



Facebook Pages
for **College of Saint Benedict and Saint
John's University**

September 27, 2021 - October 11, 2021

Determine your impact on Facebook by analyzing your Facebook Page activity.

Performance Summary

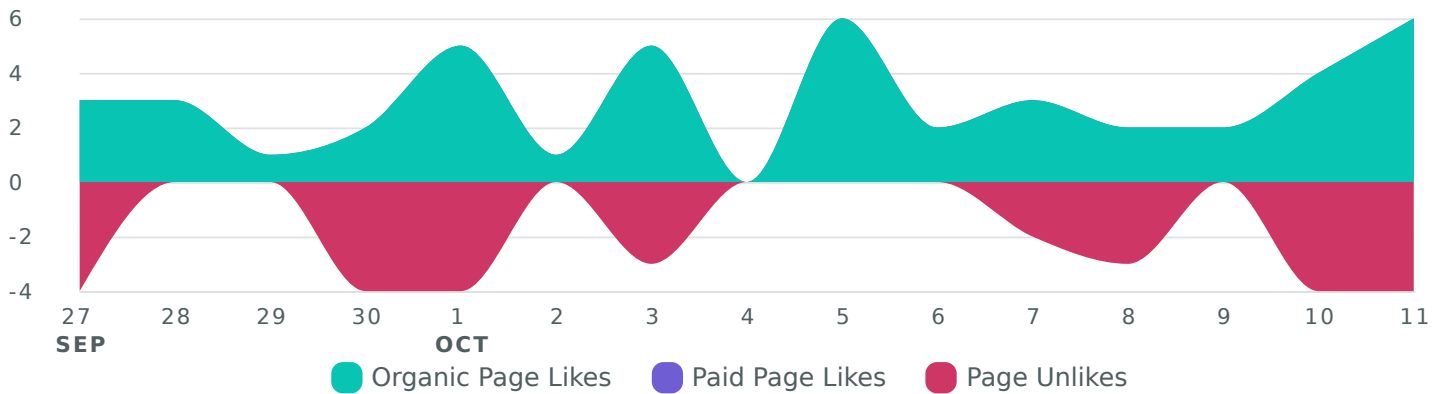
View your key profile performance metrics from the reporting period.

Impressions 670,591 ↗20%	Engagements 10,774 ↘33.2%	Post Link Clicks 1,777 ↗35.6%
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Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day

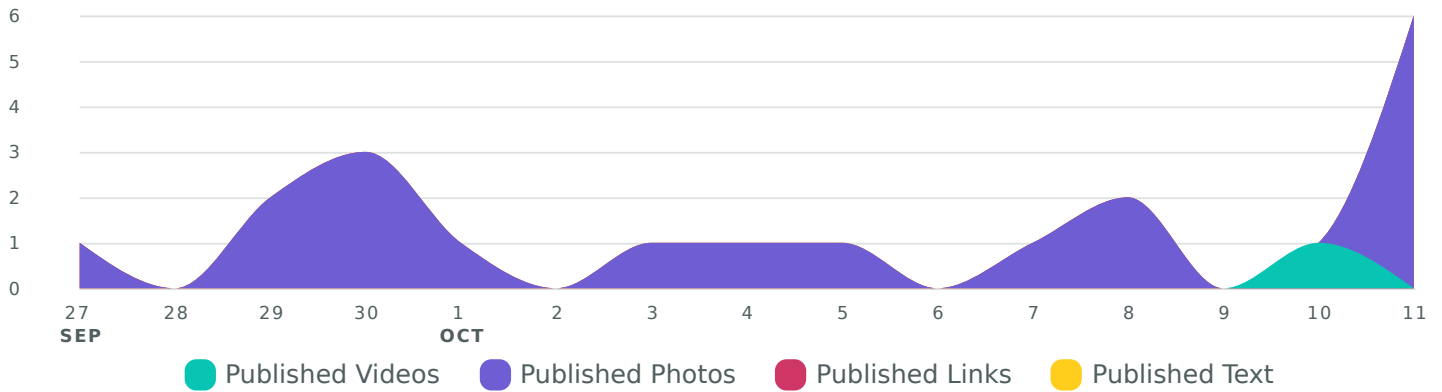


Audience Metrics	Totals	% Change
Net Page Likes	17	↘5.6%
Organic Page Likes	45	↘11.8%
Paid Page Likes	0	→0%
Page Unlikes	28	↘15.2%

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	20	↘42.9%
Published Videos	1	→0%
Published Photos	19	↘44.1%
Published Links	0	→0%
Published Text	0	→0%


Top Posts

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


By Lifetime Engagements



f College of Sain...
Mon 10/11/2021 2:45 p...

