



Profile Performance


March 28, 2022 - April 10, 2022

Understand growth and health of your social profiles

Included in this Report

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Performance Summary

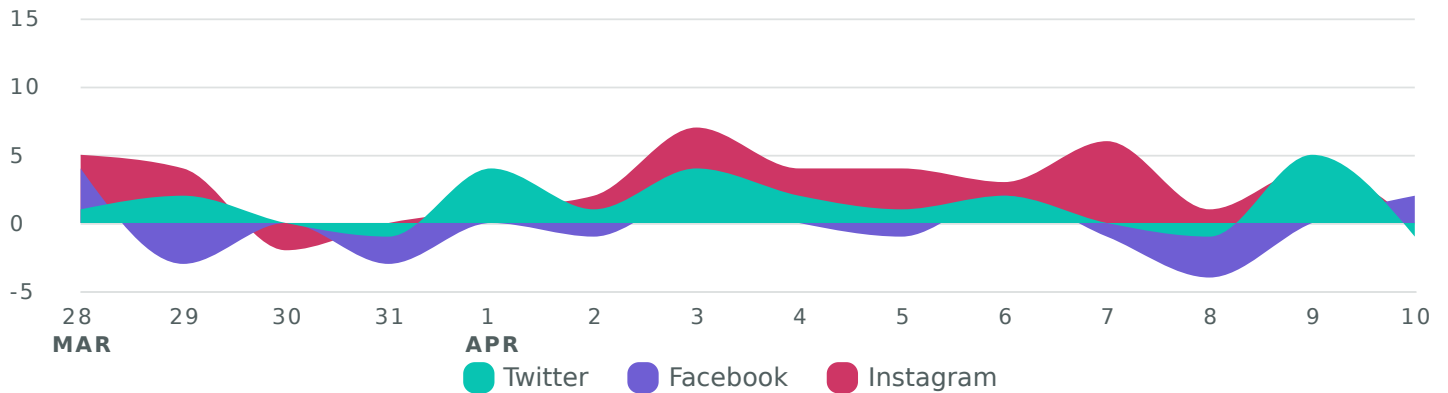
View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>615,389 ↘ 35.6%</p>	<p>Engagements</p> <p>29,348 ↗ 4.3%</p>	<p>Post Link Clicks</p> <p>1,471 ↘ 41.5%</p>
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Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day

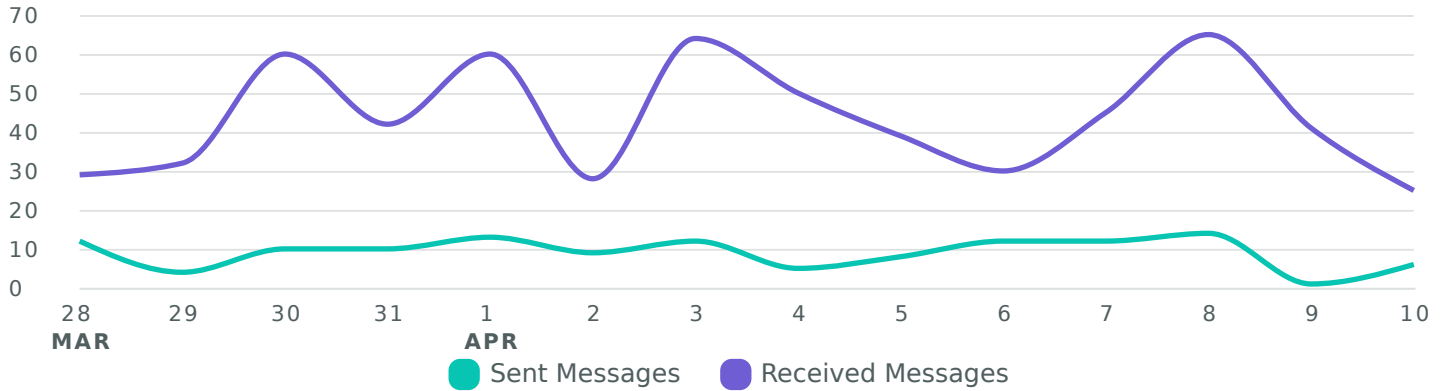


Audience Metrics	Totals	% Change
Total Audience	46,116	↗0.1%
Total Net Audience Growth	55	↘38.2%
Twitter Net Follower Growth	19	↘44.1%
Facebook Net Page Likes	-3	↘125%
Instagram Net Follower Growth	39	↘9.3%

