



Twitter Profiles for **@CSBSJU**

October 11, 2021 - October 24, 2021

Track profile performance to determine the impact of Twitter content.

Performance Summary

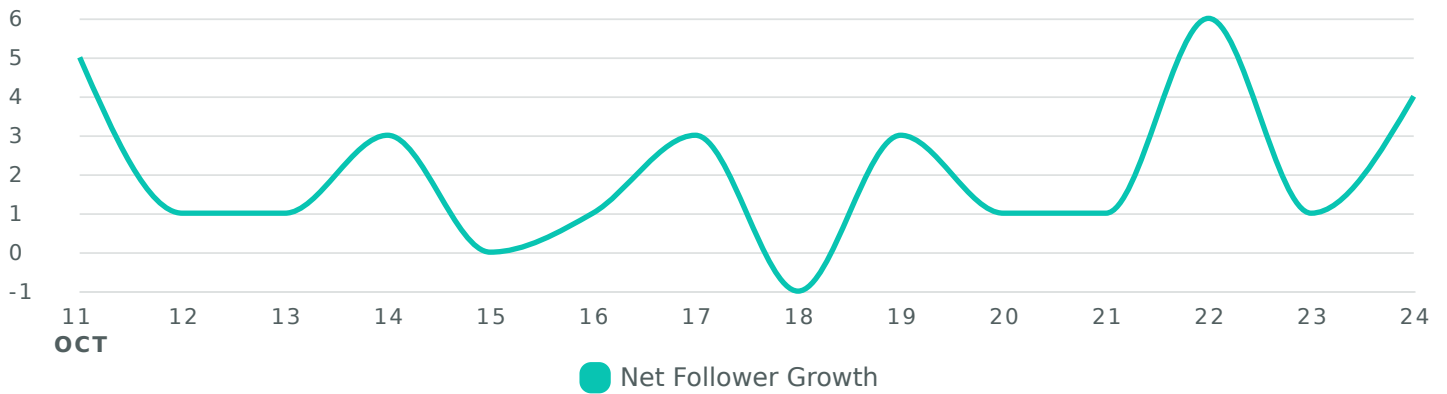
View your key profile performance metrics from the reporting period.

Impressions 76,658 ↘5.2%	Engagements 2,720 ↘5.2%	Post Link Clicks 275 ↗12.2%
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Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth, by Day

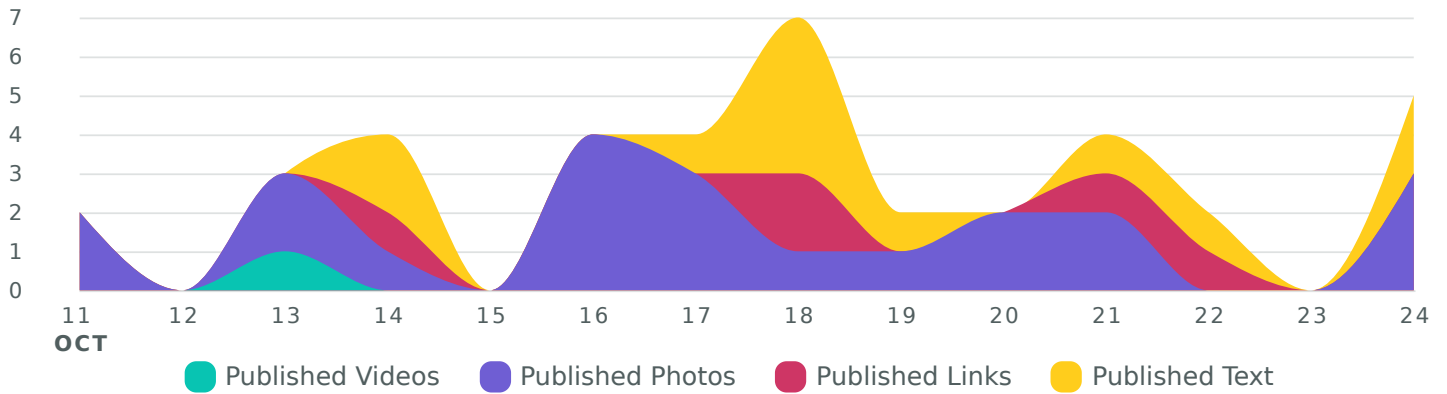


Audience Metrics	Totals	% Change
Followers	8,780	↗0.3%
Net Follower Growth	29	↗480%
Following	318	↗0.3%

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	39	↗ 44.4%
Published Videos	1	↗ —
Published Photos	21	↗ 50%
Published Links	5	↘ 28.6%
Published Text	12	↗ 100%

Top Posts

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

By Lifetime Engagements

CSBSJU

Sat 10/16/2021 10:32 p...

