



# Instagram Business Profiles

## **csbsju**

January 31, 2022 - February 13, 2022

Determine the impact of Instagram content by analyzing your activity.

### Performance Summary

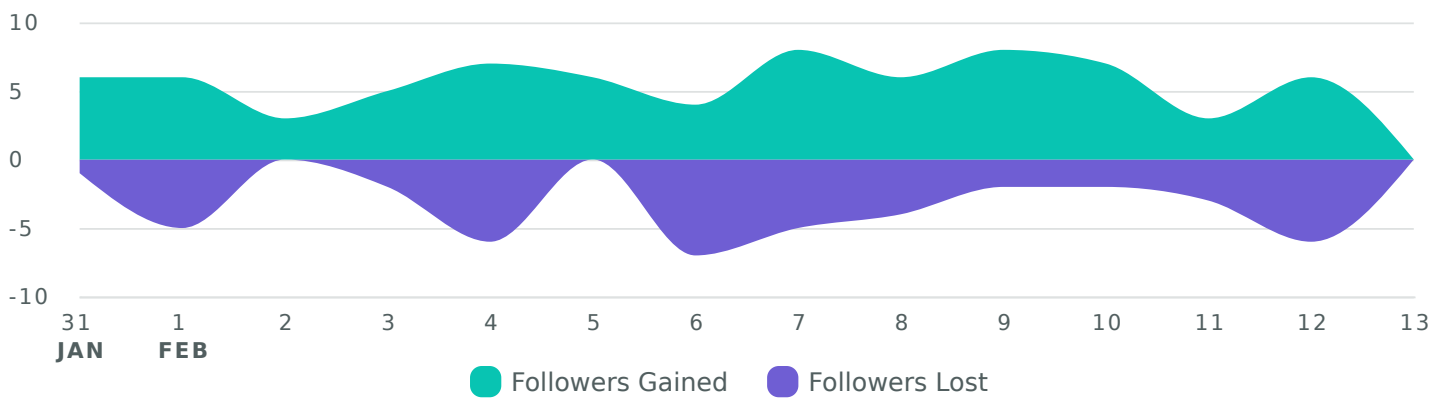
View your key profile performance metrics from the reporting period.

Impressions <b>411,173</b> ↘11.5%	Engagements <b>6,327</b> ↗112.5%	Profile Actions <b>966</b> ↗5,937.5%
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### Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day

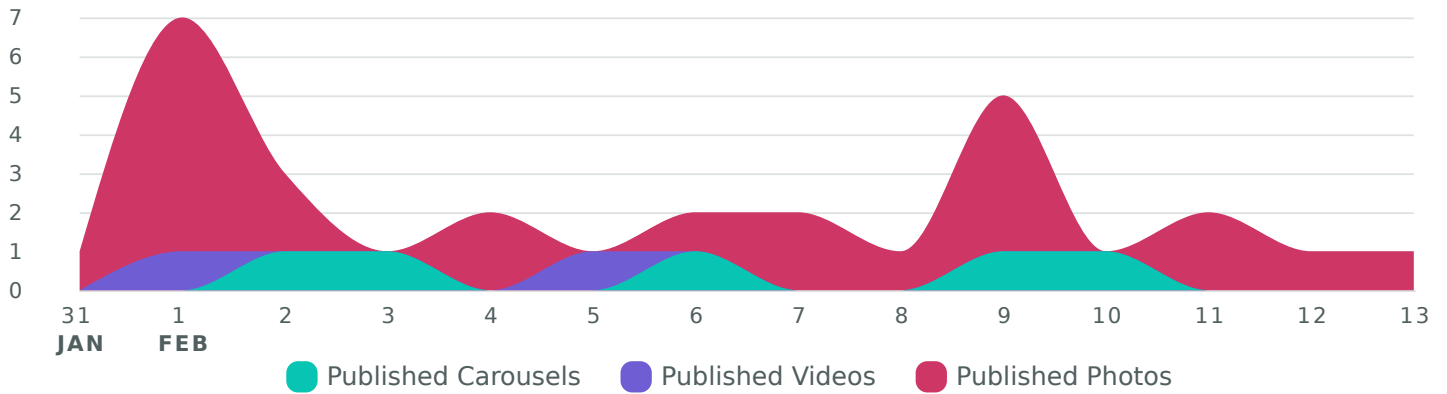


Audience Metrics	Totals	% Change
<b>Followers</b>	<b>12,175</b>	<b>↗0.3%</b>
<b>Net Follower Growth</b>	<b>32</b>	<b>↗433.3%</b>
Followers Gained	75	↗44.2%
Followers Lost	43	↘6.5%

