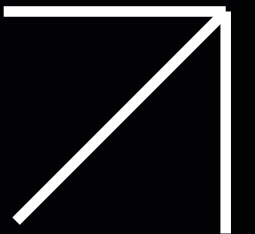


A look at how our online presence has evolved, what audiences responded to, and how we can grow even further.



Social Media Report



June – Sept 2026 **vs** 2025

1 June 2026 – 13 Sept 2026 vs 1 June 2026 – 1 Sept 2025

 Total Followers

49,372

+13.4% vs LY

 Total Likes

19,185

+74% vs LY

 Total Shares

3,132

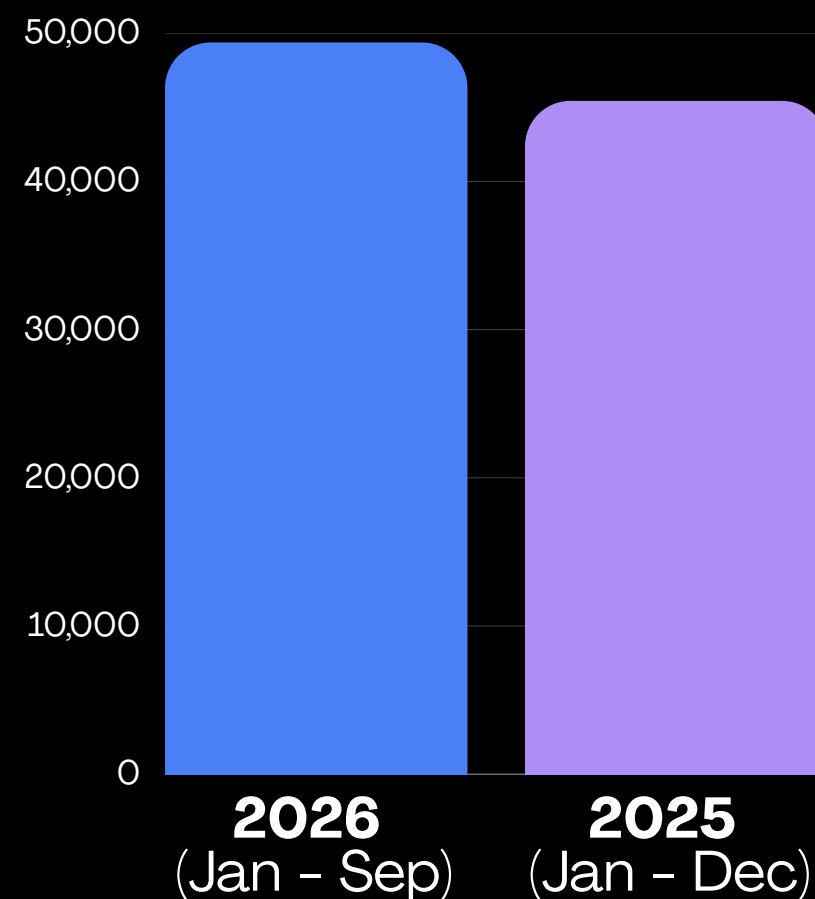
+96% vs LY

To put things in perspective...

We're only nine months into the year and have **already surpassed 2025** in total follower growth and video views.

