DIRECT CARE ALLIANCE

September 2026 Performance Report

How DCA's LinkedIn and X posts did in September, what that tells us, and what DCA tries in October.

2,001

times DCA's LinkedIn posts were seen

Down 18.9% from August

86

views on a typical regular post

Up 33.3% from August

7 in 100

likes, comments or shares for every 100 views of a regular post

About the same as August

Prepared for Direct Care Alliance by Gwen Diede, HazelPiper Creative

SEPTEMBER AT A GLANCE

The month in two numbers

01

1. ALL LINKEDIN VIEWS

2,001

Down 18.9% from August's 2,466

BELOW OUR GROWTH GOAL

2. VIEWS ON A TYPICAL REGULAR POST

86

Up from 64.5 in August, a 33.3% jump

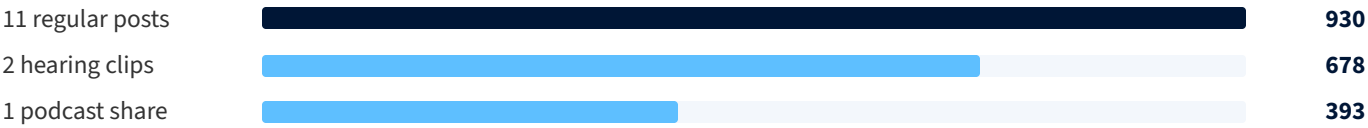
11 regular posts in September, 16 in August

Fewer views overall. September had fewer posts and fewer big announcements, so total views went down.
Each regular post did better. A typical regular post got about a third more views than in August. Across every post, the average went up 10.1%.

All LinkedIn views

Views on a typical regular post

Where September's LinkedIn views came from



The podcast share isn't counted as a regular post. Regular posts got about 7 likes, comments or shares for every 100 views. Most company pages get about 5, and the strongest quarter get about 9, so DCA sits in between.

WHAT SEPTEMBER TOLD US

Three August tests, checked again

02

TEST	WHAT HAPPENED	RESULT
Longer posts	Regular posts ran about 927 characters, up from 698. Views per post went up too. But topics, timing and post count also changed, so length alone can't be named as the cause.	**Goal met. Cause not proven.**
Questions that get comments	5 comments on 2 of the 11 regular posts. August had none. 4 of the 5 came on September 2nd.	**Good start. Mostly one day.**
Tagging every post by theme	All 11 regular posts had a theme: 4 employer, 3 broker, 4 industry.	**Done.**

The mix of posts, counted for the first time

THEME	POSTS	SHARE	DCA'S GOAL
Employer education	4	31%	30%
Patient stories	0	0%	30%
Broker education	3	23%	20%
Company news	2	15%	10%
Industry insights	4	31%	10%

13 posts: the 11 regular posts plus the 2 hearing clips. The podcast share isn't in this mix.

The gap is patient stories. None ran in September, and DCA's goal is 30%. Industry posts ran at three times their goal.

How sure is this? This is 14 LinkedIn posts and 15 X posts. That's too few to prove what caused what, so treat these as early signs, not proof.

Two hearing clips brought in 58% of X views

03

X VIEWS

1,027

Down 39.2% from August's 1,690, across 15 posts

LIKES, COMMENTS AND SHARES ON X

3 in 100

Up from about 2 in 100 in August

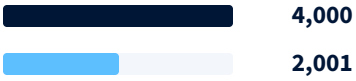
ABOUT AVERAGE FOR X

Where X views came from

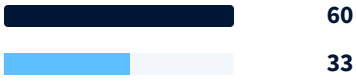
The 13 regular posts got about 33 views each. September's plan set 75 views a post to keep X, so X missed its test.

How far October's goals are

LinkedIn views



New followers



At September's pace, 4,000 views means about 286 per post, a big stretch. 60 new followers is a stretch too: LinkedIn counted 33 in September.

September's plan, and what carries into the fourth quarter

What got done	The broker renewal, hospital fit and proof posts all went out as planned. This report shows how people responded. It can't show new business yet.
Keep doing	Posts with real people in them. The two hearing clips got 678 views on LinkedIn and 597 on X, the strongest result of the month.
Do better	Ask for one thing only: one procedure. Repeat the "from and to" line. Track reach on David's and Dawn's own accounts, new followers and reposts.

