



Instagram Business Profiles

November 8, 2021 - November 21, 2021

Determine the impact of Instagram content by analyzing your activity.

Included in this Report

 csbsju

 sjualumni

Performance Summary

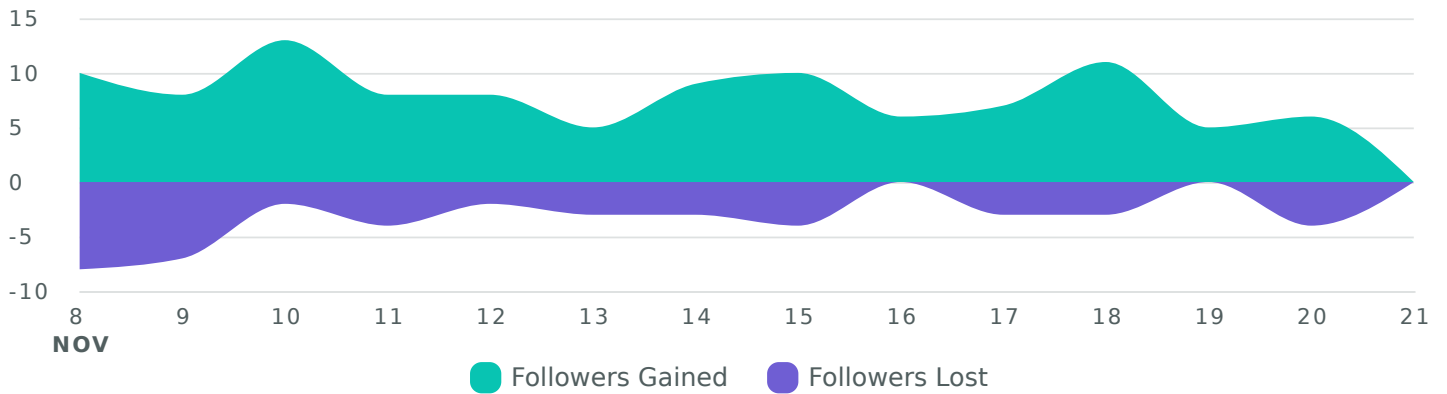
View your key profile performance metrics from the reporting period.

Impressions 689,549 ↗15.1%	Engagements 8,099 ↘18.7%	Profile Actions 56 ↗194.7%
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Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day

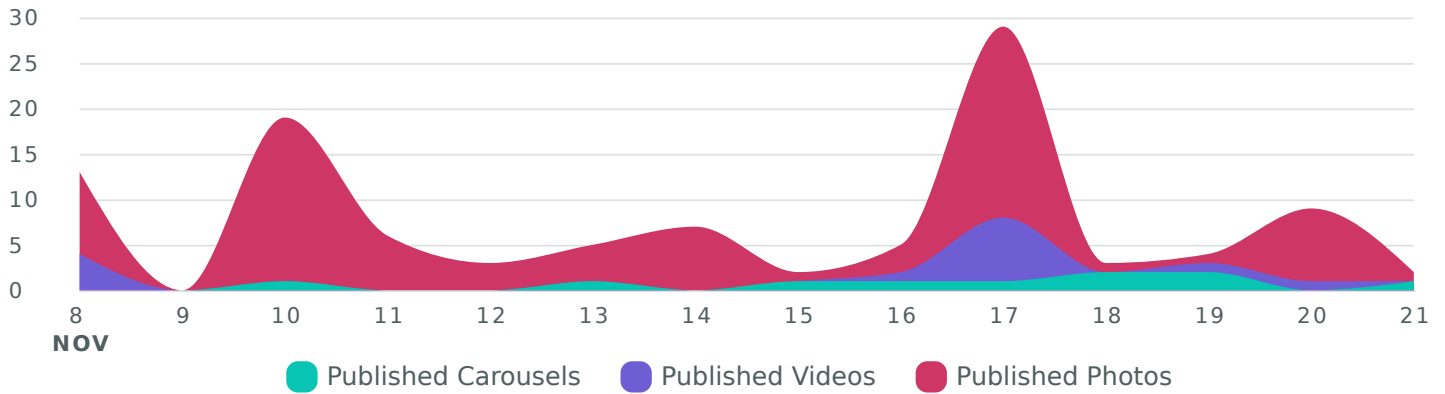


Audience Metrics	Totals	% Change
Followers	15,600	↗0.4%
Net Follower Growth	63	↘7.4%
Followers Gained	106	↘14.5%
Followers Lost	43	↘23.2%

Publishing Behavior

View the different types of posts and stories you published during the selected time period.

