



Twitter Profiles **@CSBSJU**

January 31, 2022 - February 13, 2022

Track profile performance to determine the impact of Twitter content.

Performance Summary

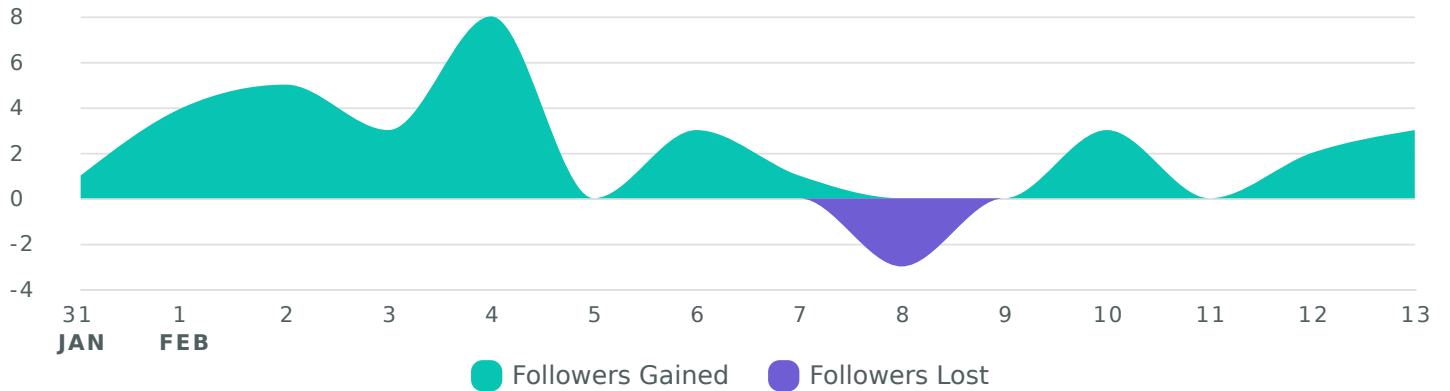
View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>48,698 ↘2.3%</p>	<p>Engagements</p> <p>1,179 ↗7.8%</p>	<p>Post Link Clicks</p> <p>426 ↘1.8%</p>
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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
Followers	8,945	↗0.3%
Net Follower Growth	30	↗36.4%
Followers Gained	33	↗43.5%
Followers Lost	3	↗200%
Following	318	↘0.3%

Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Day



Publishing Behavior by Content Type	Totals	% Change
Total Published Posts	31	↗ 55%
Published Videos	1	→ 0%
Published Photos	17	↗ 30.8%
Published Links	3	↗ 50%
Published Text	10	↗ 150%

Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

Descending by Lifetime Engagements

CSBSJU

Wed 2/2/2022 3:29 pm U...

The College of Saint Benedict and Saint John's University are proud to announce the

Total Engagements	621
Likes	53
@Replies	1
Retweets	7
Post Link Clicks	337
Other Post Clicks	223
Other Engagements	0

CSBSJU

Sun 2/6/2022 12:15 am ...

On a day when the CSB and SJU basketball teams honored their seniors, those seniors

Total Engagements	86
Likes	12
@Replies	0
Retweets	1
Post Link Clicks	—
Other Post Clicks	73
Other Engagements	0

CSBSJU

Mon 1/31/2022 2:50 am ...

Prospective student are invited to our Winter Campus Visit Day on Monday, February

Total Engagements	77
Likes	16
@Replies	0
Retweets	3
Post Link Clicks	2
Other Post Clicks	56
Other Engagements	0

Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

Descending by Lifetime Engagements

CSBSJU
Sun 2/13/2022 6:58 pm ...

As you get ready for the big game, remember that SJU and CSB graduates can be found

Total Engagements	46
Likes	8
@Replies	0
Retweets	3
Post Link Clicks	22
Other Post Clicks	13
Other Engagements	0

CSBSJU
Tue 2/8/2022 10:58 pm ...

From Collegeville to the NFL!
After earning an NFL Films award as the top crew at the

Total Engagements	33
Likes	9
@Replies	0
Retweets	0
Post Link Clicks	13
Other Post Clicks	11
Other Engagements	0

CSBSJU
Tue 2/8/2022 6:16 pm UTC


Prominent Ojibwe scholar
Anton Treuer will present the lecture "The Cultural Toolbox"

Total Engagements	32
Likes	14
@Replies	0
Retweets	2
Post Link Clicks	4
Other Post Clicks	12
Other Engagements	0


Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.


