



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

November 22, 2021 - December 5, 2021

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

Performance Summary

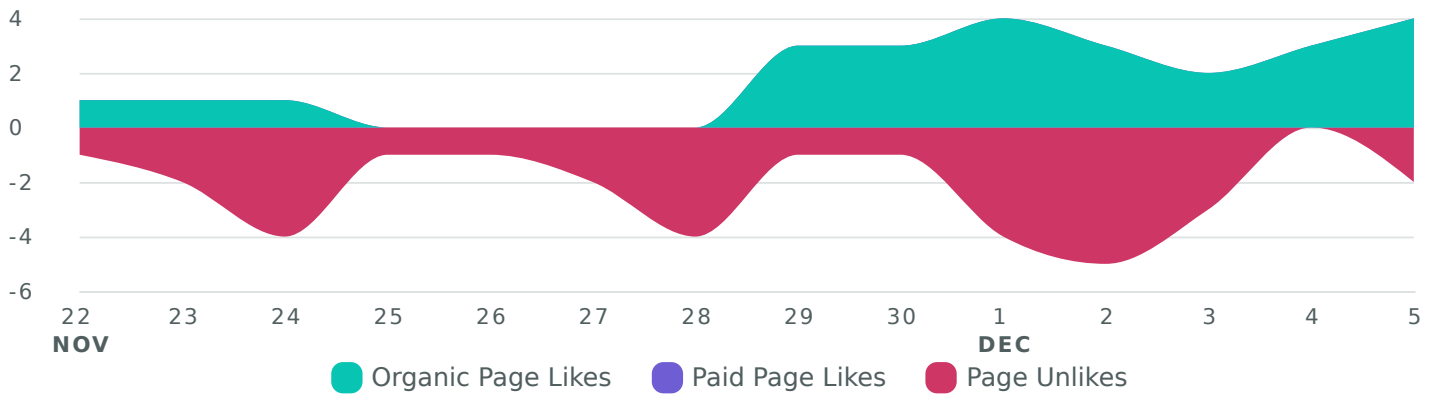
View your key profile performance metrics from the reporting period.

| | | |
|--------------------------------------|-------------------------------------|--|
| Impressions 591,933 ↘ 7.2% | Engagements 9,100 ↘ 12.6% | Post Link Clicks 1,005 ↘ 44.6% |
|--------------------------------------|-------------------------------------|--|

Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day

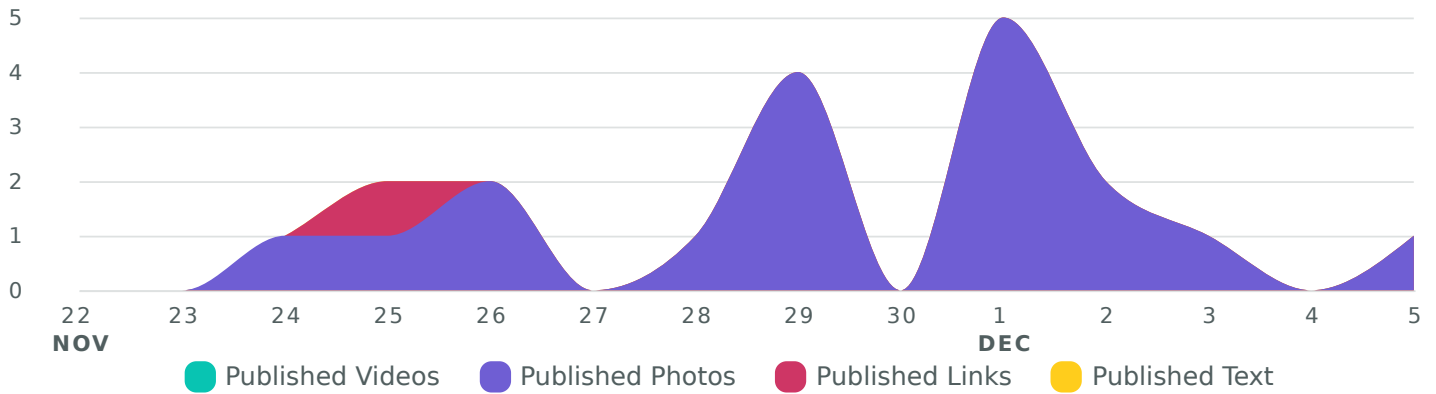


| Audience Metrics | Totals | % Change |
|-----------------------|---------------|-----------------|
| Fans | 24,785 | ↘ 0% |
| Net Page Likes | -6 | ↘ 137.5% |
| Organic Page Likes | 25 | ↘ 26.5% |
| Paid Page Likes | 0 | → 0% |
| Page Unlikes | 31 | ↗ 72.2% |

