



# Profile Performance


February 27, 2022 - March 27, 2022

Understand growth and health of your social profiles

**Included in this Report**

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### Performance Summary

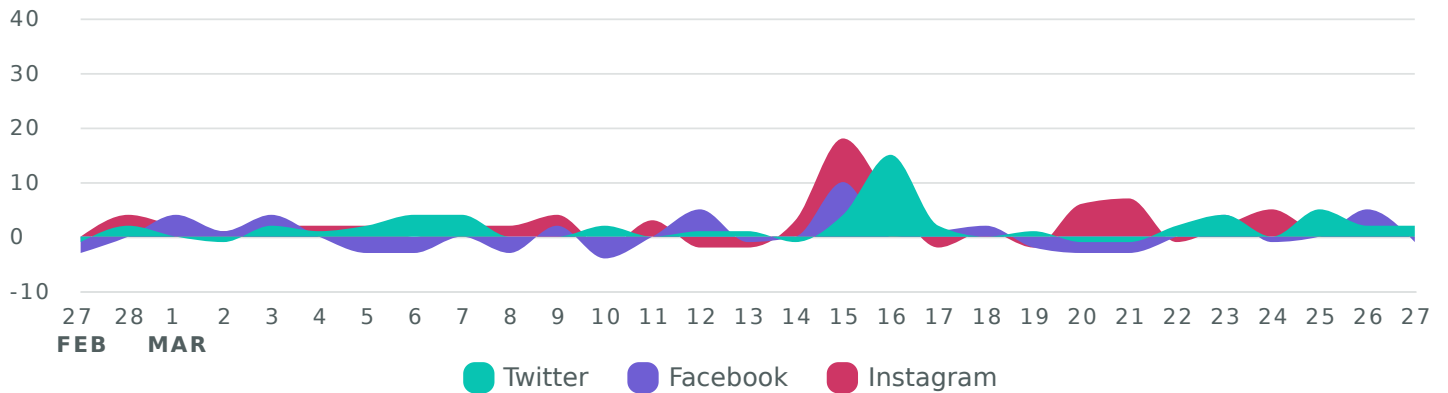
View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p><b>2,202,788</b></p> <p>↘22%</p>	<p>Engagements</p> <p><b>47,550</b> ↗29%</p>	<p>Post Link Clicks</p> <p><b>4,875</b> ↗7.2%</p>
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## Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day

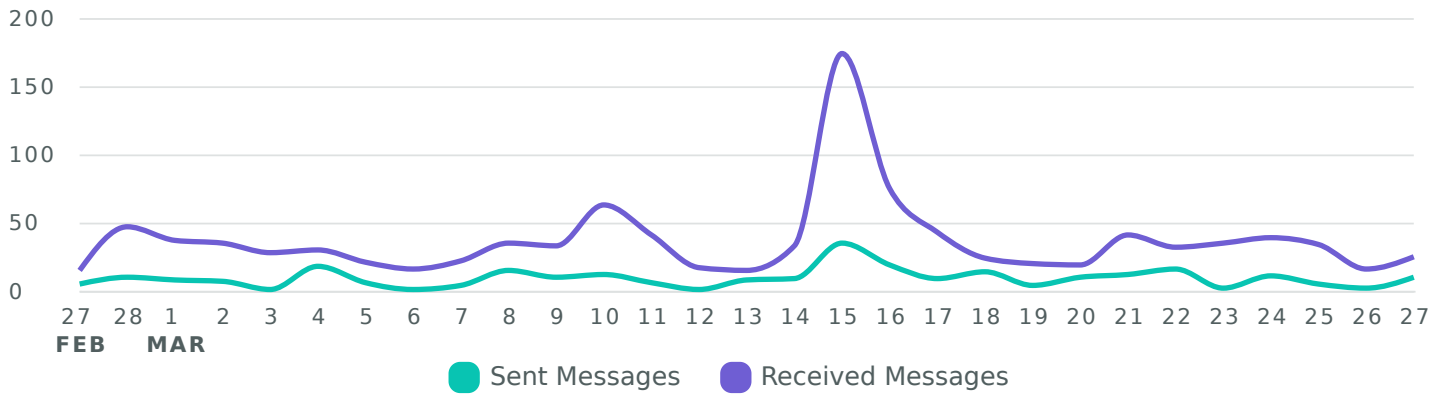


Audience Metrics	Totals	% Change
<b>Total Audience</b>	<b>46,069</b>	<b>↗0.3%</b>
<b>Total Net Audience Growth</b>	<b>128</b>	<b>↗6.7%</b>
Twitter Net Follower Growth	51	↗8.5%
Facebook Net Page Likes	11	↘47.6%
Instagram Net Follower Growth	66	↗26.9%

