



Profile Performance


August 2022

Understand growth and health of your social profiles

Included in this Report

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Performance Summary

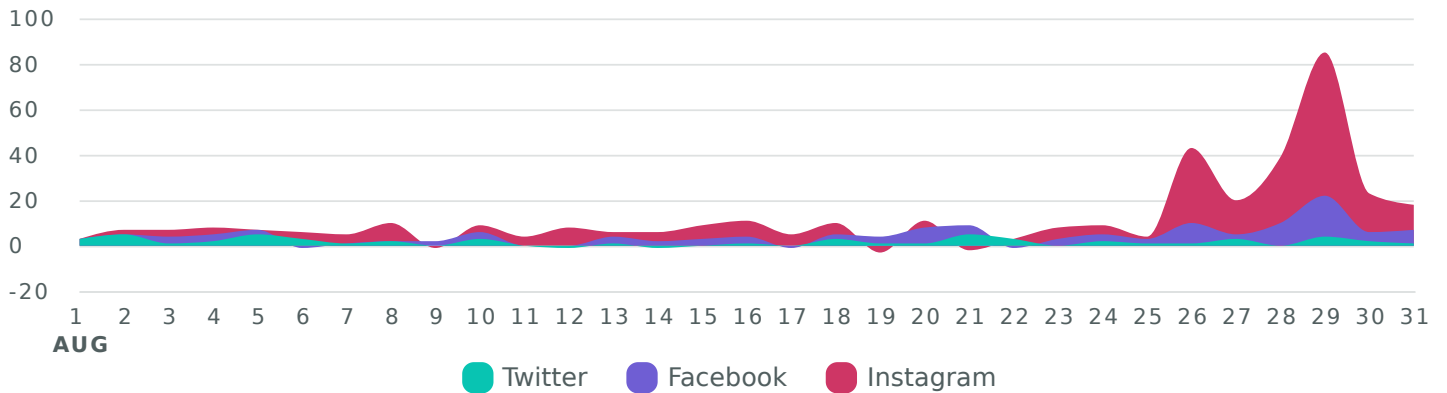
View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>1,623,255</p> <p>↗230.8%</p>	<p>Engagements</p> <p>48,924 ↗54.7%</p>	<p>Post Link Clicks</p> <p>5,712 ↗161.9%</p>
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Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day

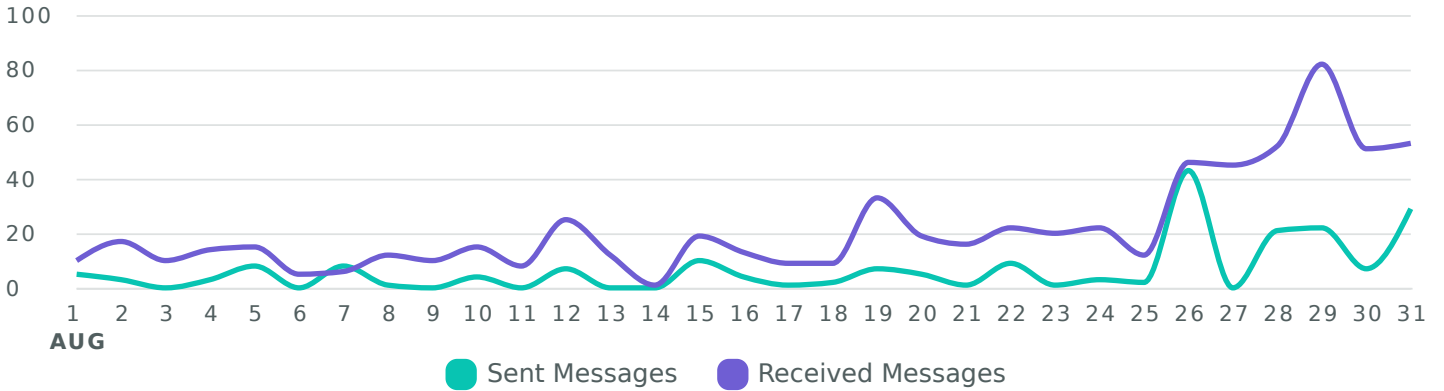


Audience Metrics	Totals	% Change
Total Audience	47,014	↗ 1%
Total Net Audience Growth	388	↗ 269.5%
Twitter Net Follower Growth	52	↗ 188.9%
Facebook Net Page Likes	94	↗ 213.3%
Instagram Net Follower Growth	242	↗ 324.6%

Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Day



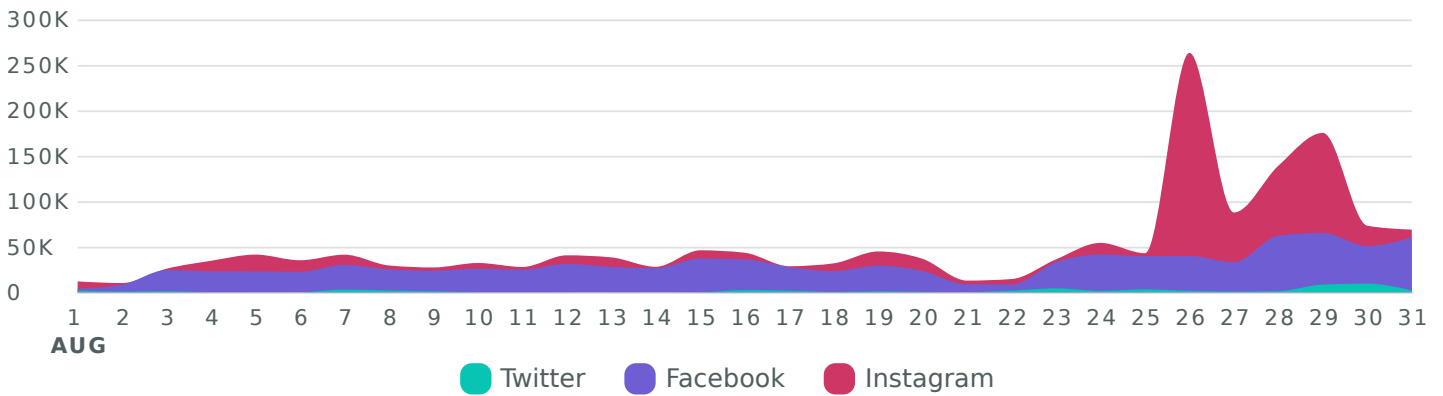
Sent Messages Metrics	Totals	% Change
Total Sent Messages	206	↗ 63.5%
Twitter Sent Messages	27	↘ 18.2%
Facebook Sent Messages	75	↗ 53.1%
Instagram Sent Messages	104	↗ 136.4%

Received Messages Metrics	Totals	% Change
Total Received Messages	683	↗ 21.7%
Twitter Received Messages	160	↗ 29%
Facebook Received Messages	141	↘ 20.8%
Instagram Received Messages	382	↗ 47.5%

Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Day

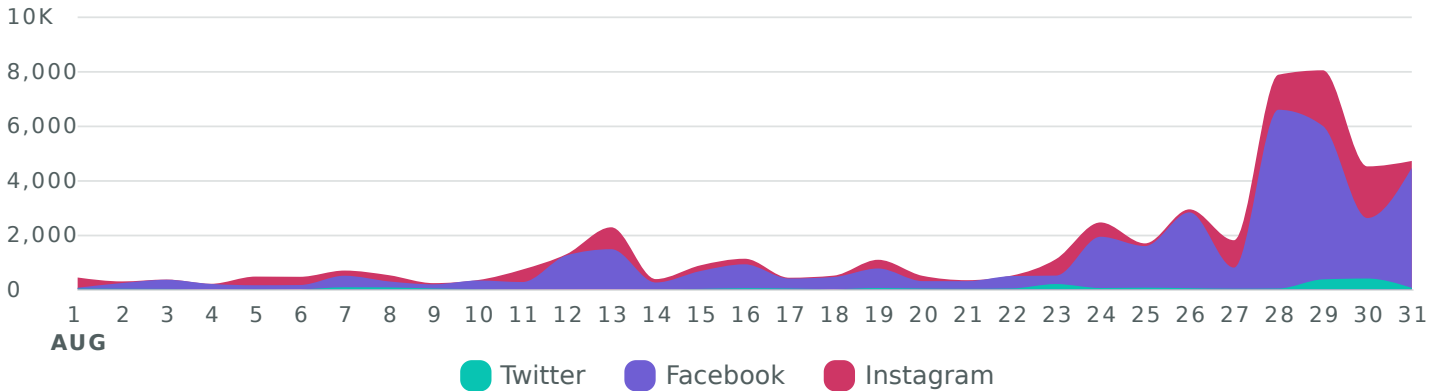


Impression Metrics	Totals	% Change
Total Impressions	1,623,255	↗ 230.8%
Twitter Impressions	49,749	↗ 16.4%
Facebook Impressions	891,231	↗ 192.6%
Instagram Impressions	682,275	↗ 375.7%

Engagement

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

Engagements, by Day

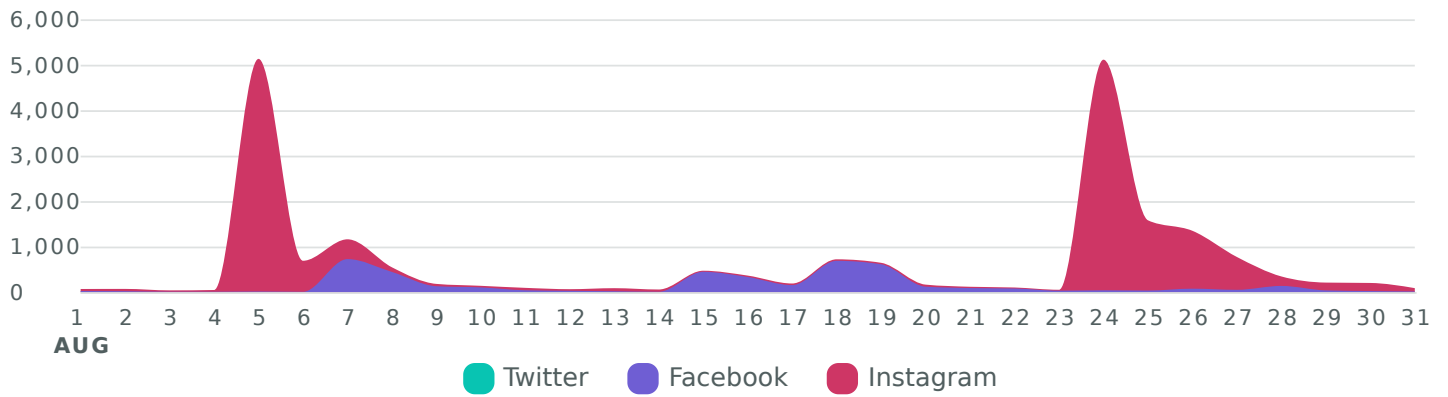


Engagement Metrics	Totals	% Change
Total Engagements	48,924	↗ 54.7%
Twitter Engagements	1,553	↗ 14.4%
Facebook Engagements	35,534	↗ 76.8%
Instagram Engagements	11,837	↗ 16.2%
Engagement Rate (per Impression)	3.0%	↘ 53.2%

Video Views

Review how your videos were viewed across networks during the reporting period.




Video Views, by Day



Video Views Metrics	Totals	% Change
Video Views	20,806	↗9.5%
Twitter Video Views	5	↘37.5%
Facebook Video Views	4,499	↗79.3%
Instagram Post Video Views	16,302	↘1.1%

Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile ▼	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video View
Reporting Period Aug 1, 2022 - Aug 31, 2022	47,014 ↗ 1%	388 ↗ 269.5%	174 ↗ 81.3%	1,623,255 ↗ 230.8%	48,924 ↗ 54.7%	3% ↘ 53.2%	20,80 ↗ 9.5'
Compare to Jul 1, 2022 - Jul 31, 2022	46,562	105	96	490,725	31,633	6.4%	18,99
 csbsju	12,683	242	78	682,275	11,837	1.7%	16,30
 College of Saint Benedict and Saint John's University	25,194	94	69	891,231	35,534	4%	4,49
 @CSBSJU	9,137	52	27	49,749	1,553	3.1%	