



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

November 8, 2021 - November 21, 2021

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

### Performance Summary

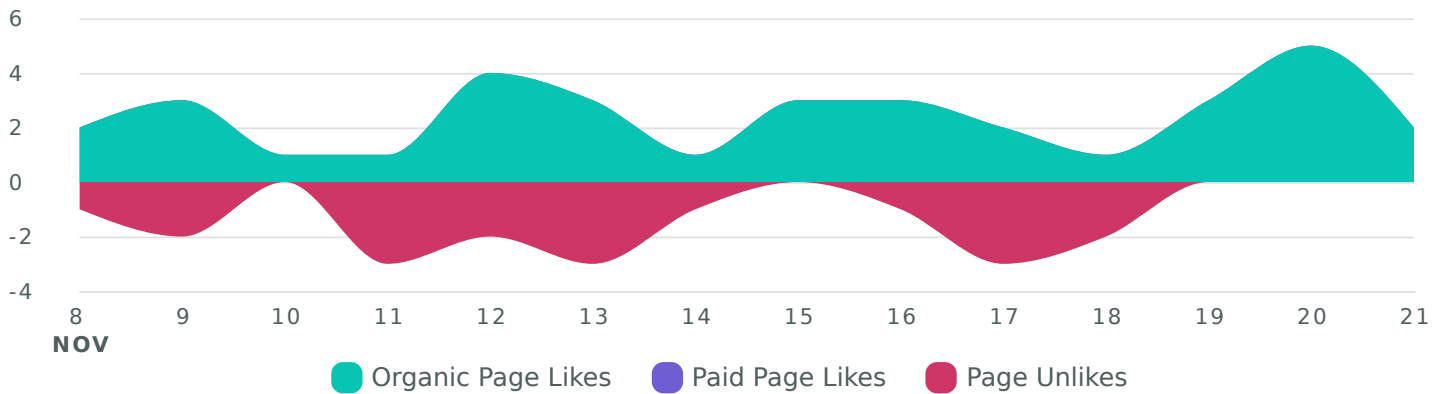
View your key profile performance metrics from the reporting period.

Impressions <b>637,602</b> ↗14.2%	Engagements <b>10,412</b> ↗65.5%	Post Link Clicks <b>1,812</b> ↗51.4%
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### Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day

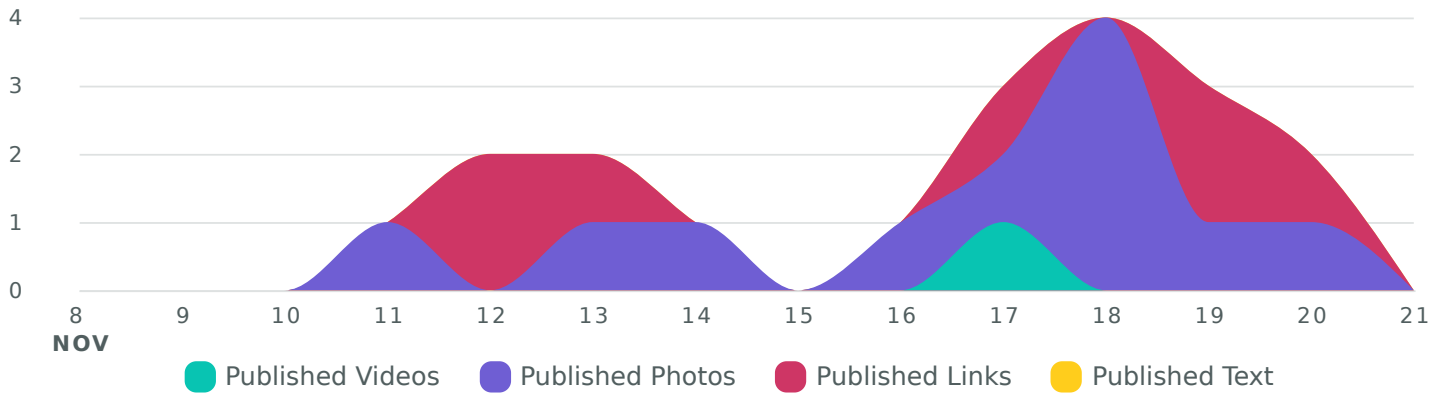


Audience Metrics	Totals	% Change
<b>Fans</b>	<b>24,795</b>	<b>↗0%</b>
<b>Net Page Likes</b>	<b>16</b>	<b>↗166.7%</b>
Organic Page Likes	34	↗9.7%
Paid Page Likes	0	→0%
Page Unlikes	18	↘28%

