



Twitter Profiles **@CSBSJU**

February 14, 2022 - February 27, 2022

Track profile performance to determine the impact of Twitter content.

Performance Summary

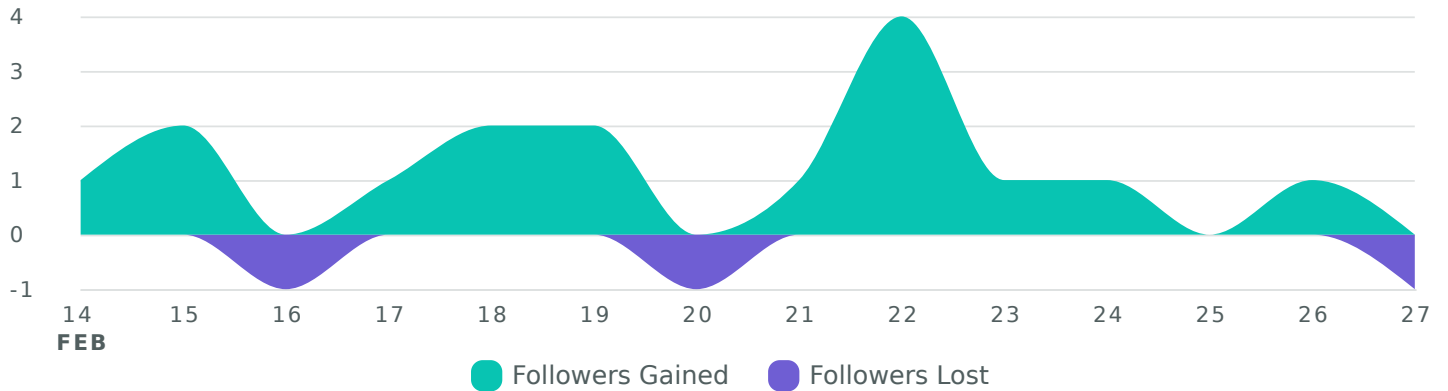
View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>50,935 ↗4.6%</p>	<p>Engagements</p> <p>873 ↘26.9%</p>	<p>Post Link Clicks</p> <p>243 ↘43%</p>
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Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day

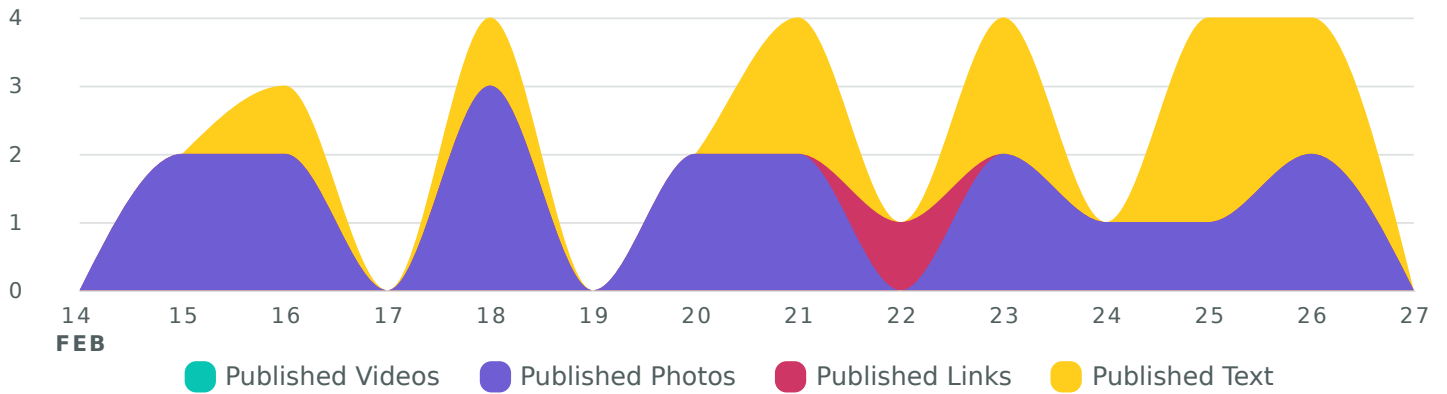


Audience Metrics	Totals	% Change
Followers	8,958	↗0.1%
Net Follower Growth	13	↘56.7%
Followers Gained	16	↘51.5%
Followers Lost	3	→0%
Following	317	↘0.3%