## 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
<b>Total Published Posts &amp; Stories</b>	<b>30</b>	<b>↗42.9%</b>
Published Carousels	5	↗150%
Published Videos	2	→0%
Published Photos	23	↗35.3%


### 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**  
Fri 2/11/2022 12:00 pm ...


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



<b>Total Engagements</b>	<b>1,098</b>
Likes	<b>810</b>
Comments	<b>270</b>
Saves	<b>18</b>

**csbsju**  
Wed 2/9/2022 10:40 am ...


Hello from our Bennies and Johnnies studying abroad in Dublin! "Ireland has been



<b>Total Engagements</b>	<b>896</b>
Likes	<b>890</b>
Comments	<b>4</b>
Saves	<b>2</b>

**csbsju**  
Sun 2/13/2022 1:35 pm ...

Do you wanna build a snowman? ❄️



<b>Total Engagements</b>	<b>629</b>
Likes	<b>622</b>
Comments	<b>6</b>
Saves	<b>1</b>

## Outbound Hashtag Performance

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

### Most Used Hashtags

<b>#BennieNation</b>	<b>2</b>
<b>#CSBSJU2022</b>	<b>1</b>
<b>#WeAreJohnnies</b>	<b>1</b>

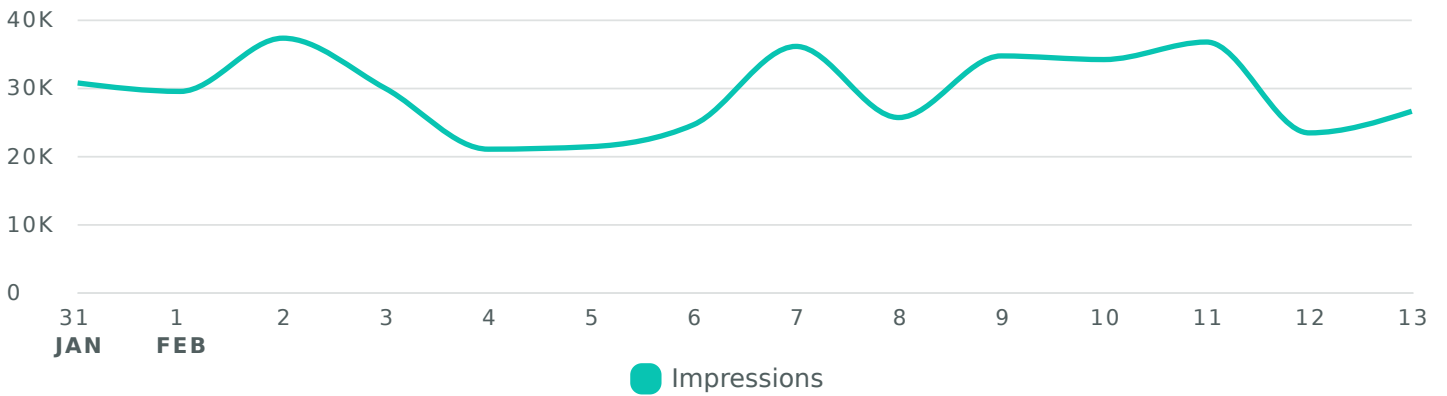
### Top Hashtags by Lifetime Engagements

<b>#BennieNation</b>	<b>751</b>
<b>#CSBSJU2022</b>	<b>329</b>
<b>#WeAreJohnnies</b>	<b>329</b>

