



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

October 11, 2021 - October 24, 2021

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

Performance Summary

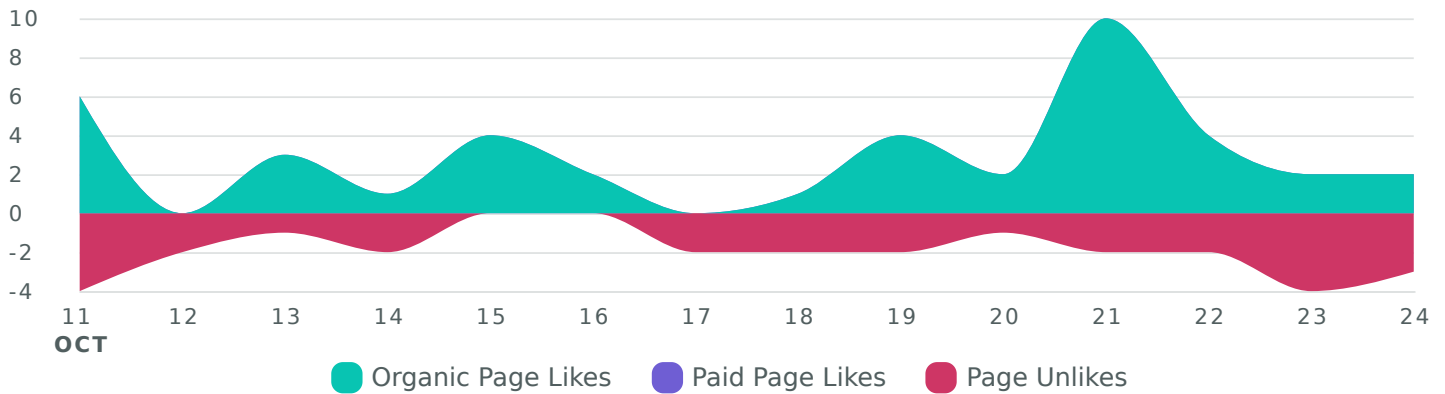
View your key profile performance metrics from the reporting period.

Impressions 683,779 ↗9.9%	Engagements 16,117 ↗96.7%	Post Link Clicks 1,625 ↘5.6%
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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	24,778	↗0%
Net Page Likes	14	↘6.7%
Organic Page Likes	41	↗5.1%
Paid Page Likes	0	→0%
Page Unlikes	27	↗12.5%

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	26	↗ 85.7%
Published Videos	0	↘ 100%
Published Photos	25	↗ 92.3%
Published Links	1	↗ —
Published Text	0	→ 0%


Top Posts

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


By Lifetime Engagements



College of Sain...
Wed 10/13/2021 11:05 a...

CSB is thrilled to announce the addition of varsity lacrosse for the 2022-23 school year!




Total Engagements	2,921
Reactions	1,164
Comments	35
Shares	38
Post Link Clicks	92
Other Post Clicks	1,592






College of Sain...
Sun 10/17/2021 7:02 pm...

A few of our favorite memories from Family Weekend 2021. We loved




Total Engagements	2,544
Reactions	155
Comments	3
Shares	2
Post Link Clicks	—
Other Post Clicks	2,384





College of Sain...
Sun 10/17/2021 7:02 pm...

CSB/SJU Family Weekend 2021



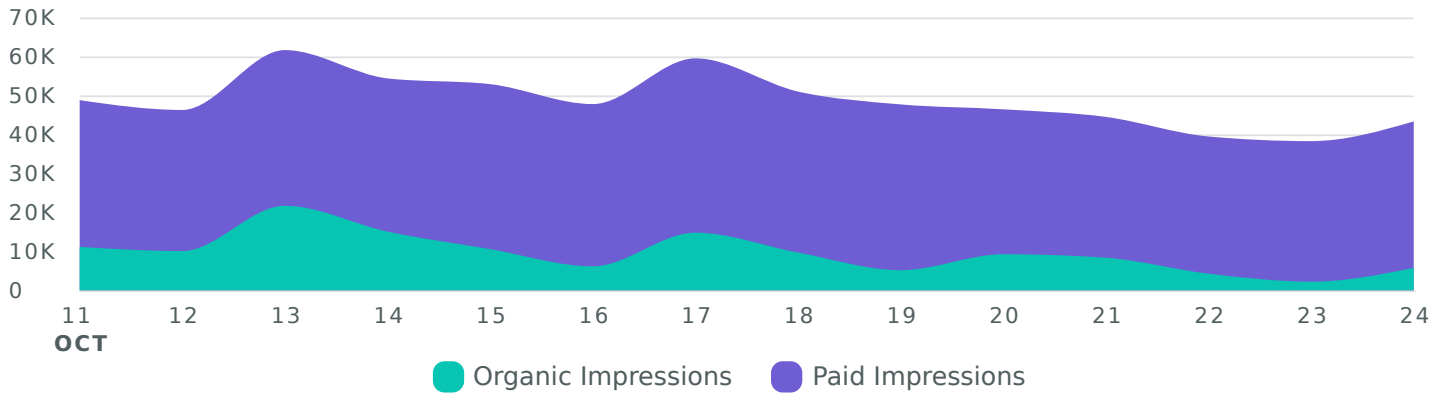
Total Engagements	2,338
Reactions	140
Comments	3
Shares	1
Post Link Clicks	—
Other Post Clicks	2,194