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	29	↘ 9.4%
Published Videos	0	↘ 100%
Published Photos	17	↘ 5.6%
Published Links	1	↘ 66.7%
Published Text	11	↗ 10%

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 2/21/2022 5:00 pm ...

Congratulations to Ryan Dusha '01, head boys basketball coach at Melrose...

Total Engagements	225
Likes	65
Comments	2
Shares	4
Post Link Clicks	60
Other Post Clicks	94
Other Engagements	0

@CSBSJU

Tue 2/15/2022 7:21 pm ...

Boz Bostrom, professor of accounting and finance, was featured in the...

Total Engagements	187
Likes	56
Comments	0
Shares	2
Post Link Clicks	52
Other Post Clicks	77
Other Engagements	0

@CSBSJU

Fri 2/18/2022 2:34 am UTC

Three SJU alumni were recently named to two Twin Cities business publications'...

Total Engagements	116
Likes	10
Comments	0
Shares	0
Post Link Clicks	74
Other Post Clicks	32
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 2/16/2022 7:43 pm...

Best Buy's VP of Strategic Community Engagement, Amelia Hardy, will deliver a...

Total Engagements	37
Likes	5
Comments	1
Shares	0
Post Link Clicks	6
Other Post Clicks	25
Other Engagements	0

@CSBSJU
Wed 2/23/2022 8:05 pm...

Congratulations to Sydney Robinson '19 on being chosen for a spot in the NASPA...

Total Engagements	26
Likes	14
Comments	0
Shares	0
Post Link Clicks	2
Other Post Clicks	10
Other Engagements	0

@CSBSJU
Thu 2/24/2022 4:31 pm ...

On February 20, the weekly 9 p.m. Sunday student Mass was held on the frozen ice o...

Total Engagements	23
Likes	9
Comments	0
Shares	0
Post Link Clicks	6
Other Post Clicks	8
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 2/18/2022 10:12 pm ...

We are excited to have you in our community, Gabby and Lydia!
[#BennieNation](#)

Total Engagements	19
Likes	8
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	11
Other Engagements	0

@CSBSJU

Fri 2/25/2022 6:21 pm UTC

CSB/SJU have been selected to participate in a year-long process that will help devel...

Total Engagements	18
Likes	5
Comments	0
Shares	0
Post Link Clicks	11
Other Post Clicks	2
Other Engagements	0

@CSBSJU

Mon 2/21/2022 11:53 p...


Another [#onlyatcsbsju](#) event. Thanks [@SJUfaith](#) !


Total Engagements	18
Likes	6
Comments	0
Shares	0
Post Link Clicks	—
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 2/26/2022 2:39 am ...

Louis Johnston, professor of economics, was featured in the February 24 Star Tribun...



Total Engagements	15
Likes	2
Comments	0
Shares	0
Post Link Clicks	6
Other Post Clicks	7
Other Engagements	0





 **@CSBSJU**

Mon 2/21/2022 4:20 pm ...

Our Sisters never fail to amaze us!

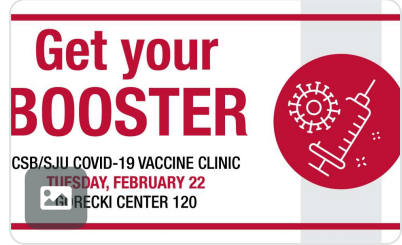
Total Engagements	15
Likes	2
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	13
Other Engagements	0



 **@CSBSJU**

Mon 2/21/2022 11:36 p...