## Impressions

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

Impressions, by Day

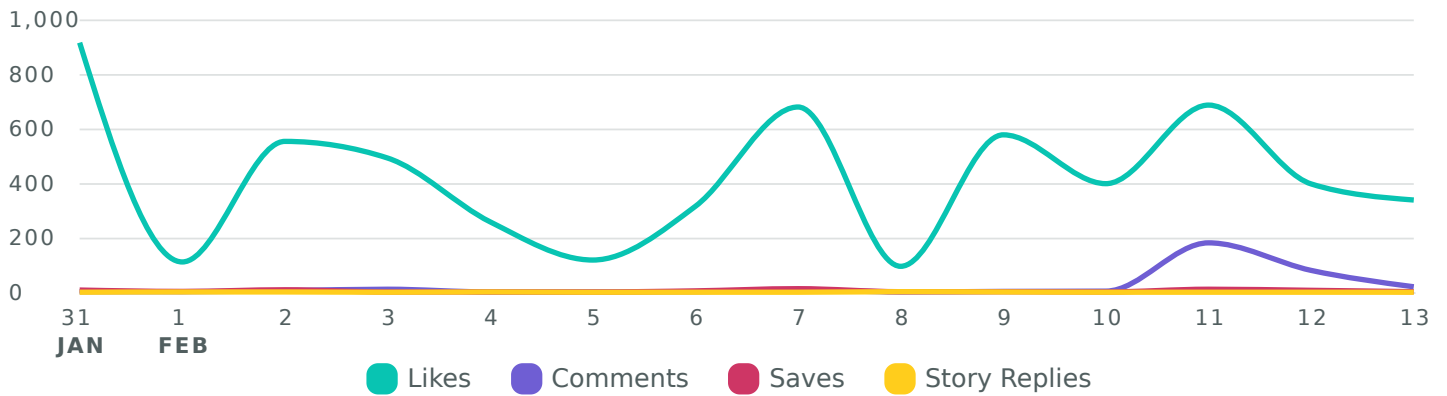


Impression Metrics	Totals	% Change
<b>Impressions</b>	<b>411,173</b>	<b>↘ 11.5%</b>
Average Daily Impressions per Profile	29,369.50	↘ 11.5%
Average Daily Reach per Profile	18,636.50	↘ 15.6%

## Engagement

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

Engagements Comparison, by Day

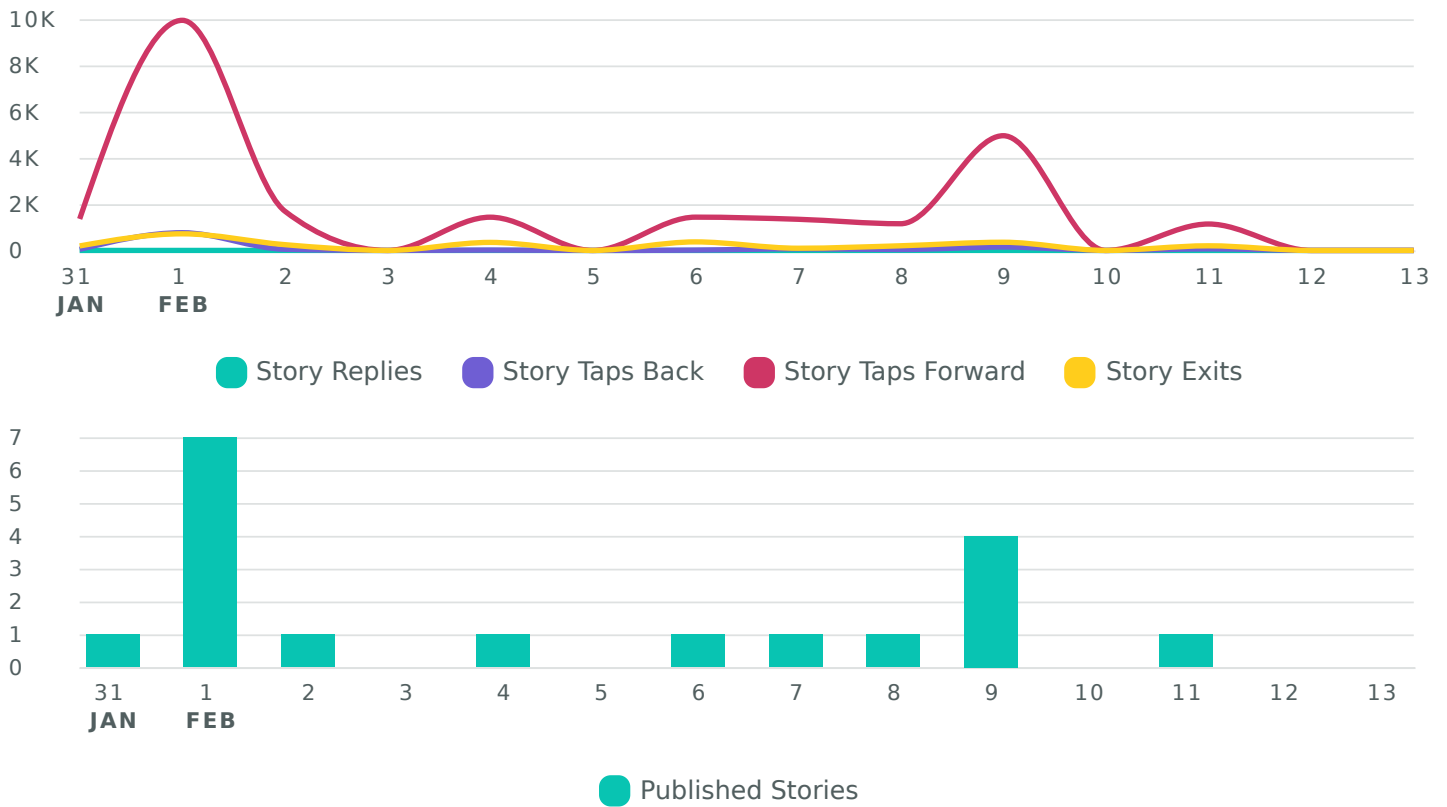


Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>6,327</b>	<b>↗ 112.5%</b>
Likes	5,932	↗ 102.7%
Comments	323	↗ 1,142.3%
Saves	66	↗ 214.3%
Story Replies	6	↗ 50%
<b>Engagement Rate (per Impression)</b>	<b>1.5%</b>	<b>↗ 140.2%</b>

