



Facebook Pages  
**College of Saint Benedict and Saint  
John's University**

January 17, 2022 – January 31, 2022

Determine your impact on Facebook by analyzing your Facebook Page activity.

## Performance Summary

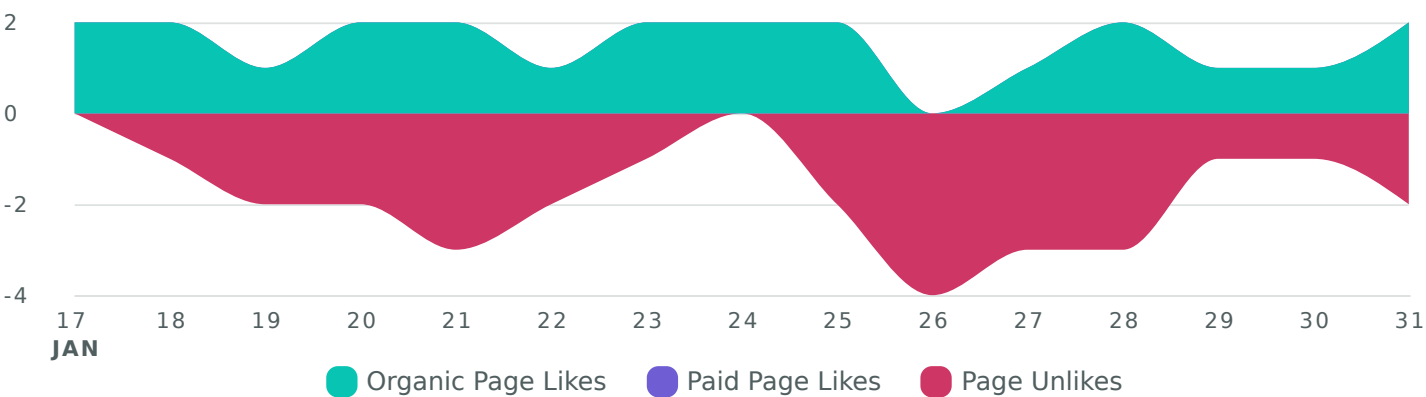
View your key profile performance metrics from the reporting period.

Impressions <b>601,399</b> ↘ 7.2%	Engagements <b>8,420</b> ↗ 47.4%	Post Link Clicks <b>1,648</b> ↘ 17.7%
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Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day

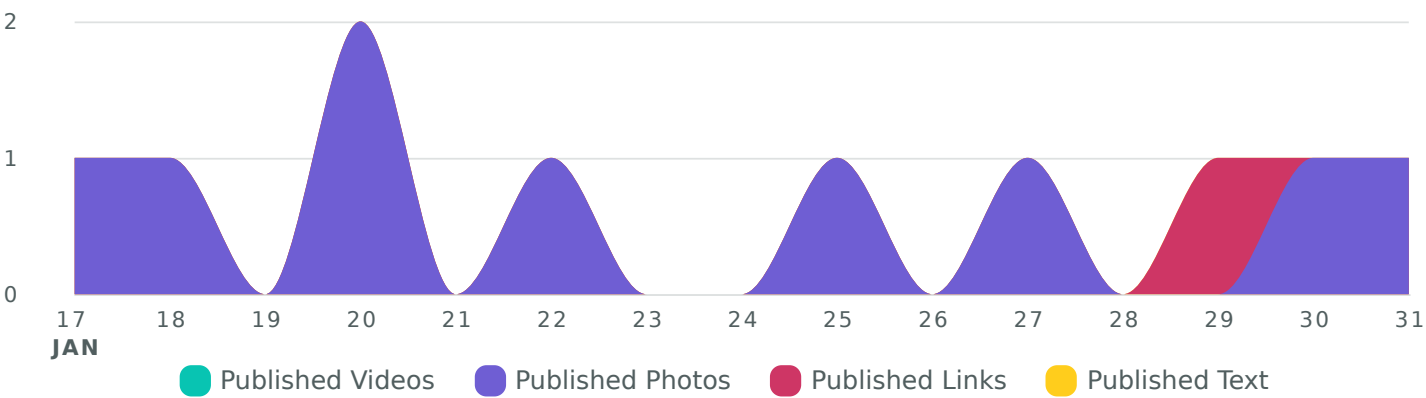


Audience Metrics	Totals	% Change
Fans	24,773	↗0%
Net Page Likes	-4	→0%
Organic Page Likes	23	↘4.2%
Paid Page Likes	0	→0%
Page Unlikes	27	↘3.6%

Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Day


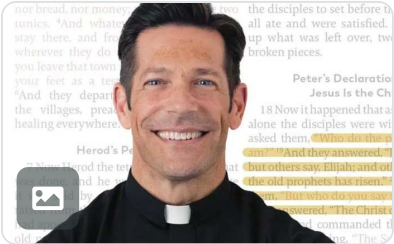

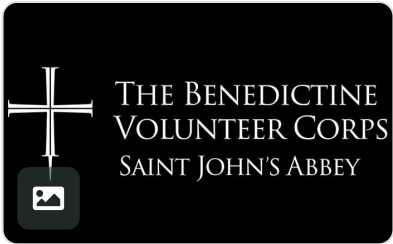




Publishing Behavior by Content Type	Totals	% Change
Total Published Posts	10	↗11.1%
Published Videos	0	→0%
Published Photos	9	↗28.6%
Published Links	1	↘50%
Published Text	0	→0%

Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.


Descending by Lifetime Engagements

<div><div></div><div><div>College of Saint John's</div><div>Tue 1/25/2022 10:44 am...</div></div></div> <div>An SJU alum's approach to the Bible has him soaring to the top of podcast charts. Fr. Mike</div> <div></div> <div><div>Total Engagements2,849</div><div>Reactions680</div><div>Comments55</div><div>Shares29</div><div>Post Link Clicks323</div><div>Other Post Clicks1,762</div><div></div></div>	<div><div></div><div><div>College of Saint John's</div><div>Mon 1/17/2022 2:45 pm ...</div></div></div> <div>The Benedictine Volunteer Corps (BVC) has selected its 2022-23 chapter! The BVC is</div> <div></div> <div><div>Total Engagements599</div><div>Reactions189</div><div>Comments38</div><div>Shares3</div><div>Post Link Clicks203</div><div>Other Post Clicks166</div><div></div></div>	<div><div></div><div><div>College of Saint John's</div><div>Thu 1/27/2022 4:40 pm ...</div></div></div> <div>Longtime CSB track and field and cross country coach Robin Balder-Lanoue and CSB/SJU</div> <div></div> <div><div>Total Engagements574</div><div>Reactions327</div><div>Comments36</div><div>Shares5</div><div>Post Link Clicks16</div><div>Other Post Clicks190</div><div></div></div>
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## Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

Descending by Lifetime Engagements




College of Saint Joseph

Sat 1/29/2022 7:29 am P...

A liberal arts degree from CSB/SJU prepares you for many different roles in life,

Moore blends family, ...



Total Engagements

508

Reactions

101

Comments

3

Shares


0


Post Link Clicks

277

Other Post Clicks

127






College of Saint Joseph

Tue 1/18/2022 10:45 am...

Congratulations to the CSB dance team for recording two top-seven performances at



Total Engagements

345

Reactions

207

Comments

4

Shares


2


Post Link Clicks

21

Other Post Clicks

111






College of Saint Joseph

Thu 1/20/2022 6:08 pm ...

#ThrowBackThursday - The Quadrangle, 1912. This photo was taken from atop the old



Total Engagements

227

Reactions

170

Comments

4

Shares


4

Post Link Clicks

—

Other Post Clicks

49



## Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.


Descending by Lifetime Engagements




**College of Saint...**

Thu 1/20/2022 7:30 am ...

Cheryl A. Stanton has been named General Counsel and Corporate Secretary at CSB



<b>Total Engagements</b>	<b>202</b>
Reactions	<b>34</b>
Comments	<b>0</b>
Shares	<b>0</b>
Post Link Clicks	<b>149</b>
Other Post Clicks	<b>19</b>






**College of Saint...**


Sun 1/30/2022 3:03 am ...