Impressions

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

Impressions Breakdown, by Day

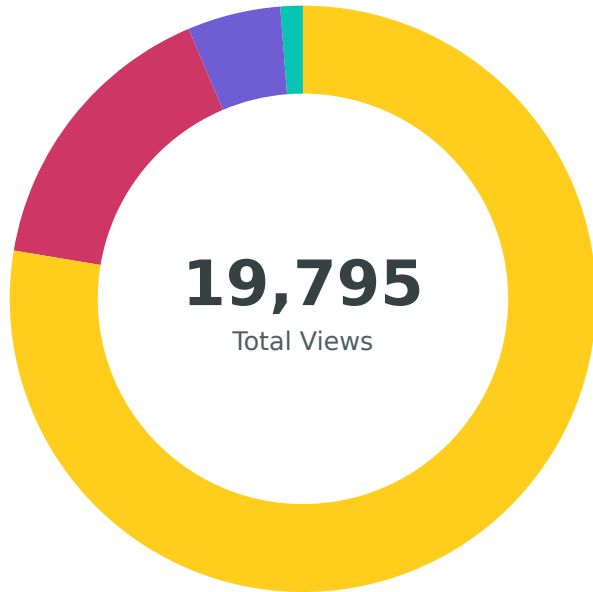


Impression Metrics	Totals	% Change
Total Impressions	683,779	↗9.9%
Organic Impressions	134,044	↗25.9%
Paid Impressions	547,915	↗6.5%
Average Daily Impressions per Page	48,841.36	↗9.9%
Average Daily Reach per Page	40,964.00	↗6.6%

Video Performance

View your aggregate video performance during the reporting period.