## 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
<b>Total Published Posts</b>	<b>19</b>	<b>↗ 72.7%</b>
Published Videos	<b>1</b>	<b>→ 0%</b>
Published Photos	<b>11</b>	<b>↗ 37.5%</b>
Published Links	<b>7</b>	<b>↗ 250%</b>
Published Text	<b>0</b>	<b>→ 0%</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...  
Thu 11/18/2021 9:43 am...


A CSB/SJU Tradition – the annual Thanksgiving Dinner. Last night Bennies and



<b>Total Engagements</b>	<b>2,310</b>
Reactions	311
Comments	17
Shares	14
Post Link Clicks	—
Other Post Clicks	<b>1,968</b>

College of Sain...  
Thu 11/18/2021 9:43 am...


CSB/SJU Thanksgiving Dinner 2021



<b>Total Engagements</b>	<b>2,309</b>
Reactions	310
Comments	17
Shares	14
Post Link Clicks	—
Other Post Clicks	<b>1,968</b>

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Thu 11/18/2021 9:43 am...

CSB/SJU Thanksgiving Dinner 2021



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Reactions	310
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Post Link Clicks	—
Other Post Clicks	<b>1,968</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...  
Fri 11/19/2021 2:21 pm ...

The spirit of a Saint John's teammate extends well beyond the playing field.

**Jacob Schmitz's journ...**

<b>Total Engagements</b>	<b>1,075</b>
Reactions	106
Comments	3
Shares	6
Post Link Clicks	711
Other Post Clicks	249

College of Sain...  
Sat 11/13/2021 9:27 am ...

The American Choral Directors' Association of Minnesota (ACDA-MN) is

<b>Total Engagements</b>	<b>364</b>
Reactions	180
Comments	5
Shares	4
Post Link Clicks	49
Other Post Clicks	126

College of Sain...  
Sat 11/20/2021 11:18 a...


Congratulations Fiona Smith! Fifth place at the national NCAA Division III cross count

<b>Total Engagements</b>	<b>344</b>
Reactions	225
Comments	7
Shares	1
Post Link Clicks	—
Other Post Clicks	111


**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...  
Wed 11/17/2021 1:02 p...

An exciting weekend for CSB and SJU Athletics! The SJU football team is back in



<b>Total Engagements</b>	<b>340</b>
Reactions	135
Comments	3
Shares	0
Post Link Clicks	32
Other Post Clicks	170




College of Sain...  
Fri 11/12/2021 9:35 am ...


Mark your calendar! CSB and SJU will present "Christmas with Saint Ben's and Saint

**CSB/SJU Music Depart...**




<b>Total Engagements</b>	<b>291</b>
Reactions	92
Comments	1
Shares	5
Post Link Clicks	98
Other Post Clicks	95





College of Sain...  
Fri 11/19/2021 4:18 pm ...

CSB/SJU are again ranked among the top undergraduate colleges in the nation for



<b>Total Engagements</b>	<b>283</b>
Reactions	136
Comments	10
Shares	7
Post Link Clicks	31
Other Post Clicks	99



**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...  
Thu 11/18/2021 9:43 am...

CSB/SJU Thanksgiving Dinner 2021



<b>Total Engagements</b>	<b>198</b>
Reactions	45
Comments	1
Shares	0
Post Link Clicks	—
Other Post Clicks	<b>152</b>




College of Sain...  
Thu 11/11/2021 6:23 am...