Our 2021 CSB/SJU Homecoming celebration was a day to remember! Events




Total Engagements	1,599
Reactions	124
Comments	0
Shares	4
Post Link Clicks	—
Other Post Clicks	1,471






f College of Sain...
Fri 10/8/2021 10:39 am ...

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




Total Engagements	851
Reactions	387
Comments	15
Shares	9
Post Link Clicks	29
Other Post Clicks	411





f College of Sain...
Mon 10/4/2021 6:51 pm ...

Did you attend the **#csbsjureunion** last weekend? We loved



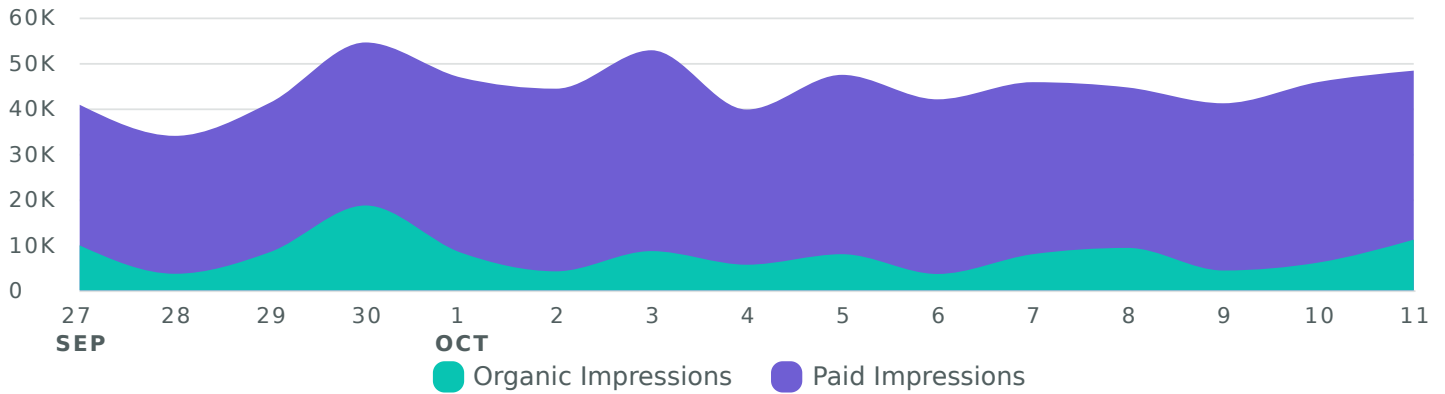
Total Engagements	782
Reactions	41
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	741



Impressions

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

Impressions Breakdown, by Day

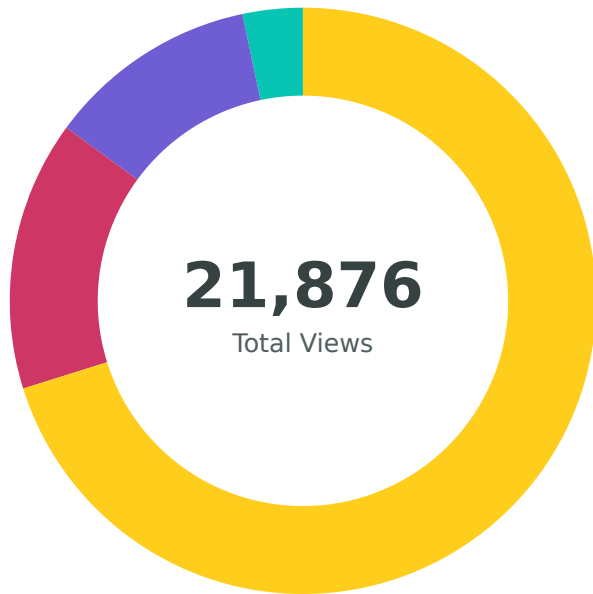


Impression Metrics	Totals	% Change
Total Impressions	670,591	↗ 20%
Organic Impressions	117,573	↘ 24.8%
Paid Impressions	551,720	↗ 37.6%
Average Daily Impressions per Page	44,706.07	↗ 20%
Average Daily Reach per Page	38,726.07	↗ 18.4%