So much CSB/SJU Family Weekend fun! A football victory, a carnival, Spanish

Total Engagements	505
Likes	25
@Replies	0
Retweets	2
Post Link Clicks	2
Other Post Clicks	476
Other Engagements	0

CSBSJU

Thu 10/14/2021 2:00 pm...

Corie Barry '97 spoke on TODAY this morning about what Best Buy is doing to

Total Engagements	343
Likes	44
@Replies	0
Retweets	3
Post Link Clicks	46
Other Post Clicks	250
Other Engagements	0

CSBSJU

Sat 10/16/2021 6:47 pm ...

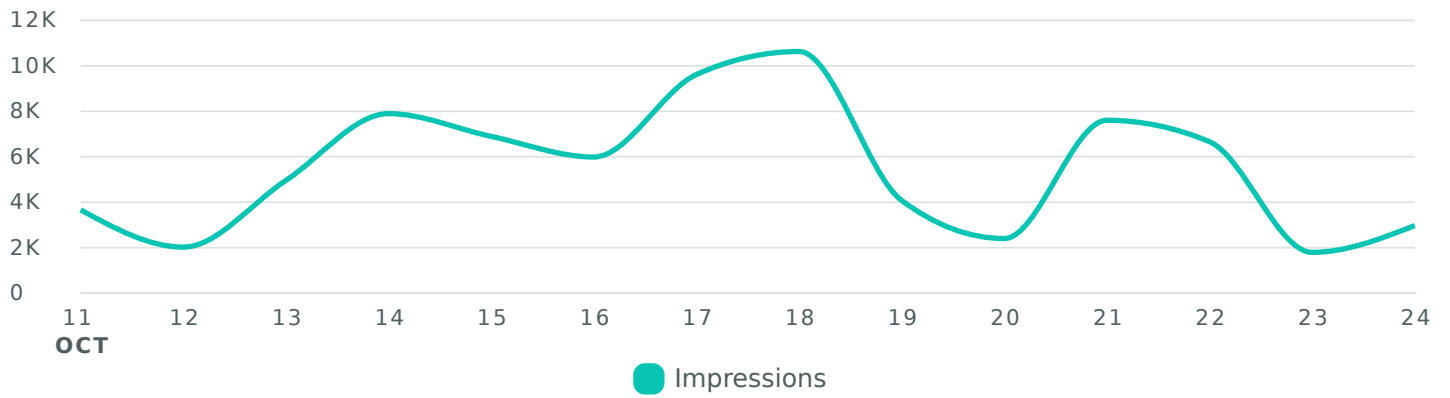
A beautiful day for college football! No. 5 **@SJUFootball** is facing St. Olaf College.

Total Engagements	312
Likes	53
@Replies	0
Retweets	2
Post Link Clicks	—
Other Post Clicks	257
Other Engagements	0