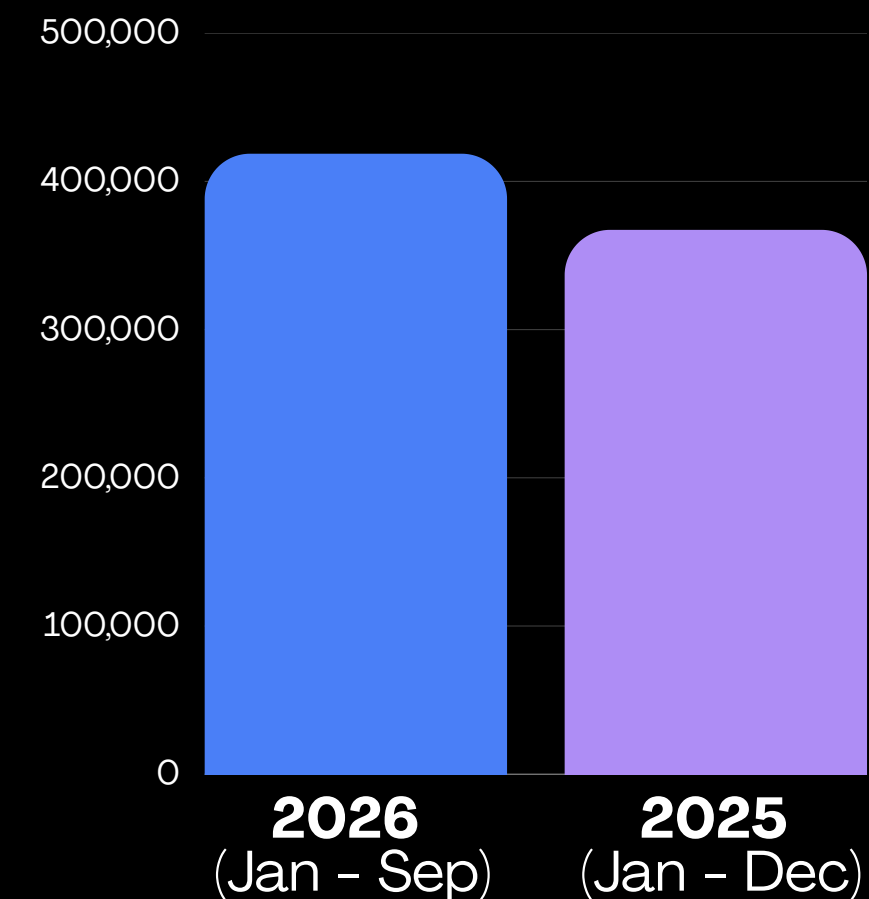
Followers: +9% increase

Jan - Sep 2026 vs Jan-Dec 2025



Video views: +14% increase

Jan - Sep 2026 vs Jan-Dec 2025



post impressions

1,747,777

+102% growth vs LY

Which posts generated
the most growth?

