



Twitter Profiles

@CSBSJU

January 17, 2022 - January 31, 2022

Track profile performance to determine the impact of Twitter content.

Performance Summary

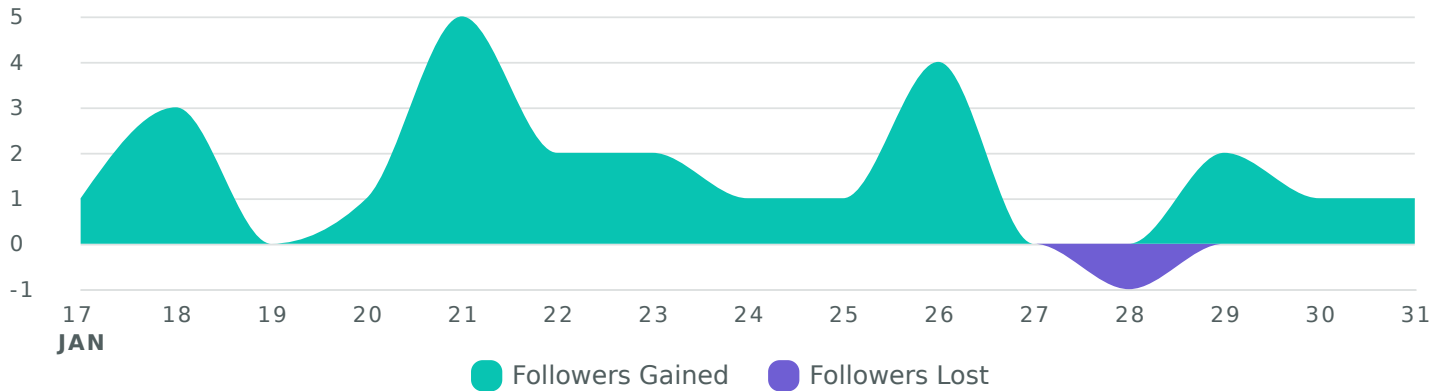
View your key profile performance metrics from the reporting period.

Impressions 57,865 ↘35.5%	Engagements 1,204 ↘11.2%	Post Link Clicks 447 ↗8.5%
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Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day

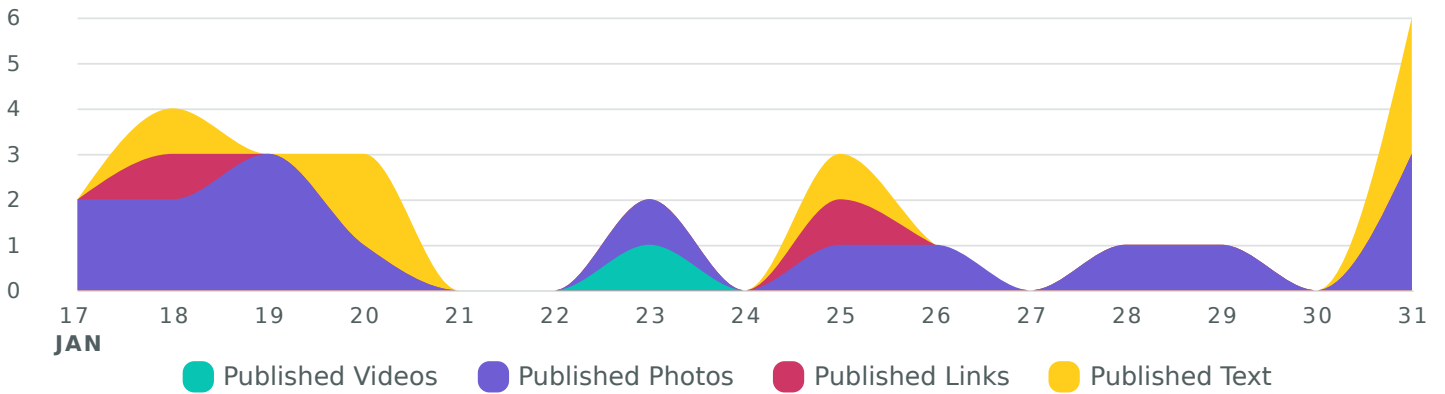


Audience Metrics	Totals	% Change
Followers	8,916	↗0.3%
Net Follower Growth	23	↗15%
Followers Gained	24	↗4.3%
Followers Lost	1	↘66.7%
Following	319	↗0.3%

