



Year-End Report

Social Media 2021-2022

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Social Media 2021-2022

01. Introduction

Growing a social media audience helps companies increase brand awareness and Web traffic in addition to build client relationships.

02. Results from last year

Social media engagement grew in all categories in 2022, ranging from 33.8% to 606.19%.

03. Top Posts 2022

A look at the year's most popular posts based on audience engagement.

04. Goals 2023

Through tangible goals, we can improve the quality of our social media content, thereby growing audience and engagement.

05. Closing

Thank you for your continued support of our social media efforts.

Introduction

Social media gives companies an opportunity to voice their brand message and develop relationships with clients and potential customers.

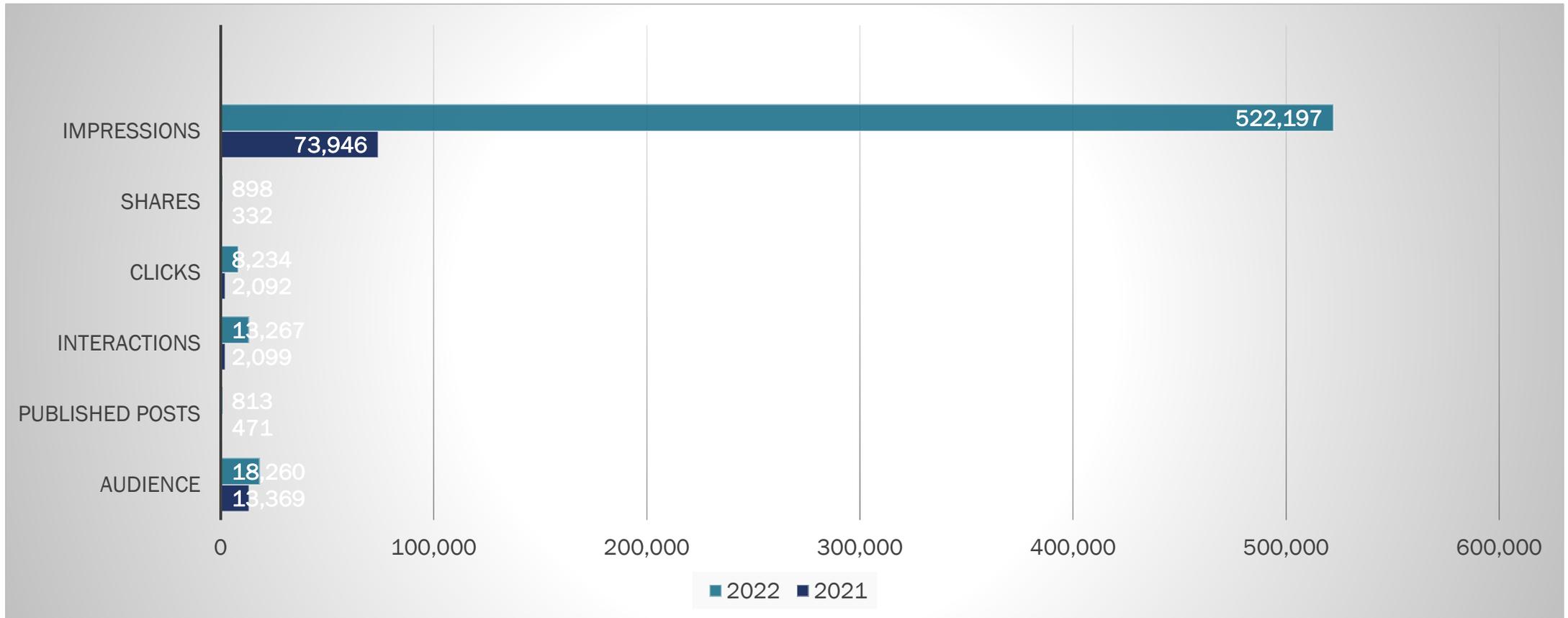
In 2022, Stellar's social media engagement experienced phenomenal growth in all major categories: audience, published posts, interactions, clicks, shares and impressions.