### Message Volume

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

Messages per Day



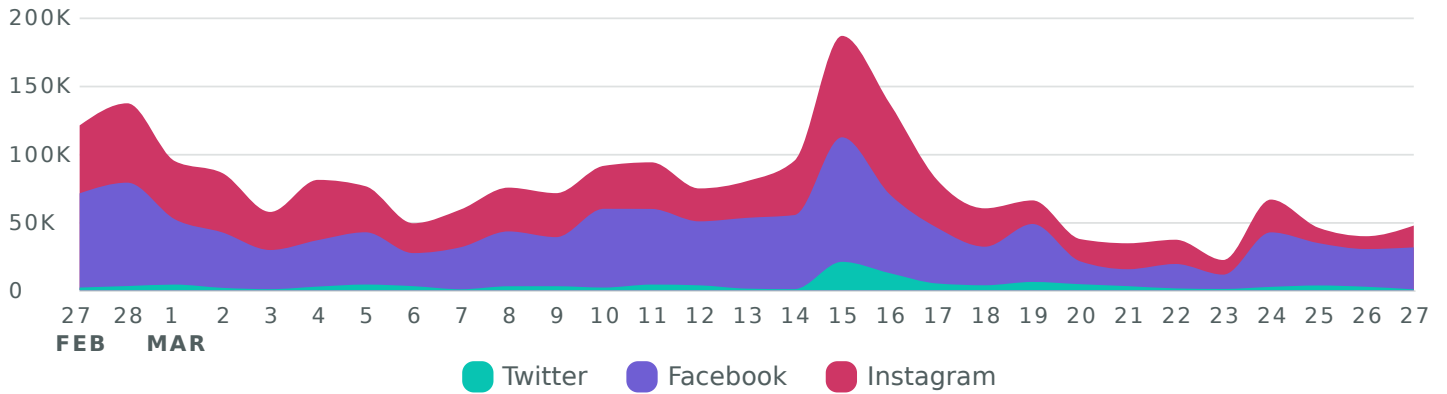
Sent Messages Metrics	Totals	% Change
<b>Total Sent Messages</b>	<b>270</b>	<b>↗ 20%</b>
Twitter Sent Messages	64	↗ 3.2%
Facebook Sent Messages	70	↗ 37.3%
Instagram Sent Messages	136	↗ 21.4%

Received Messages Metrics	Totals	% Change
<b>Total Received Messages</b>	<b>1,065</b>	<b>↘ 35.6%</b>
Twitter Received Messages	235	↗ 27.7%
Facebook Received Messages	253	↘ 52.7%
Instagram Received Messages	577	↘ 38.3%