View Metrics



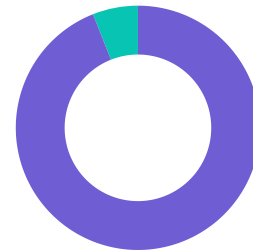
Organic Full
245

Organic Partial
1,018

Paid Full
3,164

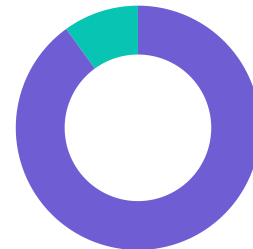
Paid Partial
15,368

Viewing Breakdown



Organic Views
6%

Paid Views
94%



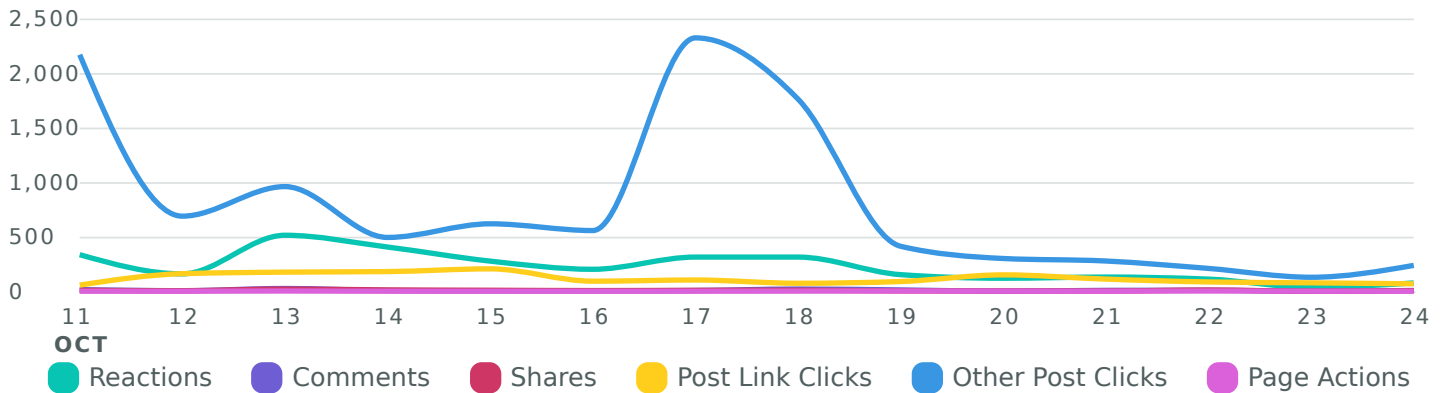
Click Plays
10%

Auto Plays
90%

Engagement

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

Engagements Comparison, by Day

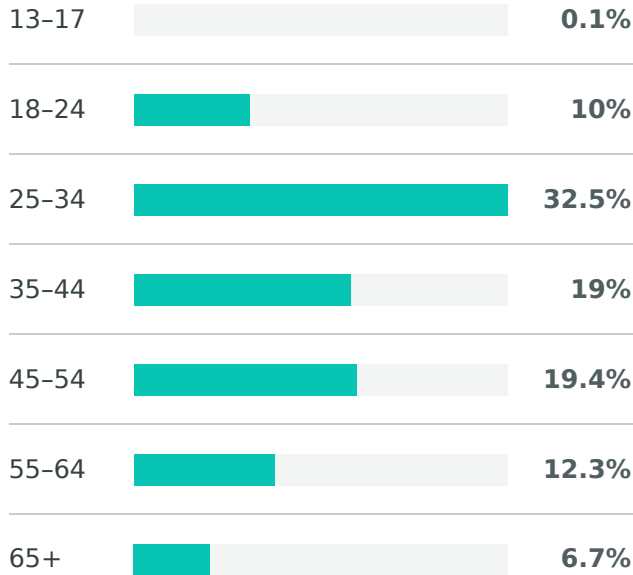


Engagement Metrics	Totals	% Change
Total Engagements	16,125	↗ 96.8%
Reactions	3,139	↗ 65.6%
Comments	124	↗ 65.3%
Shares	101	↗ 83.6%
Post Link Clicks	1,625	↘ 5.6%
Other Post Clicks	11,128	↗ 150.3%
Page Actions	8	↗ —
Engagement Rate (per Impression)	2.4%	↗ 79.1%

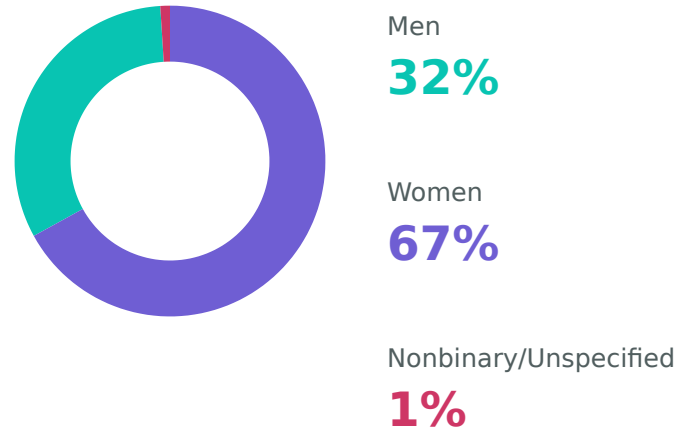
Page Fan Demographics

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** appear to be the leading force among your fans.

Audience Top Countries

United States	22,091
The Bahamas	489
Japan	155
India	123
Philippines	97

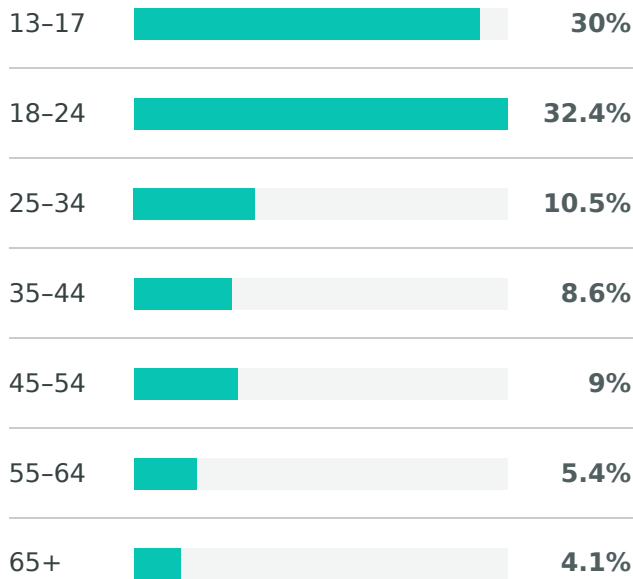
Audience Top Cities

Minneapolis, MN	1,549
Saint Paul, MN	926
Saint Cloud, MN	789
Saint Joseph, MN	488
Nassau, The Bahamas	457

