



# Instagram Business Profiles for **csbsju**

October 11, 2021 - October 24, 2021

Determine the impact of Instagram content by analyzing your activity.

### Performance Summary

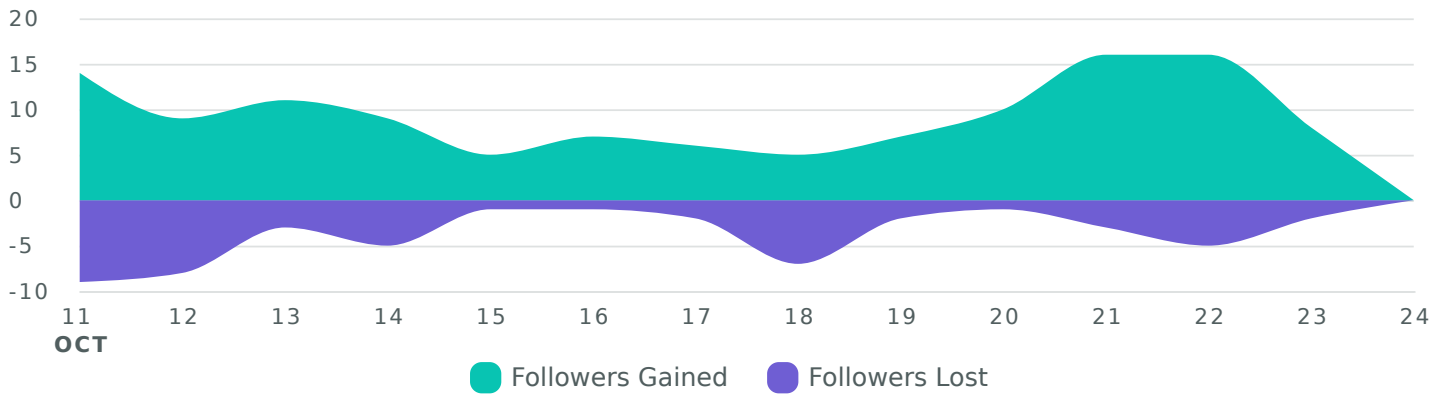
View your key profile performance metrics from the reporting period.

Impressions <b>653,120</b> ↘ 3.1%	Engagements <b>8,358</b> ↘ 33.4%	Profile Actions <b>152</b> ↘ 46.7%
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### Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day

