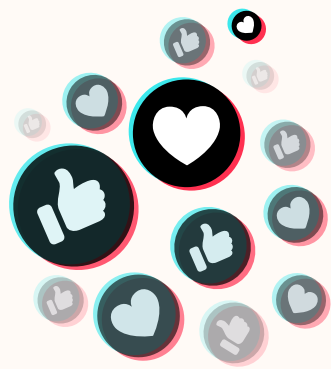
TikTok: promising start, but still in testing phase

Since launch around end of September:

- 21 followers
- 74 profile views
- 9,587 video views
- 11.61% engagement rate
- 178 likes
- 35 shares
- 55 comments
- reach to 8,617 people



For a new channel, this is encouraging. The follower number is still very small, but that is not the right measure yet. The more useful signals are:

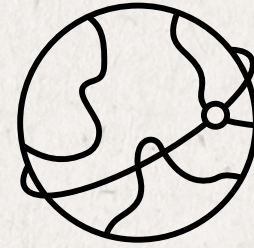


nearly 10k video views
over 8.6k reached
double-digit engagement rate
comments and shares already happening

That suggests the channel has discovery potential, which is exactly how the strategy framed TikTok: not as a mature community platform yet, but as a space for youth reach, authenticity, discovery, and experimentation.

TikTok is showing enough early traction to justify continued testing.

5) Website



Website analytics: strong evidence that communications is driving discovery, but traffic quality varies a lot by source

Traffic sources show:

- **11,293 sessions**
- **1,852 engaged sessions**
- **16.4% engagement rate overall**
- **Top channels:**
- **Direct is the largest source**
- **Organic Search is the second-largest and delivers strong engaged sessions**
- **Referral traffic appears highly engaged**
- **Organic Social contributes a smaller share of sessions, but meaningful engagement**
- **Email has strong engagement rate despite lower volume**

Top pages include:

- homepage
- traffic report/impact report pages
- emerging leaders/artivism-related pages
- fast forward
- booster and stories-style pages

Bounce/session view tables show the homepage has high traffic but weaker depth than some specific campaign/content pages. Some thematic pages have much lower bounce and better engagement depth.



Communications is successfully generating awareness and entry points. That is supported by the rise in link clicks on social and the volume of direct/search traffic.



Not all traffic is equally qualified. Some pages are clearly doing better at holding attention than others. This matters because the strategy was designed not only to increase visibility, but to connect content with:

partners

funders

community members

policy audiences



The strongest-performing pages seem to be those with:

- clear thematic relevance
- stronger narrative or program specificity
- clearer value to the visitor

That suggests we should think more intentionally about the bridge between social content and destination pages. If social storytelling is getting stronger, the landing experience needs to match that strength.

5) Newsletter



Newsletter: solid open rate, but click-through is the gap

- 7 sends
- 4,756 recipients
- 2,452 opens
- 112 clicks
- 29 unsubscribes
- 179 bounces
- 53.57% open rate
- 2.45% click rate
- 0.63% unsubscribe rate



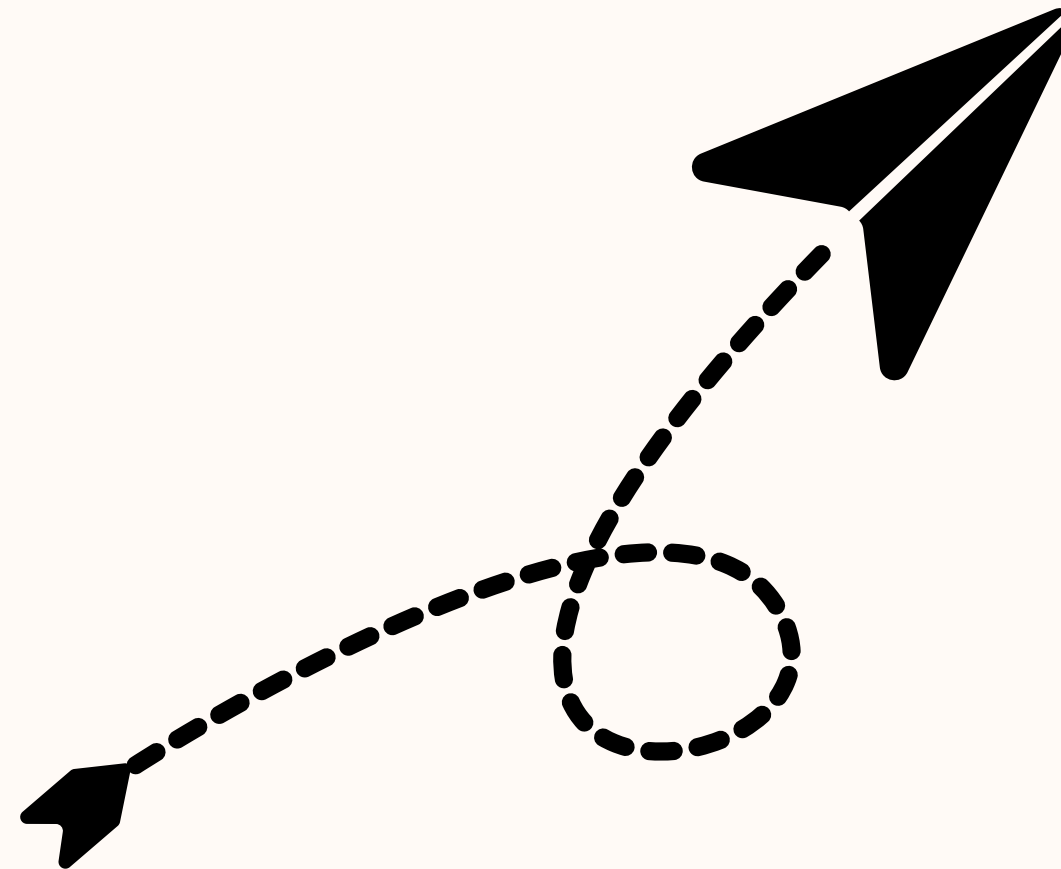


The open rate is strong. That tells me subject lines, sender trust, and/or audience relevance are working. People are willing to open PLACE emails.