Descending by Lifetime Engagements



CSBSJU
Sat 2/5/2022 1:00 am UTC

Derek Larson, professor of history and environmental studies, was featured in the

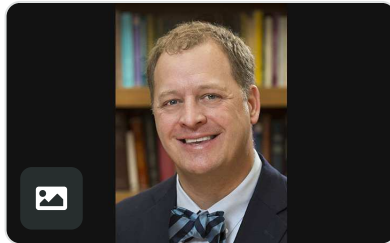


Total Engagements	29
Likes	12
@Replies	0
Retweets	0
Post Link Clicks	5
Other Post Clicks	12
Other Engagements	0






CSBSJU
Mon 1/31/2022 5:09 pm ...

The Saint John's School of Theology and Seminary has named Shawn Colberg as the




Total Engagements	26
Likes	3
@Replies	0
Retweets	1
Post Link Clicks	13
Other Post Clicks	9
Other Engagements	0





CSBSJU
Fri 2/4/2022 5:13 pm UTC

A Faculty Fellowship Award from the Commission on Dietetic Registration/Academ




Total Engagements	22
Likes	7
@Replies	0
Retweets	0
Post Link Clicks	1
Other Post Clicks	14
Other Engagements	0




Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

Descending by Lifetime Engagements







CSBSJU


Mon 2/7/2022 4:15 pm U...


Save the dates for CSB and SJU Commencement ceremonies, honoring our



Total Engagements	20
Likes	3
@Replies	0
Retweets	1
Post Link Clicks	10
Other Post Clicks	6
Other Engagements	0









CSBSJU


Sat 2/12/2022 11:27 pm ...

Yay **#BennieNation!**

Total Engagements	14
Likes	2
@Replies	0
Retweets	0
Post Link Clicks	—
Other Post Clicks	12
Other Engagements	0








CSBSJU

Thu 2/3/2022 2:07 am UTC

Congratulations Robin and Margy!

#BennieNation

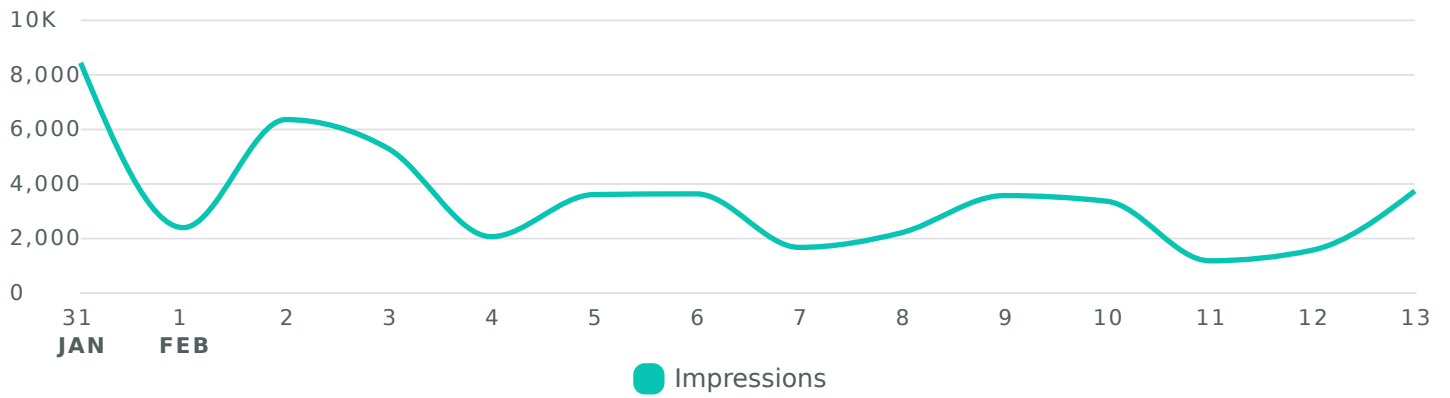
Total Engagements	14
Likes	10
@Replies	0
Retweets	0
Post Link Clicks	—
Other Post Clicks	4
Other Engagements	0



