



Twitter Profiles for **@CSBSJU**

September 27, 2021 - October 11, 2021

Track profile performance to determine the impact of Twitter content.

Performance Summary

View your key profile performance metrics from the reporting period.

Impressions 83,680 ↗7%	Engagements 2,927 ↗47.5%	Post Link Clicks 253 ↗67.5%
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Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth, by Day

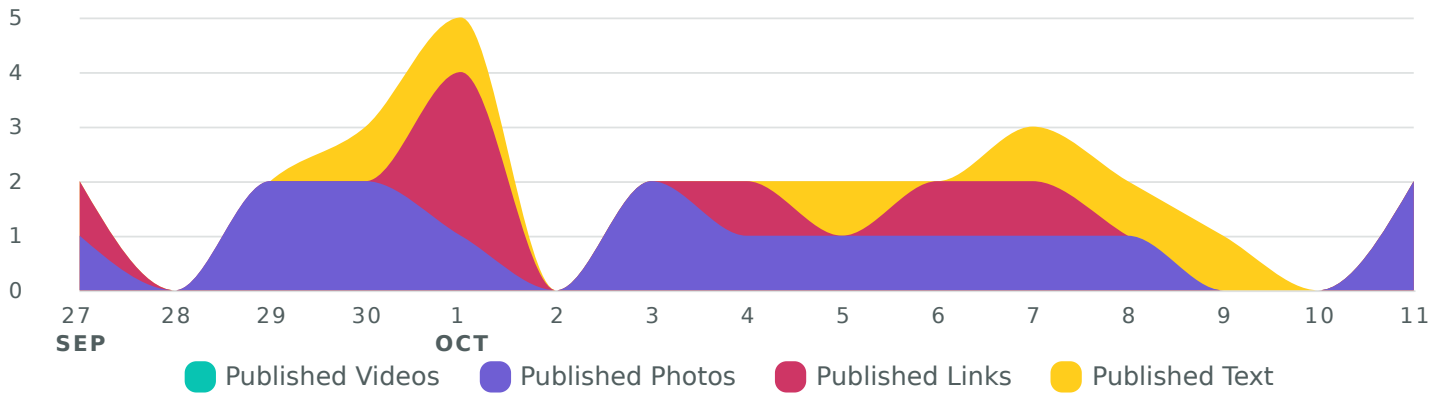


Audience Metrics	Totals	% Change
Followers	8,756	—
Net Follower Growth	10	—
Following	317	—

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	28	↘ 9.7%
Published Videos	0	↘ 100%
Published Photos	15	↗ 50%
Published Links	7	↘ 56.3%
Published Text	6	↗ 50%

Top Posts

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

By Lifetime Engagements

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Sun 10/3/2021 7:24 pm ...

The SJU Flyntown Bridge was installed using massive cranes this week! The new pedestri

Total Engagements	1,301
Likes	79
@Replies	0
Retweets	2
Post Link Clicks	—
Other Post Clicks	1,220
Other Engagements	0

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Thu 9/30/2021 11:15 pm...

A house that was home to the Sisters of Saint Benedict's Monastery in St. Joseph for

Total Engagements	212
Likes	24
@Replies	0
Retweets	1
Post Link Clicks	9
Other Post Clicks	178
Other Engagements	0

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Fri 10/8/2021 5:38 pm UTC

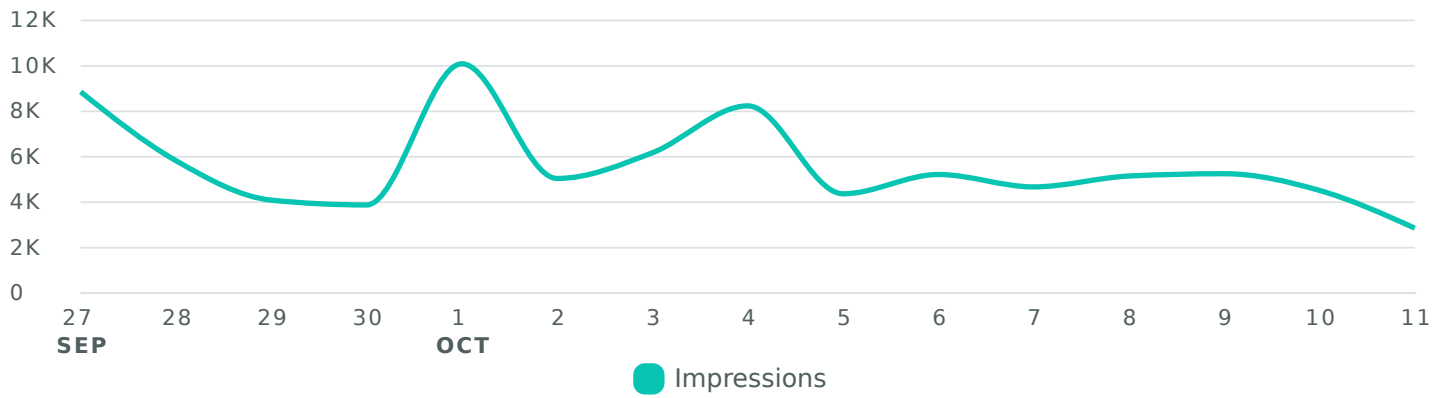
The softball complex at the College of Saint Benedict has been named NFCA D3 Field o

Total Engagements	189
Likes	39
@Replies	1
Retweets	1
Post Link Clicks	11
Other Post Clicks	137
Other Engagements	0