Tomorrow's the day! CSB/SJU are hosting a COVID-19 vaccine clinic on Tuesday,...

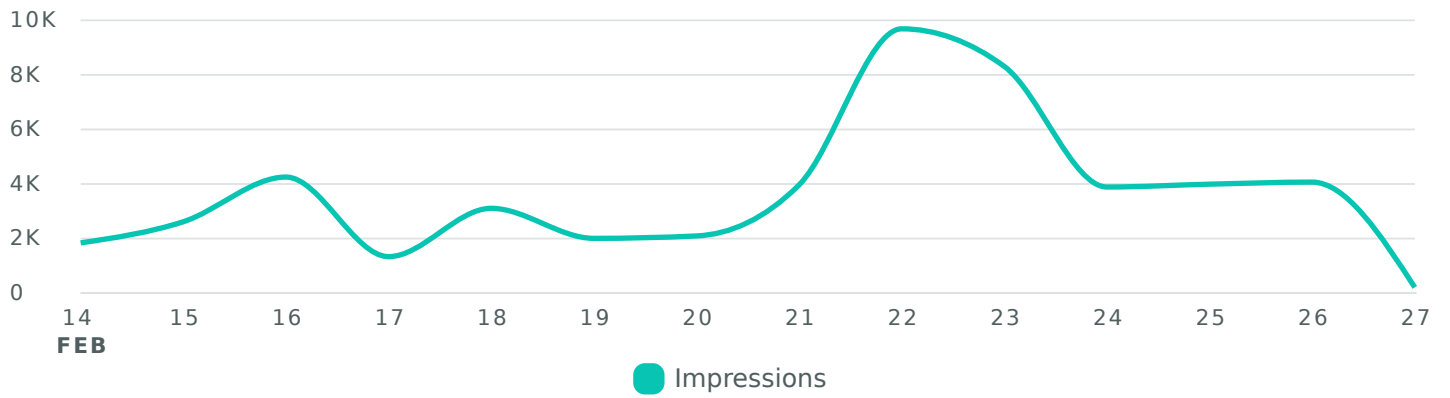


Total Engagements	14
Likes	4
Comments	0
Shares	0
Post Link Clicks	3
Other Post Clicks	7
Other Engagements	0