These testimonials give compelling reasons why you should **#GoGlobal** with



<b>Total Engagements</b>	<b>178</b>
Reactions	<b>46</b>
Comments	<b>1</b>
Shares	<b>0</b>
Post Link Clicks	<b>46</b>
Other Post Clicks	<b>85</b>








**College of Saint...**

Mon 1/31/2022 12:31 p...

Prospective student are invited to our Winter Campus Visit Day on Monday, February



<b>Total Engagements</b>	<b>144</b>
Reactions	<b>35</b>
Comments	<b>0</b>
Shares	<b>6</b>
Post Link Clicks	<b>23</b>
Other Post Clicks	<b>80</b>



## Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

Descending by Lifetime Engagements




**College of Sain...**

Sat 1/22/2022 2:50 pm P...

SJU swimmer Joe Koller uses his love of numbers to find success inside the classroom



<b>Total Engagements</b>	<b>64</b>
Reactions	30
Comments	1
Shares	2
Post Link Clicks	20
Other Post Clicks	11

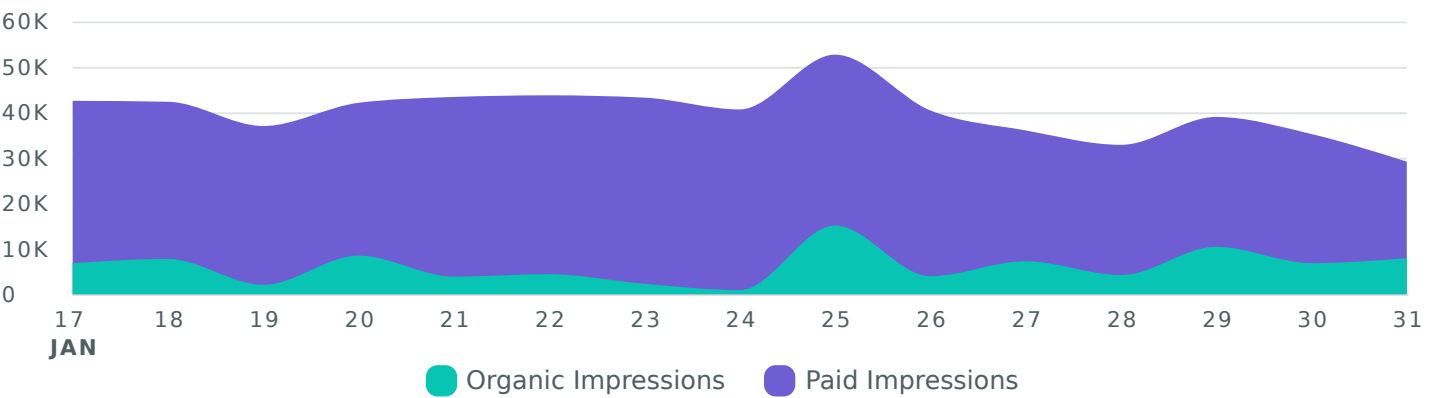




Impressions

Review how your content was seen by the Facebook community during the reporting period.

Impressions Breakdown, by Day

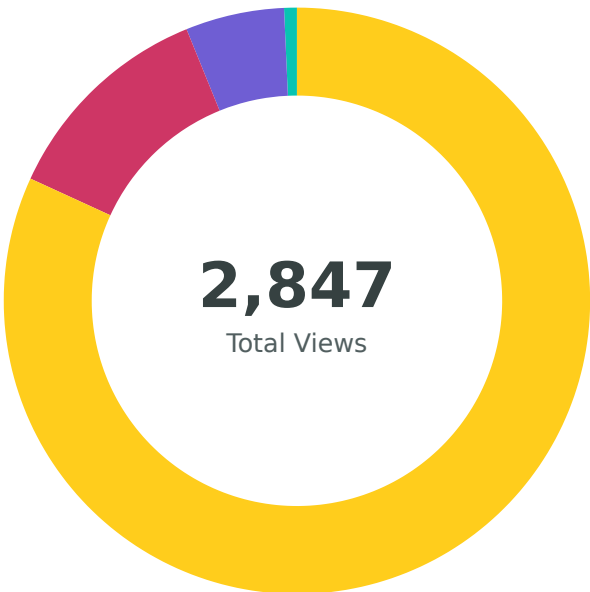


Impression Metrics	Totals	% Change
Total Impressions	<span>i</span> 601,399	↘7.2%
Organic Impressions	92,315	↗20.9%
Paid Impressions	508,126	↘11%
Average Daily Impressions per Page	40,093.27	↘7.2%
Average Daily Reach per Page	35,907.67	↘5.2%

Video Performance

View your aggregate video performance during the reporting period.

