



# Profile Performance


April 11, 2022 - April 24, 2022

Understand growth and health of your social profiles

**Included in this Report**

 @CSBSJU

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### Performance Summary

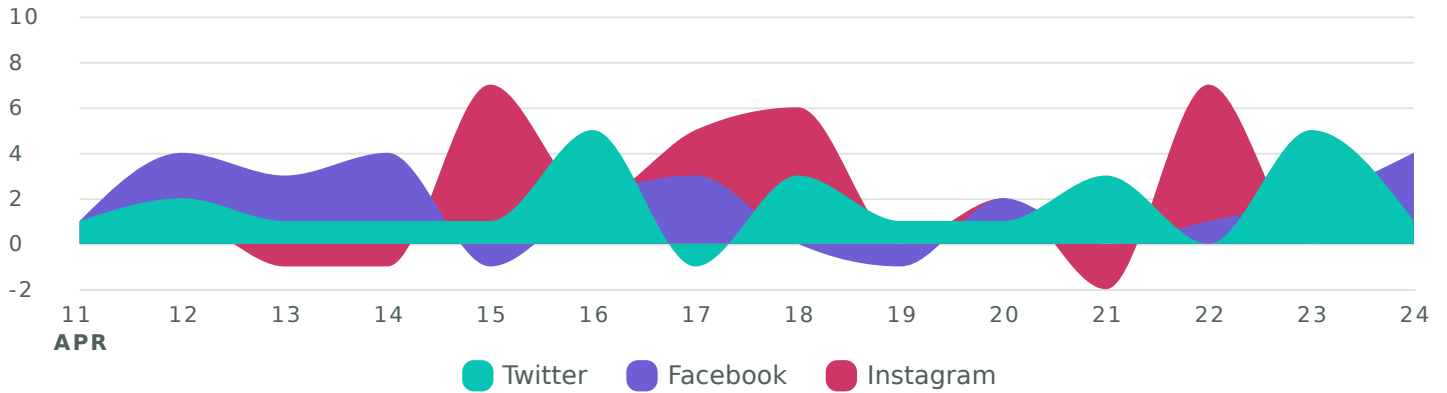
View your key profile performance metrics from the reporting period.

Impressions <b>443,583</b> ↘28%	Engagements <b>14,301</b> ↘51.9%	Post Link Clicks <b>1,499</b> ↗1.8%
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## Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day

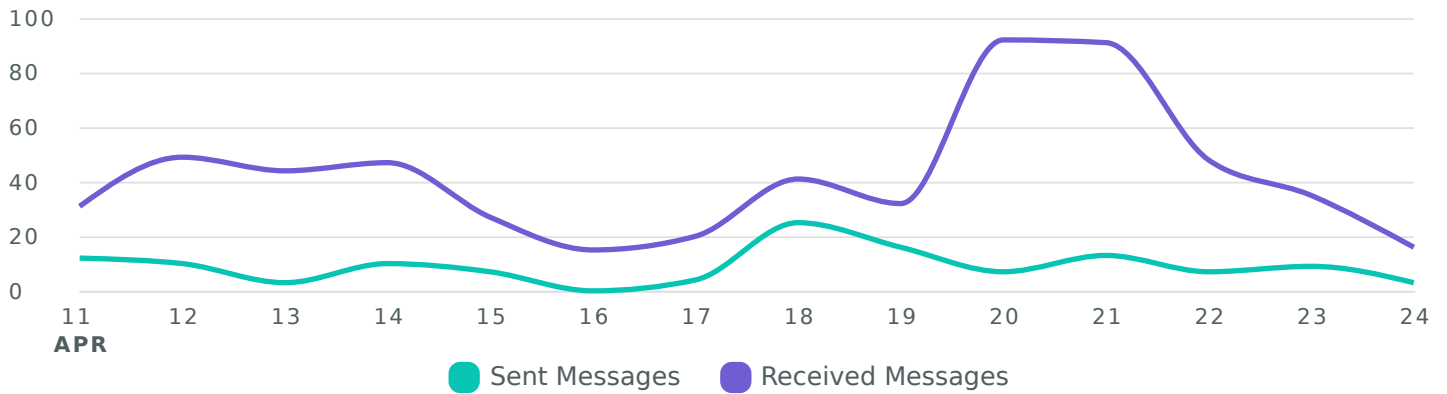


Audience Metrics	Totals	% Change
<b>Total Audience</b>	<b>46,205</b>	<b>↗0.2%</b>
<b>Total Net Audience Growth</b>	<b>79</b>	<b>↗43.6%</b>
Twitter Net Follower Growth	24	↗26.3%
Facebook Net Page Likes	24	↗900%
Instagram Net Follower Growth	31	↘20.5%