Published Posts & Stories Content Breakdown, by Day



Publishing Behavior by Content Type	Totals	% Change
Total Published Posts & Stories	107	↗ 67.2%
Published Carousels	10	→ 0%
Published Videos	14	↗ 100%
Published Photos	83	↗ 76.6%

Top Posts & Stories

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

Descending by Lifetime Engagements

  **csbsju**
Thu 11/18/2021 10:05 a...



A few glimpses of one of our favorite campus traditions - the annual Thanksgiving



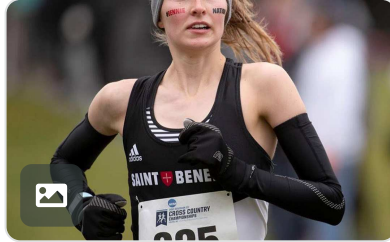
Total Engagements 1,001

Likes	988
Comments	8
Saves	5




  **csbsju**
Sat 11/20/2021 3:07 pm ...



Congratulations to CSB sophomore Fiona Smith on a history-making cross country




Total Engagements 881

Likes	869
Comments	9
Saves	3




  **csbsju**
Sat 11/13/2021 9:44 am ...

Meet our community! In honor of the MIAC football championship this weekend



Total Engagements 833

Likes	826
Comments	2
Saves	5



Outbound Hashtag Performance

Review your hashtag usage during the reporting period and contrast them with hashtags that drew the most engagement.

Most Used Hashtags

#WeAreJohnnies	10
#giveSJUday	8
#GoJohnnies	3
#Repost	3
#InternationalEducationWeek	2
#VeteransDay	2
#benedictinevalues	2
#community	2
#internationaleducationweek	2
#3	1

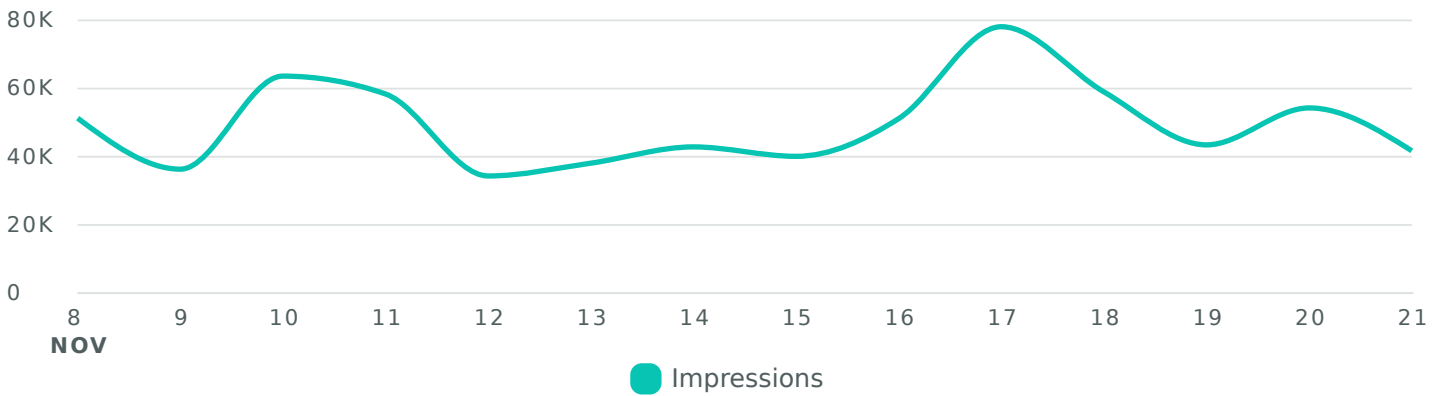
Top Hashtags by Lifetime Engagements

#GoJohnnies	990
#InternationalEducationWeek	968
#BennieNation	881
#3	833
#10	833
#43	833
#57	833
#77	833
#benedictinevalues	743
#community	743