1

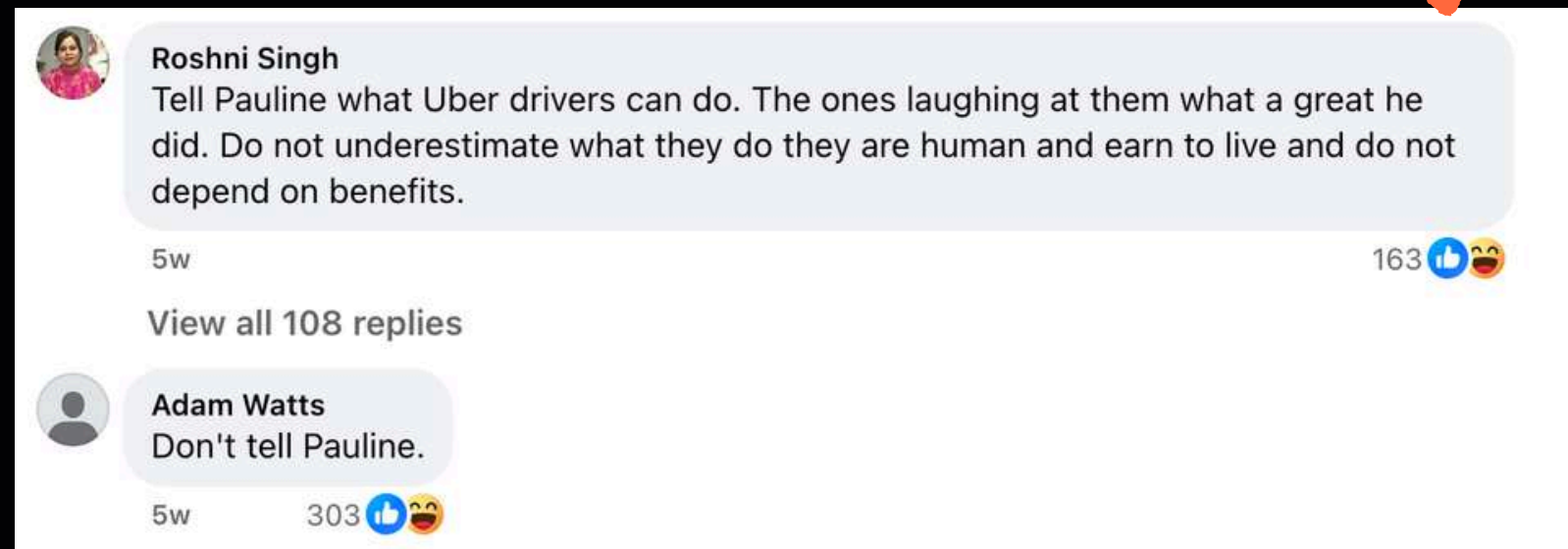


Most viral post since April 2022

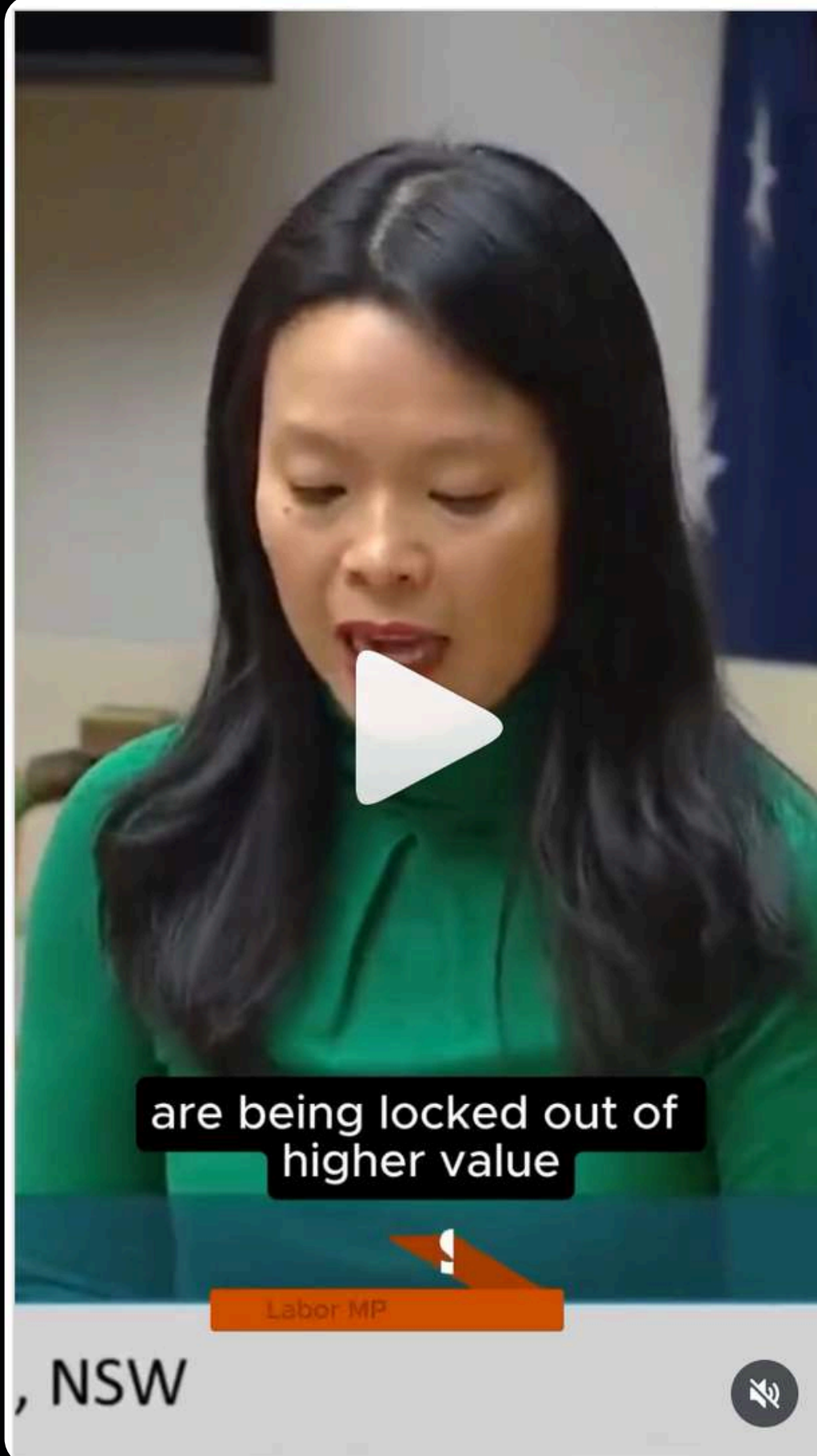
500,000 views
+210 new followers



RELEVANCY
IN TIMING



2



 **twuaus and sally.sitou** ...

 **twuaus**  14w
International-based cabin crew at Jetstar are being paid different rates for the same job. TWU Jetstar members are standing in solidarity with their international colleagues and demanding better.