## 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>126</b>	<b>↘ 3.8%</b>
Twitter Sent Messages	32	↗ 28%
Facebook Sent Messages	31	↘ 40.4%
Instagram Sent Messages	63	↗ 16.7%

### Received Messages Metrics

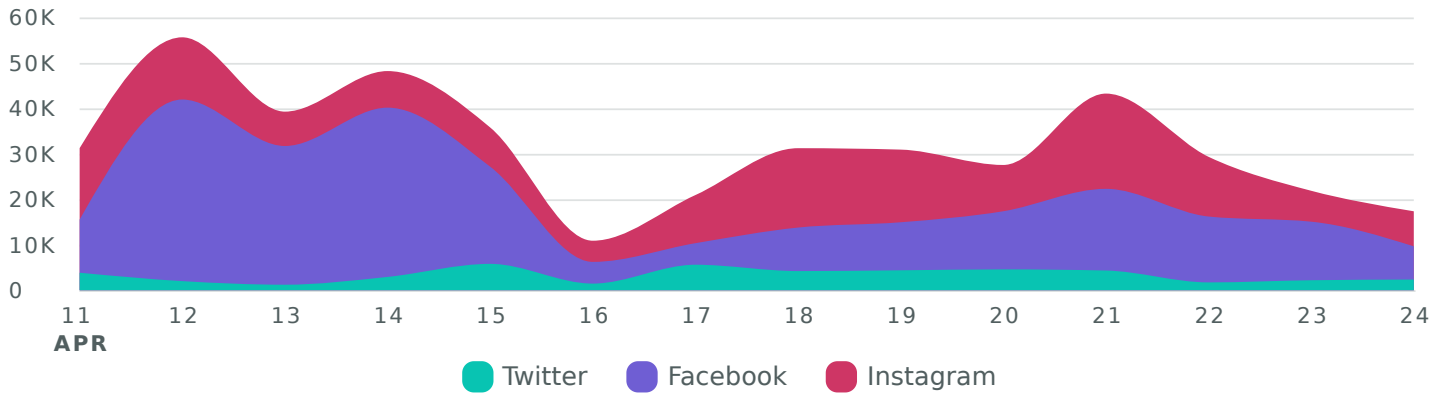
Totals % Change

<b>Total Received Messages</b>	<b>588</b>	<b>↘ 3.8%</b>
Twitter Received Messages	92	↘ 21.4%
Facebook Received Messages	176	↗ 6%
Instagram Received Messages	320	↘ 2.4%

