

August 2026 Performance Report

Prepared for Direct Care Alliance by HazelPiper Creative. Every figure was pulled from a live source on 2 September 2026 and is final for this month.

2,466

LINKEDIN IMPRESSIONS

+80.9% on July

64.5

MEDIAN PER ROUTINE POST

-29.9%

6.33%

ENGAGEMENT RATE

Excellent tier

236

FOLLOWERS, 46 ADDED

+170.6%

Two of those numbers point in opposite directions and both are true. Total visibility grew sharply. Reach on each routine post fell by about a third. Page one explains why, and the plan is built on it.

The month in three numbers

1. WHAT THE WORK PRODUCED FOR DIRECT CARE ALLIANCE

This report can tell you how far the work travelled. It cannot yet tell you what it produced for Direct Care Alliance, because no one is counting that. HazelPiper would rather fix that now than write three more months of reports that measure the wrong thing. The proposal is on page four and it takes about ten seconds per inbound conversation. September is the first month it would work, because the interactive tools now carry analytics behind them.

2. TOTAL VISIBILITY

2,466 impressions, **+80.9%** on July 2026

EXCEPTIONAL

+98.7% against the 1,241 figure of record

3. REACH PER ROUTINE POST

64.5 median, 64.9 mean, **-29.9%** median

DOWN

16 routine posts against 14 last month

THE TWO POINT OPPOSITE WAYS, AND BOTH ARE TRUE

Total visibility grew because 3 company announcements carried 1,427 impressions, which is 57.9 percent of the month, and because volume rose from 14 posts to 19. The routine cadence itself reached fewer people each time it ran. Acting on the total alone would mean scaling a cadence that is quietly travelling less far.

WHERE THE MONTH ACTUALLY CAME FROM



July 2026 carried no company announcements, so all 14 of its posts are cadence and the comparison is like for like.

THE CONTENT IS NOT THE PROBLEM

The routine cadence engages at 7.51 percent against 5.47 percent for the announcements and a 5.10 percent B2B median. The people who see it respond to it more readily than they respond to company news. The constraint is reach, not craft.

Checked, not assumed

Each variable that differs between the two months was checked against the data before any of this was written, using July 2026 as a control. Where an explanation would also have applied last month and did not produce last month's result, it is ruled out rather than argued for.

VARIABLE	JULY	AUGUST	VERDICT
Mean post length	1,199 chars	698 chars	Live candidate. Down 41.8 percent, alongside a 33.4 percent fall in reach per post
Publishing route, LinkedIn	all native	4 native, 12 scheduled	Ruled out. 65.2 against 64.8 inside this month. No gap
Publishing route, X	all native	3 native, 10 scheduled	Live candidate, X only. 114.7 against 29.1 inside this month
Volume	14 posts	19 posts	Contributing. Up 36% while per post fell 33%
Comment activity	3 of 14 earned comments	0 of 16	Not a format problem. Same page, same format, 10 comments last month

REACH CONCENTRATION

One post, the 7 Aug leadership announcement, carried 1,259 impressions on its own. That is 51.1 percent of the entire month across 19 posts, and 20 of the month's 23 comments. A month whose total is half one post is a month whose total should not be read as a trend.

STATED AT THE STRENGTH THE SAMPLE SUPPORTS

33 LinkedIn posts and 26 X posts across two months. Nothing here reaches statistical significance and none of it is presented as a demonstrated cause. The X route gap is the stronger of the two candidates because its control sits inside a single month, which removes month effects entirely.

ONE LIMIT ON EVERY FIGURE IN THIS REPORT

5 LinkedIn posts and 7 X posts still carry metrics last refreshed 17 August or earlier, one as far back as 7 August. Every number here is a floor. None of them will fall.

What is being tested

Every change carries the rule that decides it, written before the result exists, so the outcome is not open to interpretation afterwards. Each one costs nothing and runs the whole month.

POST LENGTH proposed for October

WHY Mean LinkedIn post length fell 41.8 percent, from 1,199 characters to 698, alongside a 33.3 percent fall in reach per routine post. A correlation on 30 posts, not a cause.

WHAT Run the cadence at July's length, roughly 1,100 to 1,300 characters.

DECIDES A median above 85 impressions means length was the lever. Near 65 rules it out.

X PUBLISHING ROUTE running

WHY Within August, 3 posts put up by hand averaged 114.7 impressions against 29.1 for 10 scheduled. The same split on LinkedIn shows no gap, so the effect is X specific.

WHAT Publish every X post by hand through September.

DECIDES A median above 75 keeps the channel. Near 30 makes it a paid or closed question. No paid tier switched on in the same month.

COMMENTS ON THE CADENCE running

WHY 16 educational posts earned zero comments in August. The same page and format earned 10 across 3 posts in July, each closing on a direct question or a named scenario.

WHAT Close one post a week on a specific question and answer every comment within a business day.

DECIDES Any month above zero beats August. July's ten is the number to beat.

THEME TAGGING done, verified 2 September

WHY Content mix reported Pending for three months because nothing was tagged.

WHAT Tag every post as it is queued.

DECIDES The mix reports a real count instead of an intention.

WHAT LAST MONTH'S TESTS SAID

Nothing yet. This is the first month run with tests and rules set in advance, so the ledger starts here and the next report is the first one that can close a line on it.