Impressions

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

Impressions, by Day

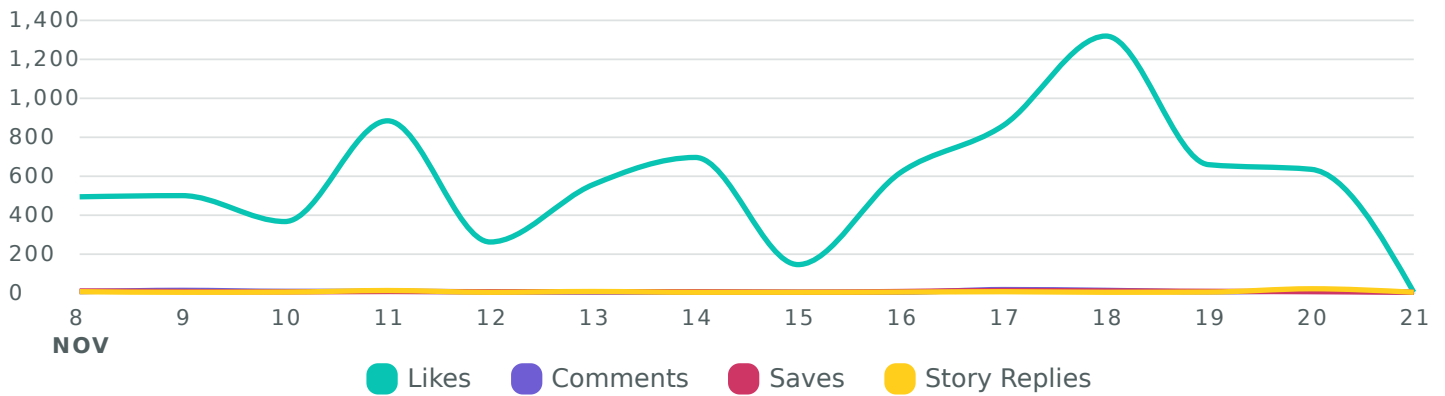


Impression Metrics	Totals	% Change
Impressions	689,549	↗ 15.1%
Average Daily Impressions per Profile	24,626.75	↗ 15.1%
Average Daily Reach per Profile	13,972.43	↗ 10.2%

Engagement

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

Engagements Comparison, by Day

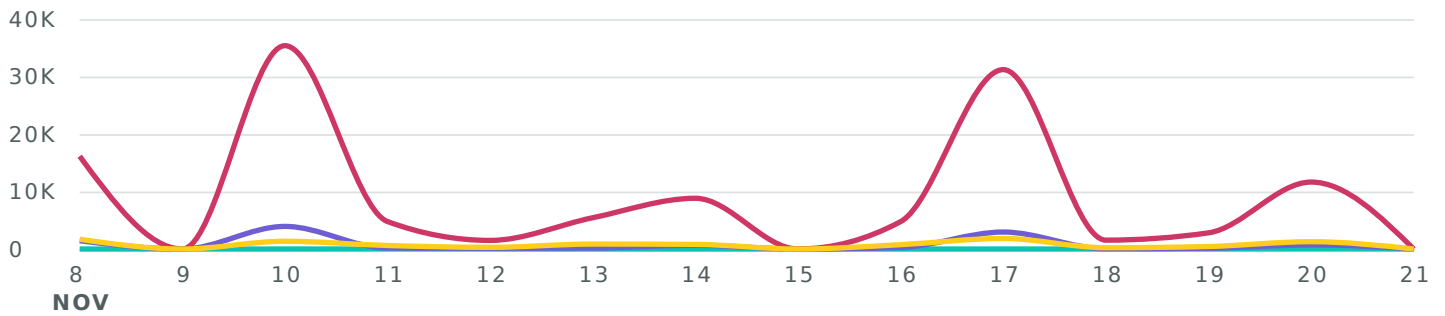


Engagement Metrics	Totals	% Change
Total Engagements	8,099	↘ 18.7%
Likes	7,945	↘ 17.9%
Comments	59	↘ 55.6%
Saves	55	↘ 55.6%
Story Replies	40	↗ 48.1%
Engagement Rate (per Impression)	1.2%	↘ 29.4%