## Stories Performance

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

Published Stories, by Day



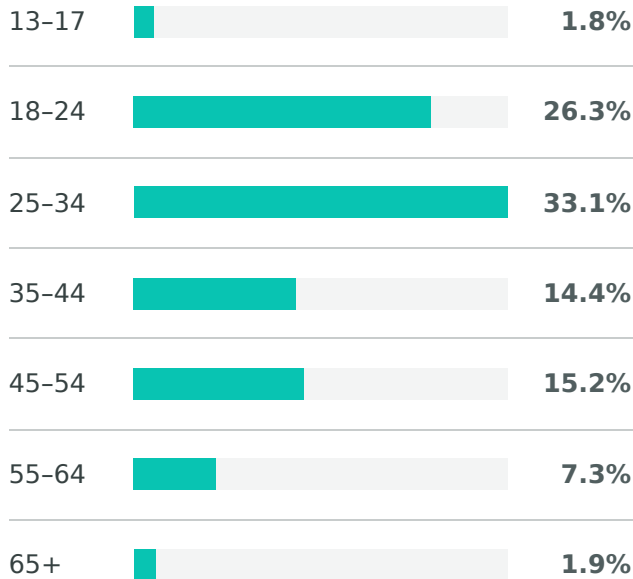
Story Metrics	Totals	% Change
<b>Published Stories</b>	<b>18</b>	<b>↗ 38.5%</b>
Story Replies	6	↗ 50%
Story Taps Back	1,225	↗ 5.3%
Story Taps Forward	24,498	↗ 13.6%
Story Exits	2,736	↗ 1.5%
Story Impressions	28,074	↗ 6.8%
Average Reach per Story	1,517	↘ 22.5%



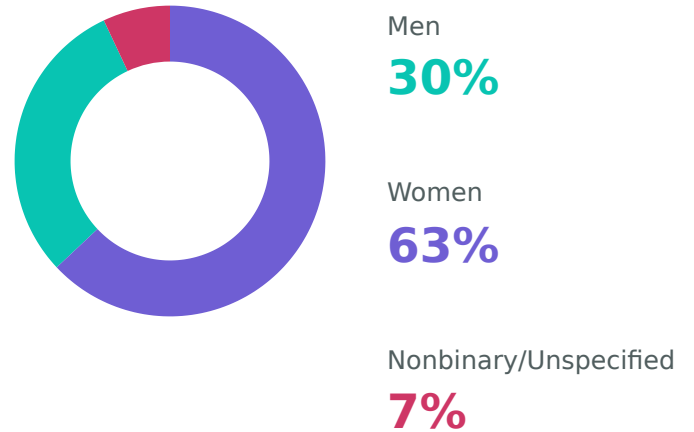
## Audience Demographics

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


<b>United States</b>	<b>8,459</b>
The Bahamas	68
United Kingdom	57
Japan	35
China	25

### Audience Top Cities

<b>Saint Joseph, Minnesota</b>	<b>1,268</b>
Minneapolis, Minnesota	525
Saint Paul, Minnesota	316
Saint Cloud, Minnesota	223
Saint Louis Park, Minnesota	164

## Profiles

Review your aggregate profile metrics from the reporting period.

Profile	Followers	Net Follower Growth	Published Posts & Stories	Impressions	Engagements	Engagement Rate (per Impression)
<b>Reporting Period</b> Jan 31, 2022 - Feb 13, 2022	<b>12,175</b> ↗0.3%	<b>32</b> ↗433.3%	<b>30</b> ↗42.9%	<b>411,173</b> ↘11.5%	<b>6,327</b> ↗112.5%	<b>1.5%</b> ↗140.2%
<b>Compare to</b> Jan 17, 2022 - Jan 30, 2022	<b>12,143</b>	<b>6</b>	<b>21</b>	<b>464,690</b>	<b>2,977</b>	<b>0.6%</b>
 <b>csbsju</b> Saint Ben's & Saint J...	12,175	32	30	411,173	6,327	1.5%