## Impressions

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

Impressions, by Day

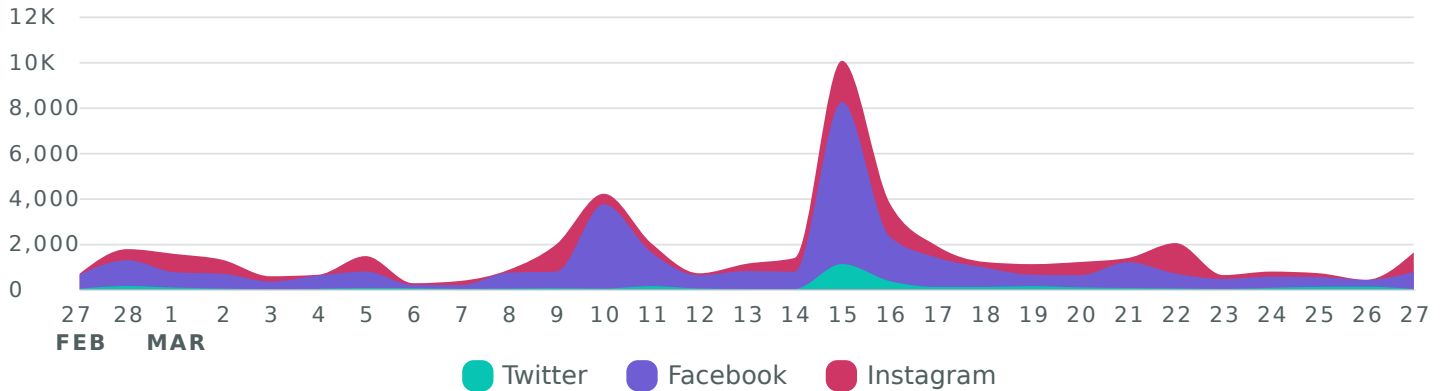


Impression Metrics	Totals	% Change
<b>Total Impressions</b>	<b>2,202,788</b>	<b>↘ 22%</b>
Twitter Impressions	106,223	↗ 9%
Facebook Impressions	1,180,130	↘ 21.4%
Instagram Impressions	916,435	↘ 25.3%

## Engagement

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

Engagements, by Day

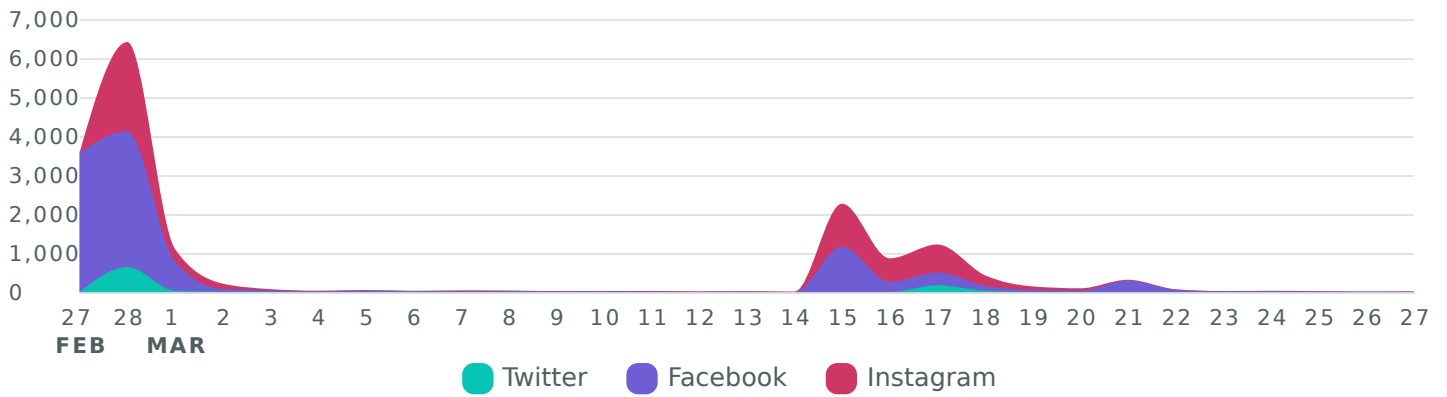


Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>47,550</b>	<b>↗ 29%</b>
Twitter Engagements	2,940	↗ 42.4%
Facebook Engagements	30,203	↗ 25.8%
Instagram Engagements	14,407	↗ 33.5%
<b>Engagement Rate (per Impression)</b>	<b>2.2%</b>	<b>↗ 65.5%</b>

### Video Views

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

Video Views, by Day









Video Views Metrics	Totals	% Change
<b>Video Views</b>	<b>17,258</b>	<b>↘ 72.2%</b>
Twitter Video Views	922	↗ 34.6%
Facebook Video Views	10,522	↘ 81%
Instagram Post Video Views	5,814	↘ 3.3%



## 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
<b>Reporting Period</b> Feb 27, 2022 – Mar 27, 2022	<b>46,069</b> ↗0.3%	<b>128</b> ↗6.7%	<b>193</b> ↗20.6%	<b>2,202,788</b> ↘22%	<b>47,550</b> ↗29%	<b>2.2%</b> ↗65.5%	<b>17,258</b> ↘72.2%
<b>Compare to</b> Jan 29, 2022 – Feb 26, 2022	<b>45,941</b>	<b>120</b>	<b>160</b>	<b>2,825,791</b>	<b>36,867</b>	<b>1.3%</b>	<b>61,984</b>
  <b>csbsju</b>	12,257	66	64	916,435	14,407	1.6%	5,814
  <b>College of Saint Benedict and Saint John's University</b>	24,802	11	65	1,180,130	30,203	2.6%	10,522
  <b>@CSBSJU</b>	9,010	51	64	106,223	2,940	2.8%	922