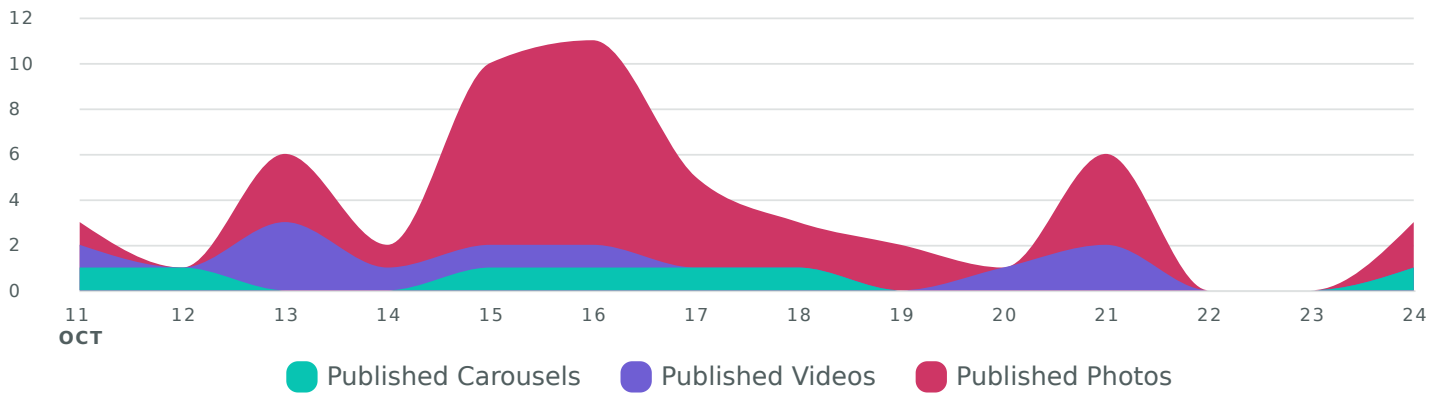


Audience Metrics	Totals	% Change
<b>Followers</b>	<b>11,981</b>	<b>↗ 0.6%</b>
<b>Net Follower Growth</b>	<b>74</b>	<b>↘ 34.5%</b>
Followers Gained	123	↗ 5.1%
Followers Lost	49	↗ 1,125%

## Publishing Behavior

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

Published Posts & Stories Content Breakdown, by Day



Publishing Behavior by Content Type	Totals	% Change
<b>Total Published Posts &amp; Stories</b>	<b>53</b>	<b>↗ 71%</b>
Published Carousels	7	↘ 12.5%
Published Videos	10	↗ 233.3%
Published Photos	36	↗ 80%

### Top Posts & Stories

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

By Lifetime Engagements




**csbsju**  
 Mon 10/11/2021 6:50 a...

Just a few of the many amazing moments captured from CSB/SJU's 2021



<b>Total Engagements</b>	<b>1,480</b>
Likes	<b>1,469</b>
Comments	<b>5</b>
Saves	<b>6</b>







**csbsju**  
 Sun 10/17/2021 8:08 am...


A few glimpses of Family Weekend 2021. We love seeing the families of our




<b>Total Engagements</b>	<b>1,304</b>
Likes	<b>1,289</b>
Comments	<b>9</b>
Saves	<b>6</b>






**csbsju**  
 Wed 10/13/2021 7:55 p...

Thank you to the Indigenous Student Association and Student Activities for hosting



<b>Total Engagements</b>	<b>937</b>
Likes	<b>928</b>
Comments	<b>3</b>
Saves	<b>6</b>



## Outbound Hashtag Performance

Review your hashtag usage during the reporting period and contrast them with hashtags that drew the most engagement.

### Most Used Hashtags

<b>#BenedictineFriends</b>	<b>1</b>
<b>#BennieNation</b>	<b>1</b>
<b>#ThrowBackThursday</b>	<b>1</b>
<b>#festivalofcultures</b>	<b>1</b>
<b>#hispanicheritagemoth</b>	<b>1</b>
<b>#idigenouspeopleweek</b>	<b>1</b>
<b>#indigenouspeoplesweek</b>	<b>1</b>

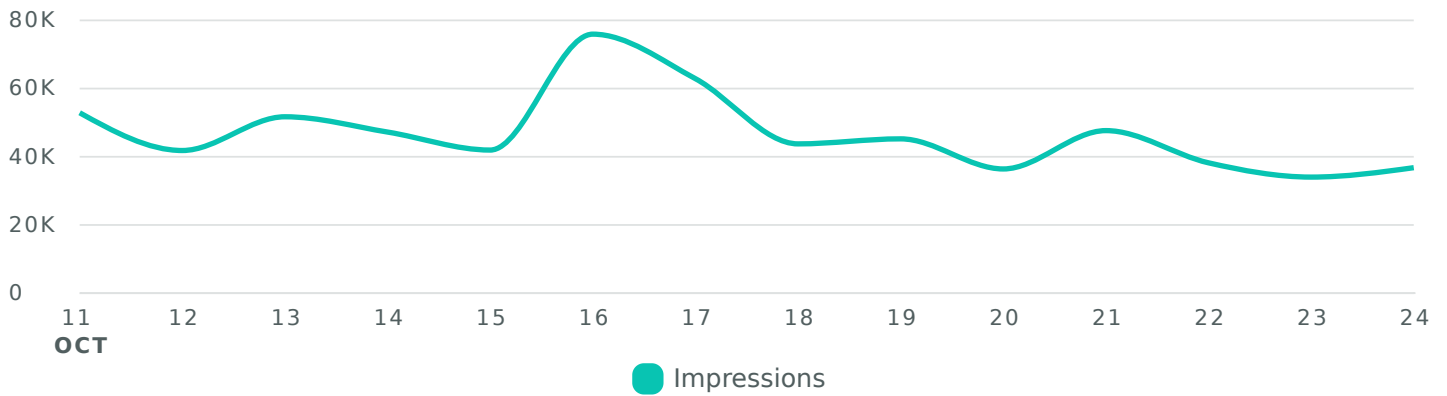
### Top Hashtags by Lifetime Engagements

