

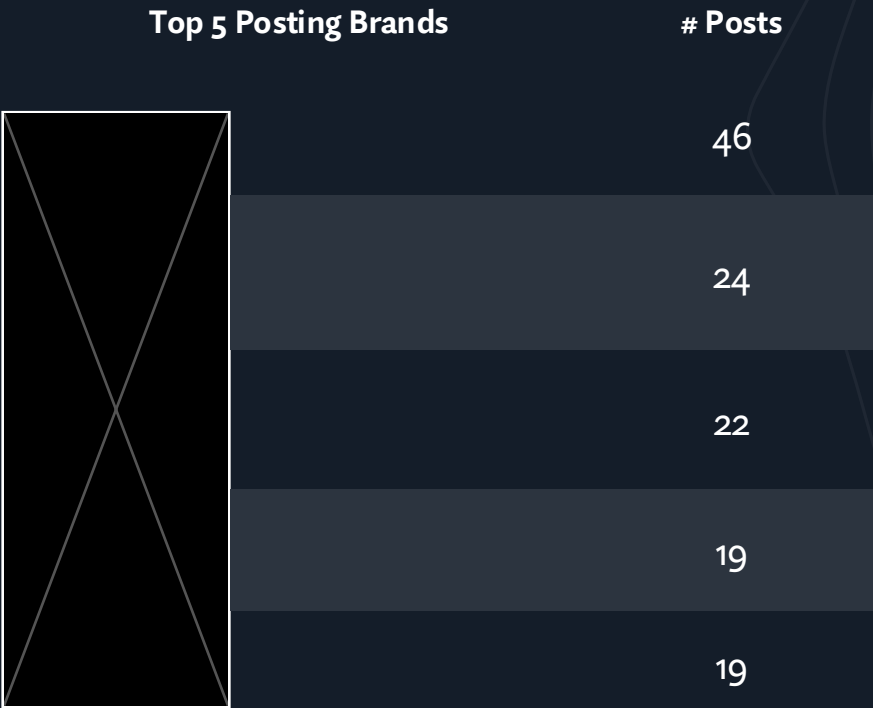
Organic Social Quarterly Report

Q1 2025

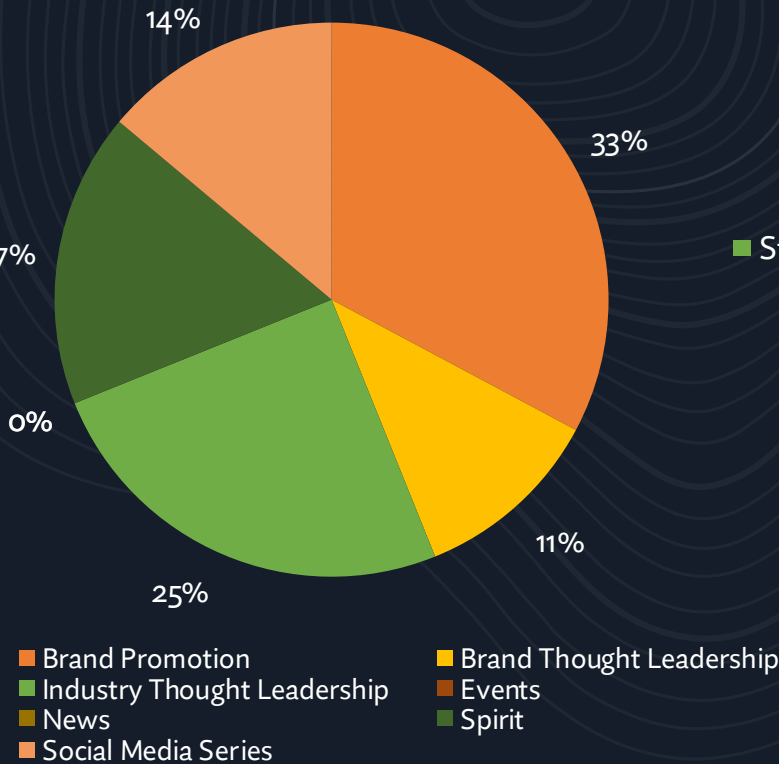


Q1 Content Snapshot

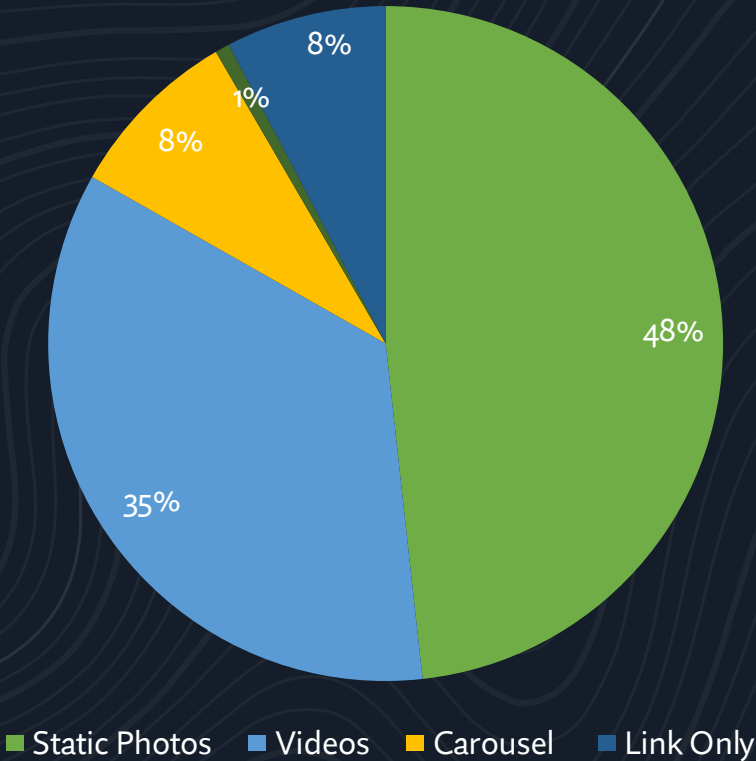
Thrive and ██████████ are the top posting brands. Brand promotion continues to be the top content bucket with industry thought leadership posts coming in second.



