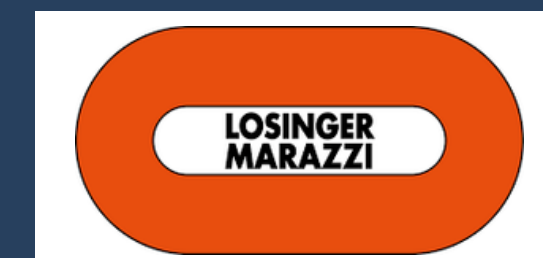
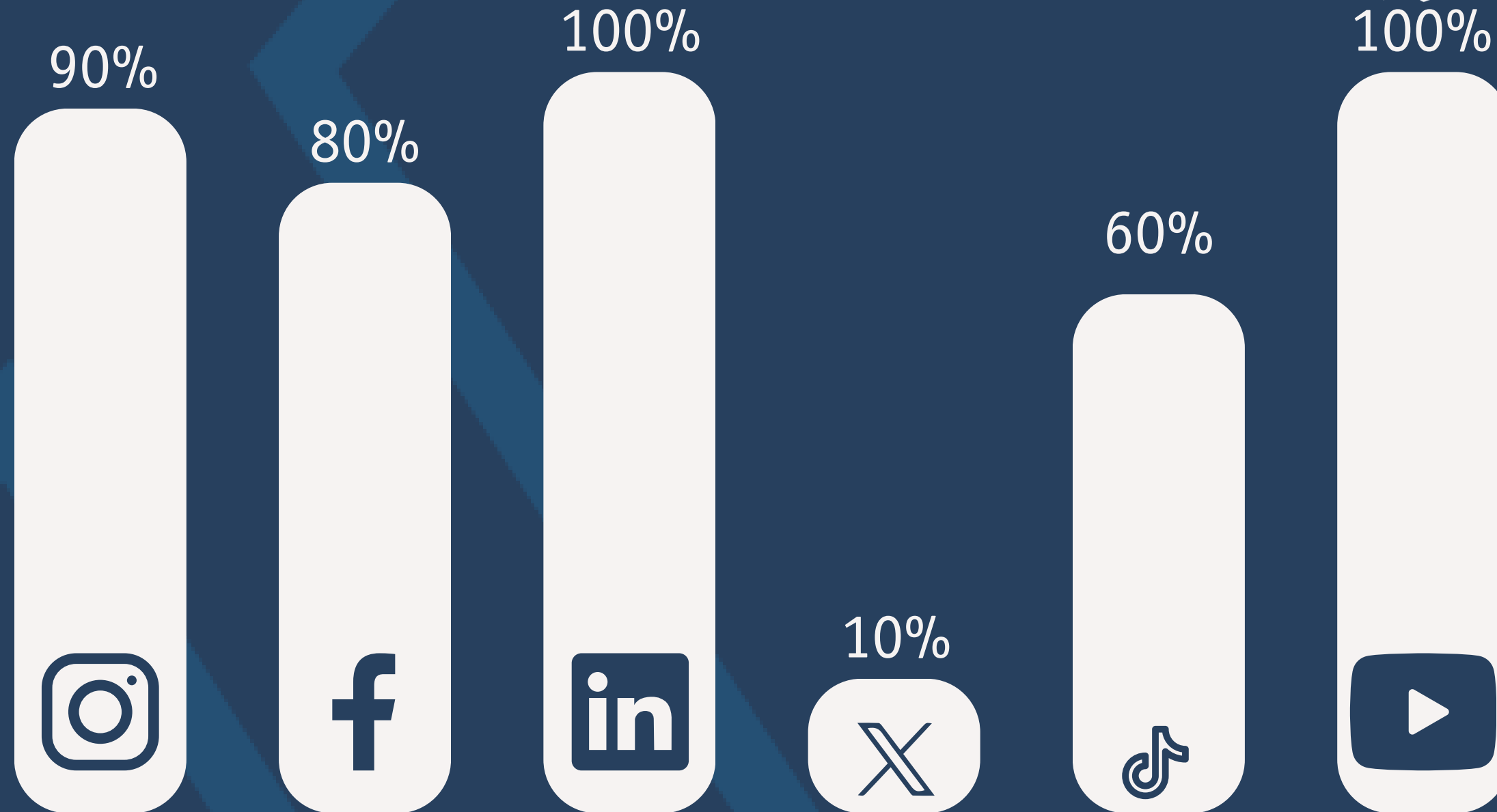


A high-angle photograph of a construction site. Two workers are visible on a dense grid of steel reinforcement bars (rebar) laid out on a wooden formwork. One worker, in the center, is wearing a dark blue shirt, brown pants, and a yellow hard hat, and is bent over. Another worker, in the bottom right, is wearing a white hard hat, a yellow long-sleeved shirt, and a bright green safety vest. The background shows more rebar and wooden structures. Overlaid on the center is a white graphic with the text 'Social Media' and 'CHECK' in a stylized font.

**Social
Media**

CHECK





Nutzerzahlen*

Bauunternehmen mit den meisten Nutzer*innen pro Plattform



12'100



11'276



137'719



1'224



31'400



71'300



Nutzerzahlen pro Plattform



Brand	IG	FB	LinkedIn	X	TikTok	YouTube
Marti Gruppe	5'900	12	36'509	-	202	71'300
Frutiger AG	5'441	3'682	21'946	-	23	170
WALO Bertschinger	5'897	3'647	16'730	-	35	241
Implenia	12'100	11'276	137'719	1'224	31'400	2'660
Halter AG	-	-	19'335	-	-	71
Induni & Cie	1'382	145	16'132	-	-	95
Cellere Group	2'675	2'616	4'255	-	-	119
Schmid Bauunternehmung	974	-	5'329	-	1'068	81
GLB	5'955	1'842	1'594	-	8'414	100
Losinger Marazzi	1'729	2'039	34'164	-	-	940

*Stand 8. Oktober 2025

Engagement-Rate

Interaktionen der letzten 10 IG-Posts im Verhältnis zu der Anzahl Follower

50.9



16.8



-



31.1



15.2



24.9



21.4



47.4

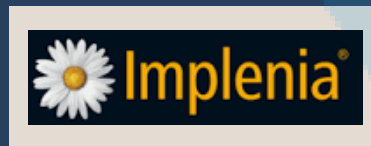


25.1



Top 3 Bauunternehmen

in puncto Aktivität pro Plattform (Posts der letzten 30 Tage)



Reaktionsfreudigkeit

Wie schnell antworten Bauunternehmen auf Instagram Nachrichten?