Last Year

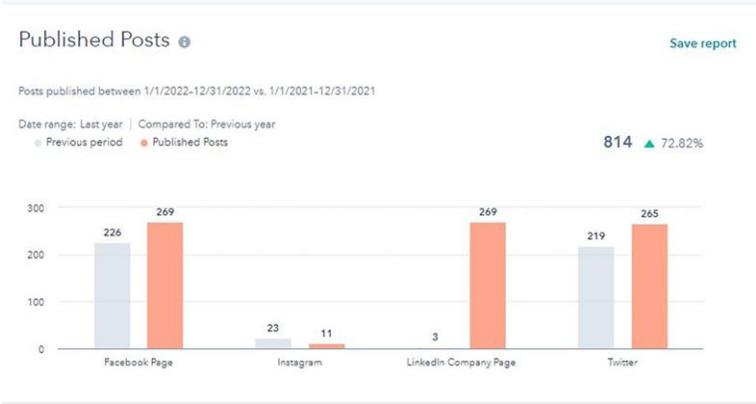
Social Media Growth Year Over Year



Engagement Statistics 2022

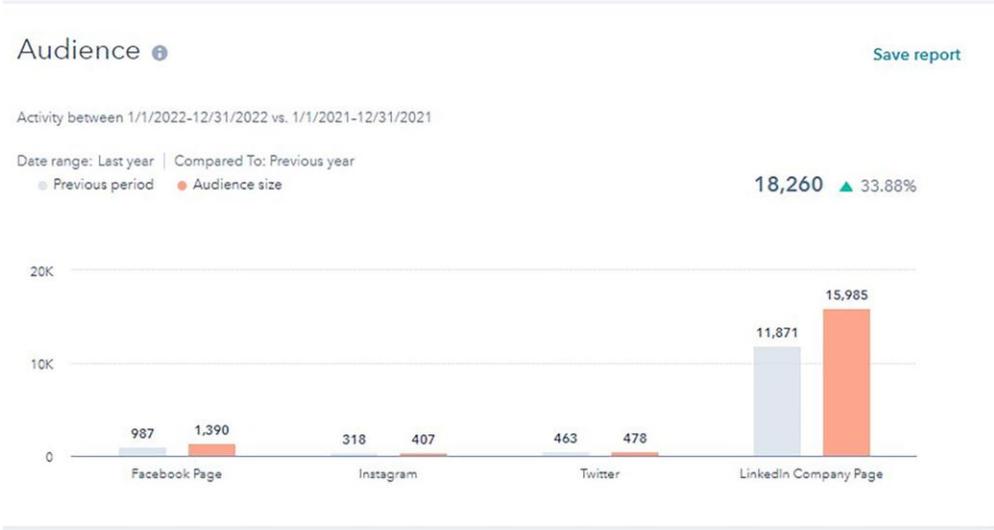
Published Posts +72.82%

Number of posts published across all platforms



Audience +33.88%

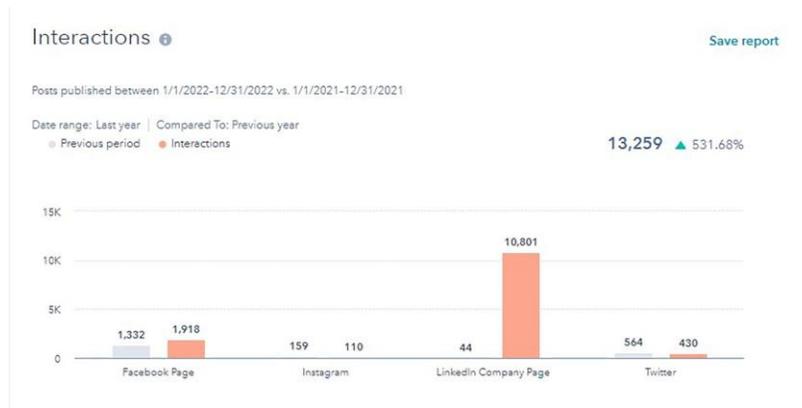
Current # of Followers on all accounts, except Facebook = Likes