Content Bucket



Media Type



Q1 Performance Overview

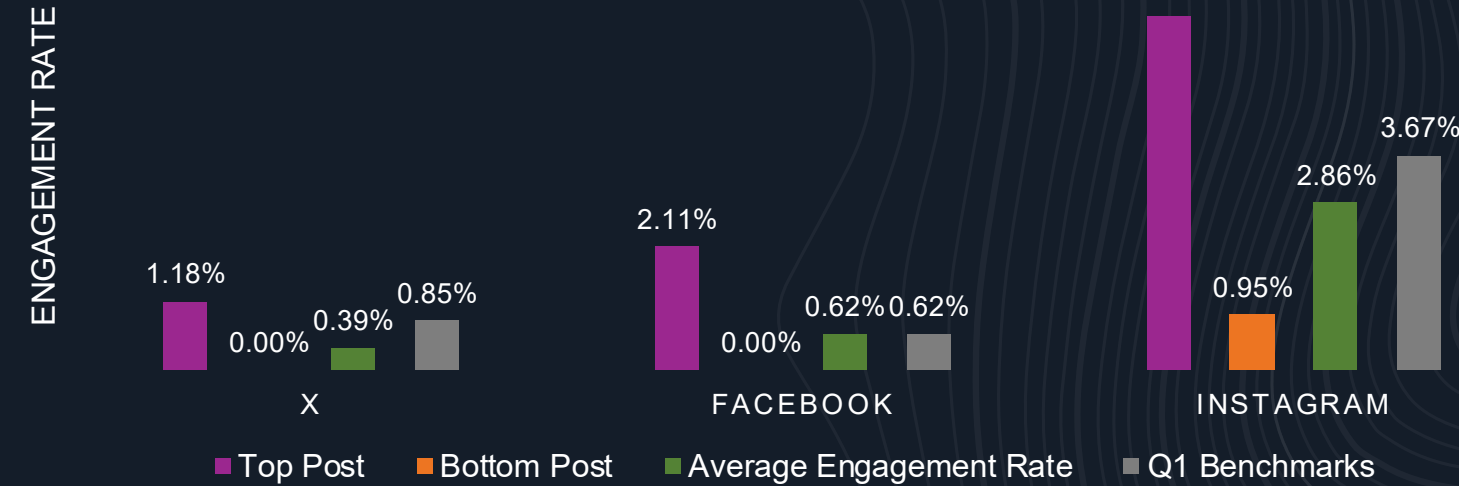
Metric	↑ Increase	↓ Decrease
Video Views		Instagram Facebook Twitter/X
Link Clicks	Facebook	Twitter/X
Impressions		Instagram Twitter/X Facebook
Engagement Rate		Twitter/X Instagram Facebook

Key Observations

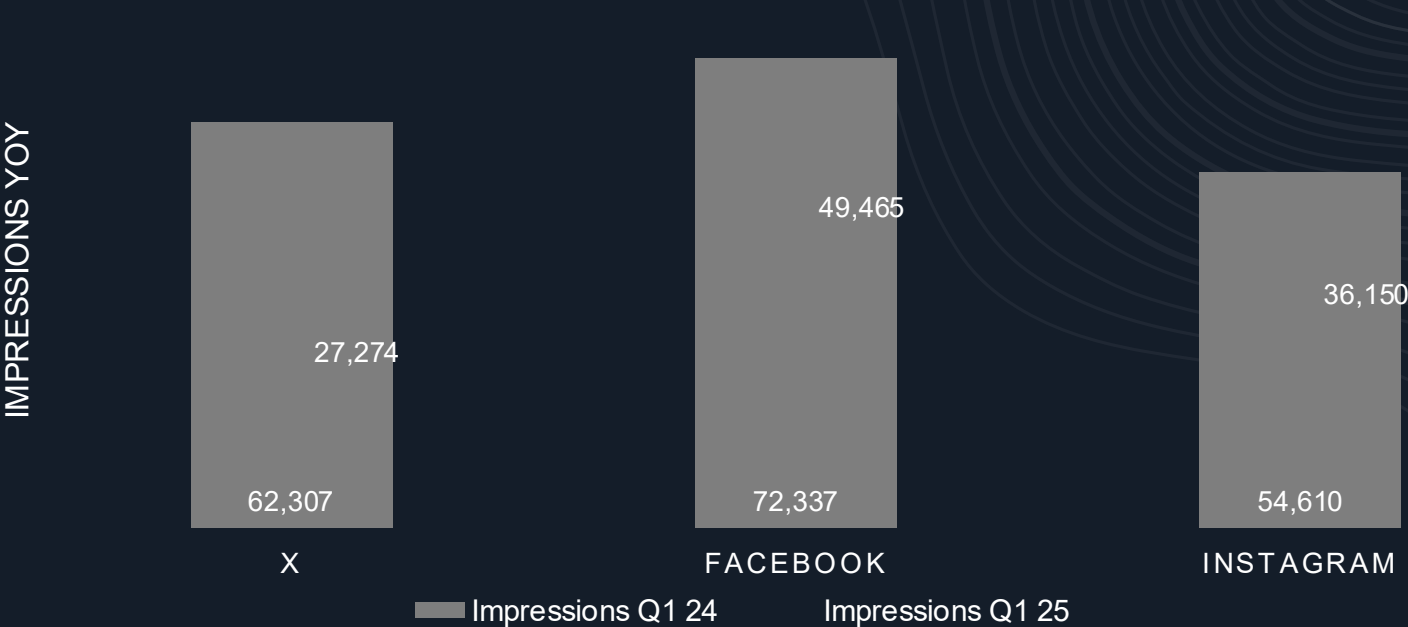
- Q1 2025 had less posts than Q1 2024 which would lead to a decrease in overall performance comparisons, noticeable differences include:
 - Corporate had less posts in Q1 2025
 -  a tradeshow that falls in Q1.
- A decrease in impressions and engagement rate shows that there is room to optimize content, media type, and increase the volume of posts to improve the number of impressions.
- Factoring in seasonality, Q1 is when most are preparing for planting and the season ahead.
 - This provides an opportunity to share more expertise/thought-leadership leading up to planting and harvesting seasons.
 - Consider an engagement campaign with growers between busy seasons
- Due to decrease in industry activity, assets for posts are recycled from Q3-Q4 of previous year.
- The decrease in video views reflects the decline in video content being published as there has been an increase in use of other asset types.
- Using images as the primary media type—over video, carousels, or animations — alongside more intentional CTA’s for Facebook posts, there is an increase in link clicks.