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 | 19 | → 0% |
| Published Videos | 0 | ↘ 100% |
| Published Photos | 18 | ↗ 63.6% |
| Published Links | 1 | ↘ 85.7% |
| Published Text | 0 | → 0% |

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...
Mon 11/29/2021 5:32 p...

Third-grader Hadley Krebsbach, the daughter of Saint John's Preparatory

| | |
|--------------------------|--------------|
| Total Engagements | 1,477 |
| Reactions | 218 |
| Comments | 11 |
| Shares | 6 |
| Post Link Clicks | — |
| Other Post Clicks | 1,242 |

College of Sain...
Mon 11/29/2021 5:32 p...

SJU Tree Lighting 2021

| | |
|--------------------------|--------------|
| Total Engagements | 1,477 |
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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 12/1/2021 4:30 am ...

The Christmas Tree is lit at the College of Saint Benedict, officially kicking off the 2021

| | |
|--------------------------|--------------|
| Total Engagements | 1,086 |
| Reactions | 205 |
| Comments | 2 |
| Shares | 17 |
| Post Link Clicks | — |
| Other Post Clicks | 862 |

College of Sain...

Wed 12/1/2021 4:30 am ...

CSB Christmas Tree Lighting 2021

| | |
|--------------------------|--------------|
| Total Engagements | 1,086 |
| Reactions | 205 |
| Comments | 2 |
| Shares | 17 |
| Post Link Clicks | — |
| Other Post Clicks | 862 |

College of Sain...

Wed 12/1/2021 4:30 am ...

CSB Christmas Tree Lighting 2021

| | |
|--------------------------|--------------|
| Total Engagements | 1,086 |
| Reactions | 205 |
| Comments | 2 |
| Shares | 17 |
| Post Link Clicks | — |
| Other Post Clicks | 862 |

Top Posts

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| | |
|--------------------------|--------------|
| Total Engagements | 1,086 |
| Reactions | 205 |
| Comments | 2 |
| Shares | 17 |
| Post Link Clicks | — |
| Other Post Clicks | 862 |

College of Sain...

Thu 12/2/2021 5:04 pm ...

Two cornerstones of the CSB athletic department will be honored for their impact on

| | |
|--------------------------|------------|
| Total Engagements | 478 |
| Reactions | 232 |
| Comments | 19 |
| Shares | 1 |
| Post Link Clicks | 14 |
| Other Post Clicks | 212 |

College of Sain...

Sun 12/5/2021 6:26 pm ...

Thank you to everyone that attended our annual holiday concert, "Christmas with Sair

| | |
|--------------------------|------------|
| Total Engagements | 459 |
| Reactions | 105 |
| Comments | 6 |
| Shares | 2 |
| Post Link Clicks | — |
| Other Post Clicks | 346 |


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 12/2/2021 2:28 pm ...

CSB/SJU are continuing a 32-year tradition of providing inspiring sacred music for the




| | |
|--------------------------|------------|
| Total Engagements | 310 |
| Reactions | 124 |
| Comments | 13 |
| Shares | 16 |
| Post Link Clicks | 85 |
| Other Post Clicks | 72 |

College of Sain...
Thu 11/25/2021 2:26 pm...

#ThrowBackThursday - Thanksgiving Dinner at CSB/SJU, 2013 We have man


Thanksgiving Dinner: ...



| | |
|--------------------------|------------|
| Total Engagements | 260 |
| Reactions | 26 |
| Comments | 1 |
| Shares | 1 |
| Post Link Clicks | 170 |
| Other Post Clicks | 62 |

College of Sain...
Wed 11/24/2021 6:34 a...