On **#VeteransDay**, we thank the men and women who have served our country for



<b>Total Engagements</b>	<b>182</b>
Reactions	143
Comments	2
Shares	3
Post Link Clicks	—
Other Post Clicks	<b>34</b>




College of Sain...  
Fri 11/19/2021 10:40 am...

Jennifer Peterson, chair of CSB's new graduate nursing programs, was featured on t

Two central Minnesot...



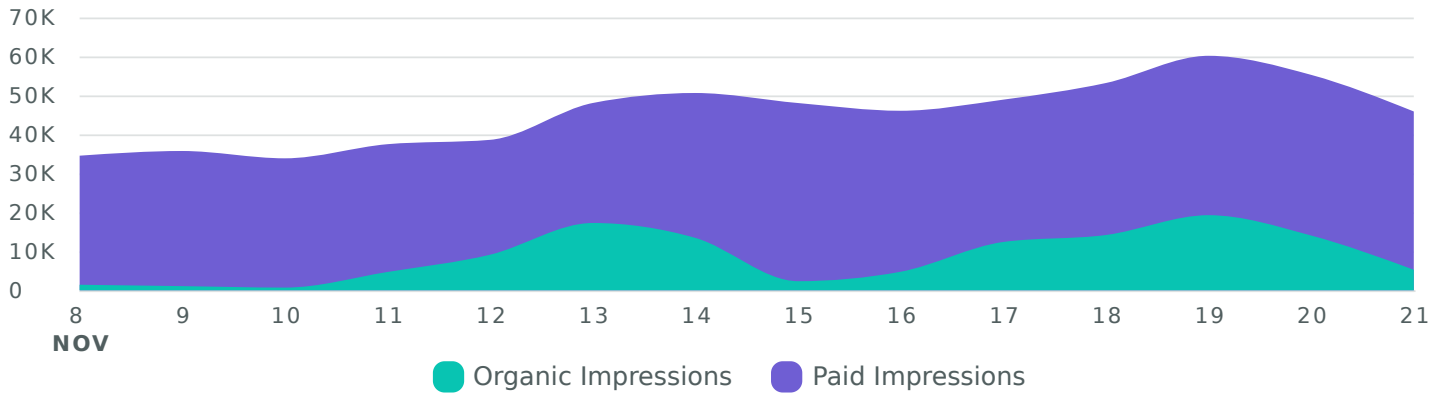
<b>Total Engagements</b>	<b>162</b>
Reactions	49
Comments	3
Shares	3
Post Link Clicks	<b>86</b>
Other Post Clicks	<b>21</b>



## Impressions

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

Impressions Breakdown, by Day



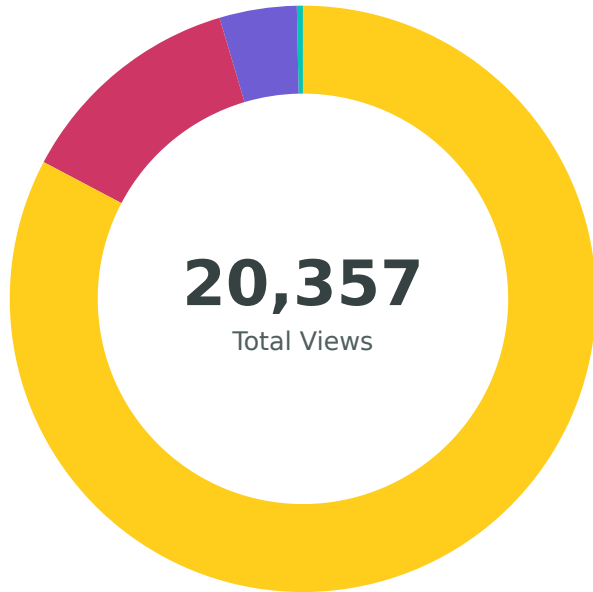
Impression Metrics	Totals	% Change
<b>Total Impressions</b>	<b>637,602</b>	<b>↗ 14.2%</b>
Organic Impressions	119,947	↗ 42.4%
Paid Impressions	516,533	↗ 9.2%
<b>Average Daily Impressions per Page</b>	<b>45,543.00</b>	<b>↗ 14.2%</b>
<b>Average Daily Reach per Page</b>	<b>38,098.14</b>	<b>↗ 10.9%</b>



### Video Performance

View your aggregate video performance during the reporting period.

