



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

January 31, 2022 - February 13, 2022

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

Performance Summary

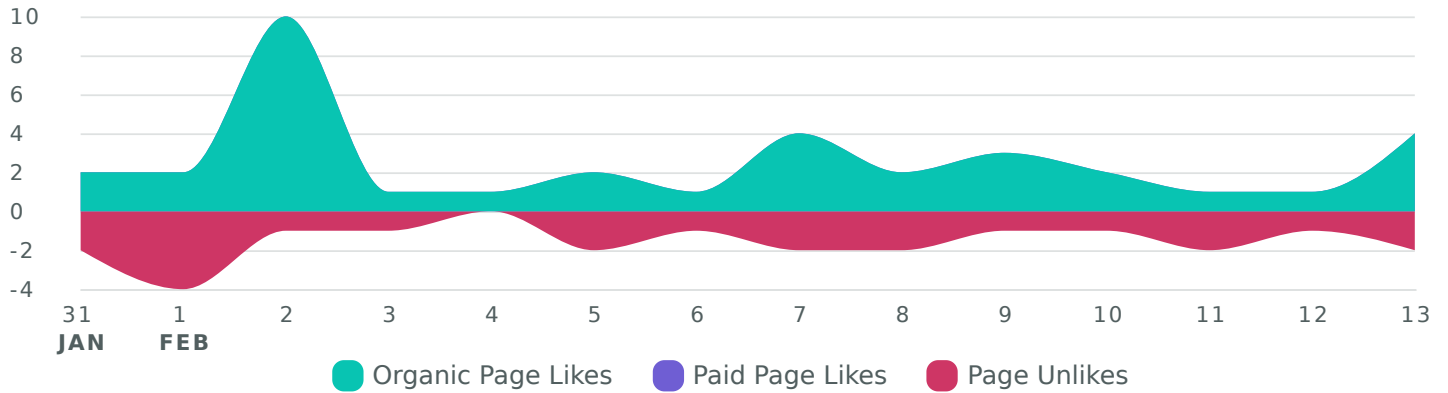
View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>442,163 ↘ 22.7%</p>	<p>Engagements</p> <p>13,012 ↗ 59.4%</p>	<p>Post Link Clicks</p> <p>2,077 ↗ 30.3%</p>
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Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day

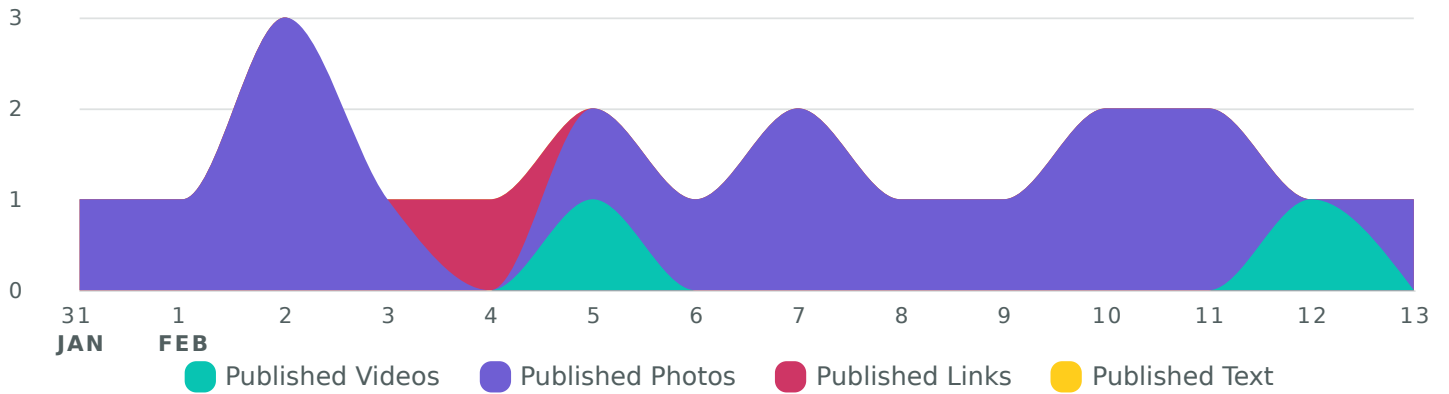


Audience Metrics	Totals	% Change
Fans	24,784	↗0%
Net Page Likes	14	↗450%
Organic Page Likes	36	↗71.4%
Paid Page Likes	0	→0%
Page Unlikes	22	↘12%

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	20	↗ 122.2%
Published Videos	2	↗ —
Published Photos	17	↗ 112.5%
Published Links	1	→ 0%
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...
Wed 2/2/2022 7:29 am ...