Congratulations to Bennie Faith Gronda '22 on her Newman Civic Fellowship and

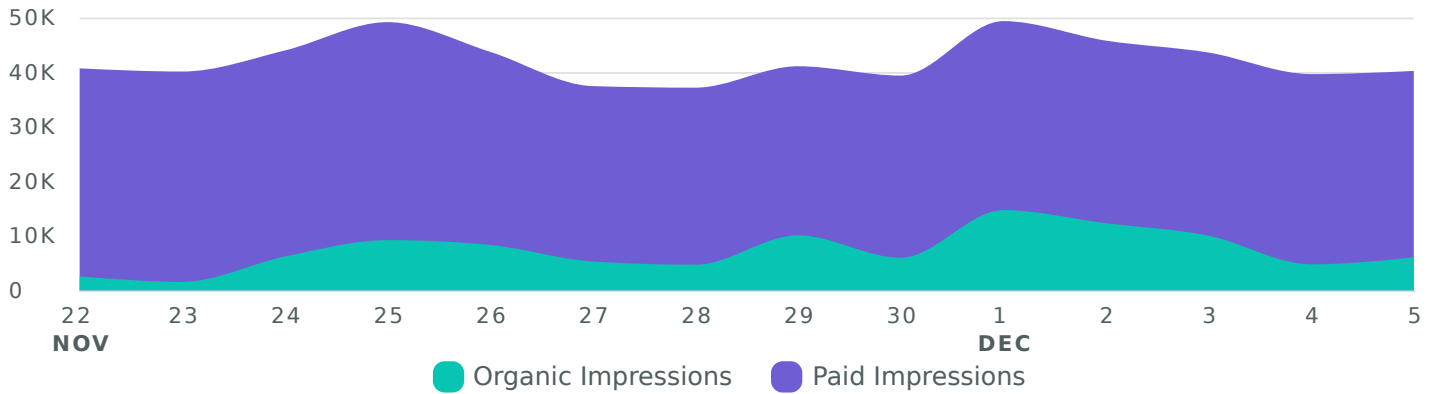


| | |
|--------------------------|------------|
| Total Engagements | 259 |
| Reactions | 87 |
| Comments | 3 |
| Shares | 1 |
| Post Link Clicks | 17 |
| Other Post Clicks | 151 |

Impressions

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

Impressions Breakdown, by Day

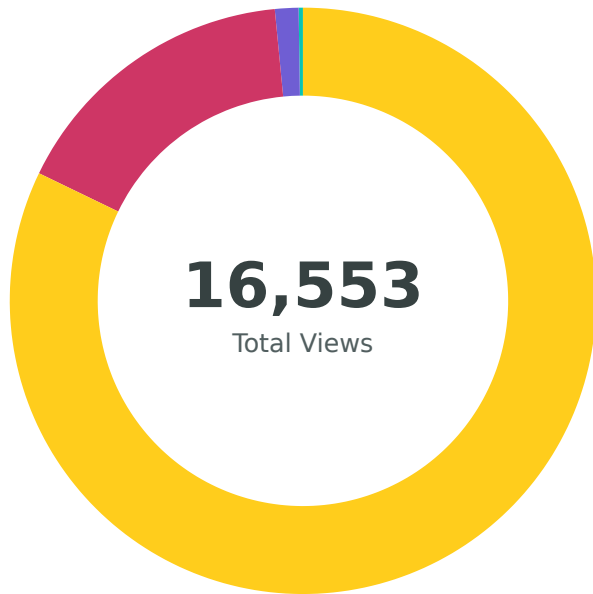


| Impression Metrics | Totals | % Change |
|---|------------------|--------------|
| Total Impressions | 591,933 | ↘7.2% |
| Organic Impressions | 101,552 | ↘15.3% |
| Paid Impressions | 489,531 | ↘5.3% |
| Average Daily Impressions per Page | 42,280.93 | ↘7.2% |
| Average Daily Reach per Page | 35,620.93 | ↘6.5% |