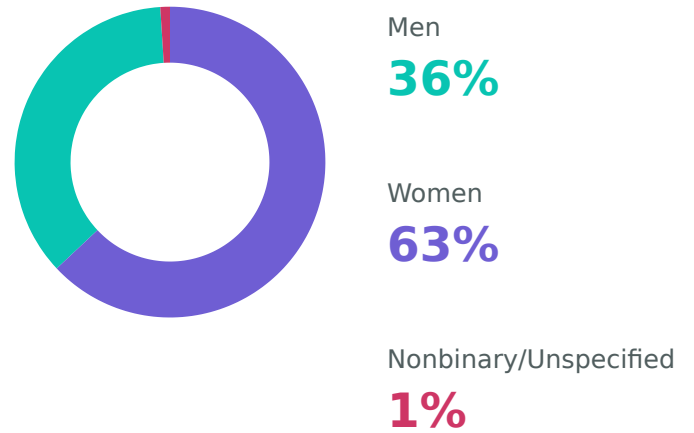
People Reached Demographics

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 **18-24** have a higher potential to see your content and visit your Page.

People Reached Top Countries Daily Average

United States	25,628.64
Puerto Rico	1,162.45
Sweden	826.09
The Bahamas	59.45
Japan	18.73

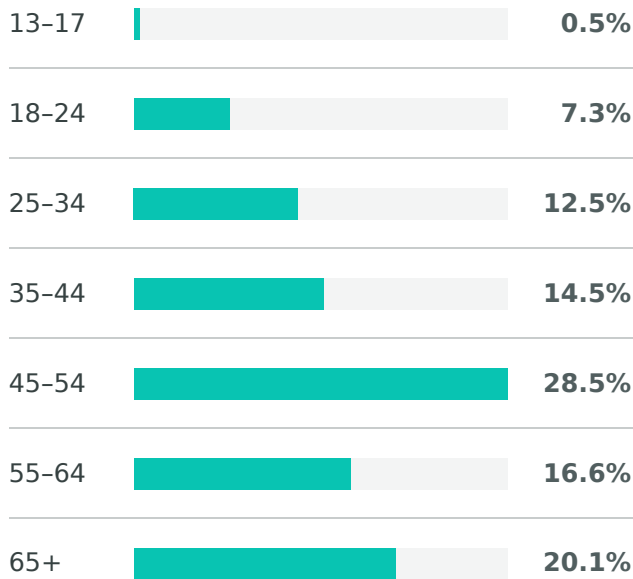
People Reached Top Cities Daily Average

Saint Paul, MN	1,677.27
Minneapolis, MN	1,666.36
San Juan, Puerto Rico	865
Apple Valley, MN	549.09
Saint Cloud, MN	527.91

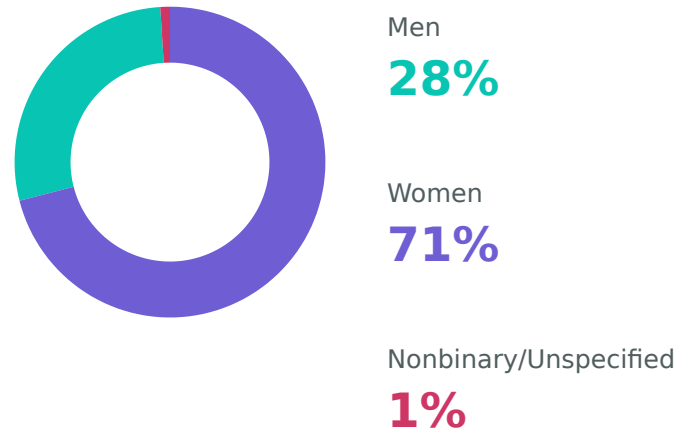
People Engaged Demographics

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** are most likely to engage with your content.

People Engaged Top Countries	Daily Average
United States	236.42
The Bahamas	0.83
Australia	0.58
United Kingdom	0.58
Bosnia and Herzegovina	0.33

People Engaged Top Cities	Daily Average
Saint Cloud, MN	17.67
Minneapolis, MN	12.83
Saint Joseph, MN	12.83
Saint Paul, MN	11.33
Plymouth, MN	6.17

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)
Reporting Period	24,778	14	26	683,779	16,117	1,625	2.4%
Oct 11, 2021 - Oct 24, 2021	↗ 0%	↘ 6.7%	↗ 85.7%	↗ 9.9%	↗ 96.7%	↘ 5.6%	↗ 79%
Compare to	24,767	15	14	622,103	8,192	1,721	1.3%
Sep 27, 2021 - Oct 10, 2021							
 College of Saint Benedict and Saint John's University	24,778	14	26	683,779	16,117	1,625	2.4%