

SOCIAL PERFORMANCE 1/1/25 – 12/31/25

	Total Social Followers	Follower Growth	Total Consumer Reach	Total Impressions	Engagement Rate	Total Engagements*
	404.3K	254.63	47.4MM	62.5MM	2.5%	1.5MM
	1.8MM	-2.8K	16.7MM	20.2MM	2.8%	565.2K
	8.2MM	-355.3K	27.4MM	30MM	4.3%	1.3MM
	455K	27K	5.5MM	5.6MM	3.2%	180.2K
	2.2MM	-61.7K	8MM	8.2M	2.1%	170.1K
	377.3K	14.4K	2.5MM	2.6MM	6.9%	182.1K

Source: Brandwatch January 1, 2025-December 31, 2025 across Facebook, Instagram and X

*Engagements = shares, likes, comments, reposts