Impressions

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

Impressions, by Day

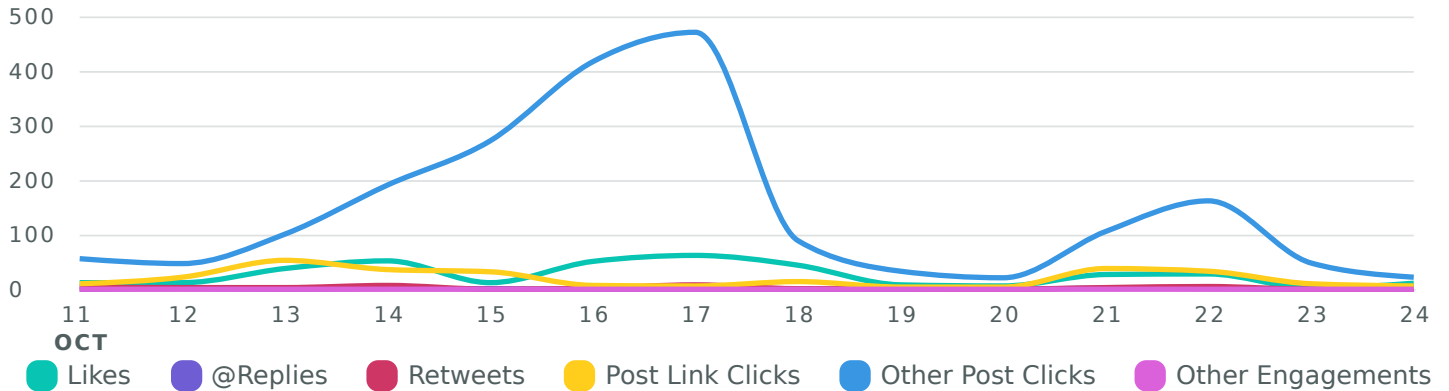


Impression Metrics	Totals	% Change
Impressions	76,658	↘ 5.2%

Engagement

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

Engagements, by Day

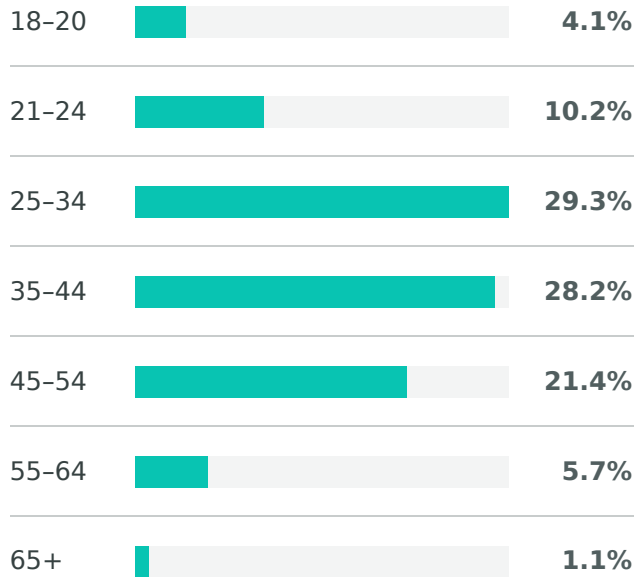


Engagement Metrics	Totals	% Change
Total Engagements	2,720	↘5.2%
Likes	365	↘24.3%
@Replies	6	↗100%
Retweets	38	↗35.7%
Post Link Clicks	275	↗12.2%
Other Post Clicks	2,036	↘3.5%
Other Engagements	0	→0%
Engagement Rate (per Impression)	3.5%	↗0.1%

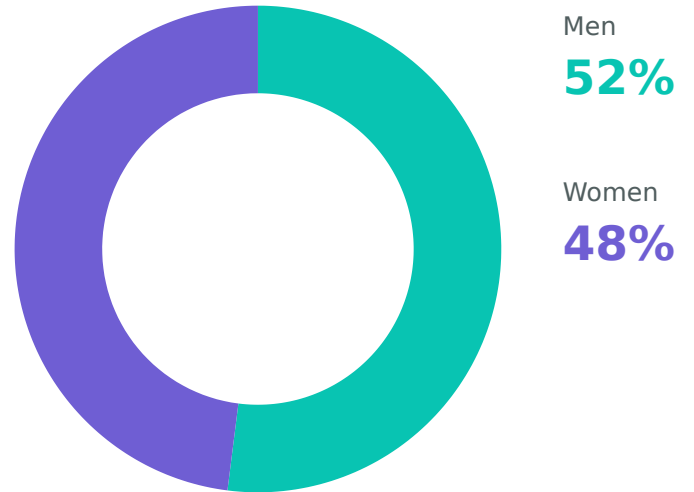
Audience Demographics

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

Audience by Age ⓘ





Audience by Gender ⓘ



The majority of your followers appear to be **men** along with people between the ages of **25-34**.

Profiles

Review your aggregate profile metrics from the reporting period.

Profile [▲]	Followers	Net Follower Growth	Published Posts	Impressions	Engagements	Post Link Clicks	Engagement Rate (per Impression)
Reporting Period Oct 11, 2021 - Oct 24, 2021	8,780 ↗0.3%	29 ↗480%	39 ↗44.4%	76,658 ↘5.2%	2,720 ↘5.2%	275 ↗12.2%	3.5% ↗0.1%
Compare to Sep 27, 2021 - Oct 10, 2021	8,751	5	27	80,894	2,868	245	3.5%
  @CSBSJU	8,780	29	39	76,658	2,720	275	3.5%