View Metrics



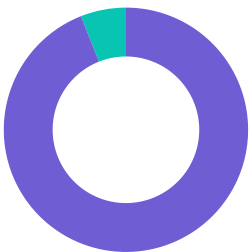
Organic Full  
20

Organic Partial  
155

Paid Full  
342

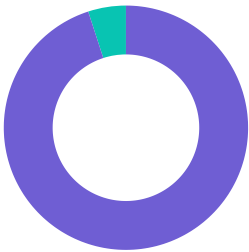
Paid Partial  
2,330

Viewing Breakdown



Organic Views  
6%

Paid Views  
94%



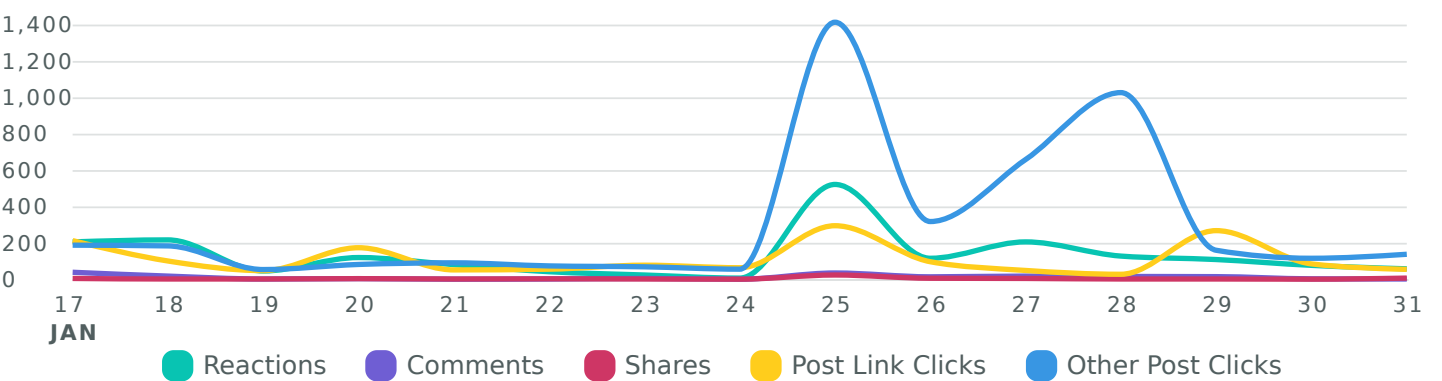
Click Plays  
5%

Auto Plays  
95%

Engagement

See how people are engaging with your posts during the reporting period.

Engagements Comparison, by Day

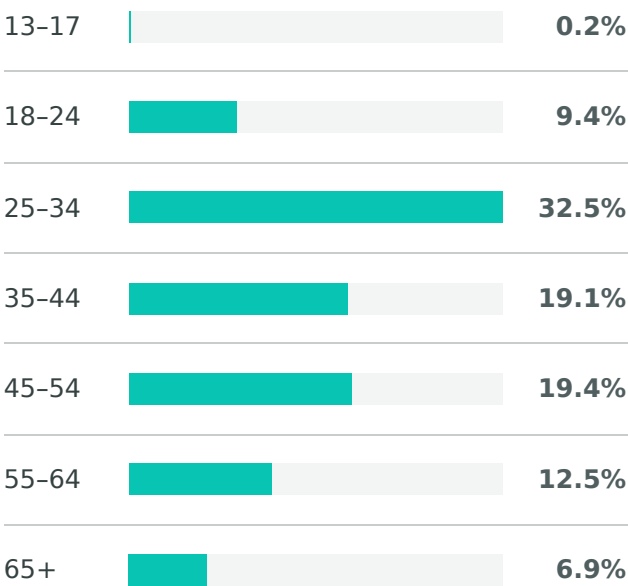


Engagement Metrics	Totals	% Change
Total Engagements	8,420	↗ 47.4%
Reactions	1,944	↗ 67.7%
Comments	160	↗ 28%
Shares	53	↗ 278.6%
Post Link Clicks	1,648	↘ 17.7%
Other Post Clicks	4,615	↗ 91.5%
Engagement Rate (per Impression)	1.4%	↗ 58.9%