#### View Metrics



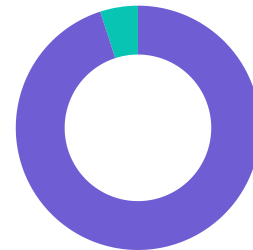
Organic Full  
**68**

Organic Partial  
**867**

Paid Full  
**2,582**

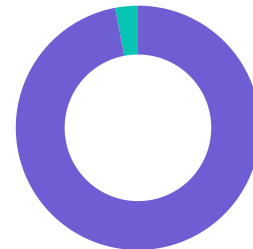
Paid Partial  
**16,840**

#### Viewing Breakdown



Organic Views  
**5%**

Paid Views  
**95%**



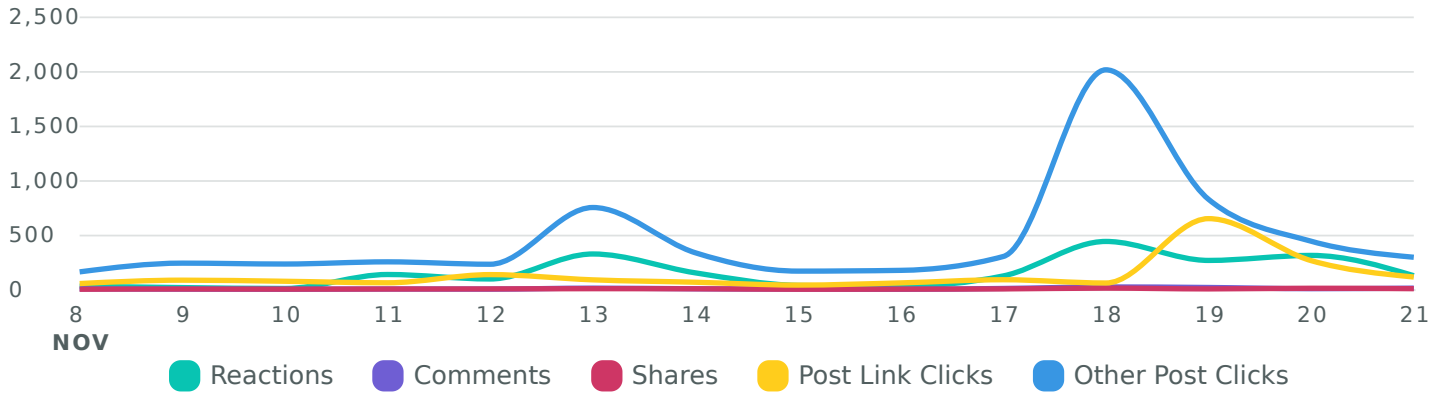
Click Plays  
**3%**

Auto Plays  
**97%**

## Engagement

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

Engagements Comparison, by Day

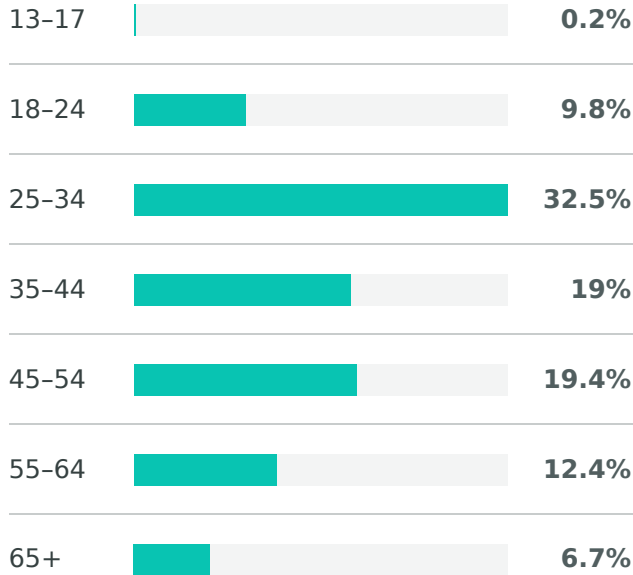


Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>10,412</b>	<b>↗ 65.5%</b>
Reactions	2,072	↗ 40.7%
Comments	81	↗ 44.6%
Shares	48	↗ 37.1%
Post Link Clicks	1,812	↗ 51.4%