Q1 Performance Overview



All platforms had a YoY decline in number of posts and impressions.



Facebook was the only platform to meet the average engagement rate.



Organic Social YOY Comparison

Facebook

+/- YOY

Metric

Performance

Number of Posts

53 (-7.02%)

Impressions

49,465 (-31.62%)

Video Views

4,145 (-7.04%)

Link Clicks

147**

X

+/- YOY

Metric

Performance

Number of Posts

46 (-43.90%)

Impressions

27,274 (-56.23%)

Video Views

21,234 (-59.27%)

Link Clicks

44* (-54.64%)

Instagram

+/- YOY

Metric

Performance

Number of Posts

46 (-23.33%)

Impressions

36,150 (-33.80%)

Video Views

22,370 (-44.89%)

YouTube

+/- YOY

Metric

Performance

New Videos

20 (-20.00%)

New Subscribers

91 (-9.00%)

Video Views

16,893 (-26.64%)

Avg. Percentage Viewed

43.4% (-29.32%)

Avg. View Duration

1:01 (-49.17%)

* Link Clicks for X and Facebook is based on those arriving to a Syngenta and Thrive page based on UTMs.

** Indicates an above growth of 100%



Story Performance

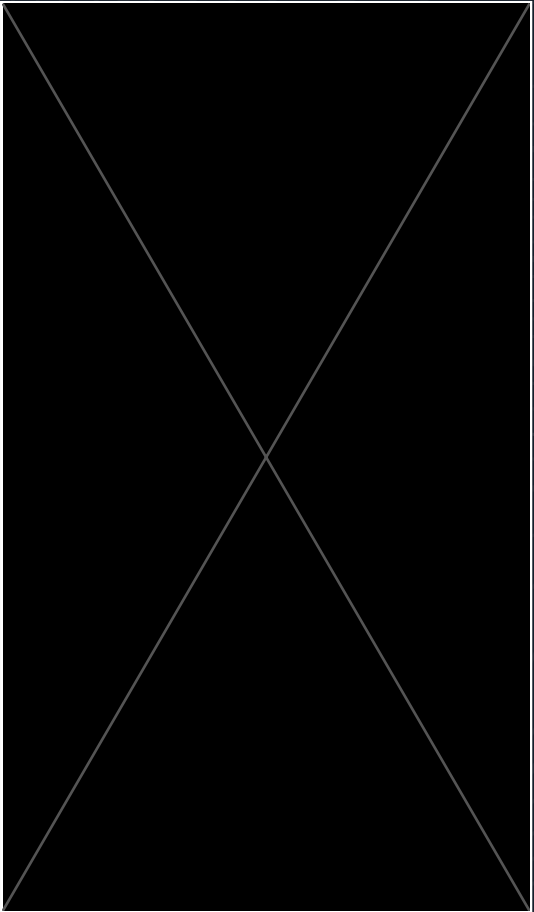
+/- YOY

Metric	Performance
Stories Posted	95
Views**	26,908
Reach	26,647
Link Clicks	107

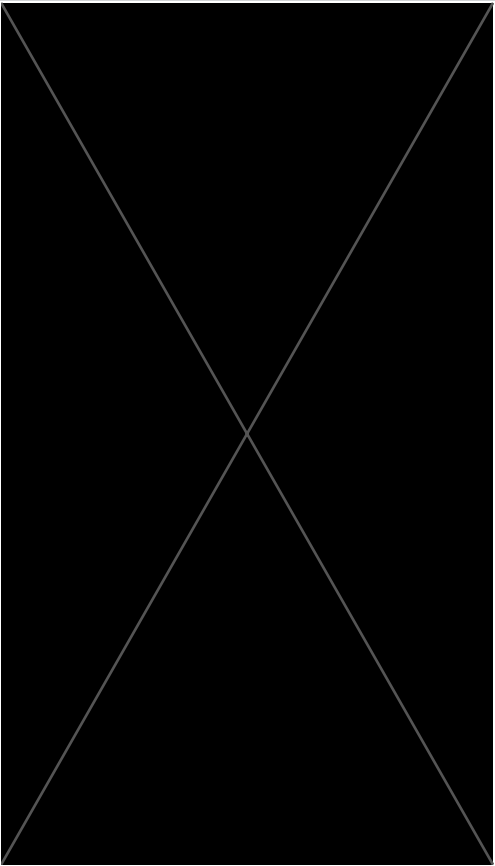
Insights

- Stories remain a highly effective format for delivering quick, engaging access to articles, videos, and product pages.
- Engagement continues to rise with the use of interactive features such as polls, quizzes, question boxes, and stickers.
- Reposting content from influencers and partners drives strong story engagement with minimal effort, contributing to sustained growth in views and link clicks.

* Link Clicks for X and Facebook is based on those arriving to a  page based on UTMs.
** Views are calculated as the number of times they appear on a person's screen, including repeat views.
For Stories, photo or text posts, Views will replace Impressions.



Views: 1,933



Views: 147



Q1 Key Observations

298

Link Clicks

There were a total of 298 link clicks received from content published on Instagram, X and Facebook.

Facebook had the most link activity with 147 clicks. Surprisingly, it seems to indicate this audience is more open to visiting external sites for more information on this platform.

145

Total Posts

Although a decrease in posts and overall engagement, there is a shift on post strategy to be more intentional and higher quality in assets and content versus flooding the channels with a high volume of posts.

Attending fewer events/tradeshows in Q1 also contributed to a decline in posts

21

Comments

The decrease in comments is not unexpected, with the shift toward other engagement tactics such as polls and quizzes.

The introduction of in-feed voting for Instagram eliminates the CTA to 'comment below'. Data and engagement is collected via IG and X polls.

108

Shares

Instagram had the most shares (59). This is a slight increase from 106 shares in Q1 2024.

While there is no visibility into how or where the posts are shared, it does show followers think the content is worth sharing.

28,649

Video Views

The average watch time for videos on Instagram is 3 seconds. With less videos posted in Q1 2025, video views will naturally be lower. In addition, the decrease in video views could be contributed to "burying the lead" beyond the 3 second mark, requiring viewers to click out for more information or the content not resonating with our audience.