## Impressions

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

Impressions, by Day

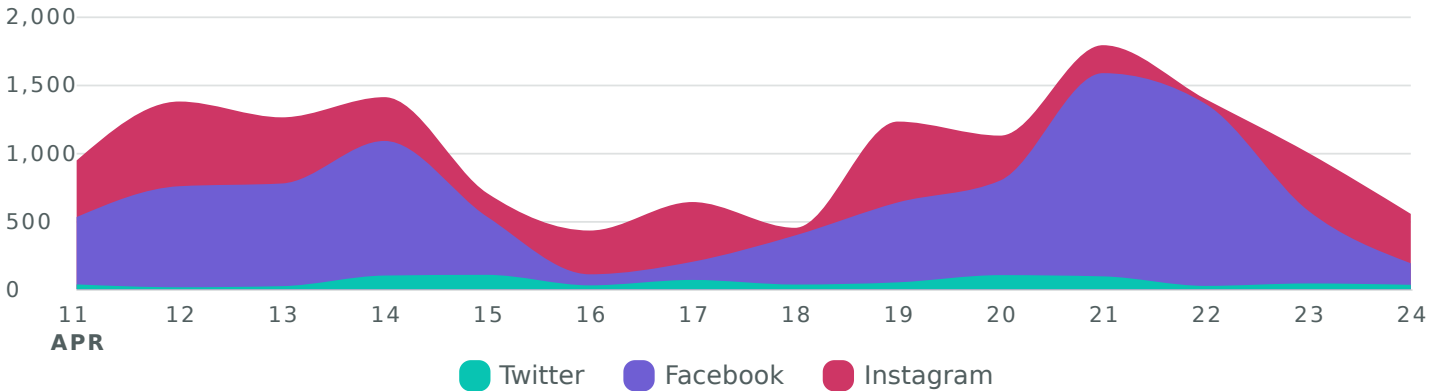


Impression Metrics	Totals	% Change
<b>Total Impressions</b>	<b>443,583</b>	<b>↘ 28%</b>
Twitter Impressions	46,628	↘ 4.3%
Facebook Impressions	235,868	↘ 42.8%
Instagram Impressions	161,087	↗ 4.1%

## Engagement

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

Engagements, by Day

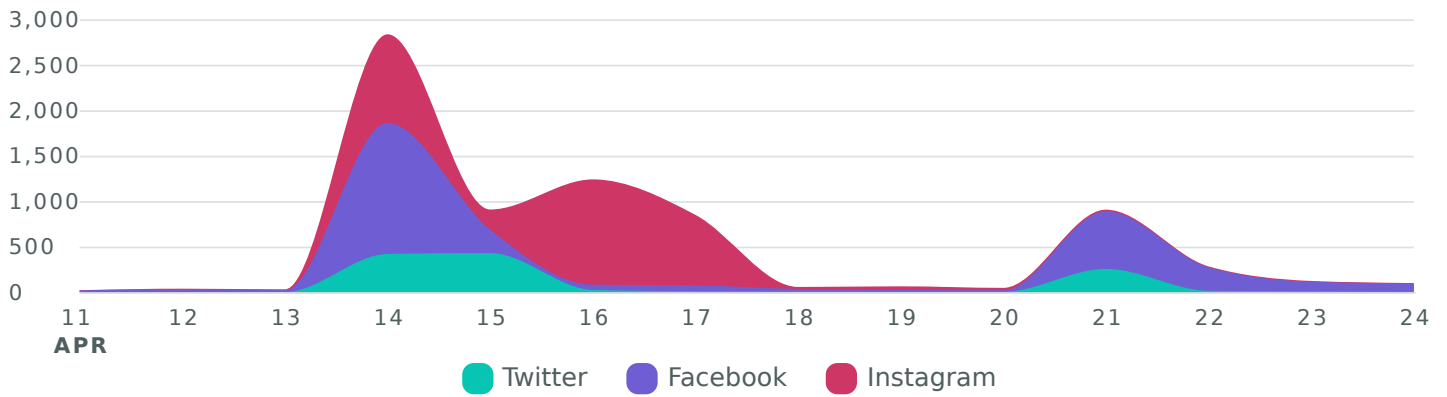


Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>14,301</b>	<b>↘ 51.9%</b>
Twitter Engagements	751	↘ 15.2%
Facebook Engagements	8,772	↘ 55.4%
Instagram Engagements	4,778	↘ 47.8%
<b>Engagement Rate (per Impression)</b>	<b>3.2%</b>	<b>↘ 33.2%</b>

## 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>7,492</b>	<b>↗ 1,782.4%</b>
Twitter Video Views	1,174	↗ 6,078.9%
Facebook Video Views	3,045	↗ 928.7%
Instagram Post Video Views	3,273	↗ 3,843.4%



## 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> Apr 11, 2022 – Apr 24, 2022	<b>46,205</b> ↗0.2%	<b>79</b> ↗43.6%	<b>88</b> ↗3.5%	<b>443,583</b> ↘28%	<b>14,301</b> ↘51.9%	<b>3.2%</b> ↘33.2%	<b>7,492</b> ↗1,782.4%
<b>Compare to</b> Mar 28, 2022 – Apr 10, 2022	<b>46,128</b>	<b>55</b>	<b>85</b>	<b>615,823</b>	<b>29,711</b>	<b>4.8%</b>	<b>398</b>
  <b>csbsju</b>	12,322	31	25	161,087	4,778	3%	3,273
  <b>College of Saint Benedict and Saint John's University</b>	24,830	24	31	235,868	8,772	3.7%	3,045
  <b>@CSBSJU</b>	9,053	24	32	46,628	751	1.6%	1,174