Other Post Clicks	6,399	↗ 81.3%
<b>Engagement Rate (per Impression)</b>	<b>1.6%</b>	<b>↗ 44.9%</b>

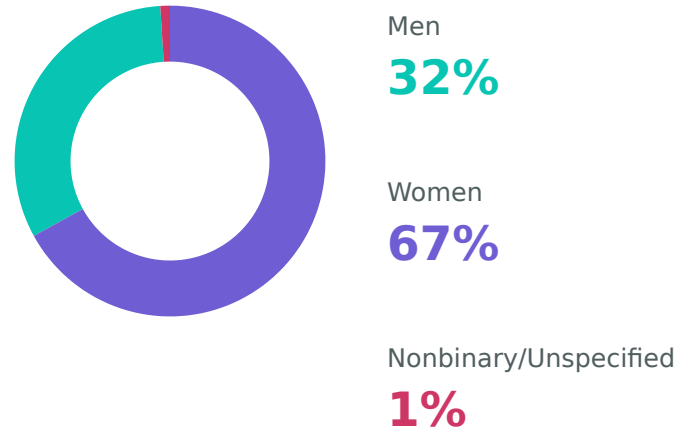
## Page Fan Demographics

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>22,098</b>
The Bahamas	477
Japan	151
India	123
Philippines	96

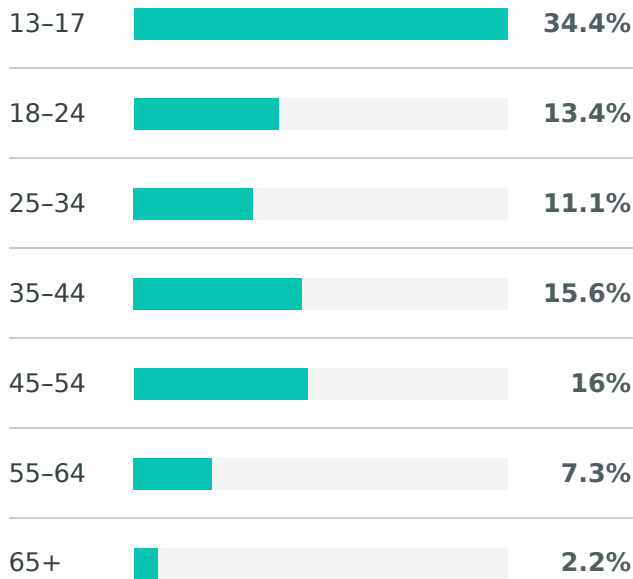
### Audience Top Cities

<b>Minneapolis, MN</b>	<b>1,548</b>
Saint Paul, MN	926
Saint Cloud, MN	796
Saint Joseph, MN	548
Nassau, The Bahamas	449

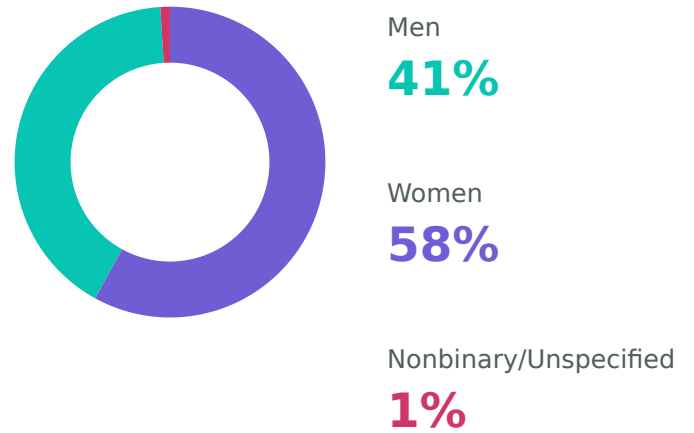
## People Reached Demographics

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>21,654.69</b>
Puerto Rico	1,181.77
Sweden	726.69
The Bahamas	40.77
Japan	14.46