6.45%

Follower Growth

An increase in follower growth across all platforms highlights that our content is still resonating and attracting more followers.



Q1 Recommendations

Carousels + User Generated

The most liked photo for Q1 was sharing an Iowa grower field. Continue to use raw/authentic assets to promote the value of [REDACTED], especially during winter.

Carousels are still effective due to the engagement of swiping to view more. This gives the opportunity to share more tips/insights/storytelling.

Captions + Content

The audience engages with content that shares insights, tips, or educational information.

Continue to create captions that address the need or want of the growers followed by [REDACTED]

Reels + Trending Audio

To help increase video views, consider creating more reels. Reels can be created using static photos and creating a hook [something to stop the scroll to watch].

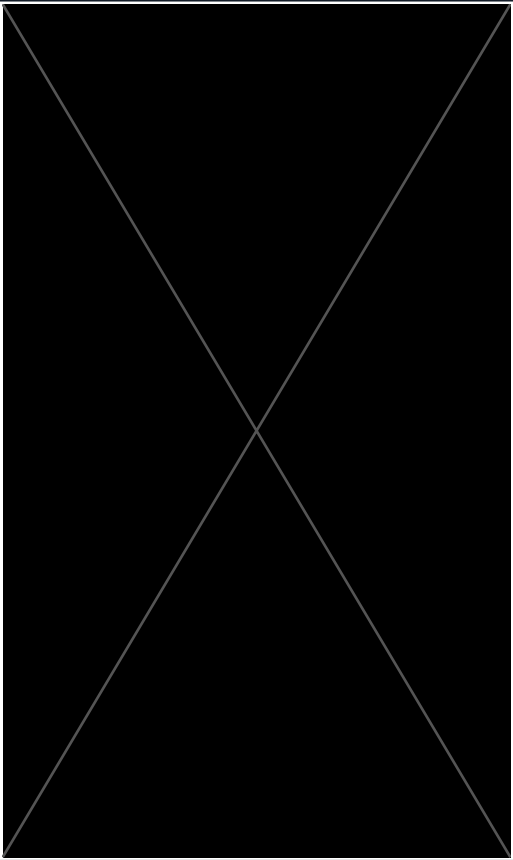
Trending audio will help with post placements and staying favored by the algorithm with opportunity to appear in non-follower feeds.

Link Activity + Clicks

With the ability to track to a more granular level within GA4, explore implementing an additional layer when building UTM's for tracking to gain more insights into audience behavior and refine CTA strategy for better CTR to external web properties.

Top Performing Post Per Platform

Instagram

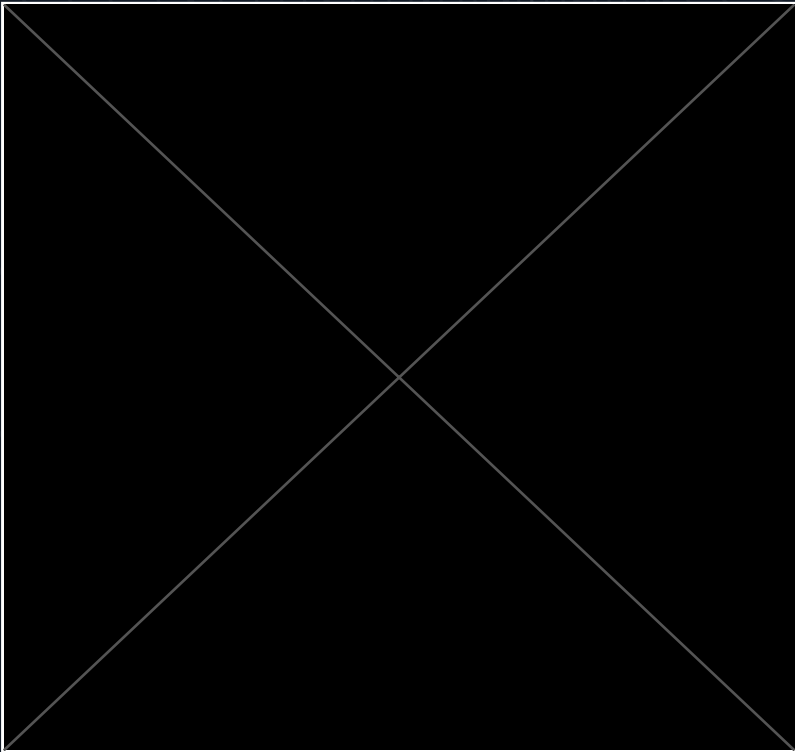


Engagement Rate: 6.06%

🔴 Most Liked Post

This post shared a beautiful field of an Iowa farmer. This gives the followers an insight to  and their outcomes. This post was a so  the most liked post of Q1 2025 with 84 likes.

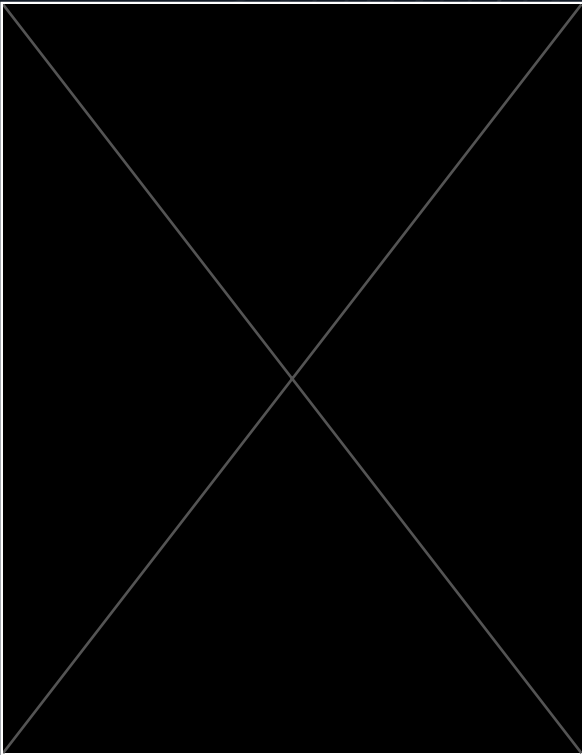
Facebook



Engagement Rate: 2.11%

This post provided the audience with valuable information and tips without having to leave their feed.