<b>#festivalofcultures</b>	<b>937</b>
<b>#idigenouspeopleweek</b>	<b>937</b>
<b>#indigenouspeoplesweek</b>	<b>937</b>
<b>#BenedictineFriends</b>	<b>720</b>
<b>#ThrowBackThursday</b>	<b>720</b>
<b>#hispanicheritagemoth</b>	<b>620</b>
<b>#BennieNation</b>	<b>536</b>

## Impressions

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

Impressions, by Day

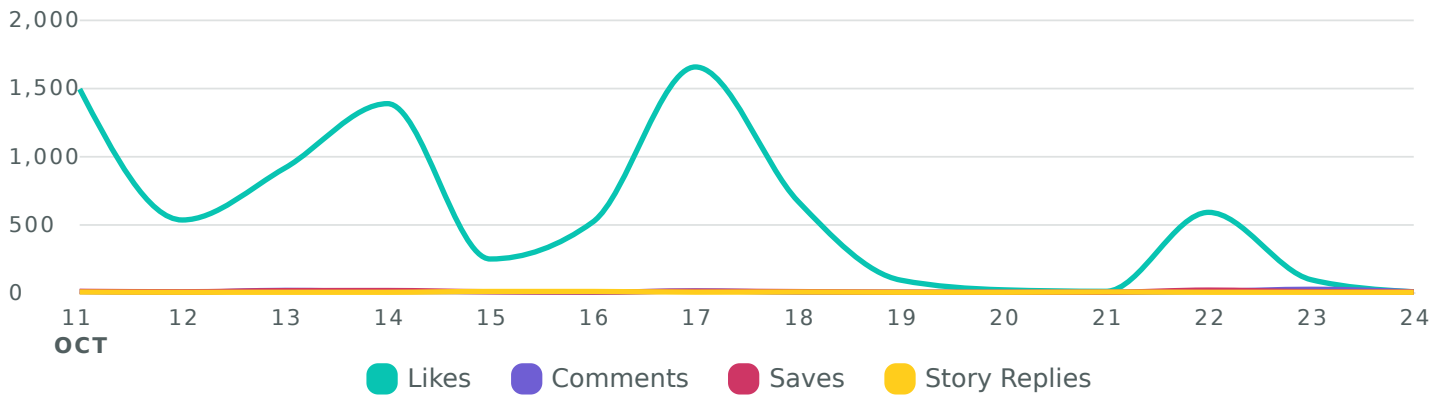


Impression Metrics	Totals	% Change
<b>Impressions</b>	<b>653,120</b>	<b>↘ 3.1%</b>
Average Daily Impressions per Profile	46,651.43	↘ 3.1%
Average Daily Reach per Profile	26,818.29	↘ 3.2%