Listen to [@sally.sitou](#)'s speech as she supports TWU calls for stronger industry accountability under a Safe & Secure Skies Commission.

+

 **jdjd26** 7w
Fighting for the same in Canada! 🇨🇦
1 like Reply

 **anil_fl79** 7w
Shocking

 1K  10 

June 5

[Log in](#) to like or comment.

Views 50k

Likes 1.3k

Shares 503

**+28 new followers
from this post**

3



Views 85k

Likes 1k

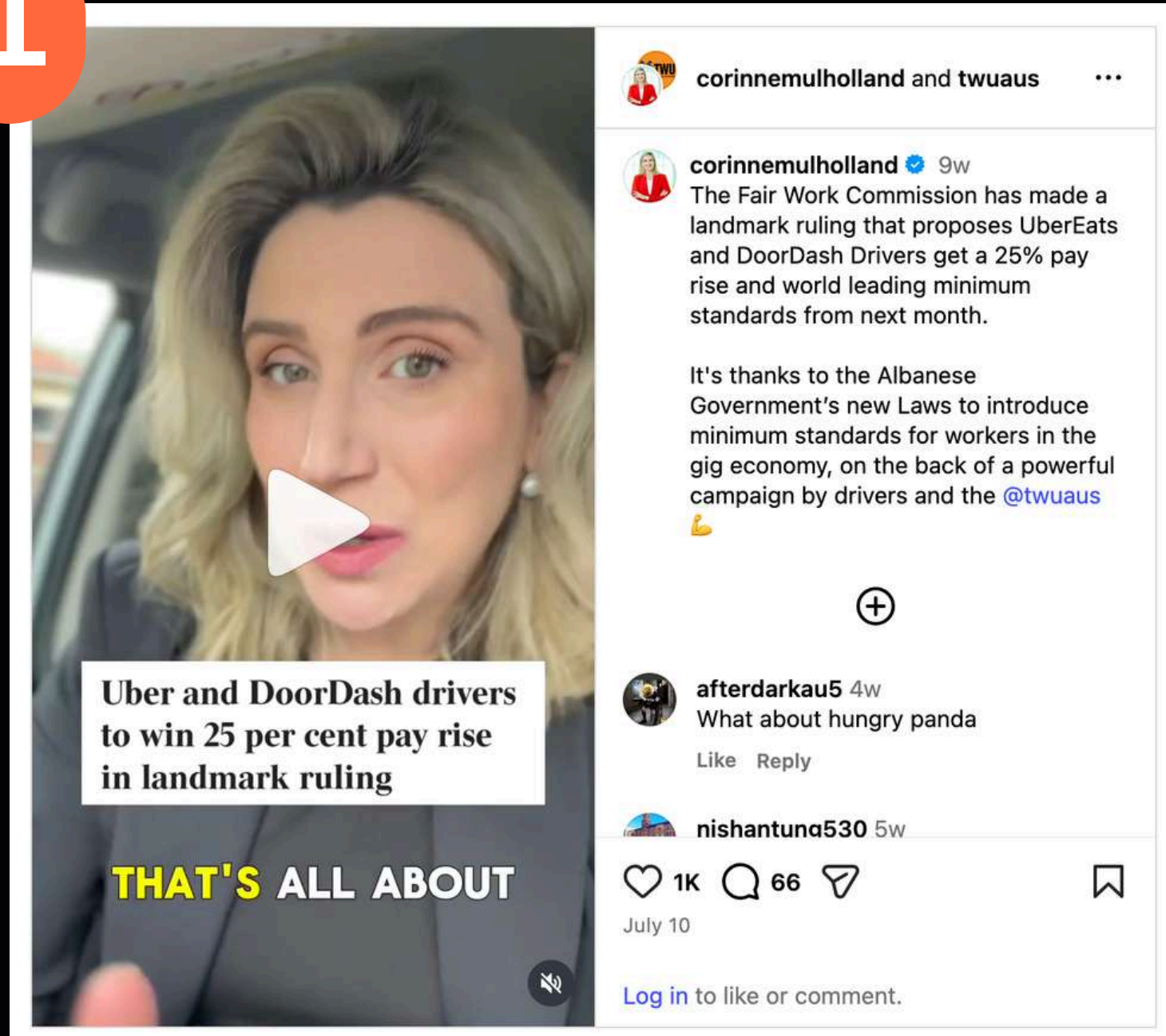
Shares 616

+218 new followers from this post

Avg watch time: 13.53s

Which Instagram posts
had the **highest**
follower growth?