Engagement Statistics 2022

Interactions +532.06%

Number of likes, reactions and comments for published posts



Clicks +293.59%

Number of clicks on posts published through Hubspot



Engagement Statistics 2022

Shares +170.48%

Number of published posts that were shared; includes Twitter retweets



Impressions +606.19%

Number of views posts received



Top 10 Posts 2022

Based on Interactions: Likes, Reactions & Comments

	<p>We're delighted to announce a new era in Stellar's executive leadership. Effective Jan. 1, 2023, Brian Kappele will assume the role...</p> <p>Published Oct 28, 2022 2:10 PM</p>	 Image	<p>INTERACTIONS 347</p>	<p>CLICKS 23</p>	<p>IMPRESSIONS 11,745</p>	<p>SHARES 6</p>
	<p>Governor DeSantis visited Stellar's corporate headquarters yesterday. #GovernorDesantis #TakingSolutionsFurther</p> <p>Published Jan 28, 2022 12:40 PM</p>	 Image	<p>INTERACTIONS 263</p>	<p>CLICKS --</p>	<p>IMPRESSIONS 12,520</p>	<p>SHARES 11</p>
	<p>Stellar has been recognized by the First Coast Chapter of the Associated Builders and Contractors Inc. (ABC) with THREE Excellence in Construction...</p> <p>Published Aug 8, 2022 1:00 PM</p>	 Image	<p>INTERACTIONS 225</p>	<p>CLICKS 26</p>	<p>IMPRESSIONS 8,061</p>	<p>SHARES 6</p>
	<p>Congratulations to Stellar's CEO Mike Santarone for receiving the 2022 Distinguished Alumnus Award from the @University of Florida Rinker School...</p> <p>Published Oct 21, 2022 12:00 PM</p>	 Image	<p>INTERACTIONS 211</p>	<p>CLICKS --</p>	<p>IMPRESSIONS 5,609</p>	<p>SHARES 4</p>
	<p>Stellar broke ground Thursday on a 179,000-square-foot distribution center for Dot Foods, the largest food industry redistributor in North America...</p> <p>Published Aug 26, 2022 1:00 PM</p>	 Image	<p>INTERACTIONS 196</p>	<p>CLICKS 18</p>	<p>IMPRESSIONS 6,922</p>	<p>SHARES 7</p>

Top 10 Posts 2022

Based on Interactions: Likes, Reactions & Comments

	<p>Stellar client Bell & Evans' new organic chicken-harvesting facility has been named Food Engineering's 2022 Food Plant of the Year! "This... Published Aug 2, 2022 9:05 AM</p>	 Image	INTERACTIONS 172	CLICKS 37	IMPRESSIONS 6,004	SHARES 19
	<p>Stellar is incredibly proud to have been recognized by Engineering News-Record for our work with client Cuisine Solutions. The Texas facility... Published Jan 17, 2022 1:33 PM</p>	 Image	INTERACTIONS 163	CLICKS --	IMPRESSIONS 7,707	SHARES 5
	<p>Stellar is excited to welcome Chase A. Sly as the Director of Engineering for Stellar Industrial Solutions. He will focus on leading a team... Published Jan 20, 2022 11:57 AM</p>	 Image	INTERACTIONS 159	CLICKS 51	IMPRESSIONS 8,100	SHARES 3
	<p>Introducing Stellar's Softball Team! We're proud to cheer on the group of 19 Stellar employees in their first year hitting home runs at Mill's... Published Apr 13, 2022 2:00 PM</p>	 Image	INTERACTIONS 150	CLICKS --	IMPRESSIONS 5,731	SHARES 4
	<p>Stellar has completed a 105,000-square-foot protein plant for Rosina Food Products. The building includes a high-speed, state-of-the-art production... Published Nov 1, 2022 2:04 PM</p>	 0 Images	INTERACTIONS 142	CLICKS 29	IMPRESSIONS 6,234	SHARES 5



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The goal is not to be good at social media,
the goal is to be good at business because of
social media.

—Jay Baer, author of “Youtility: Why Smart Marketing is About Help not Hype”

Goals for 2023

Growth opportunities

- Publish 750 posts
- Grow Audience by 20%
- Increase Interactions, Clicks, Shares and Impressions by 20%

Additional opportunities

- Feature more employees in posts
- Produce more videos for posts
- Post more original photographs of Stellar events and activities
- Increase time spent engaging with clients and stakeholders on social media



Thank you

Thank you for your commitment to building a strong brand presence on social media.

Together, we can grow our audience of engaged followers across all platforms, thereby increasing engagement and driving more customers to our website and, ultimately, our business.

Laura Hampton, Marketing Manager

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