The College of Saint Benedict and Saint John's University are proud to announce the...

Total Engagements	6,357
Reactions	2,438
Comments	783
Shares	57
Post Link Clicks	1,164
Other Post Clicks	1,915

College of Sain...
Fri 2/11/2022 12:00 pm ...

CONTEST TIME! Guess the date the ice will come off CSB/SJU's Lake Sagatagan a...

Total Engagements	1,155
Reactions	39
Comments	366
Shares	4
Post Link Clicks	—
Other Post Clicks	746

College of Sain...
Sun 2/13/2022 9:10 am ...

Three CSB/SJU alums have very personal reasons to cheer on Team USA. Mike an...

Total Engagements	715
Reactions	238
Comments	5
Shares	4
Post Link Clicks	92
Other Post Clicks	376

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...
Sat 2/12/2022 6:06 pm ...

Saint John's basketball won its second consecutive MIAC regular-season championshi...

Total Engagements	598
Reactions	201
Comments	43
Shares	4
Post Link Clicks	—
Other Post Clicks	350

College of Sain...
Thu 2/3/2022 4:50 pm PST

A Faculty Fellowship Award from the Commission on Dietetic Registration/Acade...

Total Engagements	492
Reactions	203
Comments	75
Shares	1
Post Link Clicks	36
Other Post Clicks	177

College of Sain...
Mon 2/7/2022 6:36 pm P...


From Collegeville to the NFL, an SJU football film crew is getting noticed. After earnin...

Total Engagements	452
Reactions	170
Comments	3
Shares	4
Post Link Clicks	123
Other Post Clicks	152

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 2/2/2022 6:05 pm ...

What a great way to celebrate National Women and Girls in Sports Day! Congratulations...




Total Engagements	313
Reactions	83
Comments	1
Shares	0
Post Link Clicks	—
Other Post Clicks	229




College of Sain...

Fri 2/11/2022 10:24 am ...

As you gear up for Super Bowl Sunday, remember that SJU and CSB graduates can be...




Total Engagements	282
Reactions	98
Comments	1
Shares	7
Post Link Clicks	122
Other Post Clicks	54



College of Sain...

Sat 2/5/2022 7:15 am PST

Prominent Ojibwe scholar Anton Treuer will present the lecture "The Cultural Toolbo...



Total Engagements	247
Reactions	96
Comments	10
Shares	8
Post Link Clicks	42
Other Post Clicks	91

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...
Tue 2/1/2022 10:25 am ...

The Saint John's School of Theology and Seminary has named Shawn Colberg as th...

Total Engagements	235
Reactions	85
Comments	1
Shares	1
Post Link Clicks	35
Other Post Clicks	113

College of Sain...
Sat 2/5/2022 4:15 pm PST

On a day when the College of Saint Benedict and Saint John's University basketball...

Total Engagements	231
Reactions	48
Comments	2
Shares	2
Post Link Clicks	—
Other Post Clicks	179

College of Sain...
Mon 2/7/2022 11:40 am ...

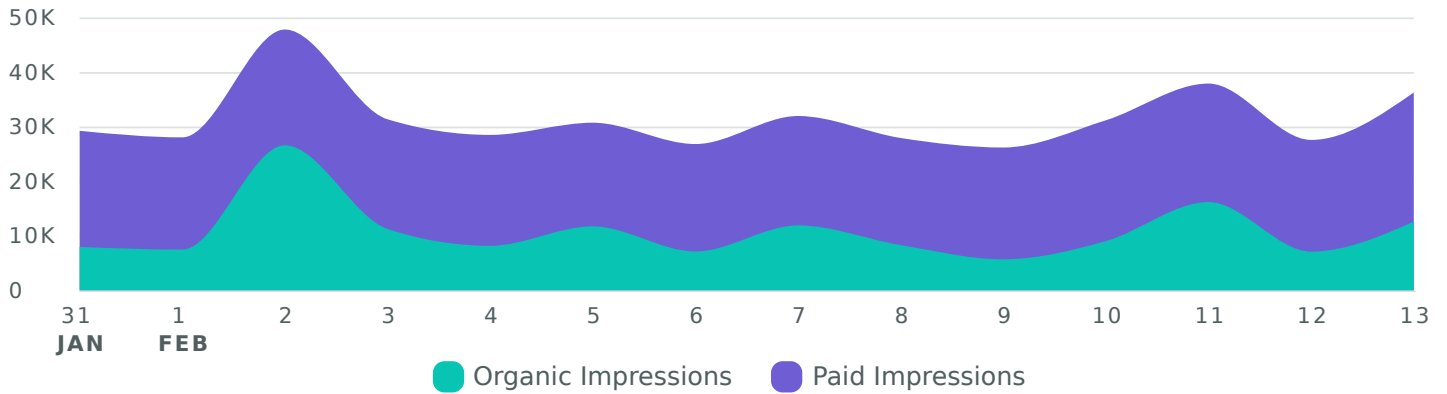
Save the dates for CSB and SJU Commencement ceremonies, honoring our...