Impressions

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

Impressions, by Day

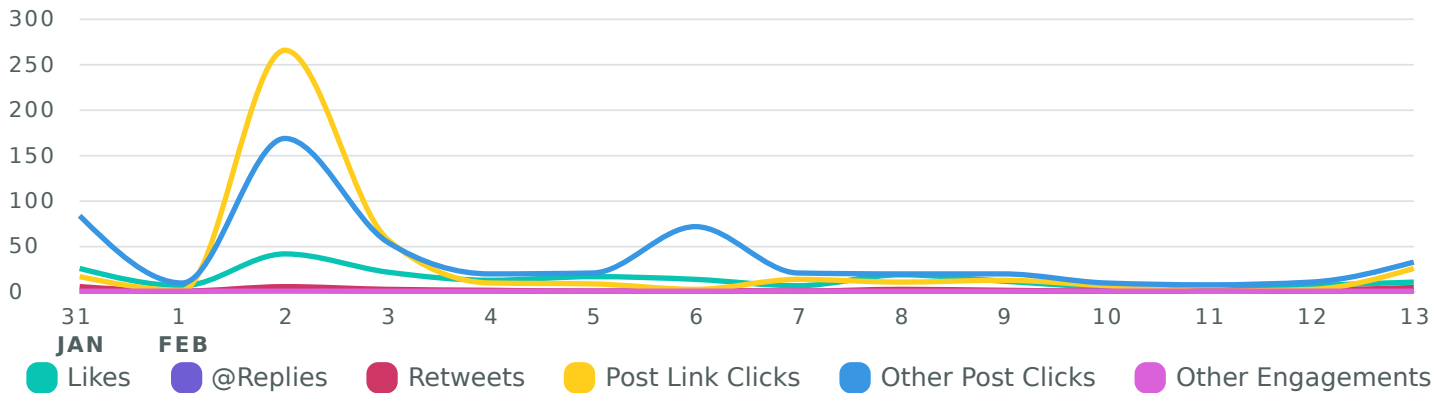


Impression Metrics	Totals	% Change
Impressions	48,698	↘ 2.3%

Engagement

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

Engagements, by Day

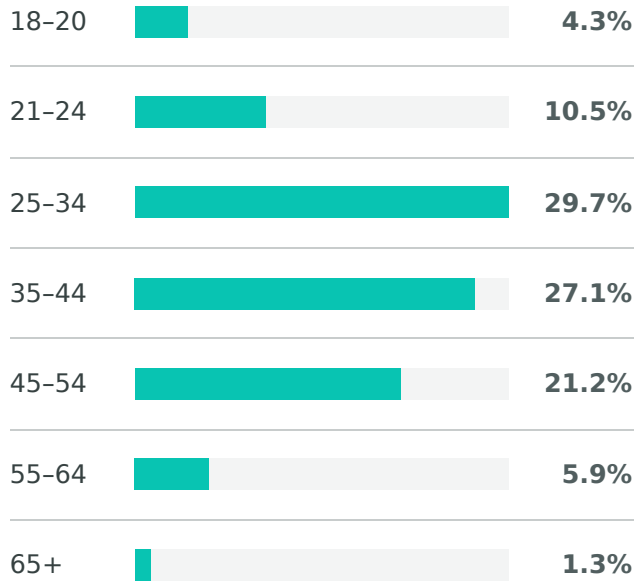


Engagement Metrics	Totals	% Change
Total Engagements	1,179	↗ 7.8%
Likes	190	↘ 22.8%
@Replies	1	↘ 50%
Retweets	22	↗ 15.8%
Post Link Clicks	426	↘ 1.8%
Other Post Clicks	540	↗ 37.4%
Other Engagements	0	→ 0%
Engagement Rate (per Impression)	2.4%	↗ 10.3%

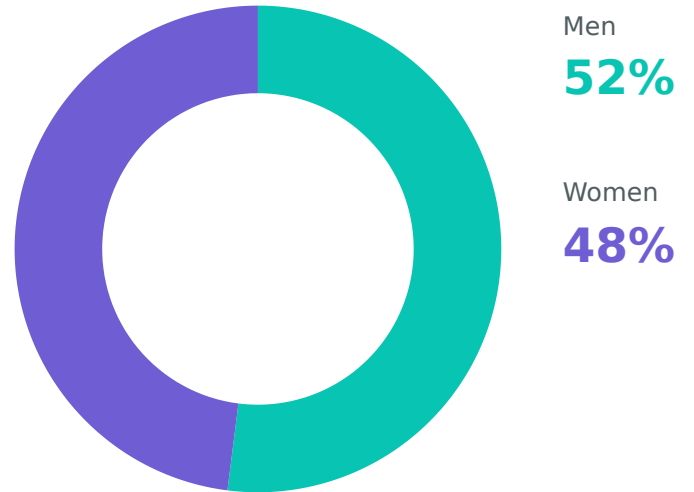
Audience Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age ⓘ




Audience by Gender ⓘ



men between the ages of **25-34** have a higher potential to see your content and visit your Page.

Profiles

Review your aggregate profile metrics from the reporting period.

Profile [▲]	Followers	Net Follower Growth	Published Posts	Impressions	Engagements	Post Link Clicks	Engagement Rate (per Impression)
Reporting Period Jan 31, 2022 - Feb 13, 2022	8,945 ↗0.3%	30 ↗36.4%	31 ↗55%	48,698 ↘2.3%	1,179 ↗7.8%	426 ↘1.8%	2.4% ↗10.3%
Compare to Jan 17, 2022 - Jan 30, 2022	8,915	22	20	49,849	1,094	434	2.2%
 @CSBSJU	8,945	30	31	48,698	1,179	426	2.4%