## Engagement

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

Engagements Comparison, by Day

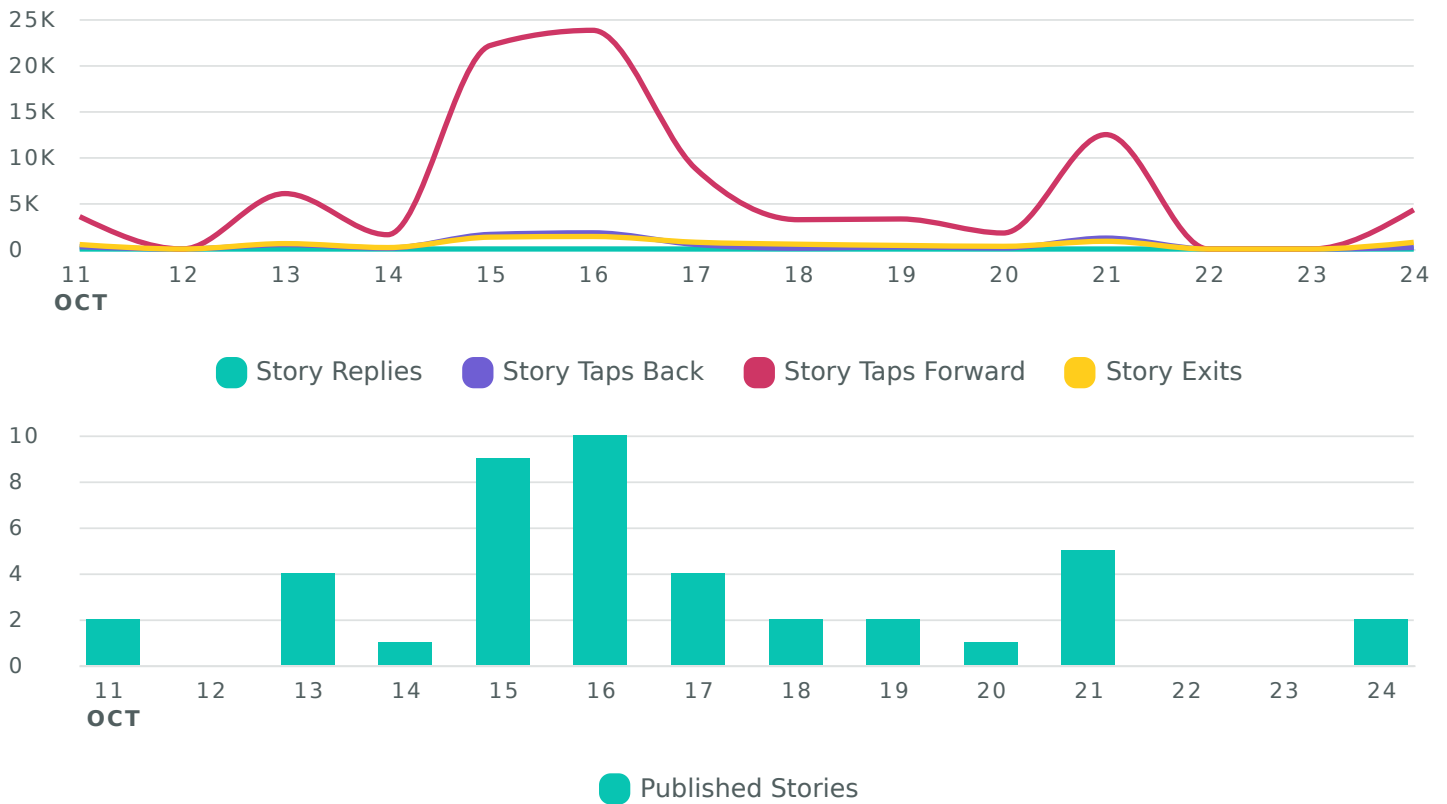


Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>8,358</b>	<b>↘ 33.4%</b>
Likes	8,187	↘ 33.4%
Comments	73	↘ 49%
Saves	79	↘ 16.8%
Story Replies	19	↘ 9.5%
<b>Engagement Rate (per Impression)</b>	<b>1.3%</b>	<b>↘ 31.2%</b>

## Stories Performance

Review how people are viewing and interacting with the stories that you published during the selected date range.