Total Engagements	220
Reactions	64
Comments	1
Shares	4
Post Link Clicks	59
Other Post Clicks	92

Impressions

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

Impressions Breakdown, by Day

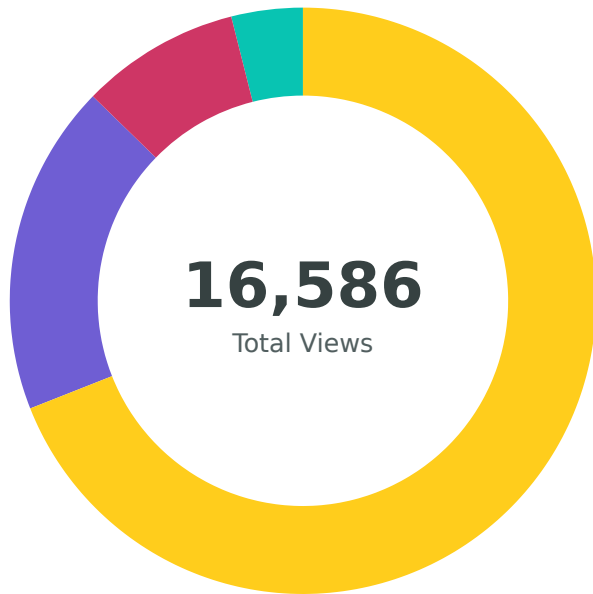


Impression Metrics	Totals	% Change
Total Impressions	442,163	↘ 22.7%
Organic Impressions	150,727	↗ 78.6%
Paid Impressions	290,456	↘ 40.3%
Average Daily Impressions per Page	31,583.07	↘ 22.7%
Average Daily Reach per Page	27,427.43	↘ 24.8%

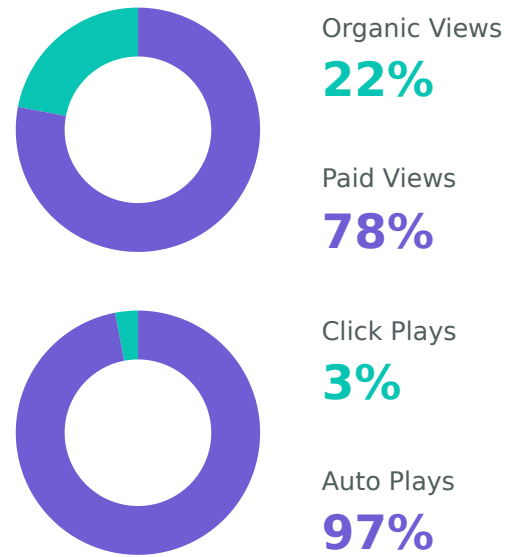
Video Performance

View your aggregate video performance during the reporting period.