X

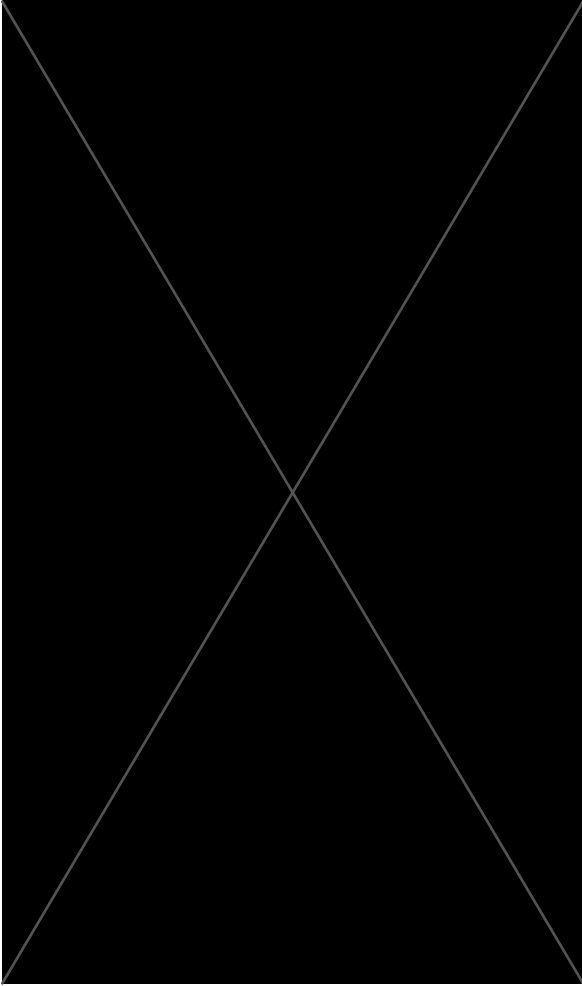


Engagement Rate: 1.18%

This post highlights s focus on recognizing contributors to the agriculture industry.

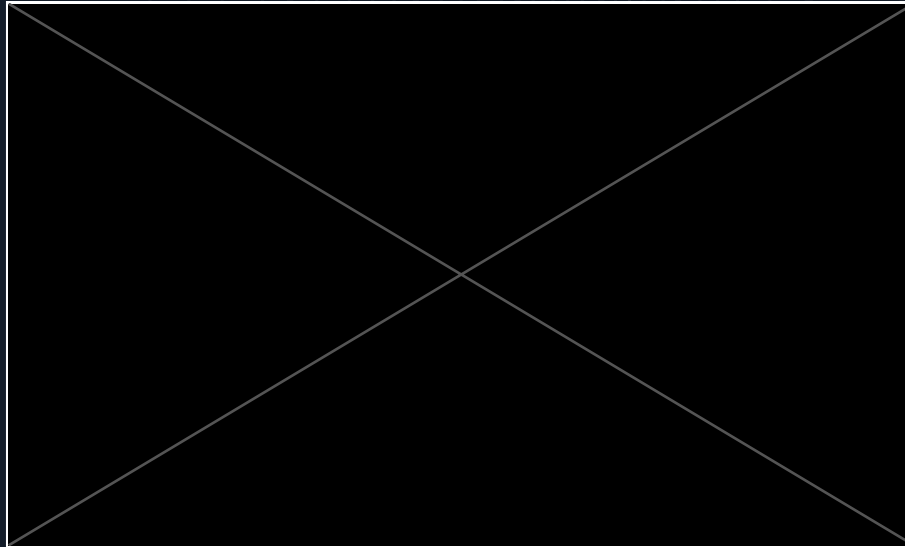
Bottom Performing Post Per Platform

Insta ram



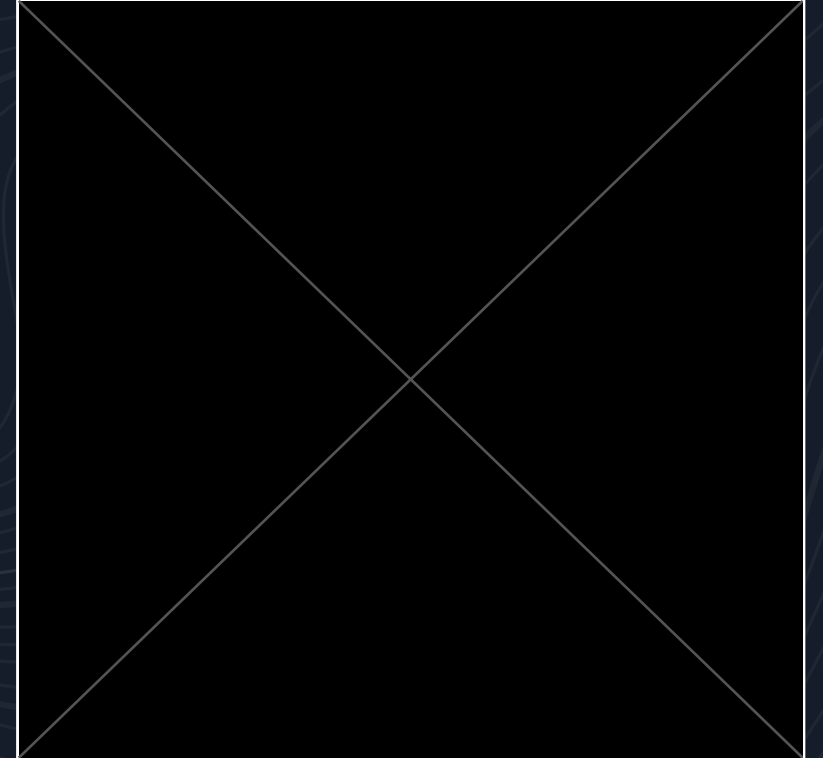
This post had an animation to take a quiz, but with platform limitations, to take the quiz you had to click to a separate landing page. Leaving the follower with a choice, they kept scrolling.

X



The post shares an article with relevant information but no prevalent call to action. Having a tagged account as the first word of the caption may have also led to less visibility.

