

McCracken

Organic Social Performance

2025 Results Snapshot

Authentic content. Real growth. Zero paid media.

In 2025, McCracken's organic social content strategy delivered standout performance across our client portfolio – proving that our data-driven approach drives growth when authenticity and quality content are at the forefront.

Beyond increasing reach, our strategies built loyal, high-value communities that consistently engaged, watched longer, and returned.

2025 At-A-Glance Results

Average follower growth rate tripled from

1.57% → 4.88%

Monthly organic Facebook impressions increased 165%

YouTube watch time improved by 54%

Community growth without paid media



Performance Breakdown

Metric	Avg. Initial Performance	Avg. Current Performance	Avg. % Increase
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Organic Engagement

Facebook Engagement Rate	2.65%	7.94%	+4.96%
YouTube Avg. Watch Time	33.75%	63%	+54%
Instagram Engagements	593	1,565	+164%

Organic Impressions

Facebook Impressions	102,175	270,725	+165%
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Audience Growth

Follower Growth Rate	1.75%	4.88%	+3.31%
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Conclusion

McCracken's 2025 organic social performance demonstrates a deep alignment with the year's most effective social media approach: an emphasis on **human-led, authentic content, and community building**.

The significant increase in high-value metrics like engagement rate and average watch time prove that McCracken is not just growing audiences. We're building connected, loyal communities that create long-term value for our clients.

This foundation positions our partners for continued success in the coming year.