What needs Direct Care Alliance

Five things, in the order they matter. Two are decisions only DCA can make. Three take a couple of minutes each.

1 Name the number that tells you this is working A DECISION

Whoever takes first contact logs two things when an inbound enquiry arrives: the date, and where they heard about DCA. Nothing to buy, about ten seconds each. Any rough count beats the nothing we have now, and September is the first month it would work.

2 Decide what replaces KPI 03 A DECISION

The email programme closed at the end of August, so Outbound Performance has no data source from September. Reply rate, positive reply share and warm leads all came from it. Retire the area, replace it with a measure of the interactive tools now carrying analytics, or score four areas and say why. The framework is yours and reviewed quarterly, so this is not a change HazelPiper should make quietly.

3 Point the competitor slot at a real peer TWO MINUTES, ON YOUR PAGE

LinkedIn's free tier tracks exactly one competitor and DCA's currently holds a health watchdog in England with about a hundred followers, suggested automatically rather than chosen. Naming a real peer costs nothing and makes the competitive section worth reading every month.

4 Approve the framework appendix correction ONE LINE IN WRITING

The benchmark framework's appendix still cites July at 1,113 impressions and 7.46 percent. Both were withdrawn on 11 August; July's figures of record are 1,241 and 6.2 percent. Correcting an approved governance document needs your sign off.

5 Settle analytics ownership on the interactive tools BEFORE 14 SEPTEMBER

Undecided, and the first tool link reaches an audience on 14 September. The data will exist either way. Who owns it and who reads it has not been agreed.

WHAT COULD NOT BE MEASURED, STATED RATHER THAN ESTIMATED

AREA	PENDING	REASON, AND WHETHER IT IS CLOSING
Content mix	3 months	posts carried no theme tag at scheduling in August. Fixed from September: all 26 September posts are tagged and verified in the queue.
Website performance	3 months	analytics were not connected during August. Went live on the tool pages on 2 September, so this becomes real in the September close.

NOTES ON THE NUMBERS

ONE FIGURE HAS CHANGED SINCE YOU LAST SAW IT

The DCA team was given an August engagement rate of 10.3 percent on 26 August. This report says 6.33 percent. Both are arithmetically correct. The earlier figure averages each post's own rate, which lets a nine impression post weigh as much as a twelve hundred impression one. The framework specifies the impression weighted definition, so that is used here and applied identically to July. Both readings sit in the Excellent tier, so nothing about the assessment changes.

FIGURES IN THIS REPORT ARE FINAL

From this month on a month closes on the 3rd of the following month, once the platforms have finished reporting, and that reading becomes the figure of record permanently. Prior months are compared against their own figure of record rather than re-pulled, because impressions keep accruing on older posts for weeks and two fresh pulls produce a growth rate that is true of neither month.

Full scorecard, definitions and sources

KPI	AUGUST	JULY	BENCHMARK	STATUS
LinkedIn impressions	2,466	1,363	No external range by design	EXCEPTIONAL
Month over month growth	+80.9%	n/a	10 to 20 percent target, 20 percent and above exceptional	EXCEPTIONAL
Unique reach	1,549	867	Own trend	+78.7%
Median impressions, routine post	64.5	92.0	Own trend	-29.9%
Engagement rate	6.33%	6.24%	4 to 6 percent target, 6 percent and above excellent	EXCELLENT
Engagement rate, cadence only	7.51%	6.24%	5.10% median, 8.61% top quartile	EXCELLENT
Total followers	236	190	Own trend	+24.2%
New followers	46	not captured	Own trend	+170.6%
X impressions	1,690	717	Own trend	+135.7%
X engagement rate	1.83%	3.35%	2 to 4 percent average band	BELOW AVERAGE
X link clicks	0	0	Any	NONE
Outbound reply rate	0.00%	0.00%	1 to 3 percent	RETIRED
Outbound bounce rate	0.00%	0.98%	below 2 percent	RETIRED
Warm leads	6	5	Track	RETIRED
Content mix	not available	not available	Theme allocation	PENDING
Website performance	not available	not available	Sessions and conversions	PENDING

OUTBOUND, CLOSING BALANCE

KPI 03 is defined entirely on this channel and has no source from September. Reported as retired, never Pending. Final month: 141 delivered, 0.00 percent bounce, 0 replies, 6 warm leads, 0 meetings. Lifetime 383 delivered and 0 replies. Every warm lead figure on record is an open count, because click tracking was never enabled.

DEFINITIONS

Engagement rate is reactions plus comments plus shares over impressions. Link clicks are excluded, so every rate here is a floor. **Company news** is an announcement about a person, an appointment, an award, a speaking engagement or an event; a post that merely mentions the client is not news, and every post is classified before any group figure is computed. **Routine cadence** is everything that is not company news, meaning the programme the engagement letter buys. **Impressions** are counted across the full calendar month and all content, which is the framework's KPI 01 definition.

SOURCES

Oktopost 2026 B2B company page benchmarks for LinkedIn engagement benchmarks. Follower and competitor figures: LinkedIn page analytics, read 1 September, one day behind the post figures. All client specific figures are pulled from the client's own live accounts. No client specific number in this report comes from a third party.