Published Stories, by Day



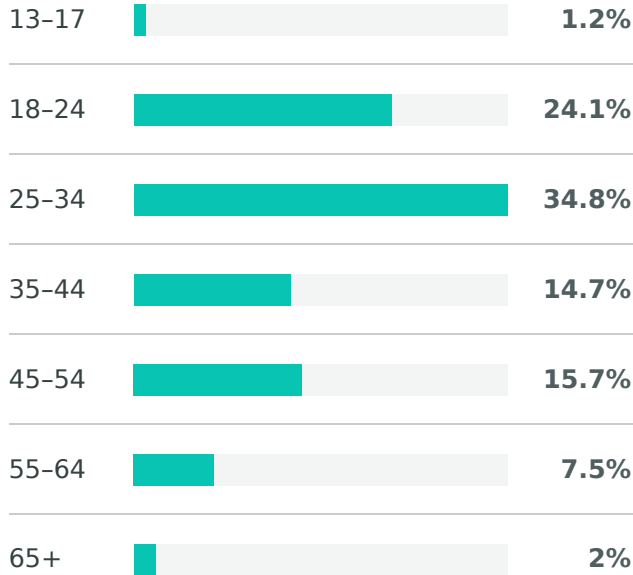
Story Metrics	Totals	% Change
<b>Published Stories</b>	<b>42</b>	<b>↗ 121.1%</b>
Story Replies	19	↘ 9.5%
Story Taps Back	6,472	↗ 150.1%
Story Taps Forward	90,683	↗ 144.1%
Story Exits	7,422	↗ 112.5%
Story Impressions	101,576	↗ 139.3%
Average Reach per Story	2,428	↗ 7%



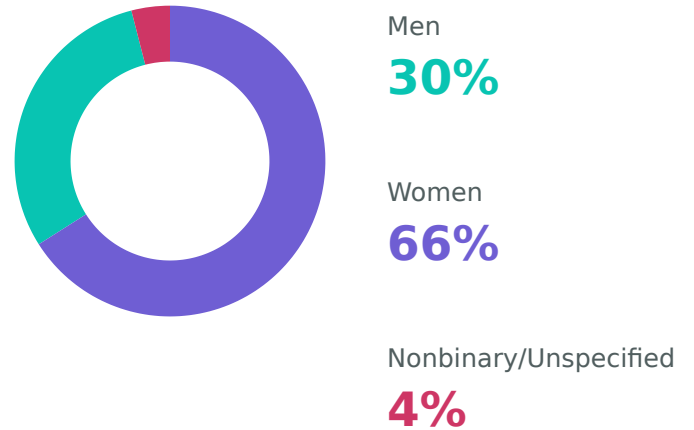
## Audience Demographics

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 followers.

### Audience Top Countries


<b>United States</b>	<b>7,763</b>
The Bahamas	64
United Kingdom	36
Japan	30
China	24

### Audience Top Cities

<b>Saint Joseph, Minnesota</b>	<b>947</b>
Minneapolis, Minnesota	516
Saint Paul, Minnesota	309
Saint Cloud, Minnesota	204
Saint Louis Park, Minnesota	161

## Profiles

Review your aggregate profile metrics from the reporting period.

Profile	Followers	Net Follower Growth	Published Posts & Stories	Impressions	Engagements	Engagement Rate (per Impression)
<b>Reporting Period</b> Oct 11, 2021 - Oct 24, 2021	<b>11,981</b> ↗ 0.6%	<b>74</b> ↘ 34.5%	<b>53</b> ↗ 71%	<b>653,120</b> ↘ 3.1%	<b>8,358</b> ↘ 33.4%	<b>1.3%</b> ↘ 31.2%
<b>Compare to</b> Sep 27, 2021 - Oct 10, 2021	<b>11,907</b>	<b>113</b>	<b>31</b>	<b>674,214</b>	<b>12,545</b>	<b>1.9%</b>
 <b>csbsju</b> Saint Ben's & Saint J...	11,981	74	53	653,120	8,358	1.3%