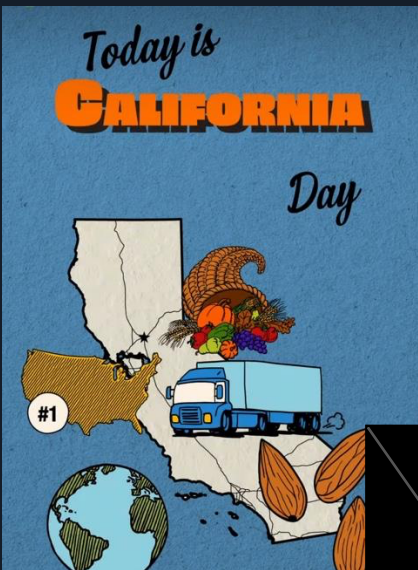
Facebook



This video post provided helpful insights for the audience, without having to scroll. Test different thumbnails that show more of the content of the video.

Organic Social Video Highlights

Instagram

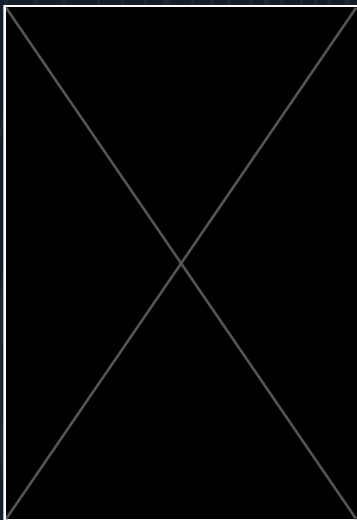


Video Views: 1,603



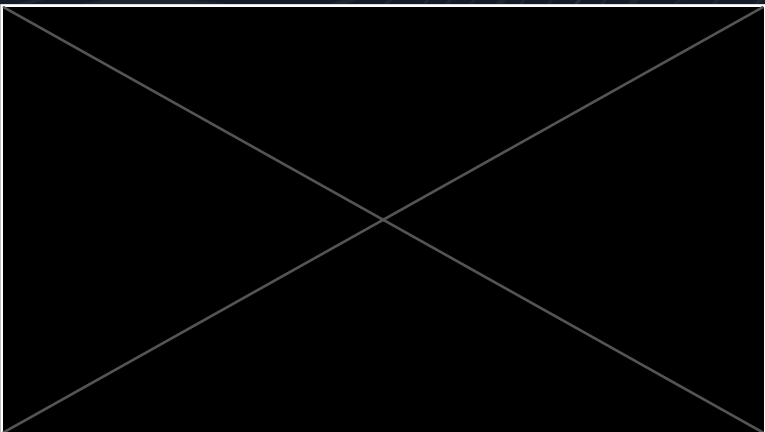
Video Views: 1,412

Facebook



Video Views: 641

YouTube



Video Views: 1 188



Additional Takeaways

- The [REDACTED] received the most views in Q1 on YouTube, although this video was published in August 2024, the content resonated with viewers during this time as they're considering seed treatments for 2025
- 40.7% of video views are a result from external sources such as [REDACTED] from YouTube Search.
 - Users are searching for phrases such as [REDACTED]
- The top videos across Instagram and Facebook were all posted as reels.
- The top viewed Instagram reel was posted on a Saturday, we will continue to test weekend posting, but due to the algorithm the day of the week a post is served to a follower is hard to determine.