View Metrics



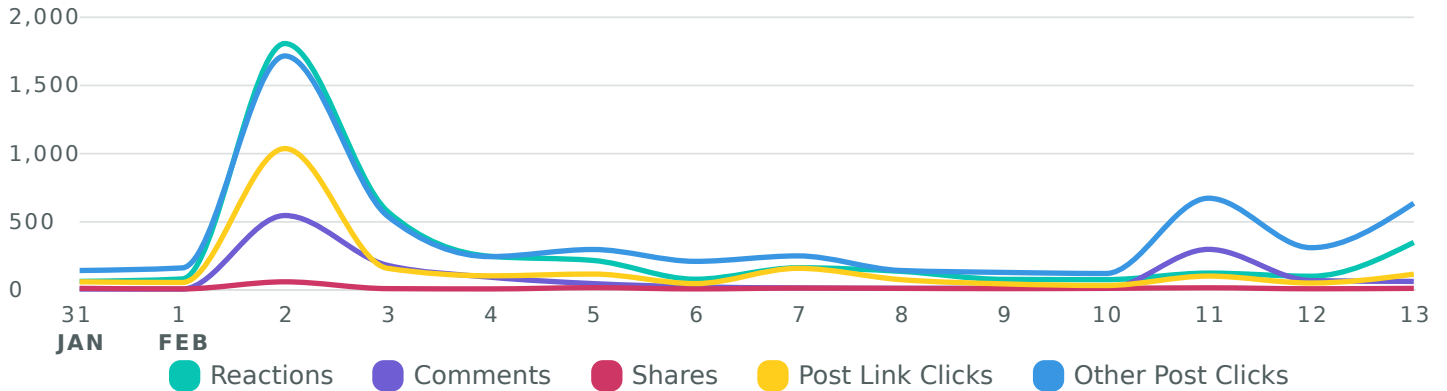
Viewing Breakdown



Engagement

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

Engagements Comparison, by Day

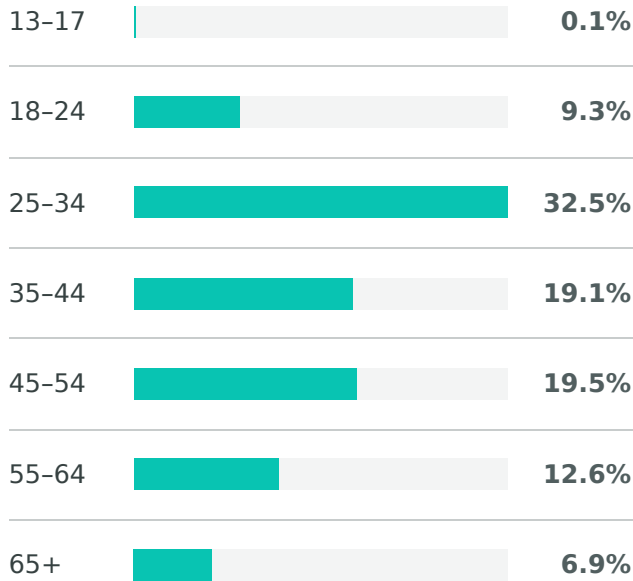


Engagement Metrics	Totals	% Change
Total Engagements	13,012	↗ 59.4%
Reactions	4,015	↗ 112.8%
Comments	1,303	↗ 719.5%
Shares	124	↗ 163.8%
Post Link Clicks	2,077	↗ 30.3%
Other Post Clicks	5,493	↗ 22.7%
Engagement Rate (per Impression)	2.9%	↗ 106.2%

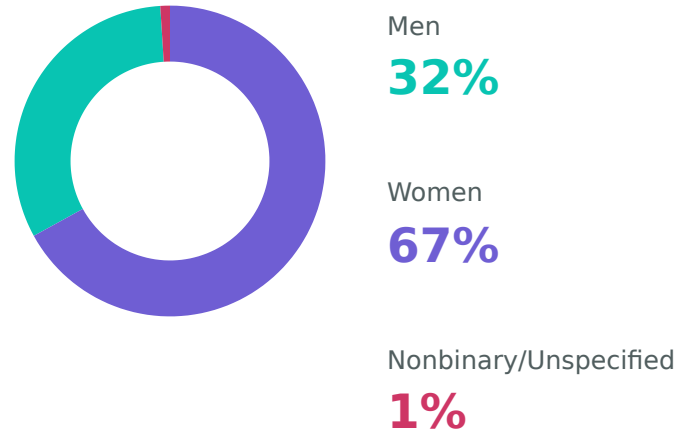
Page Fan Demographics

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	22,076
The Bahamas	472
Japan	151
India	124
Philippines	94

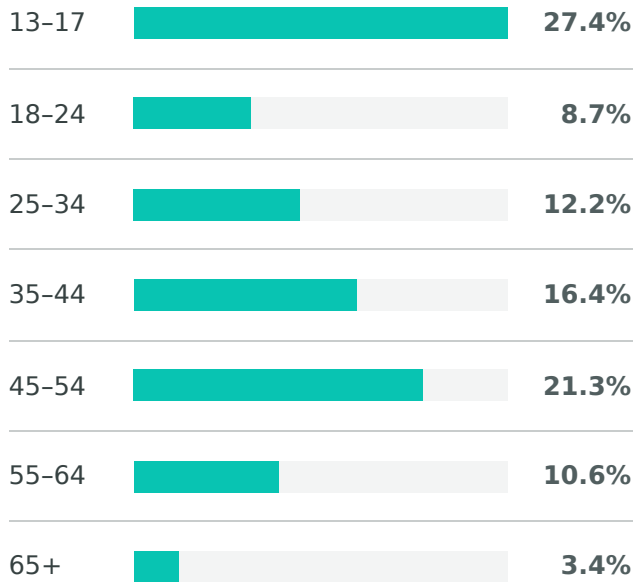
Audience Top Cities

Minneapolis, MN	1,521
Saint Paul, MN	916
Saint Cloud, MN	824
Saint Joseph, MN	466
Nassau, The Bahamas	440