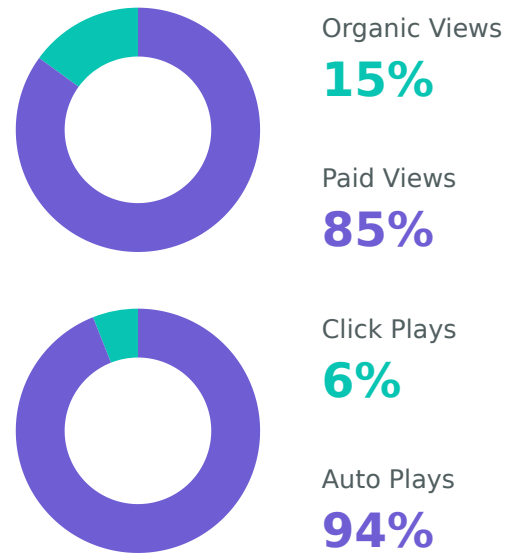
Video Performance

View your aggregate video performance during the reporting period.

View Metrics



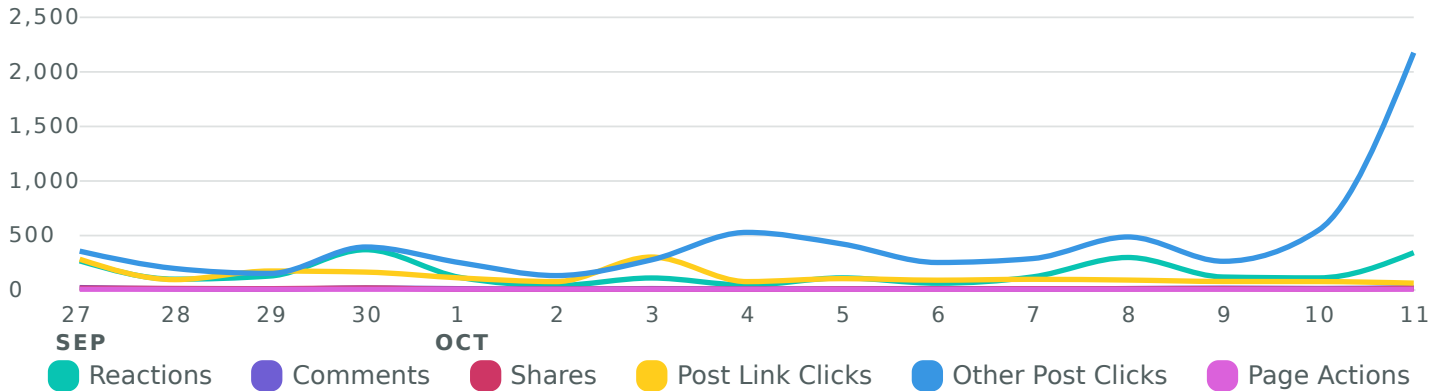
Viewing Breakdown



Engagement

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

Engagements Comparison, by Day

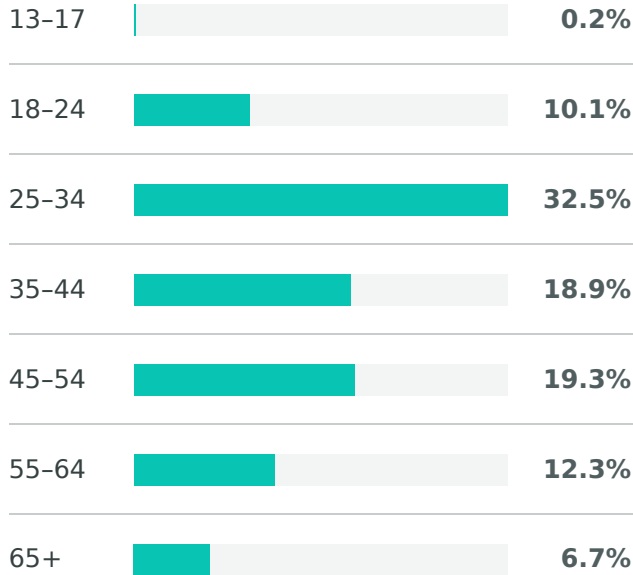


Engagement Metrics	Totals	% Change
Total Engagements	10,774	↘ 33.2%
Reactions	2,231	↘ 55.3%
Comments	90	↘ 72.2%
Shares	63	↘ 40.6%
Post Link Clicks	1,777	↗ 35.6%
Other Post Clicks	6,613	↘ 29.7%
Page Actions	0	→ 0%
Engagement Rate (per Impression)	1.6%	↘ 44.4%

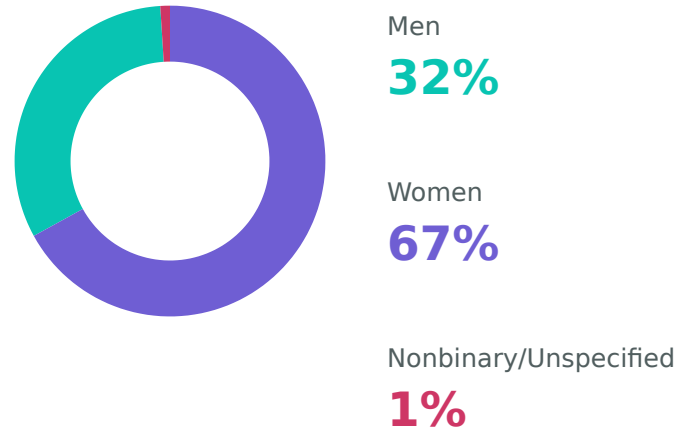
Page Fan Demographics