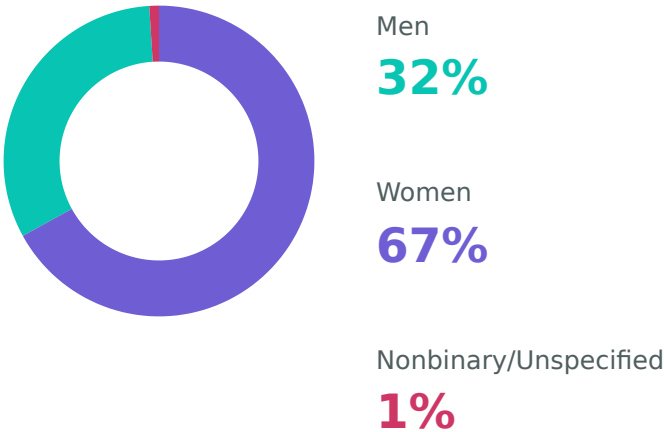
Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age ⓘ








Audience by Gender ⓘ



**Women** between the ages of **25-34** have a higher potential to see your content and visit your Page.

Audience Top Countries

 <b>United States</b>	<b>22,070</b>
 The Bahamas	471
 Japan	151
 India	124
 Philippines	95

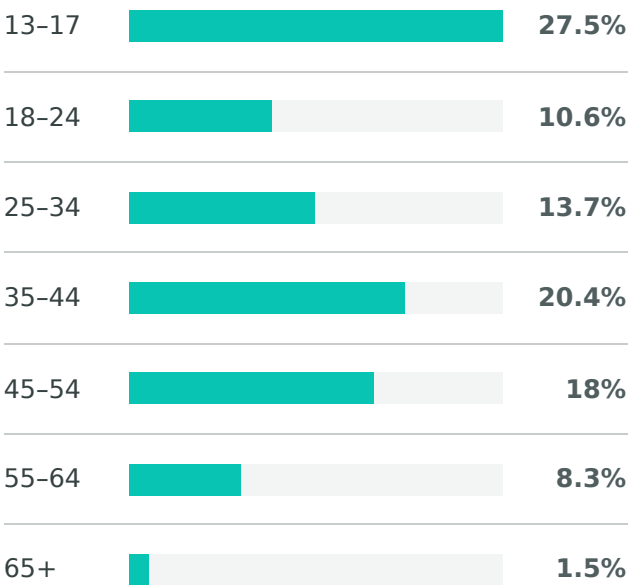
Audience Top Cities

<b>Minneapolis, MN</b>	<b>1,542</b>
Saint Paul, MN	908
Saint Cloud, MN	834
Nassau, The Bahamas	440
Saint Joseph, MN	431

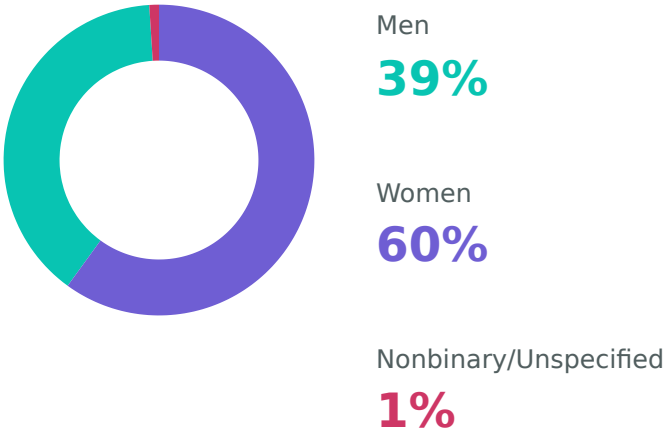
People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

People Reached by Age ⓘ



People Reached by Gender ⓘ



**Women** between the ages of **13-17** have a higher potential to see your content and visit your Page.

People Reached Top Countries      Daily Average

<b>United States</b>	<b>23,125.5</b>
The Bahamas	33.21
Japan	13.29
Germany	12.79
United Kingdom	10.5