Impressions

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

Impressions, by Day

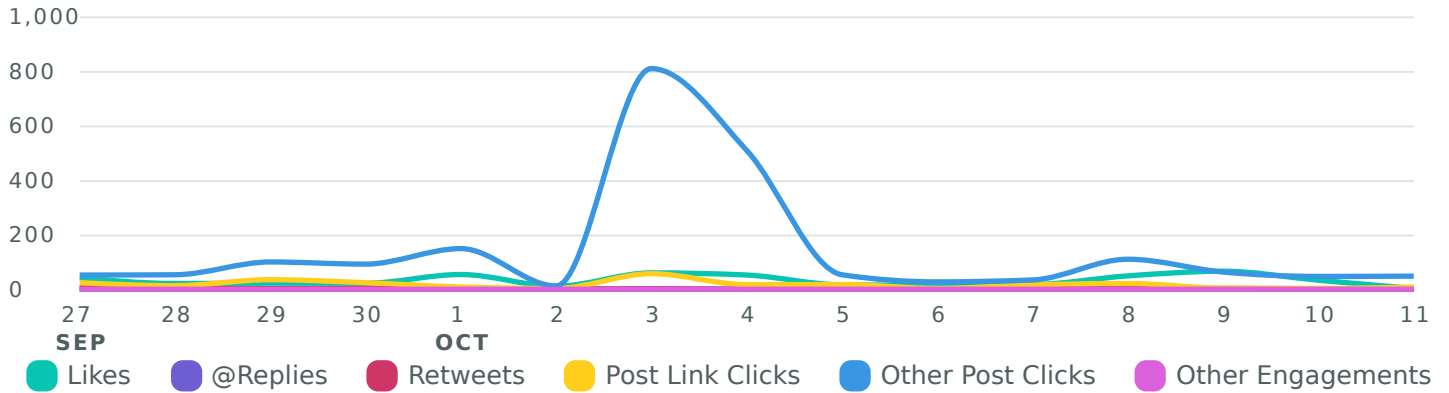


Impression Metrics	Totals	% Change
Impressions	83,680	↗ 7%

Engagement

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

Engagements, by Day

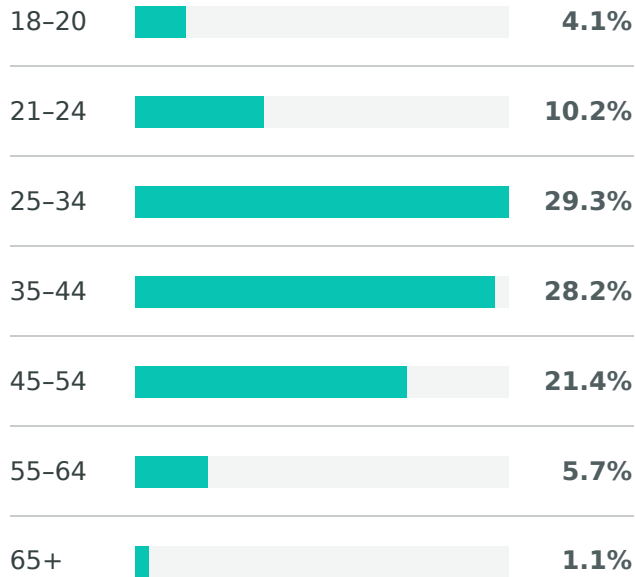


Engagement Metrics	Totals	% Change
Total Engagements	2,927	↗ 47.5%
Likes	483	↗ 31.6%
@Replies	3	↗ 50%
Retweets	30	↗ 36.4%
Post Link Clicks	253	↗ 67.5%
Other Post Clicks	2,158	↗ 49.7%
Other Engagements	0	→ 0%
Engagement Rate (per Impression)	3.5%	↗ 37.9%

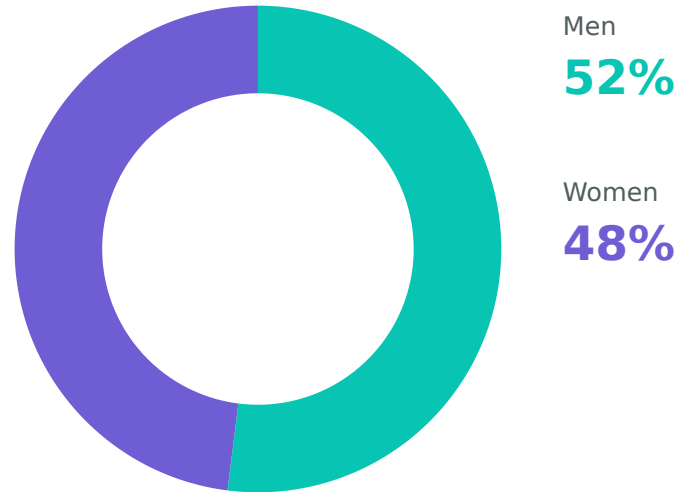
Audience Demographics

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

Audience by Age ⓘ





Audience by Gender ⓘ



The majority of your followers appear to be **men** along with people between the ages of **25-34**.

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 Sep 27, 2021 - Oct 11, 2021	8,756 —	10 —	28 ↘9.7%	83,680 ↗7%	2,927 ↗47.5%	253 ↗67.5%	3.5% ↗37.9%
Compare to Sep 12, 2021 - Sep 26, 2021	—	—	31	78,194	1,984	151	2.5%
  @CSBSJU	8,756	10	28	83,680	2,927	253	3.5%