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

Audience by Age ⓘ



Audience by Gender ⓘ



Women between the ages of **25-34** appear to be the leading force among your fans.

Audience Top Countries

United States	22,079
The Bahamas	488
Japan	155
India	122
Philippines	97

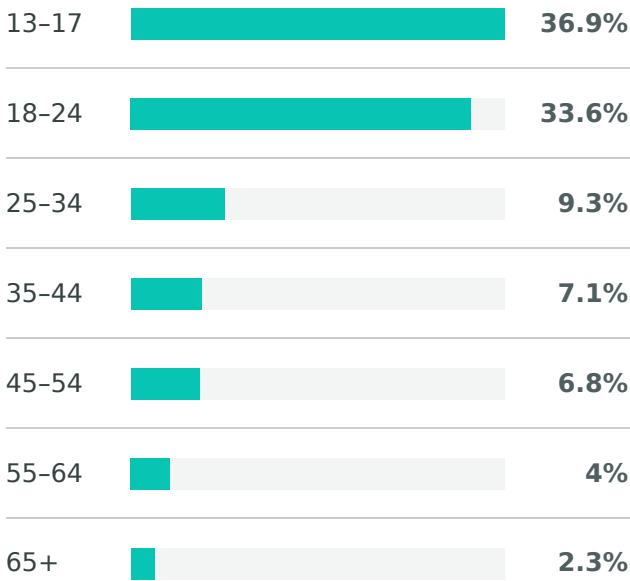
Audience Top Cities

Minneapolis, MN	1,548
Saint Paul, MN	942
Saint Cloud, MN	801
Saint Joseph, MN	479
Nassau, The Bahamas	456

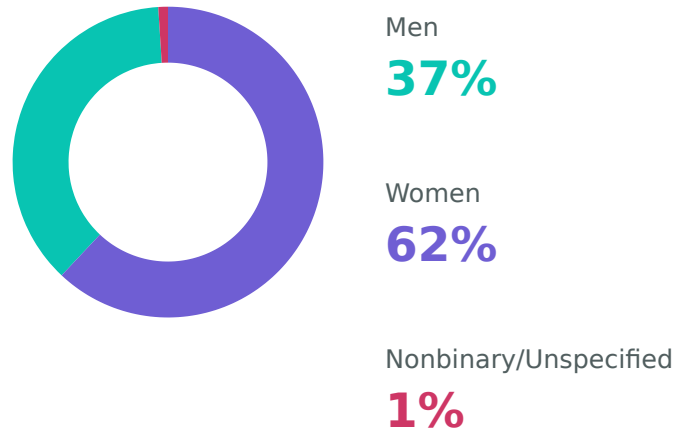
People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

People Reached by Age 📄



People Reached by Gender 📄



Women between the ages of **13-17** have a higher potential to see your content and visit your Page.