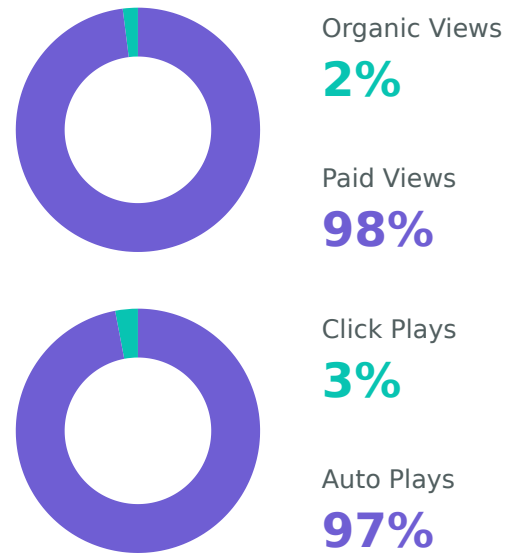
Video Performance

View your aggregate video performance during the reporting period.

View Metrics



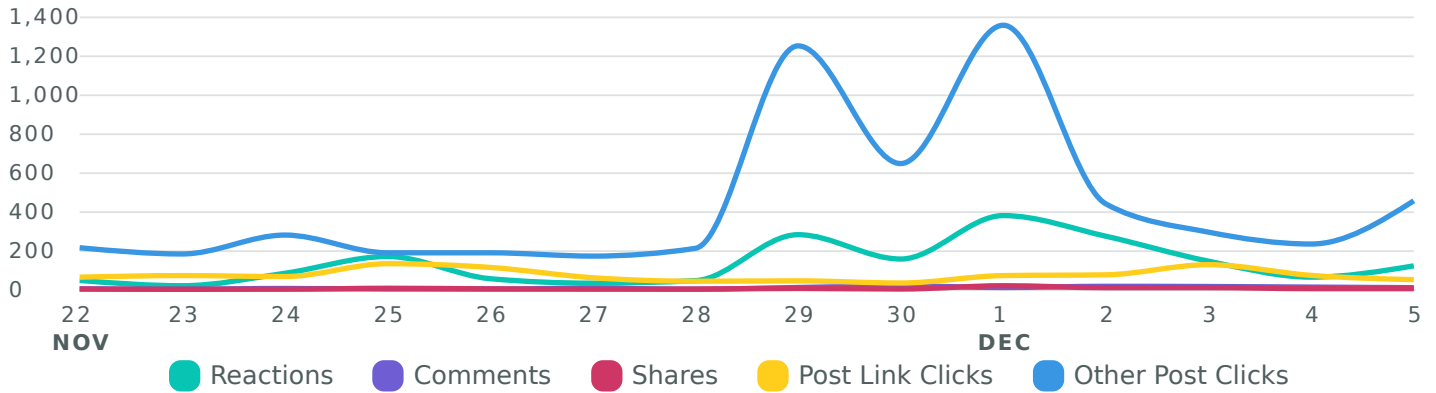
Viewing Breakdown



Engagement

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

Engagements Comparison, by Day

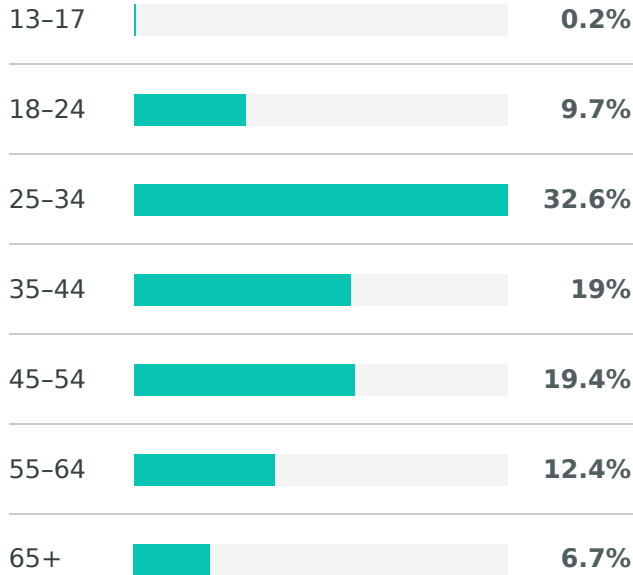


| Engagement Metrics | Totals | % Change |
|---|--------------|----------------|
| Total Engagements | 9,100 | ↘ 12.6% |
| Reactions | 1,853 | ↘ 10.6% |
| Comments | 96 | ↗ 18.5% |
| Shares | 54 | ↗ 12.5% |
| Post Link Clicks | 1,005 | ↘ 44.6% |
| Other Post Clicks | 6,092 | ↘ 4.8% |
| Engagement Rate (per Impression) | 1.5% | ↘ 5.8% |

