

# Mindray India HR Social Media Analytics Report

Q2 2025

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# Overview Summary

Metric	Value
Total Posts	7
Timeframe Covered	April – June 2025
Total Impressions	90984
Total Content Interactions	1165
Total Reposts	16
Top Performing Post Title	<p>They juggle boardrooms and bedtime stories.</p> <p>This Mother's Day, we honor women who lead with strength, grace, and unwavering love at home and at work.</p> <p>Here's what fuels their journey, in their own words.</p> <p>Tomorrow, we unveil more stories of the Supermoms of Mindray India. Stay tuned for the second part !!</p> <p>#MothersDay2025 #StrongWorkingMoms #InHerWords #Mindray #MindrayIndia #HealthierBharat</p> <p>Mindray Manju Goyal Sippy Bindlish(Prabhakar) Debalina Chatterjee Pal Kirti Singh</p>
Top Performing Post Link	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7326840926977298432">https://www.linkedin.com/feed/update/urn:li:activity:7326840926977298432</a>

# Posts Performance Analytics

# Posts Breakdown and Analysis

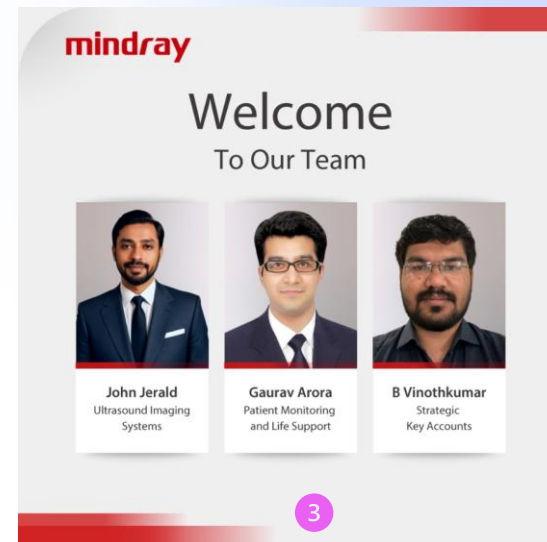
## Monthly Posts Breakdown

Month	Number of Posts	Highest-Performing Post Title	Engagement Rate
April	1	Welcoming Our New Team Members to Mindray India!	43%
May	5	They juggle boardrooms and bedtime stories.	58%
June	1	To the strength that built our foundation.	42%

## Content Type Analysis

Content Type	Number of Posts	Total Impressions	Total Clicks	Total Views	Average Engagement Rate	Average CTR
Video	1	4,681	146	1732	5%	3%
Static	6	86,303	17,056	NA	35%	32%

# Top Performing Posts



Post Title	Post Link	Impressions	Clicks	Engagement Rate	CTR	Likes	Comments	Reposts
They juggle boardrooms and bedtime stories.	<a href="#">Link</a>	3,090	1,747	58%	57%	44	3	1
She leads. She nurtures. She inspires.	<a href="#">Link</a>	3,081	1,727	57%	56%	35	3	3
Welcoming Our New Team Members to Mindray India!	<a href="#">Link</a>	21,942	9,037	43%	41%	268	27	1

- **Exceptional Click-Through Rate:** The 29% Average CTR markedly surpasses the typical 2–3% MedTech industry benchmark, reflecting highly effective call-to-action strategies.
- **Strong Impression-to-Engagement Link:** With 90,984 Total Impressions driving a solid 31% Engagement Rate, our content is effectively captivating a wide audience.
- **Likes Leading with Engagement Gaps:** Total Likes (1,063) dominate 91% of the 1,165 Total Content Interactions, while Comments (86) and Reposts (16) remain low proposing adding interactive polls or questions to encourage richer audience participation.
- **Seasonal Campaign Strength:** The 31% Engagement Rate soared during the May Mother's Day campaign, highlighting the power of emotion-driven content.
- **Underutilized Shareability:** With only 16 Total Reposts, there's significant potential to expand reach.



# Observations

- **Video Performance:** The video post on 20 May had lower engagement (5%) and CTR (3%) compared to static posts, suggesting static content resonates more with the audience.
- **Hiring Posts:** Hiring-related posts (7 May, 22 May) garnered high impressions (23040, 29951) and clicks (1072, 1400), indicating strong interest in career opportunities.
- **Emotion-Led:** Content Mother's Day posts (9 May) achieved the highest engagement rates (0.5809, 0.5738), showing emotion-driven content significantly boosts audience interaction.



# Appendix

Post Title	Post Date	Impressions	Clicks	CTR	Engagement Rate	Likes	Comments	Reposts	Post Link
To the strength that built our foundation.	06/15/2025	5,199	2,073	0.3987	0.4174	97	0	0	<a href="#">Link</a>
We're Hiring Shape the Future of Healthcare with Mindray India	05/22/2025	29,951	1,400	0.0467	0.0584	316	28	4	<a href="#">Link</a>
At Mindray India, we believe that success is built on strong teamwork	05/20/2025	4,681	146	0.0312	0.0506	82	5	4	<a href="#">Link</a>
She leads. She nurtures. She inspires.	05/09/2025	3,081	1,727	0.5605	0.5738	35	3	3	<a href="#">Link</a>
They juggle boardrooms and bedtime stories.	05/09/2025	3,090	1,747	0.5654	0.5809	44	3	1	<a href="#">Link</a>
We're Hiring! Step into a career that makes a difference	05/07/2025	23,040	1,072	0.0465	0.0571	221	20	3	<a href="#">Link</a>
Welcoming Our New Team Members to Mindray India!	04/29/2025	21,942	9,037	0.4119	0.4253	268	27	1	<a href="#">Link</a>

**THANK YOU**