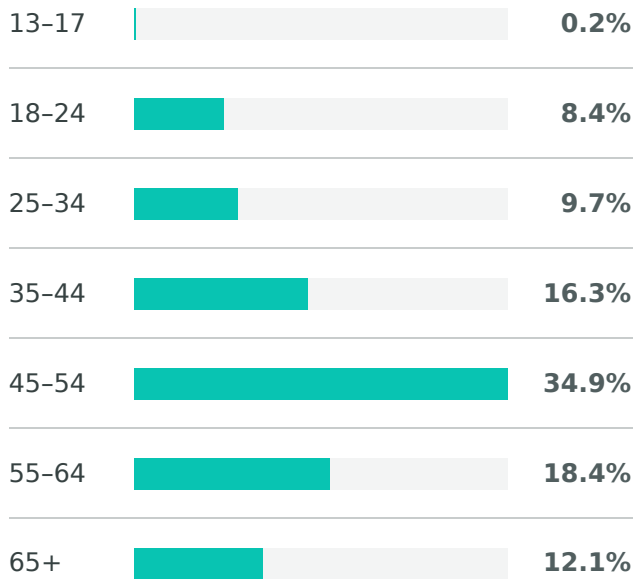
### People Reached Top Cities Daily Average

<b>Saint Paul, MN</b>	<b>1,067.85</b>
Minneapolis, MN	1,026.62
San Juan, Puerto Rico	857.31
Saint Cloud, MN	648.85
Lakeville, MN	582.77

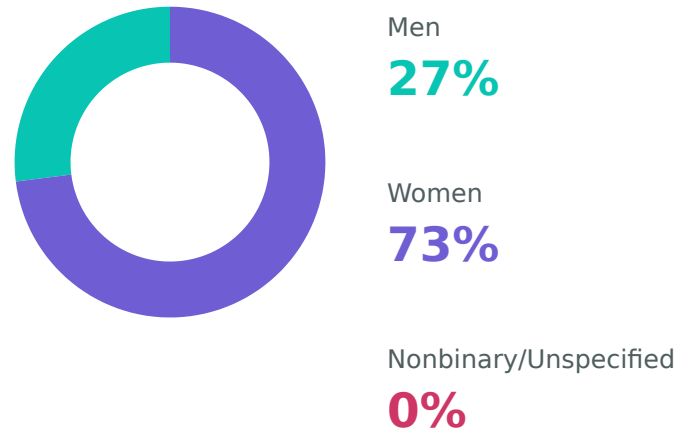
## People Engaged Demographics

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>227.43</b>
Australia	0.86
The Bahamas	0.86
Germany	0.43
United Kingdom	0.43

### People Engaged Top Cities

	Daily Average
<b>Saint Cloud, MN</b>	<b>22</b>
Saint Joseph, MN	21.2
Saint Paul, MN	8.6
Minneapolis, MN	8.2
Sartell, MN	5.6

## 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> Nov 8, 2021 - Nov 21, 2021	<b>24,795</b> ↗ 0%	<b>16</b> ↗ 166.7%	<b>19</b> ↗ 72.7%	<b>637,602</b> ↗ 14.2%	<b>10,412</b> ↗ 65.5%	<b>1,812</b> ↗ 51.4%	<b>1.6%</b> ↗ 44.9%
<b>Compare to</b> Oct 25, 2021 - Nov 7, 2021	<b>24,784</b>	<b>6</b>	<b>11</b>	<b>558,182</b>	<b>6,291</b>	<b>1,197</b>	<b>1.1%</b>
 <b>College of Saint Benedict and Saint John's University</b>	24,795	16	19	637,602	10,412	1,812	1.6%