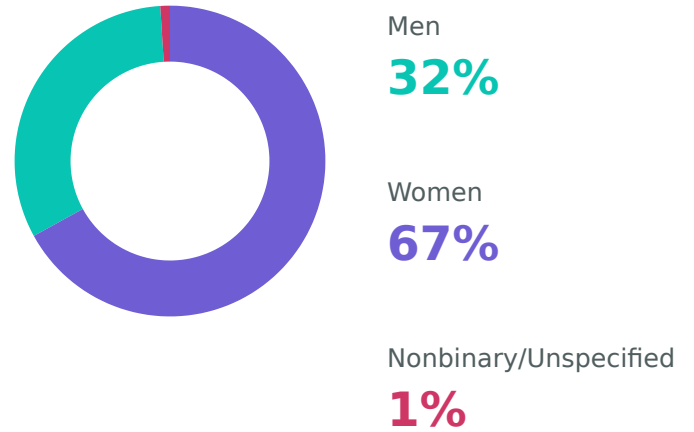
Page Fan Demographics

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

| | |
|----------------------|---------------|
| United States | 22,089 |
| The Bahamas | 473 |
| Japan | 151 |
| India | 125 |
| Philippines | 96 |

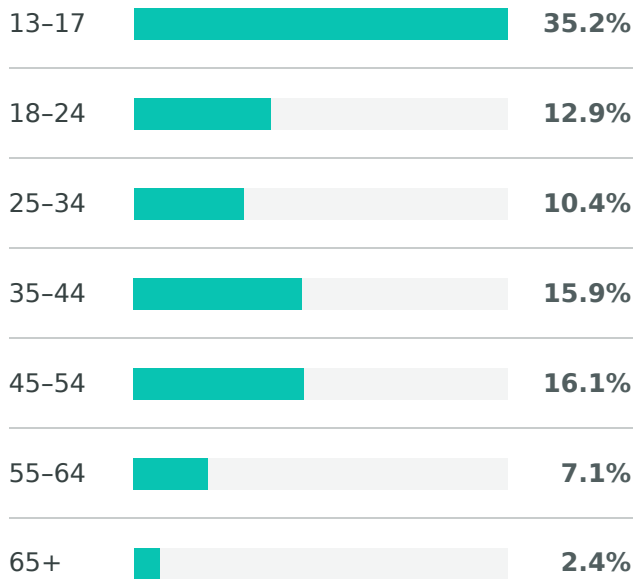
Audience Top Cities

| | |
|------------------------|--------------|
| Minneapolis, MN | 1,523 |
| Saint Paul, MN | 925 |
| Saint Cloud, MN | 795 |
| Saint Joseph, MN | 526 |
| Nassau, The Bahamas | 446 |

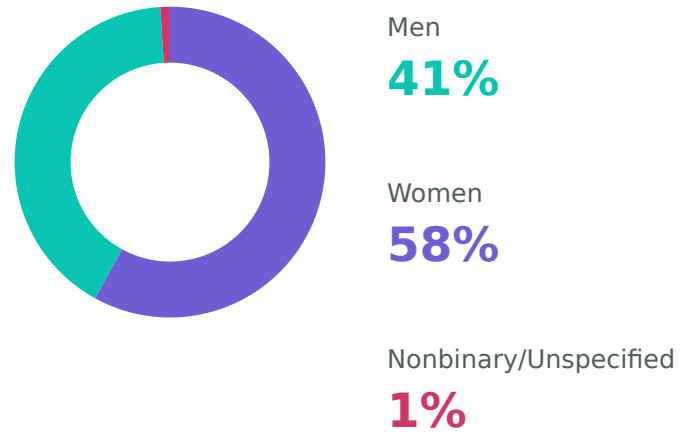
People Reached Demographics

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

| | |
|----------------------|------------------|
| United States | 22,116.92 |
| Puerto Rico | 436.38 |
| Sweden | 251.54 |
| The Bahamas | 34 |
| Mexico | 15.62 |