People Reached Top Countries Daily Average

United States	21,487.93
Puerto Rico	1,229.79
Sweden	843
The Bahamas	69.29
Japan	14.14

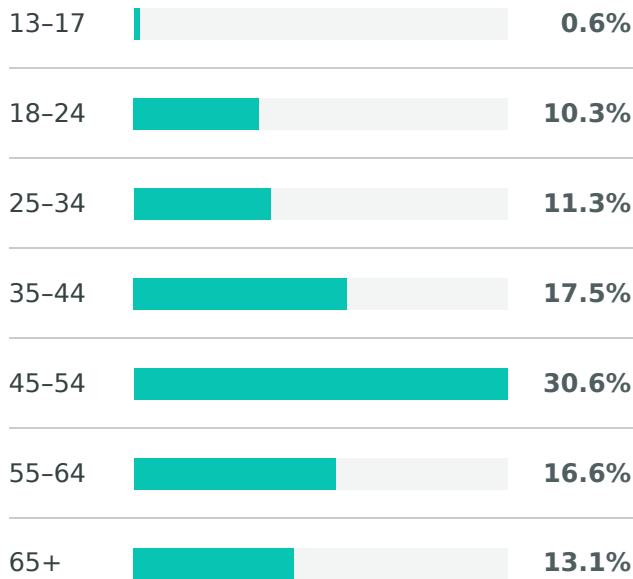
People Reached Top Cities Daily Average

Saint Paul, MN	1,538.93
Minneapolis, MN	1,475.64
San Juan, Puerto Rico	902.5
Apple Valley, MN	592.21
Alexandria, MN	459.29

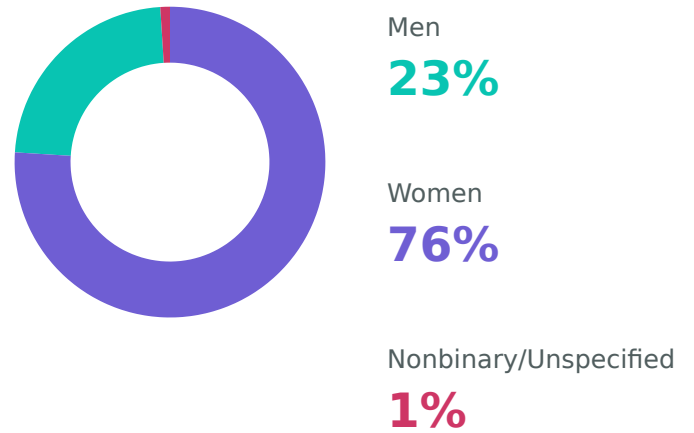
People Engaged Demographics

Review the average daily user demographics of the people who took action on your page during the reporting period.

People Engaged by Age 📄



People Engaged by Gender 📄




Women between the ages of **45-54** are most likely to engage with your content.

People Engaged Top Countries	Daily Average
United States	152.3
The Bahamas	1.4
Australia	1
France	0.5
United Kingdom	0.5

People Engaged Top Cities	Daily Average
Saint Cloud, MN	20.33
Minneapolis, MN	13.67
Saint Joseph, MN	13.67
Saint Paul, MN	9
Elbow Lake, MN	8.67

Pages

Review your aggregate page metrics from the reporting period.

Page	Fans	Net Page Likes	Published Posts	Impressions	Engagements	Post Link Clicks	Engagement Rate (per Impression)
Reporting Period	24,768	17	20	670,591	10,774	1,777	1.6%
Sep 27, 2021 - Oct 11, 2021	↗0.1%	↘5.6%	↘42.9%	↗20%	↘33.2%	↗35.6%	↘44.4%
Compare to	24,746	18	35	558,618	16,138	1,310	2.9%
Sep 12, 2021 - Sep 26, 2021							
 College of Saint Benedict and Saint John's University	24,768	17	20	670,591	10,774	1,777	1.6%