October's test: real people and one clear ask. October repeats the one procedure ask and the "from and to" line, with David and Dawn as the faces. It runs a second time before anyone calls it a pattern.

NEXT STEPS

What I recommend, and what needs DCA

04

What I recommend

1. **Get the first patient story out in October.** DCA's goal is 30% patient stories, and September had none. The two hearing clips got about four times the views of a regular post. It runs as soon as the patient's signed permission and DCA's okay are in.
2. **Track David's and Dawn's own posts from day one.** More of the reach in the fourth quarter comes from them, so their numbers need to be counted apart from the company page.

Decisions for DCA

1. **Settled on October 6th.** DCA's line is "One price, one promise, personalized care." The category name stays internal.
2. **Pick who logs inquiries and tracks the numbers.** No inquiries were logged in September, so the number this work is judged by is still blank. Someone also needs to count reach on David's and Dawn's accounts.

What can't be measured yet

AREA	WHY, AND WHAT FIXES IT
Comparing to others	DCA's LinkedIn page hasn't picked a peer company. The three it shows are LinkedIn's guesses, and none is a real peer.
Website visits	Needs one tracking tag and read access on DCA's site.
Link clicks	None recorded on X. Tracked links run through the hub and need that same website tag.
Email outreach	Ended at the end of August, so there's nothing to report. What replaces it is DCA's call.

How the numbers were counted

1. August is compared at the numbers set on September 2nd: 2,466 LinkedIn views, and about 6 likes, comments or shares per 100 views. Old posts keep adding views, so August is never pulled again.
2. Each post is counted once.
3. Follower numbers come from LinkedIn's own 30 day window, which doesn't match the calendar month. They're kept apart from the post numbers.
4. The plan called for LinkedIn's own export. This report uses the scheduler's post totals instead, the same way August was counted, so the two months match.

APPENDIX

Every number in one place

05

MEASURE	SEPTEMBER	AUGUST	COMPARED TO	RESULT
LinkedIn views	2,001	2,466	DCA's goal of 10 to 20% growth	**Below goal**
People reached on LinkedIn	1,204	1,549	Last month	Down 22.3%
Typical regular post, middle value	86	64.5	Last month	Up 33.3%
Regular post, average	84.5	64.9	Last month	Up 30.2%
Likes, comments, shares per 100 views, all posts	5.45	6.33	Most company pages: about 5	**About average**
Same, regular posts only	7.31	7.51	Most pages about 5, top quarter about 9	**Above average**
Comments on regular posts	5, on 2 posts	0	Last month	Up
X views	1,027	1,690	Last month	Down 39.2%
Likes, comments, shares per 100 views on X	3.02	1.83	Most X accounts: about 3	**About average**
Total followers	288 on October 3rd	236 at August's close	Last month	Higher
New followers, LinkedIn's 30 day window	33	46	Last window	Down 28.3%
Comparing to a peer	None picked	None picked	A named peer	**Waiting**
Post mix	Counted, 0 patient stories	Not counted	DCA's goal mix	**Off goal**
Website visits	Not available	Not available	Visits and sign ups	**Waiting**
Email outreach	None	Closing month	None	**Ended**

Total followers and new followers are read on different dates and windows, so they don't add up to each other. LinkedIn counted 33 new followers from August 31st to September 29th.

What the words mean

Views are how many times a post showed up on someone's screen, counted over the post's whole life. **Likes, comments and shares per 100 views** leaves out link clicks, so it isn't LinkedIn's own rate. **Regular posts** are the planned schedule. **News** is an announcement about a person, an award, an event or an appearance; the hearing clips count as news because they follow David's September 1st Texas House testimony. Comparisons to other companies are rough, because they count in different ways.

Where the numbers came from

DCA's post numbers were pulled from the scheduler on October 3rd, 2026 and checked against each platform. 2 LinkedIn posts and 7 X posts hadn't refreshed yet, so their totals may be a little low. Followers come from LinkedIn page analytics. Outside comparisons, checked October 3rd: Oktopost first quarter 2026 company page benchmarks; LinkedIn Help; Buffer State of Social Media Engagement 2026; Dash Social 2025 All Industries Benchmark.