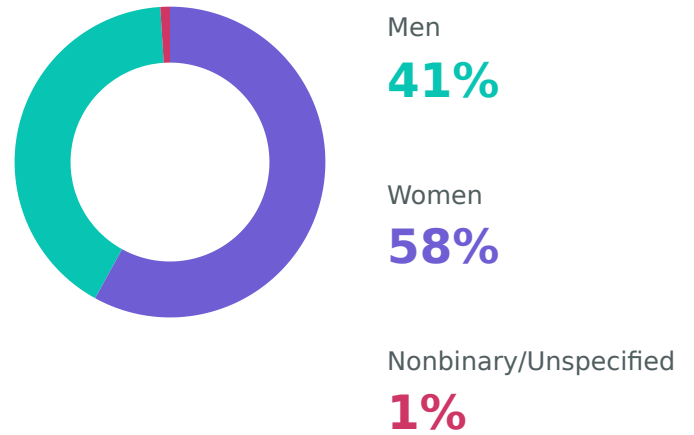
People Reached Demographics

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	16,974.77
Bosnia and Herzegovina	103.85
The Bahamas	76.85
Japan	18.31
Germany	16.23

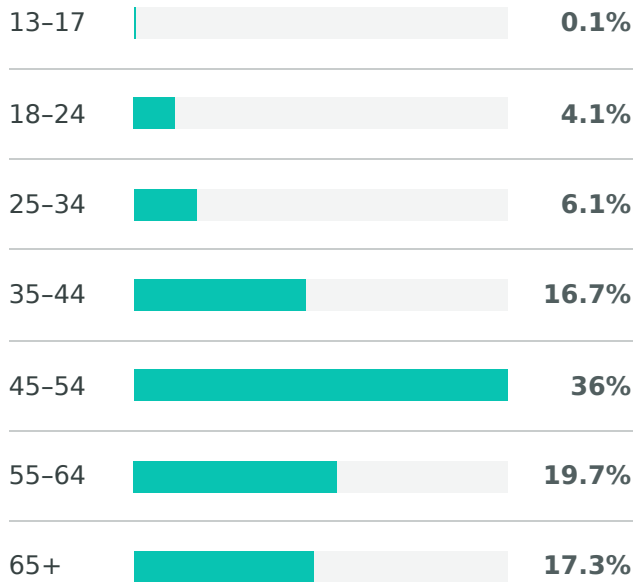
People Reached Top Cities Daily Average

Minneapolis, MN	857.69
Saint Paul, MN	823.85
Saint Cloud, MN	399.08
Rochester, MN	256.23
Saint Joseph, MN	237.77

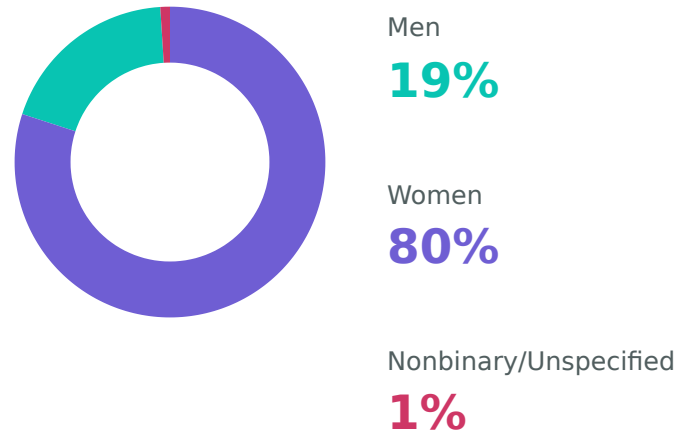
People Engaged Demographics

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
United States	545.33
The Bahamas	19.5
Australia	1.17
Kenya	0.83
United Kingdom	0.5

People Engaged Top Cities	Daily Average
Saint Cloud, MN	28
Red Wing, MN	27
Nassau, The Bahamas	21.8
Sauk Centre, MN	18.6
Saint Joseph, MN	18.2

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	24,784	14	20	442,163	13,012	2,077	2.9%
Jan 31, 2022 - Feb 13, 2022	↗ 0%	↗ 450%	↗ 122.2%	↘ 22.7%	↗ 59.4%	↗ 30.3%	↗ 106.2%
Compare to	24,772	-4	9	572,178	8,165	1,594	1.4%
Jan 17, 2022 - Jan 30, 2022							
 College of Saint Benedict and Saint John's University	24,784	14	20	442,163	13,012	2,077	2.9%