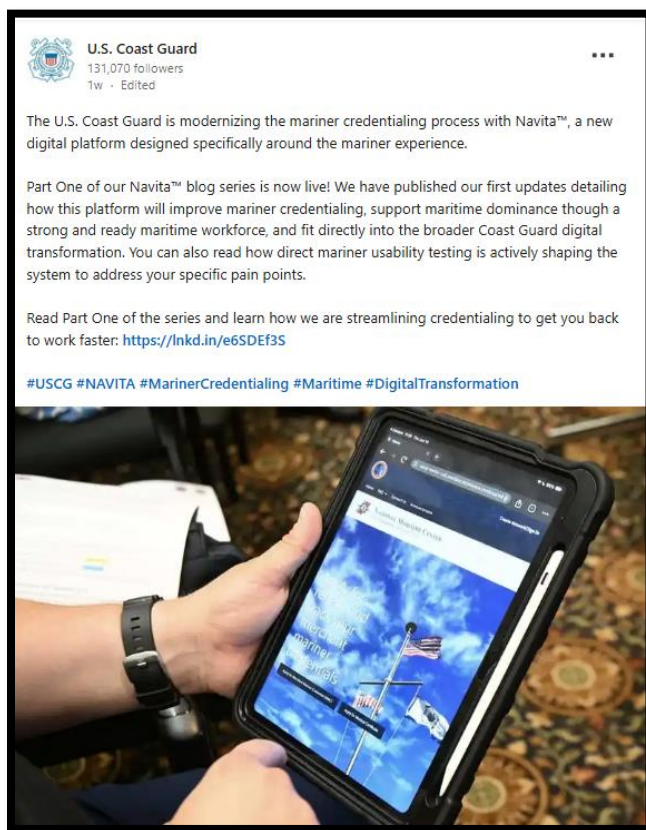




NAVITA

Overview

The LinkedIn post about the U.S. Coast Guard modernizing the mariner credentialing process performed well, achieving strong organic reach and engagement. The post successfully captured the audience's attention, leading to a significant number of impressions and interactions without any paid promotion.



Post Date: 7/8/2026

Impressions: 4,133

Engagements: 266

Reactions: 136

Post Clicks: 108

Shares: 22

Click-Through Rate (CTR): 2.6%

Takeaways on Performance

The post's performance indicates a successful piece of content that resonated with the target

audience.

- **Strong Organic Performance:** With 4,133 organic impressions and a high engagement rate of 6.44% (calculated as Engagements/Impressions), the content proved to be highly relevant and shareable within the LinkedIn algorithm's standards. This suggests the topic of modernizing credentialing processes is of high interest to your network.
- **High Clicks, No Comments:** The post achieved an excellent Click-Through Rate (CTR) of 2.6% with 108 clicks, demonstrating that the copy and creative were effective at encouraging users to learn more.

However, the complete absence of comments is a key area for improvement. While the post was informative, it did not foster a two-way conversation.

- **Positive Engagement:** The 136 reactions and 22 shares indicate that the audience found the update valuable and worth sharing with their own networks, further extending the organic reach.

Things to Try for the Next Post

Based on this analysis, here are some recommendations to build on this success for future posts:

1. **Encourage Conversation:** To boost comments, end future posts with a clear call-to-action or an open-ended question. For example: "What are your thoughts on these changes?" or "How will this new process impact your work? Let us know in the comments!"
2. **Analyze Peak Engagement Times:** While a morning post time worked well, continue to experiment with different posting times (e.g., lunchtime, after work hours) to identify the optimal window for audience engagement.
3. **Replicate Successful Topics:** The theme of modernization and process improvement clearly struck a chord. Explore similar topics around innovation, efficiency, and industry updates for future content.