Impressions

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

Impressions, by Day

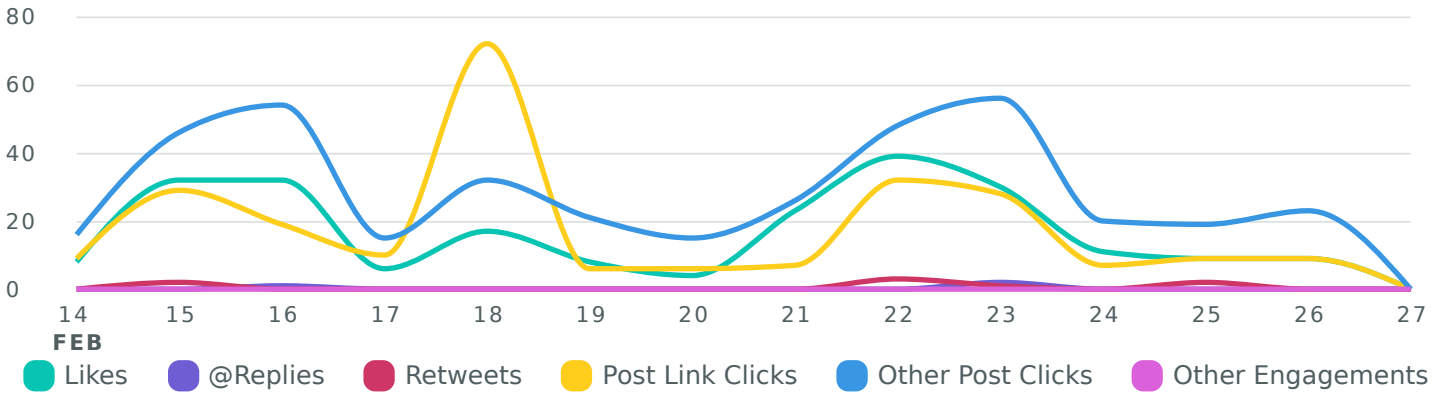


Impression Metrics	Totals	% Change
Impressions	50,935	↗ 4.6%

Engagement

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

Engagements, by Day

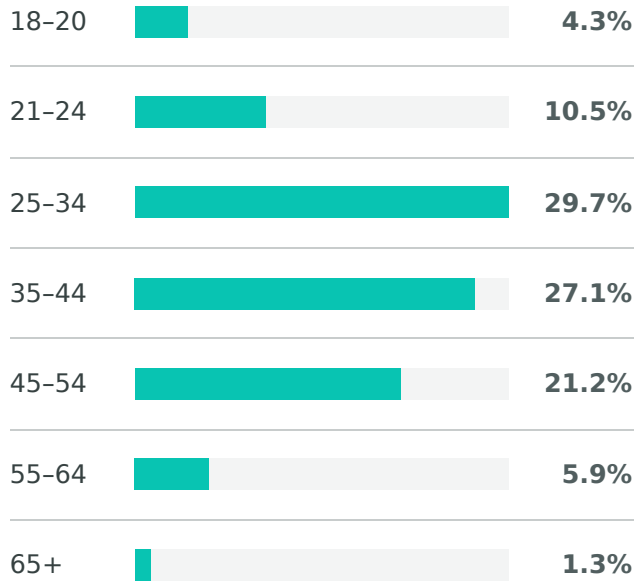


Engagement Metrics	Totals	% Change
Total Engagements	873	↘ 26.9%
Likes	228	↗ 11.2%
@Replies	3	↗ 200%
Retweets	8	↘ 65.2%
Post Link Clicks	243	↘ 43%
Other Post Clicks	391	↘ 27.6%
Other Engagements	0	→ 0%
Engagement Rate (per Impression)	1.7%	↘ 30.2%

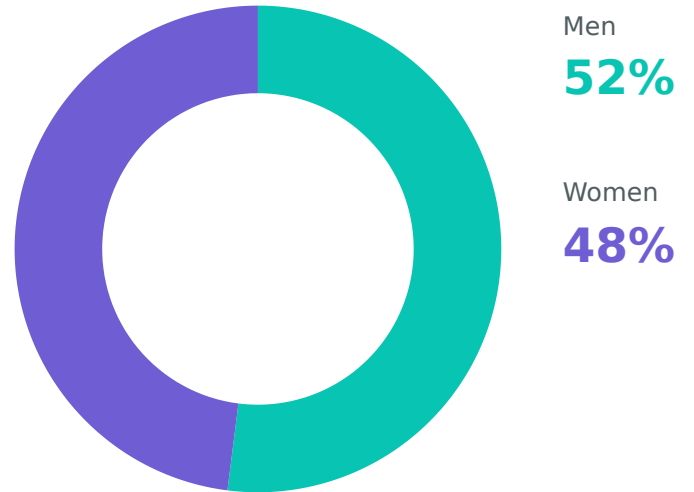
Audience Demographics

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 Feb 14, 2022 - Feb 27, 2022	8,958 ↗ 0.1%	13 ↘ 56.7%	29 ↘ 9.4%	50,935 ↗ 4.6%	873 ↘ 26.9%	243 ↘ 43%	1.7% ↘ 30.2%
Compare to Jan 31, 2022 - Feb 13, 2022	8,945	30	32	48,698	1,195	426	2.5%
 @CSBSJU	8,958	13	29	50,935	873	243	1.7%