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	26	↘ 16.1%
Published Videos	1	↗ —
Published Photos	16	→ 0%
Published Links	2	↘ 33.3%
Published Text	7	↘ 41.7%

Top Posts

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

Descending by Lifetime Engagements







CSBSJU


Tue 1/25/2022 6:19 pm ...

A group at ESPN ranked the 50 best college football programs over the past 150 years. This list would not be complete without the SJU football program

Total Engagements	206
Likes	39
@Replies	0
Retweets	5
Post Link Clicks	121
Other Post Clicks	41
Other Engagements	0









CSBSJU

Tue 1/18/2022 2:29 am ...

DRUMROLL PLEASE! We are excited to announce the final winners for the CSB/SJU COVID BOOSTER INCENTIVE PROGRAM WINNER



Total Engagements	159
Likes	8
@Replies	0
Retweets	1
Post Link Clicks	104
Other Post Clicks	46
Other Engagements	0







CSBSJU

Wed 1/19/2022 4:48 pm ...

The Benedictine Volunteer Corps (BVC) has selected its 2022-23 chapter! See which




Total Engagements	152
Likes	18
@Replies	0
Retweets	4
Post Link Clicks	101
Other Post Clicks	29
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

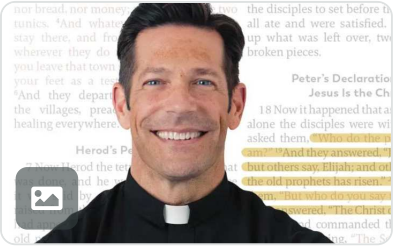





CSBSJU


Wed 1/26/2022 4:53 pm ...


Fr. Mike Schmitz '97 is the host of the "Bible in a Year" podcast, guiding listeners



Total Engagements	110
Likes	27
@Replies	0
Retweets	2
Post Link Clicks	28
Other Post Clicks	53
Other Engagements	0









CSBSJU


Sun 1/23/2022 12:27 am...


A great day for CSB and SJU basketball! Senior Madison Doran just missed a career-



Total Engagements	84
Likes	14
@Replies	0
Retweets	1
Post Link Clicks	1
Other Post Clicks	68
Other Engagements	0



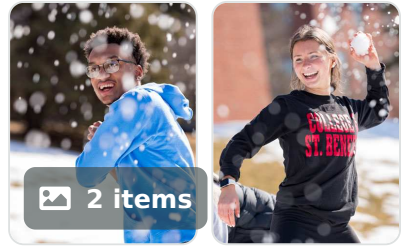





CSBSJU

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

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




Total Engagements	66
Likes	9
@Replies	0
Retweets	3
Post Link Clicks	2
Other Post Clicks	52
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
Fri 1/28/2022 4:45 pm UTC

Longtime CSB track and cross country coach Robin Balder-Lanoue and Professor Emerit




Total Engagements	59
Likes	33
@Replies	0
Retweets	2
Post Link Clicks	4
Other Post Clicks	20
Other Engagements	0






CSBSJU
Mon 1/17/2022 1:02 am ...

A CSB/SJU faculty member has earned the state's top art educator award! Alicia Peters




Total Engagements	59
Likes	16
@Replies	1
Retweets	0
Post Link Clicks	16
Other Post Clicks	26
Other Engagements	0





CSBSJU
Sat 1/29/2022 4:21 am ...

Countless Bennies and Johnnies return from their study abroad experience and



Total Engagements	46
Likes	10
@Replies	0
Retweets	0
Post Link Clicks	16
Other Post Clicks	20
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

Wed 1/19/2022 5:32 pm ...

Congratulations to the CSB dance team for recording two top-seven performances at

Total Engagements	42
Likes	14
@Replies	1
Retweets	0
Post Link Clicks	5
Other Post Clicks	22
Other Engagements	0

CSBSJU

Wed 1/19/2022 10:47 p...

Cheryl A. Stanton has been named General Counsel and Corporate Secretary at CSB

Total Engagements	29
Likes	2
@Replies	0
Retweets	0
Post Link Clicks	21
Other Post Clicks	6
Other Engagements	0

CSBSJU

Thu 1/20/2022 12:27 am...

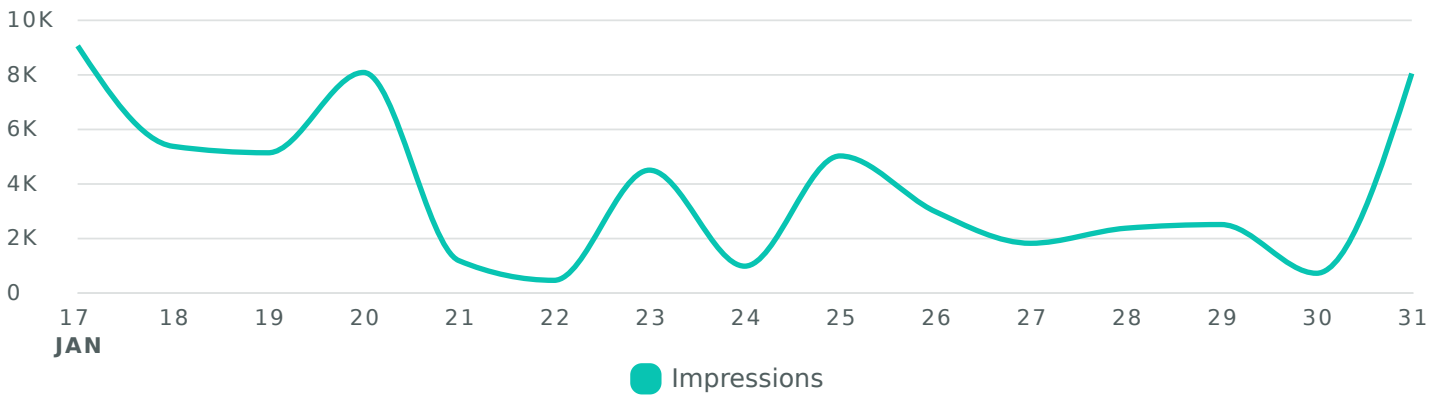
Wow! So proud of our student athletes!

Total Engagements	19
Likes	10
@Replies	0
Retweets	1
Post Link Clicks	—
Other Post Clicks	8
Other Engagements	0

Impressions

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

Impressions, by Day

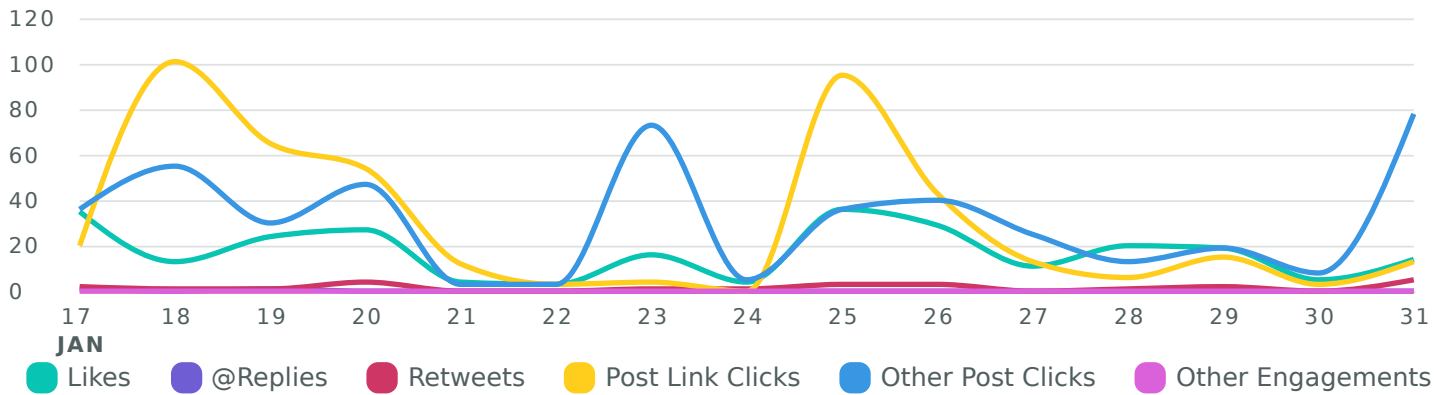


Impression Metrics	Totals	% Change
Impressions	57,865	↘ 35.5%

Engagement

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

Engagements, by Day

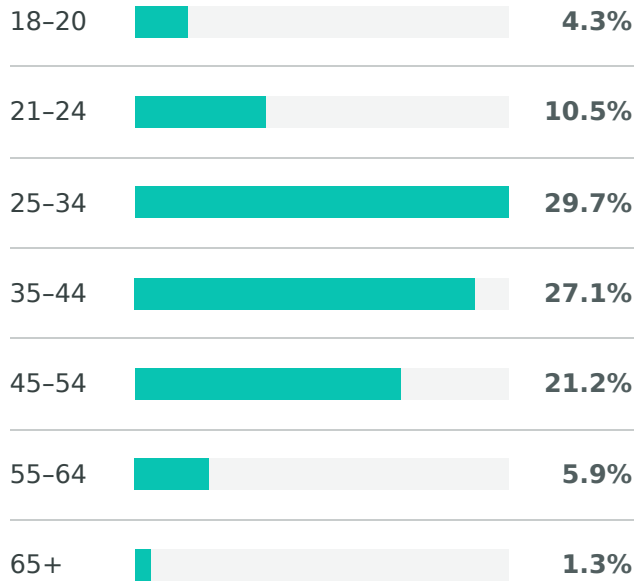


Engagement Metrics	Totals	% Change
Total Engagements	1,204	↘ 11.2%
Likes	260	↘ 20.7%
@Replies	2	↘ 33.3%
Retweets	24	↗ 60%
Post Link Clicks	447	↗ 8.5%
Other Post Clicks	471	↘ 21.2%
Other Engagements	0	→ 0%
Engagement Rate (per Impression)	2.1%	↗ 37.6%

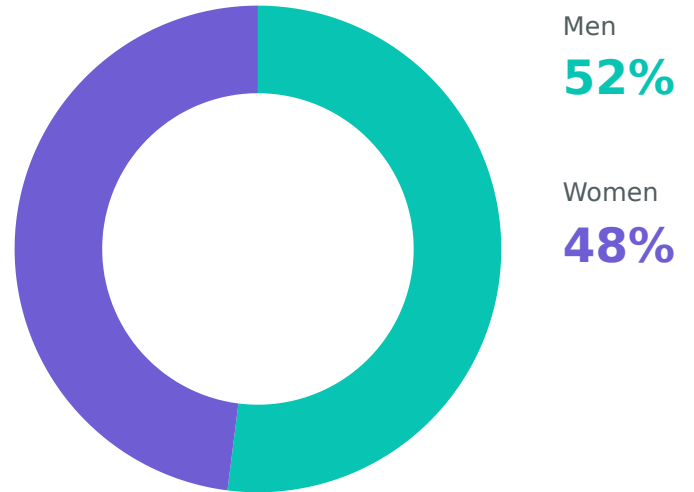
Audience Demographics

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 17, 2022 - Jan 31, 2022	8,916 ↗0.3%	23 ↗15%	26 ↘16.1%	57,865 ↘35.5%	1,204 ↘11.2%	447 ↗8.5%	2.1% ↗37.6%
Compare to Jan 2, 2022 - Jan 16, 2022	8,893	20	31	89,665	1,356	412	1.5%
 @CSBSJU	8,916	23	26	57,865	1,204	447	2.1%