



Profile Performance


April 25, 2022 - May 8, 2022

Understand growth and health of your social profiles

Included in this Report

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Performance Summary

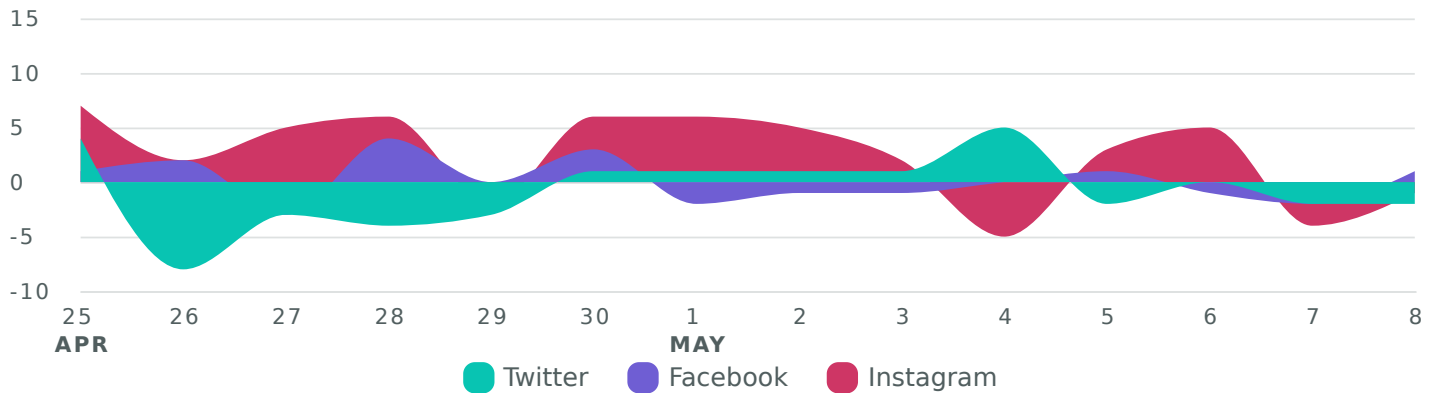
View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>704,097 ↗58.7%</p>	<p>Engagements</p> <p>24,105 ↗68.6%</p>	<p>Post Link Clicks</p> <p>2,293 ↗53%</p>
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Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day

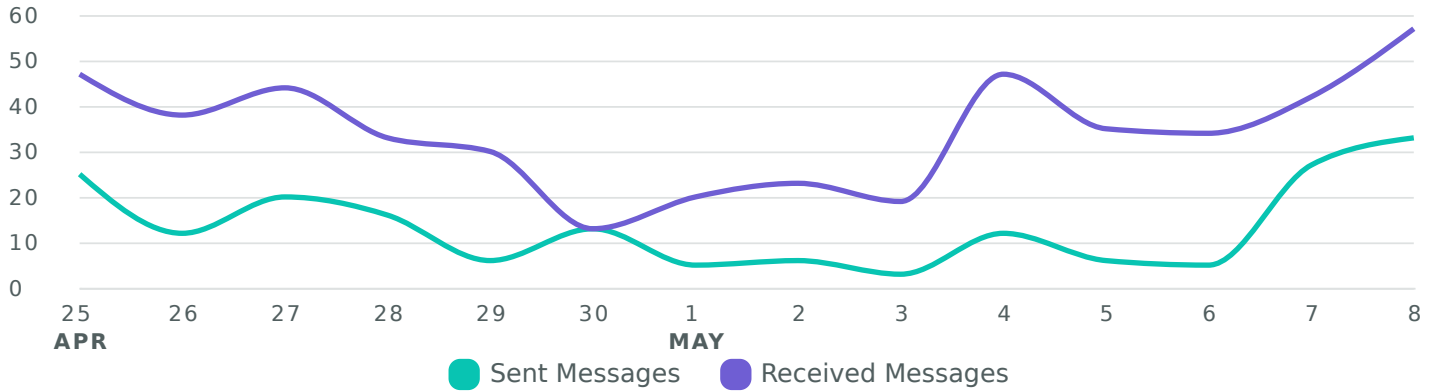


Audience Metrics	Totals	% Change
Total Audience	46,229	↗0.1%
Total Net Audience Growth	26	↘63.9%
Twitter Net Follower Growth	-11	↘145.8%
Facebook Net Page Likes	2	↘91.7%
Instagram Net Follower Growth	35	↗45.8%

Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Day



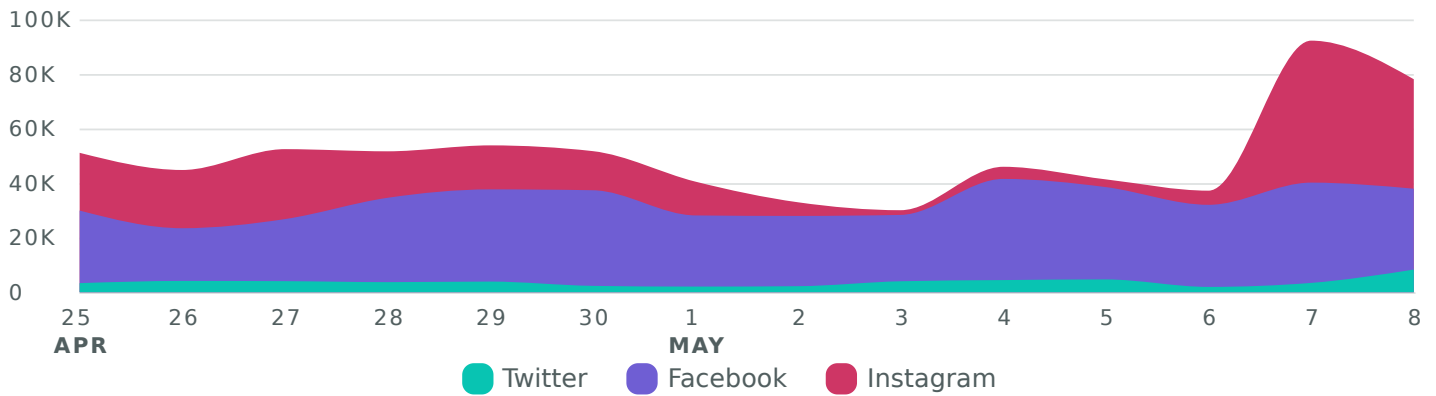
Sent Messages Metrics	Totals	% Change
Total Sent Messages	189	↗ 50%
Twitter Sent Messages	35	↗ 9.4%
Facebook Sent Messages	68	↗ 119.4%
Instagram Sent Messages	86	↗ 36.5%

Received Messages Metrics	Totals	% Change
Total Received Messages	482	↘ 18%
Twitter Received Messages	97	↗ 5.4%
Facebook Received Messages	122	↘ 30.7%
Instagram Received Messages	263	↘ 17.8%

Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Day

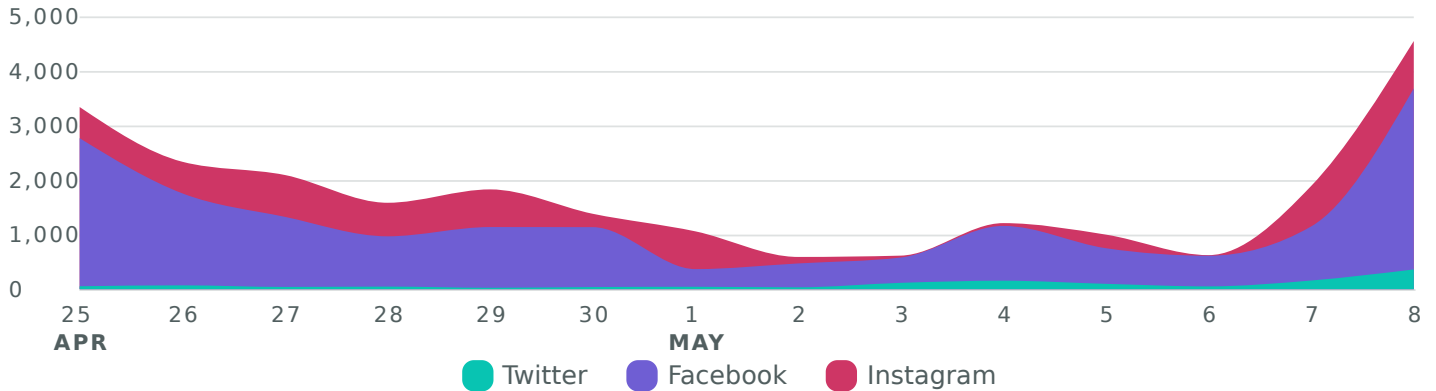


Impression Metrics	Totals	% Change
Total Impressions	704,097	↗ 58.7%
Twitter Impressions	52,591	↗ 12.8%
Facebook Impressions	412,064	↗ 74.7%
Instagram Impressions	239,442	↗ 48.6%

Engagement

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

Engagements, by Day

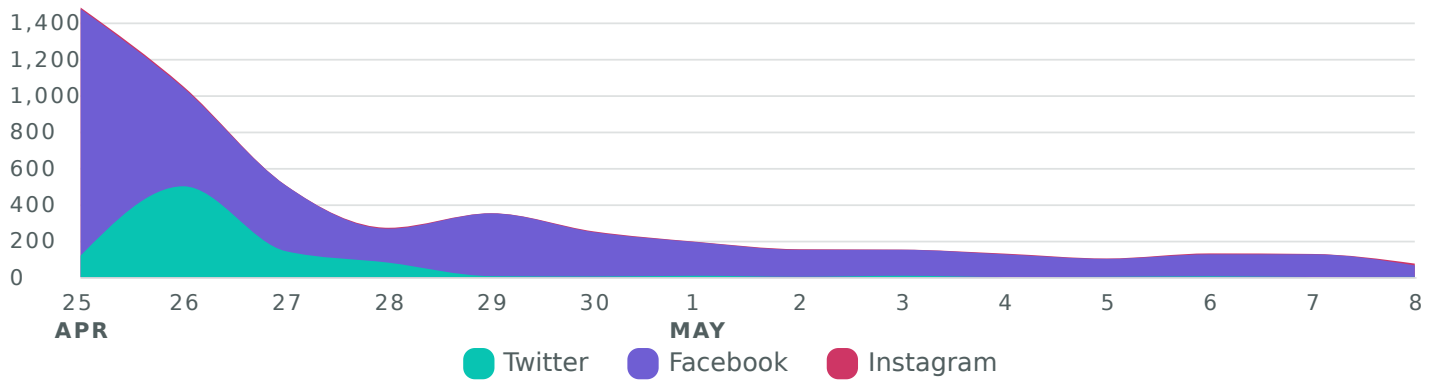


Engagement Metrics	Totals	% Change
Total Engagements	24,105	↗ 68.6%
Twitter Engagements	1,296	↗ 72.6%
Facebook Engagements	16,575	↗ 89%
Instagram Engagements	6,234	↗ 30.5%
Engagement Rate (per Impression)	3.4%	↗ 6.2%

Video Views

Review how your videos were viewed across networks during the reporting period.







Video Views, by Day



Video Views Metrics	Totals	% Change
Video Views	4,968	↘ 33.7%
Twitter Video Views	867	↘ 26.1%
Facebook Video Views	4,045	↗ 32.8%
Instagram Post Video Views	56	↘ 98.3%

Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile ▾	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period Apr 25, 2022 – May 8, 2022	46,229 ↗ 0.1%	26 ↘ 63.9%	160 ↗ 81.8%	704,097 ↗ 58.7%	24,105 ↗ 68.6%	3.4% ↗ 6.2%	4,968 ↘ 33.7%
Compare to Apr 11, 2022 – Apr 24, 2022	46,198	72	88	443,583	14,301	3.2%	7,492
  csbsju	12,350	35	62	239,442	6,234	2.6%	56
  College of Saint Benedict and Saint John's University	24,837	2	63	412,064	16,575	4%	4,045
  @CSBSJU	9,042	-11	35	52,591	1,296	2.5%	867