Message Volume

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

Messages per Day



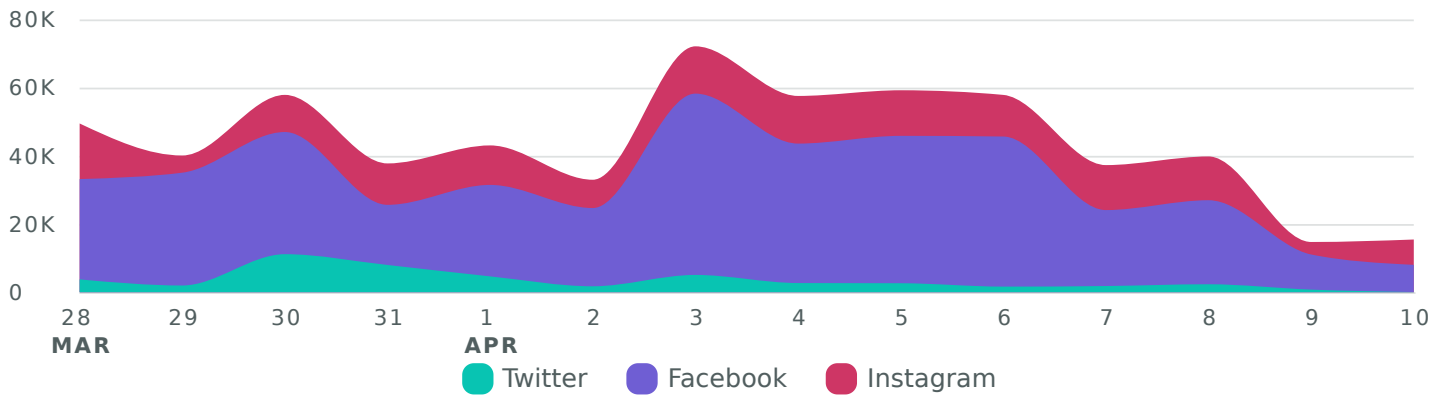
Sent Messages Metrics	Totals	% Change
Total Sent Messages	128	↘19%
Twitter Sent Messages	25	↘30.6%
Facebook Sent Messages	49	↗19.5%
Instagram Sent Messages	54	↘33.3%

Received Messages Metrics	Totals	% Change
Total Received Messages	610	→0%
Twitter Received Messages	117	↘28.7%
Facebook Received Messages	166	↗20.3%
Instagram Received Messages	327	↗6.2%