Social Listening

Social Listening

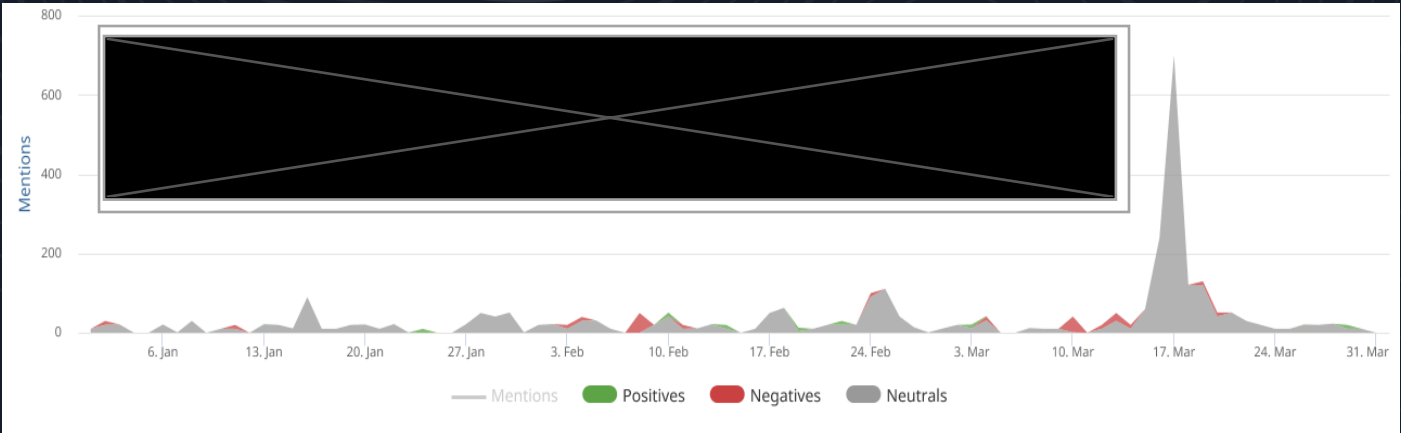
Topic

Primary Keywords

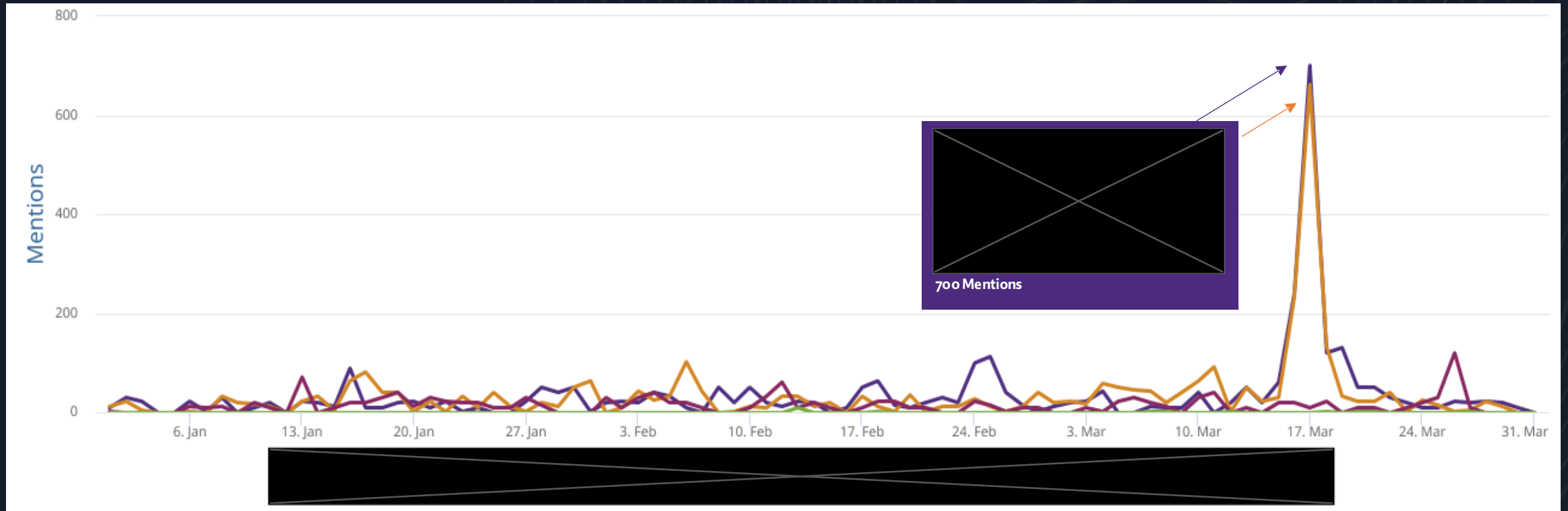
Q1 Social Listening - Overview

		Mentions (Total)	Mentions (%Share)	Potential Impressions	Net Sentiment
1		3,139	42%	31,152,994	-48%
2		3,021	40%	71,208,879	97%
3		1,305	17%	8,552,265	100%
4		19	<1%	651,862	0%

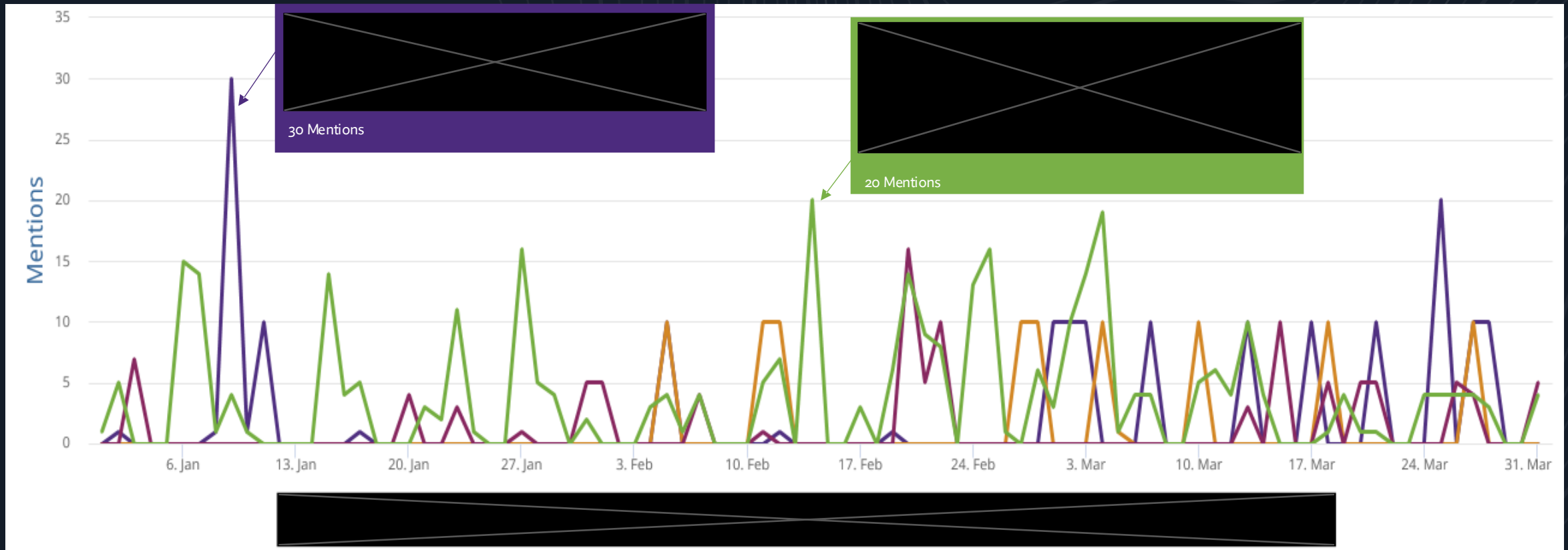
Q1 Social Listening - Mentions & Sentiment Over Time



Earned Mentions



Owned Mentions



Insights

- The key themes from [REDACTED] earned media surrounds the discussions of:
 - Agrochemical Influence & Health Concerns (49%*): [REDACTED] dominate the seed and pesticide markets, promoting GMO seeds and high chemical use — prompting concern over links to autoimmune diseases. The FDA and other federal agencies are advancing efforts to reduce pesticide use and support organic farming.
 - Corporate Donations & Political Influence (17%*): Companies like Abbott, Amazon, Adobe, and [REDACTED] made significant donations during [REDACTED], raising questions about corporate influence on policy decisions and regulatory appointments.
 - AgTech & Sustainability Advancements (9%*): [REDACTED] reflect a broader shift toward sustainable agriculture. The growing AgriTech market highlights the industry's pivot to more environmentally responsible practices.
- With fewer posts YOY, owned media volume remained low for [REDACTED] and its key competitors during this period.
 - [REDACTED] content featured product-focused posts, including highlights of [REDACTED]
- [REDACTED] content centered on organic Valentine's Day posts, including the theme "For the Love of Farming" and farmer testimonial with a product highlight.

**Percentage total may exceed 100% because a single post can belong to multiple themes
See notes for additional details on Earned Media for [REDACTED]*

Opportunities

Current Conversations

Avoid political opinions on social media but consider highlighting the benefits of the technology [REDACTED] continues to bring to market to help farmers produce more, feed the world and maintain their farming legacies.