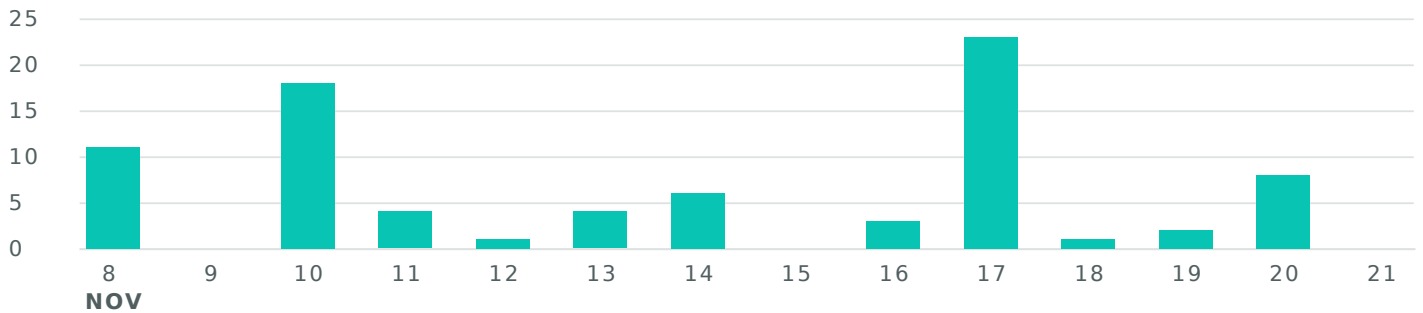
Stories Performance

Review how people are viewing and interacting with the stories that you published during the selected date range.

Published Stories, by Day



● Story Replies ● Story Taps Back ● Story Taps Forward ● Story Exits



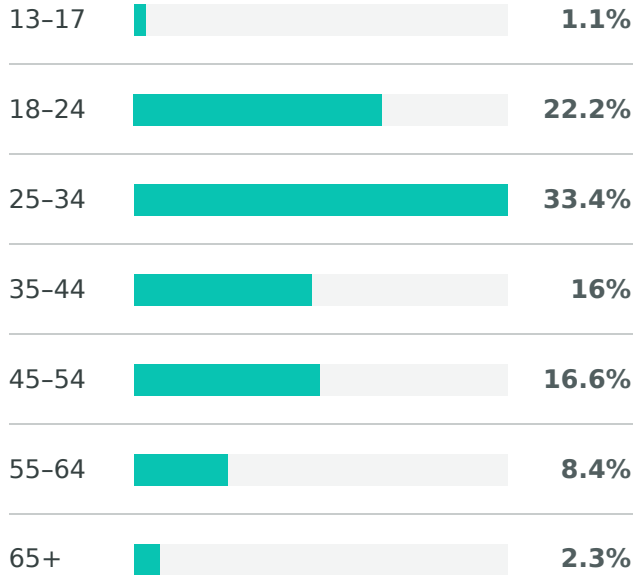
● Published Stories

Story Metrics	Totals	% Change
Published Stories	81	↗72.3%
Story Replies	40	↗48.1%
Story Taps Back	10,647	↗95.7%
Story Taps Forward	124,081	↗38.8%
Story Exits	10,188	↗8%
Story Impressions	135,497	↗31.9%
Average Reach per Story	1,625	↘22.9%

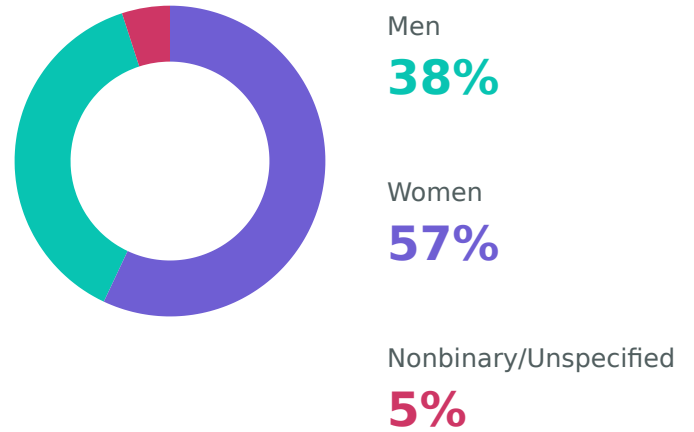
Audience Demographics

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	10,368
The Bahamas	74
United Kingdom	43
Japan	38
China	32

Audience Top Cities

Saint Joseph, Minnesota	1,192
Minneapolis, Minnesota	692
Saint Paul, Minnesota	401
Saint Cloud, Minnesota	273
Saint Louis Park, Minnesota	230

Profiles

Review your aggregate profile metrics from the reporting period.

Profile	Followers	Net Follower Growth	Published Posts & Stories	Impressions	Engagements	Engagement Rate (per Impression)
Reporting Period Nov 8, 2021 - Nov 21, 2021	15,600 ↗ 0.4%	63 ↘ 7.4%	107 ↗ 67.2%	689,549 ↗ 15.1%	8,099 ↘ 18.7%	1.2% ↘ 29.4%
Compare to Oct 25, 2021 - Nov 7, 2021	15,543	68	64	598,936	9,958	1.7%
 csbsju Saint Ben's & Saint J...	12,087	56	79	662,998	7,342	1.1%
 sjualumni Saint John's Universi...	3,513	7	28	26,551	757	2.9%