Impressions

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

Impressions, by Day

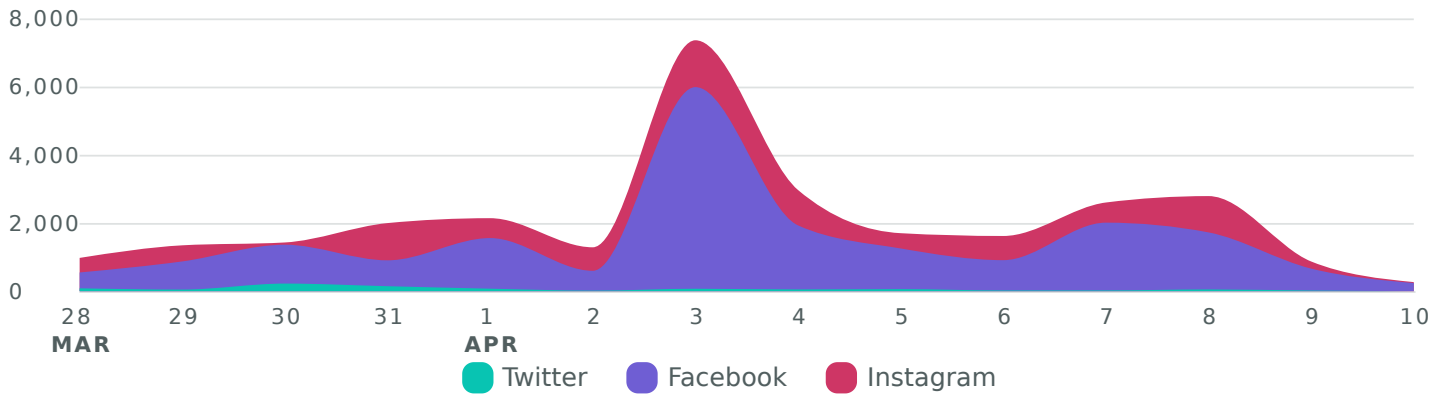


Impression Metrics	Totals	% Change
Total Impressions	615,389	↘ 35.6%
Twitter Impressions	48,284	↘ 28.4%
Facebook Impressions	412,308	↘ 17.9%
Instagram Impressions	154,797	↘ 59.9%

Engagement

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

Engagements, by Day

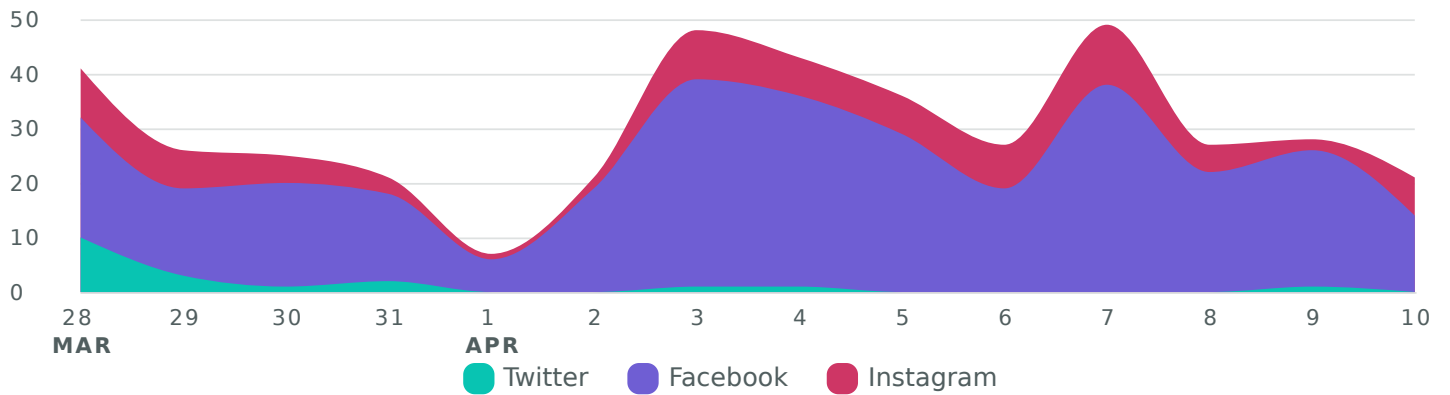


Engagement Metrics	Totals	% Change
Total Engagements	29,348	↗ 4.3%
Twitter Engagements	884	↘ 60.9%
Facebook Engagements	19,675	↗ 14.3%
Instagram Engagements	8,789	↗ 1.5%
Engagement Rate (per Impression)	4.8%	↗ 62%

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	420	↘ 92.4%
Twitter Video Views	19	↘ 91.4%
Facebook Video Views	318	↘ 86.8%
Instagram Post Video Views	83	↘ 97.1%

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 Mar 28, 2022 – Apr 10, 2022	46,116 ↗ 0.1%	55 ↘ 38.2%	85 ↘ 29.2%	615,389 ↘ 35.6%	29,348 ↗ 4.3%	4.8% ↗ 62%	420 ↘ 92.4%
Compare to Mar 14, 2022 – Mar 27, 2022	46,062	89	120	955,479	28,130	2.9%	5,535
  csbsju	12,291	39	17	154,797	8,789	5.7%	83
  College of Saint Benedict and Saint John's University	24,796	-3	43	412,308	19,675	4.8%	318
  @CSBSJU	9,029	19	25	48,284	884	1.8%	19