People

Focus on the people that make [REDACTED] a company that cares for the American Farmer and builds solutions to meet their needs and different problems.

Appendix

Content Bucket Performance YOY

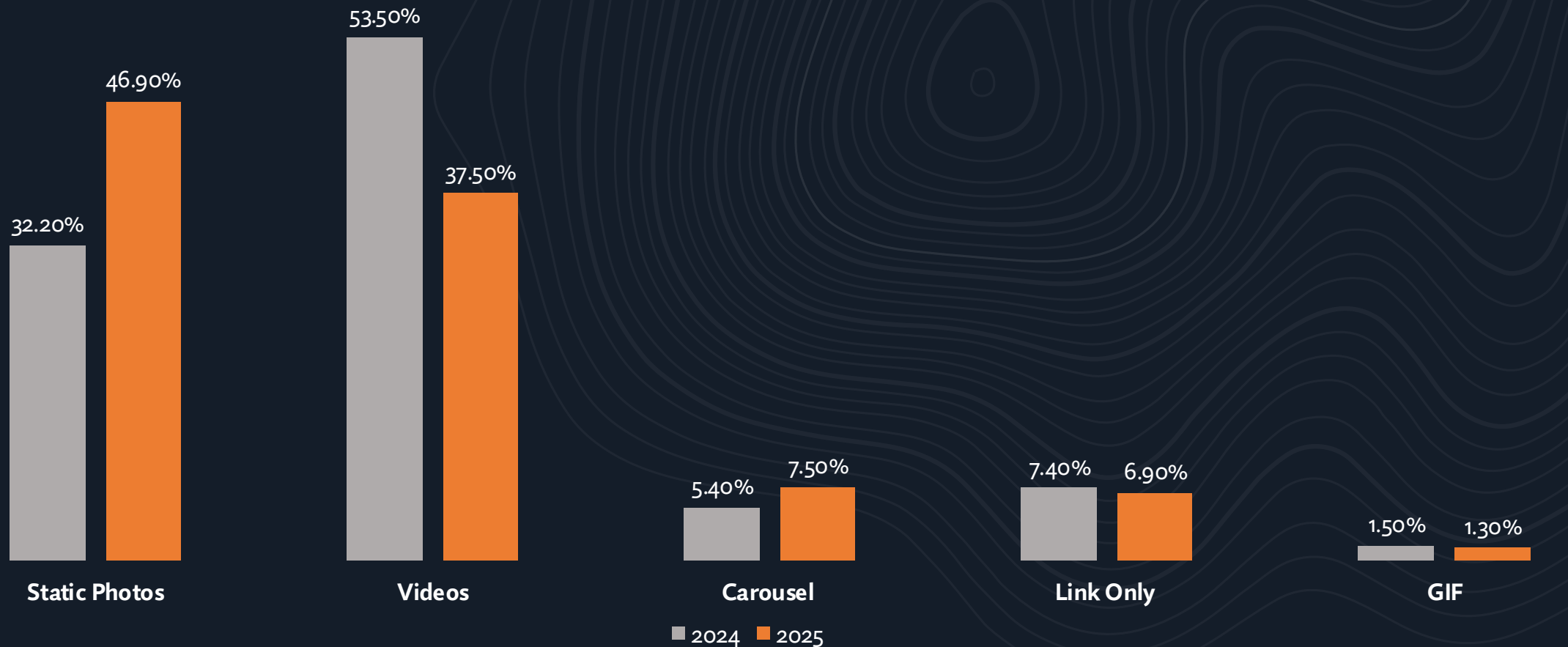
	# Posts	Amplification rate	Conversation rate (best conversation rate)	Applause rate
Brand Promotion	50 (+16%)	0.02	0.00 (0.01 IG)	0.10
Brand Thought Leadership	12 (-20%)	0.01	0.00	0.12
Industry Thought Leadership	34(-19%)	0	0.01 (1000 IG)	0.14
News	8 (-52.56%)	0.12	0.01 (3000 IG)	0.51
Spirit	343(-19%)	0.01	0.01	0.10
Social Media Series	6 (2**)	0.02	0.00 (0.03 IG)	0.12

** Indicates growth above 100%



Media Type Diversification YOY

Carousel and static photo content increased YOY. While maintaining a balance of diversifying content type and mixed-media, carousels remain popular.



Glossary

- Impressions – The total number of times a post was viewed.
- Views – Views are calculated as the number of times they appear on a person's screen, including repeat views. (For Stories, photo or text posts, Views will replace Impressions)
- Reach – The total number of people a post was served to.
- Engagement – The number of interactions on a social media post. Interaction types vary across platforms.
- Facebook engagements include reactions, comments, shares, clicks (clicks to play, link clicks, other clicks and photo views) and video views.
- X engagements include likes, retweets, replies, media engagements and clicks (URL clicks, detail expands, permalink clicks).
- Instagram engagements include likes, comments, video views and saves.
- Post Engagement Rate – Calculated by reviewing the number of engagements divided by impressions.
- Facebook – $[\text{shares} + \text{clicks} + \text{comments} + \text{likes} + \text{video views}] / \text{impressions}$.
- Instagram – $[\text{likes} + \text{comments} + \text{video views} + \text{saves}] / \text{impressions}$.
- X – $[\text{retweets} + \text{likes} + \text{replies} + \text{clicks} + \text{media engagements}] / \text{impressions}$.
- Engagement Rates – show (by default) the activity per 1000 Followers, which helps you accurately compare between several accounts that have a different number of followers.
- Amplification Rate – $[(\text{Shares OR Retweets}) / (\text{\#Posts} \times \text{\# Fans})] \times 1000$
- Conversation Rate – $[\text{Comments}] / (\text{\#Posts} \times \text{\# Fans}) \times 1000$
- Applause Rate – $[(\text{Likes OR Reactions}) / (\text{\#Posts} \times \text{\# Fans})] \times 1000$
- Story Content
- Story Content – Short-lived content lasting no-longer than 24 hours.
- Completion Rate – The percentage of viewers who completed a full Instagram story. Calculated by taking number of viewers of the last story divided by number of viewers of the first story.