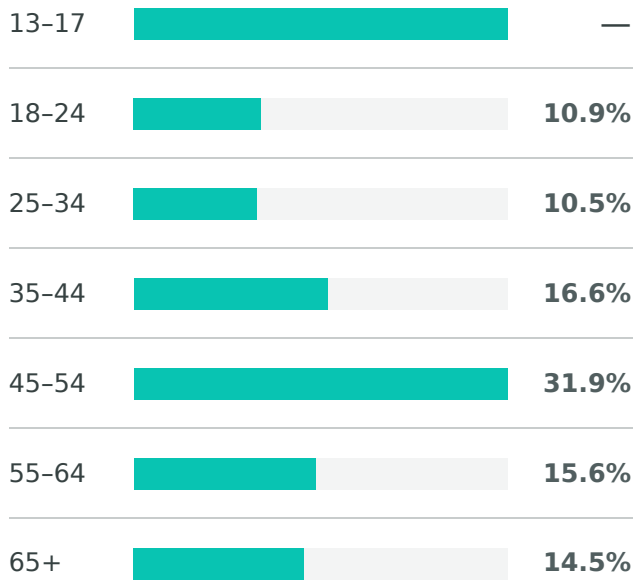
People Reached Top Cities Daily Average

| | |
|-----------------------|-----------------|
| Saint Paul, MN | 1,191.15 |
| Minneapolis, MN | 1,110.31 |
| Saint Cloud, MN | 662.92 |
| Lakeville, MN | 585.38 |
| Brooklyn Park, MN | 529.69 |

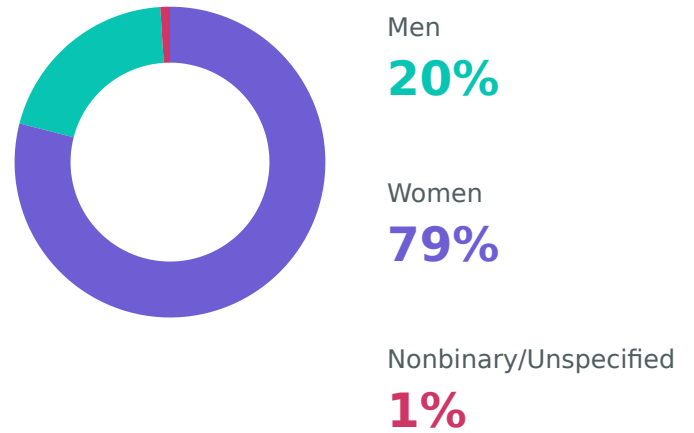
People Engaged Demographics

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


| | |
|----------------------|---------------|
| United States | 198.17 |
| Mexico | 1.17 |
| Australia | 0.67 |
| United Kingdom | 0.67 |
| India | 0.67 |

People Engaged Top Cities Daily Average

| | |
|-------------------------|-------------|
| Saint Joseph, MN | 18.8 |
| Saint Cloud, MN | 15.8 |
| Saint Paul, MN | 7.8 |
| Sartell, MN | 6.2 |
| Minneapolis, MN | 5.2 |

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 | 24,785 | -6 | 19 | 591,933 | 9,100 | 1,005 | 1.5% |
| Nov 22, 2021 - Dec 5, 2021 | ↘ 0% | ↘ 137.5% | → 0% | ↘ 7.2% | ↘ 12.6% | ↘ 44.6% | ↘ 5.8% |
| Compare to | 24,794 | 16 | 19 | 637,879 | 10,413 | 1,813 | 1.6% |
| Nov 8, 2021 - Nov 21, 2021 | | | | | | | |
|  College of Saint Benedict and Saint John's University | 24,785 | -6 | 19 | 591,933 | 9,100 | 1,005 | 1.5% |