



**Good  
Light  
Group**

**Review 2024 and Plan 2025**

March 2025



**Good light**  
for a **healthier** and  
**happier** life



Good  
Light  
Group

[www.goodlightgroup.org](http://www.goodlightgroup.org)

# Main realisations 2024

1. Growth in web and social media posts with variety of Good Light topics. TRY with Good Light solutions and projects
2. Four Newsletters, three Group Meeting
3. Two new “Facts of Light – videos” created for website and social media
4. One deLIGHTed talks webinars in partnership with DLA, IALD, SLTBR, LR
5. Good Light Guide update
6. Public guide for good light
7. Cooperation with partner IALD (Int’l Association of Lighting Designers) on white paper about good light
8. Participated in 5 international webinars
9. Participating in BioClock consortium
10. 30-days Good Light Experience

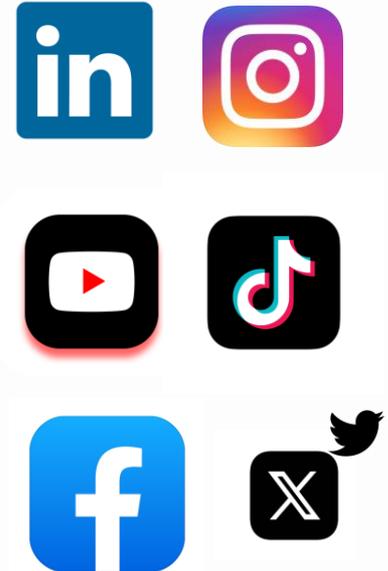
# Communication Scorecard

Date	Total 2020	Total 2021	Total 2022	Totaal 2023	Totaal 2024	Total
<b>Website</b>						
unique visitors	1.939	4.875	5.202	5.694	4.991	22.144
site sessions	3.671	9.223	9.930	9.808	7.718	41.051
news + blog posts	22	48	67	80	45	268
news + blog post views	2.223	2698	5.914	6.358	4.270	22.082
likes	4	29	69	71	29	197
events	2	24	22	12	8	68
number of countries	59	98	114	121	120	154
<b>Newsletter</b>						
subscribers	264	924	1.239	1.630	1.931	1.931
issues	3	6	7	6	4	26

For budgetary reasons, we had to lower our communication efforts in 2024.

# Our presence at Social Media

Date	Total 2020	Total 2021	Total 2022	Totaal 2023	Totaal 2024	Total
<b>LinkedIn</b>						
followers (cumulatief)	168	483	795	1062	1300	1300
posts	11	62	72	85	53	283
repost				159	25	
av likes/post	10	11	15	16	11	
<b>Instagram</b>						
followers (cumulatief)	8	304	469	722	778	778
posts	1	60	69	80	31	241
av likes/post	1	13	11	18	8	
<b>YouTube</b>						
followers (cumulatief)		1	12	31	54	54
posts		5	24	55	35	119
av views/post		14	23	38	62	
<b>TikTok</b>						
followers (cumulatief)			3	4	13	13
posts			4	11	9	24
av views/post			518	105	1.662	
<b>Facebook</b>						
followers (cumulatief)		82	111	117	126	126
posts		57	69	80	29	235
av likes/post		3	3	2	1	



# Plan 2025

1. **Strategic Partnerships** - Roger Sexton
2. **Media & Public Engagement** – Marijke Gordijn
3. **Impact & Value Creation** - Bruno Smets
4. **Future proofing the Group** – Dave Hollingsbee



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