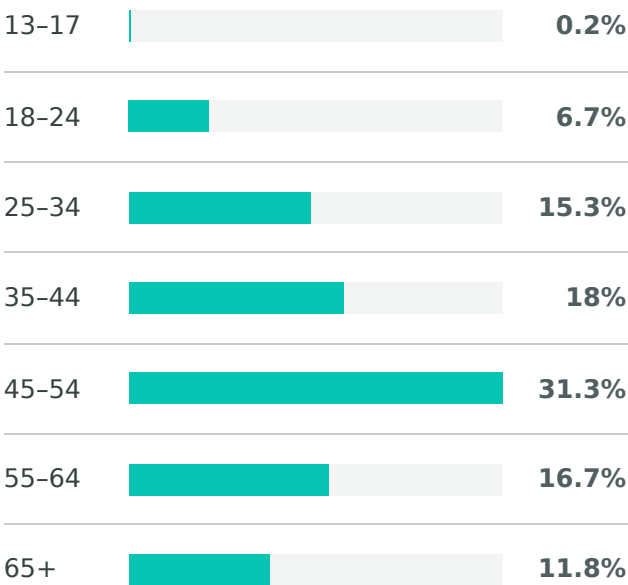
People Reached Top Cities      Daily Average

<b>Saint Paul, MN</b>	<b>1,298.5</b>
Minneapolis, MN	1,297.86
Saint Cloud, MN	490.43
Rochester, MN	444.36
Duluth, MN	326.57

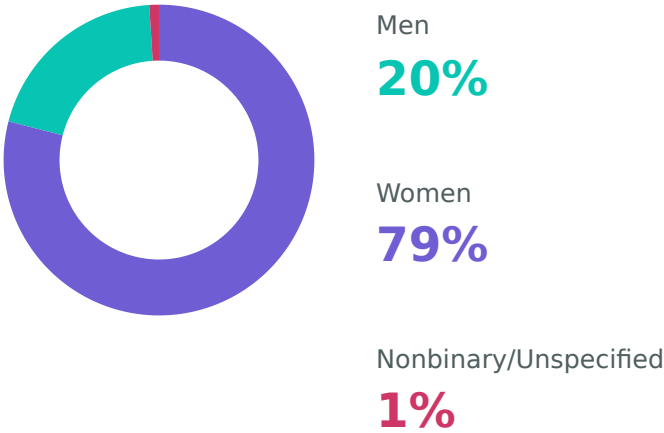
People Engaged Demographics

Review the average daily user demographics of the people who took action on your page during the reporting period.

People Engaged by Age ⓘ



People Engaged by Gender ⓘ





**Women** between the ages of **45-54** have a higher potential to see your content and visit your Page.

People Engaged Top Countries	Daily Average
<b>United States</b>	<b>201.86</b>
Australia	0.71
Germany	0.57
Canada	0.43
Switzerland	0.43

People Engaged Top Cities	Daily Average
<b>Saint Cloud, MN</b>	<b>16.33</b>
Minneapolis, MN	8.67
Saint Paul, MN	8.33
Saint Joseph, MN	8
Eagan, MN	6.33

## Pages

Review your aggregate page metrics from the reporting period.

Page	Fans	Net Page Likes	Published Posts	Impressions	Engagements	Post Link Clicks	Engagement Rate (per Impression)
<b>Reporting Period</b>	<b>24,773</b>	<b>-4</b>	<b>10</b>	<b>601,399</b>	<b>8,420</b>	<b>1,648</b>	<b>1.4%</b>
Jan 17, 2022 – Jan 31, 2022	↗ 0%	→ 0%	↗ 11.1%	↘ 7.2%	↗ 47.4%	↘ 17.7%	↗ 58.9%
<b>Compare to</b>	<b>24,770</b>	<b>-4</b>	<b>9</b>	<b>647,967</b>	<b>5,711</b>	<b>2,003</b>	<b>0.9%</b>
Jan 2, 2022 – Jan 16, 2022							
  <b>College of Saint Benedict and Saint John's University</b>	24,773	-4	10	601,399	8,420	1,648	1.4%