The gap is that click-through remains much lower than open performance. So the challenge is not attracting initial attention. It is converting that attention into next action.

This is actually very consistent with the wider communications picture:

the brand narrative is getting stronger and the interest is there, but the conversion path still needs sharpening



Conclusion and Next steps



What this says about the strategy overall

What worked

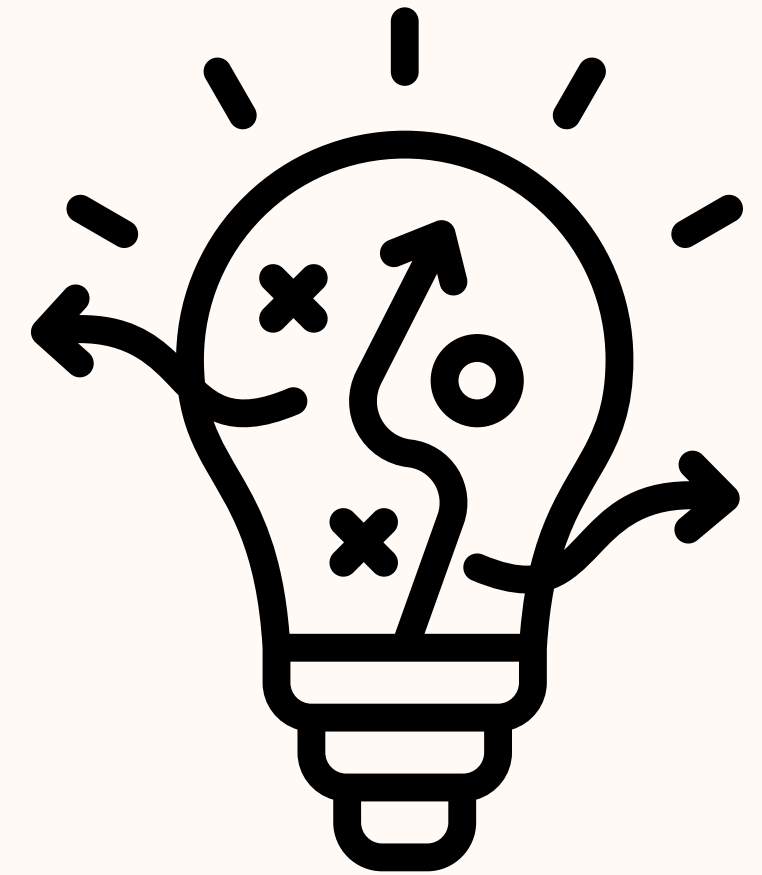
The data strongly validates the core strategic choices:

- community storytelling works
- narrative leadership works
- Artivism/culture-led content works
- human-centered partnership and impact content works

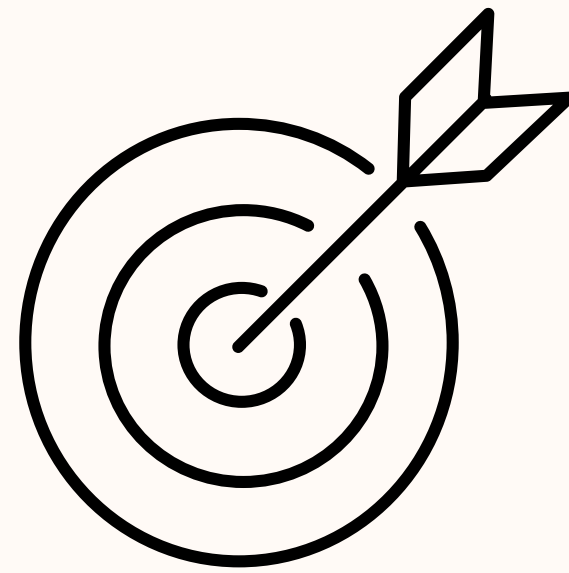
What needs refinement

The strategy is directionally right, but the next phase should focus on:

- stronger conversion from visibility to action
- more deliberate interactive story formats
- more disciplined LinkedIn distribution tactics
- clearer website destination planning
- sharper newsletter click strategy



The strategy has done what it was meant to do. We are seeing stronger engagement, much higher visibility, and clear evidence that audiences respond when we lead with community voice, cultural storytelling, and systems-level narrative. The next step is not to change direction; it is to sharpen the conversion layer and scale the formats that are already proving effective.



Brief recommendations and next steps for the strategy

1. Keeping the core strategic pillars. The data supports the current direction, especially narrative leadership on LinkedIn and community storytelling on Instagram.

2. Scale winning formats.

Prioritizing : LinkedIn text/status thought leadership, Instagram carousels, Activism/culture-led storytelling, community/participant spotlights

3. Strengthen the participation layer.

Stories, Q&As, polls, reposts, and comment prompts should become more intentional if we want the “engagement & dialogue” pillar to fully land.

4. Improve conversion.

We’ve grown attention faster than action. The next phase should link social, website, and newsletter more tightly around specific CTAs.

5. Keep TikTok as a disciplined test space.

It is promising, but it is still early. Consistency and format learning matter more than fast follower growth right now.

6. Frame success around resonance, not vanity metrics.

The strongest story in this report is that PLACE is becoming more relevant, more visible, and more trusted in the way it communicates.

PLACE