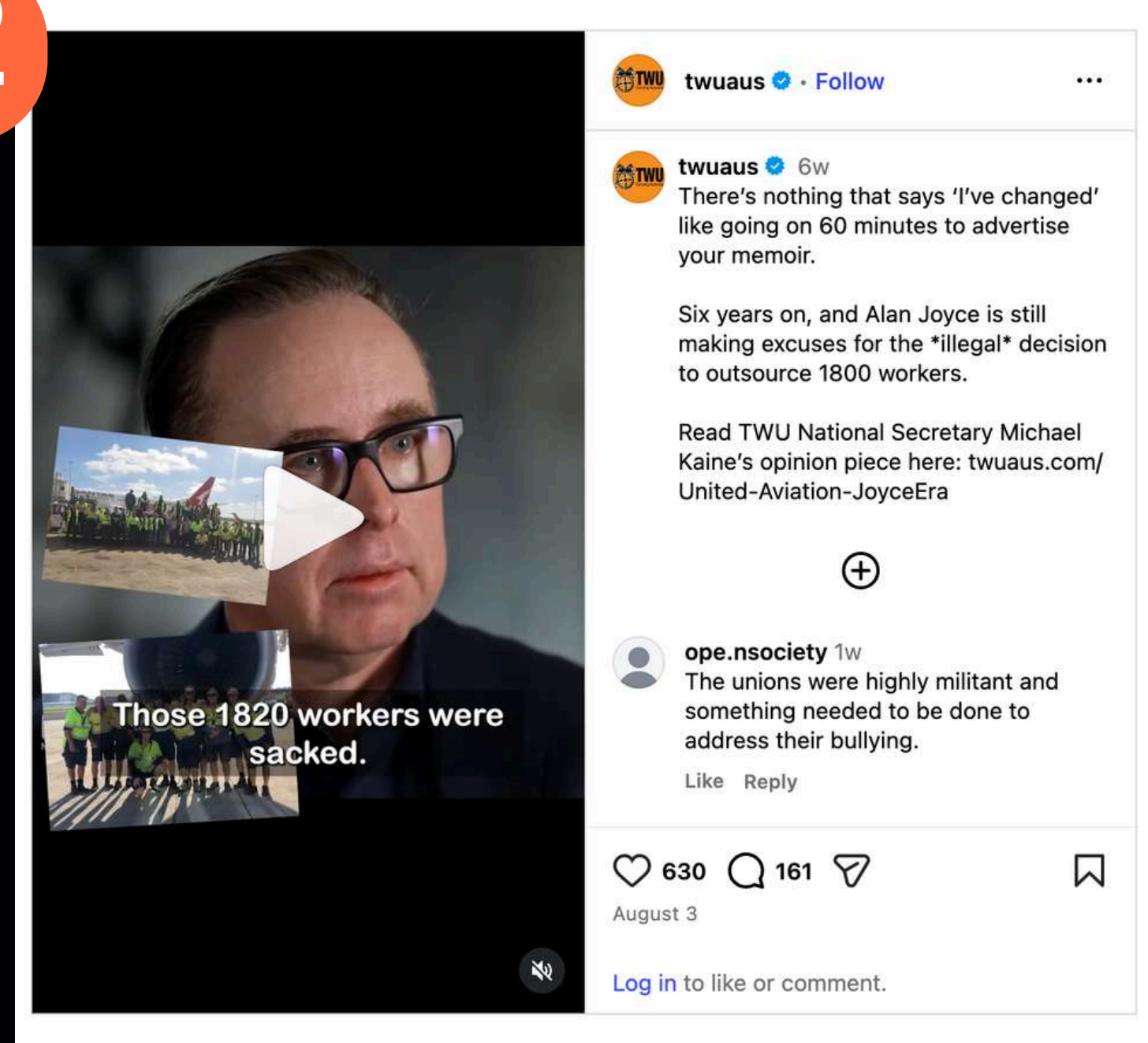
1



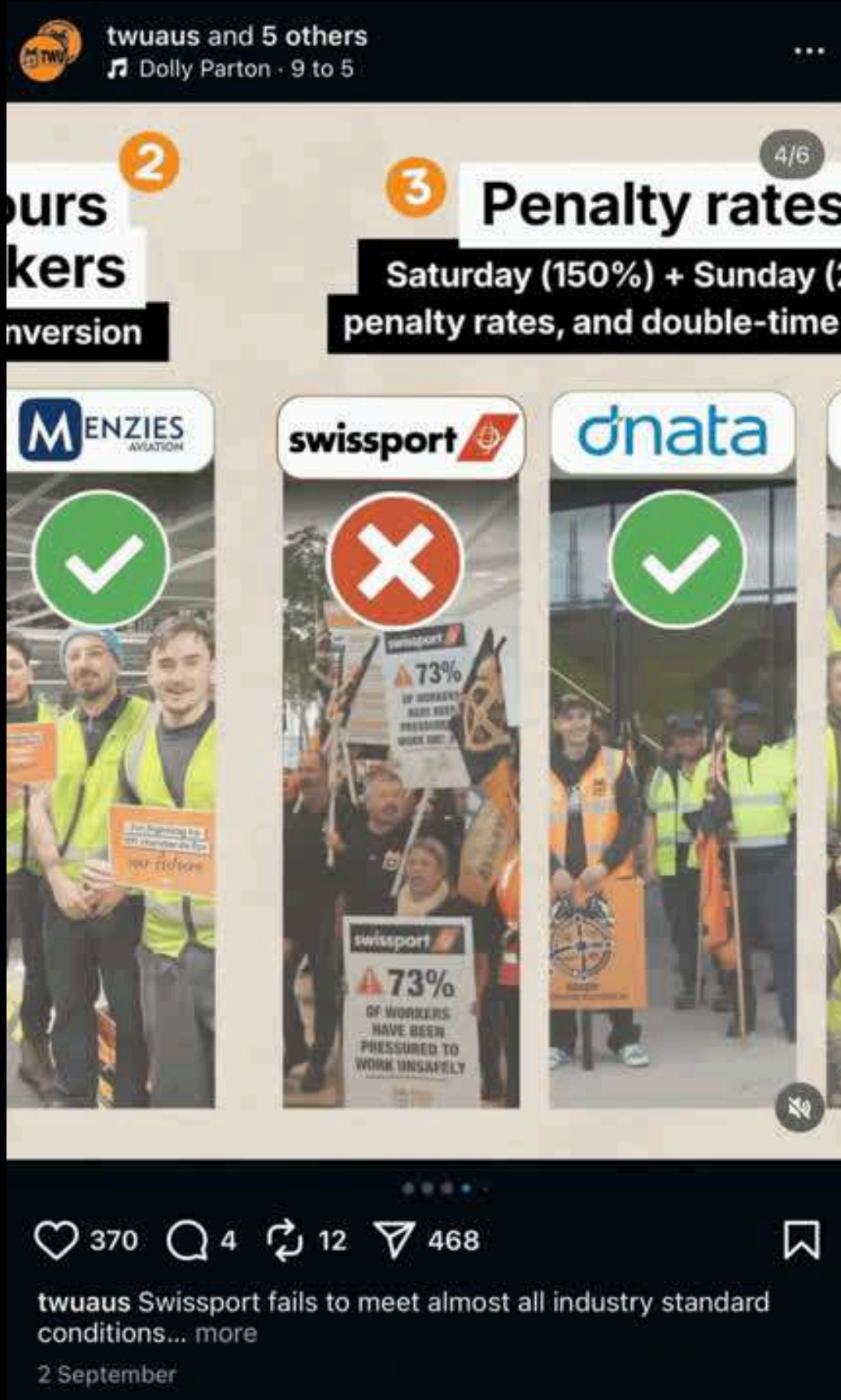
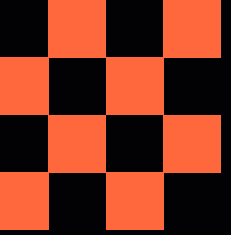
+63 new followers

Has double the amount of shares than likes

2



+57 new followers



468 shares (vs 370 likes)

16 new followers

Audience insights:

