



# Twitter Profiles **@CSBSJU**

November 8, 2021 - November 21, 2021

Track profile performance to determine the impact of Twitter content.

### Performance Summary

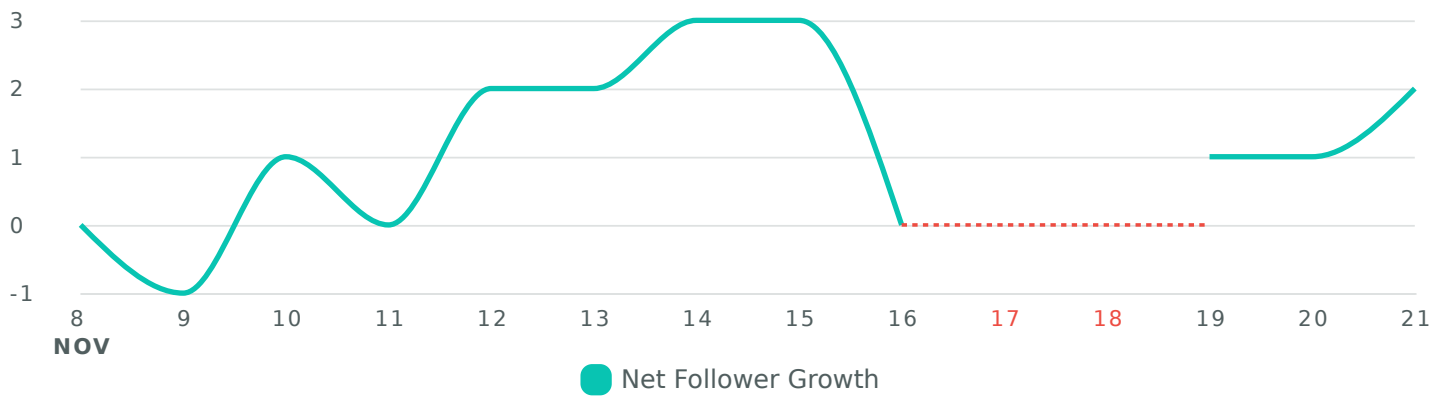
View your key profile performance metrics from the reporting period.

Impressions <b>96,772</b> ↗123%	Engagements <b>1,636</b> ↗86.1%	Post Link Clicks <b>93</b> ↗22.4%
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### Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth, by Day

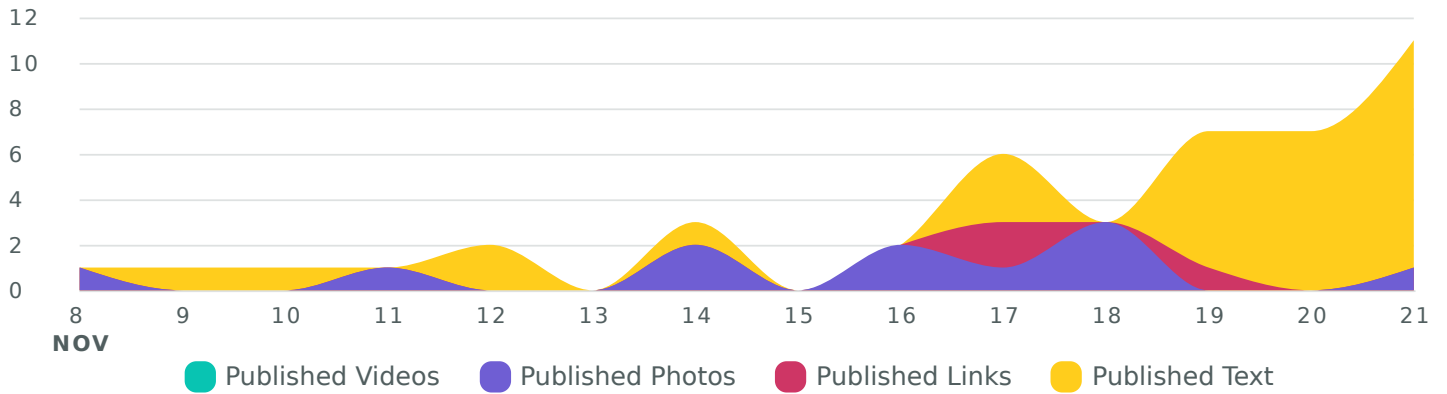


Audience Metrics	Totals	% Change
<b>Followers</b>	<b>8,819</b>	<b>↗10.2%</b>
<b>Net Follower Growth</b>	<b>14</b>	<b>↘39.1%</b>
Following	318	→0%

## 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
<b>Total Published Posts</b>	<b>45</b>	<b>↗ 87.5%</b>
Published Videos	<b>0</b>	<b>→ 0%</b>
Published Photos	<b>11</b>	<b>↘ 15.4%</b>
Published Links	<b>3</b>	<b>↗ 200%</b>
Published Text	<b>31</b>	<b>↗ 210%</b>

**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 11/16/2021 10:14 p...

An exciting weekend for CSB and SJU Athletics! The SJU football team is back in

<b>Total Engagements</b>	<b>211</b>
Likes	28
@Replies	0
Retweets	2
Post Link Clicks	17
Other Post Clicks	164
Other Engagements	0

**CSBSJU**

Sun 11/14/2021 2:32 am...

Betty Garcia Herrera '25 is a Bennie committed to activism. She attended the immigratio

<b>Total Engagements</b>	<b>187</b>
Likes	27
@Replies	1
Retweets	7
Post Link Clicks	4
Other Post Clicks	148
Other Engagements	0

**CSBSJU**

Thu 11/18/2021 7:43 pm...

A few photos from this year's annual Thanksgiving Dinner. We love our community!

<b>Total Engagements</b>	<b>175</b>
Likes	25
@Replies	0
Retweets	1
Post Link Clicks	—
Other Post Clicks	149
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 11/17/2021 5:13 p...

CSB was featured in a November 15 Star Tribune article "New nursing program"

<b>Total Engagements</b>	<b>83</b>
Likes	16
@Replies	0
Retweets	2
Post Link Clicks	17
Other Post Clicks	48
Other Engagements	0

**CSBSJU**

Thu 11/18/2021 11:35 p...

**#ThrowBackThursday** - Stickworks, 2012. These striking structures,

<b>Total Engagements</b>	<b>82</b>
Likes	32
@Replies	0
Retweets	1
Post Link Clicks	—
Other Post Clicks	49
Other Engagements	0

**CSBSJU**

Thu 11/11/2021 2:26 pm...


On **#VeteransDay**, we thank the men and women who have served our country for

<b>Total Engagements</b>	<b>79</b>
Likes	36
@Replies	0
Retweets	1
Post Link Clicks	—
Other Post Clicks	42
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 11/20/2021 6:09 pm ...

Fifth in the nation!!!  
 Congratulations Fiona Smith!!!  
#BennieNation



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<b>Total Engagements</b>	<b>52</b>
Likes	32
@Replies	0
Retweets	2
Post Link Clicks	—
Other Post Clicks	18
Other Engagements	0





CSBSJU  
Tue 11/16/2021 6:17 pm...


SJU alum Bryan Skavnak '00 has a new book in the CSB/SJU Bookstores! "Be Nice. The

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<b>Total Engagements</b>	<b>51</b>
Likes	14
@Replies	0
Retweets	0
Post Link Clicks	—
Other Post Clicks	37
Other Engagements	0





CSBSJU  
Sat 11/20/2021 8:13 pm ...

We feel your pride, Mom! #GoJohnnies

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<b>Total Engagements</b>	<b>42</b>
Likes	28
@Replies	0
Retweets	0
Post Link Clicks	—
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**

Wed 11/17/2021 11:49 p...

**#WeAreJohnnies**

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<b>Total Engagements</b>	<b>37</b>
Likes	17
@Replies	0
Retweets	0
Post Link Clicks	—
Other Post Clicks	20
Other Engagements	0

**CSBSJU**

Sun 11/21/2021 2:37 am...

**@BozBostrom** Boz  
= class act

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<b>Total Engagements</b>	<b>32</b>
Likes	10
@Replies	1
Retweets	0
Post Link Clicks	—
Other Post Clicks	21
Other Engagements	0

**CSBSJU**

Sun 11/14/2021 9:30 pm...

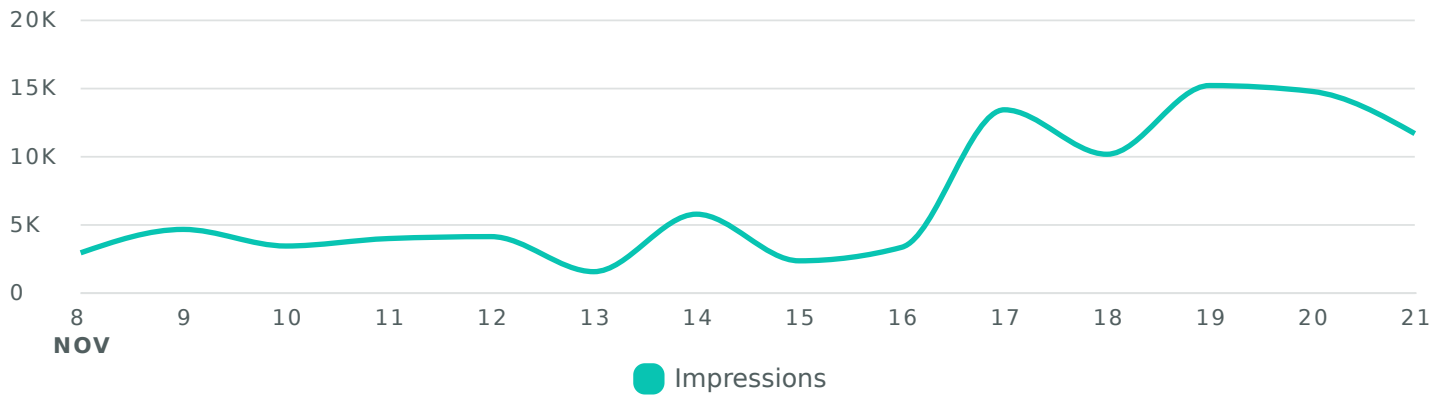
Axel Theimer will be one of four Minnesota choral giants honored by the American

<b>Total Engagements</b>	<b>32</b>
Likes	18
@Replies	0
Retweets	0
Post Link Clicks	5
Other Post Clicks	9
Other Engagements	0

## Impressions

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

Impressions, by Day



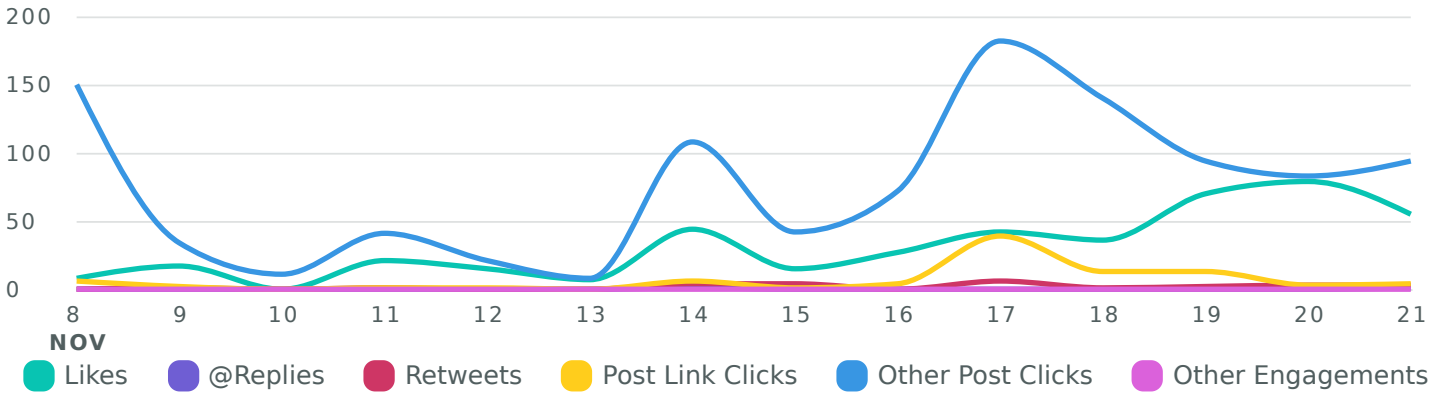
Impression Metrics	Totals	% Change
Impressions	96,772	↗ 123%



## Engagement

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

Engagements, by Day

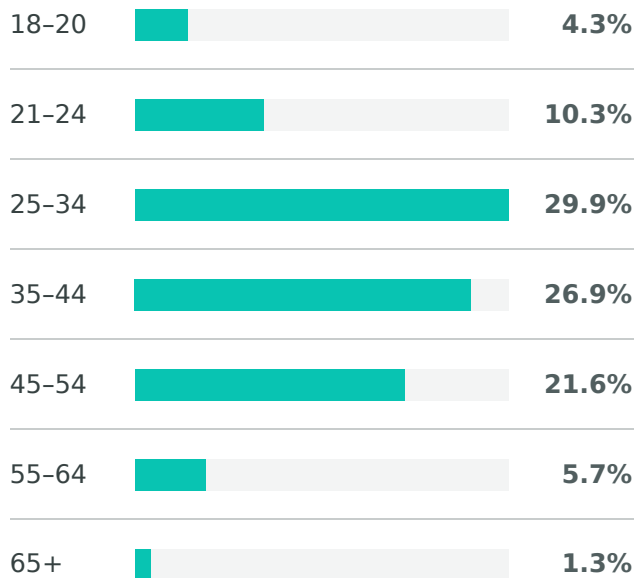


Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>1,636</b>	<b>↗ 86.1%</b>
Likes	436	↗ 179.5%
@Replies	2	↗ 100%
Retweets	25	↗ 127.3%
Post Link Clicks	93	↗ 22.4%
Other Post Clicks	1,080	↗ 70.1%
Other Engagements	0	→ 0%
<b>Engagement Rate (per Impression)</b>	<b>1.7%</b>	<b>↘ 16.5%</b>

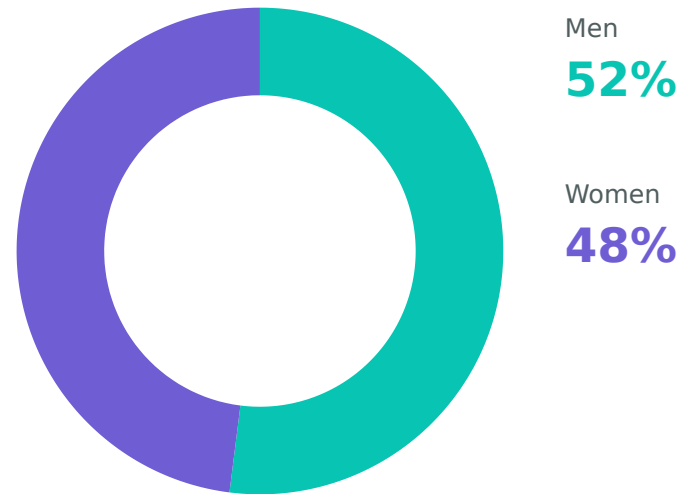
## Audience Demographics

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 <sup>▲</sup>	Followers	Net Follower Growth	Published Posts	Impressions	Engagements	Post Link Clicks	Engagement Rate (per Impression)
<b>Reporting Period</b>	<b>8,819</b>	<b>14</b>	<b>45</b>	<b>96,772</b>	<b>1,636</b>	<b>93</b>	<b>1.7%</b>
Nov 8, 2021 - Nov 21, 2021	↗ 0.2%	↘ 39.1%	↗ 87.5%	↗ 123%	↗ 86.1%	↗ 22.4%	↘ 16.5%
<b>Compare to</b>	<b>8,803</b>	<b>23</b>	<b>24</b>	<b>43,396</b>	<b>879</b>	<b>76</b>	<b>2%</b>
Oct 25, 2021 - Nov 7, 2021							
 <b>@CSBSJU</b>	8,819	14	45	96,772	1,636	93	1.7%