



Profile Performance


July 2022

Understand growth and health of your social profiles

Included in this Report

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 College of Saint Benedict and Saint Joh...

Performance Summary

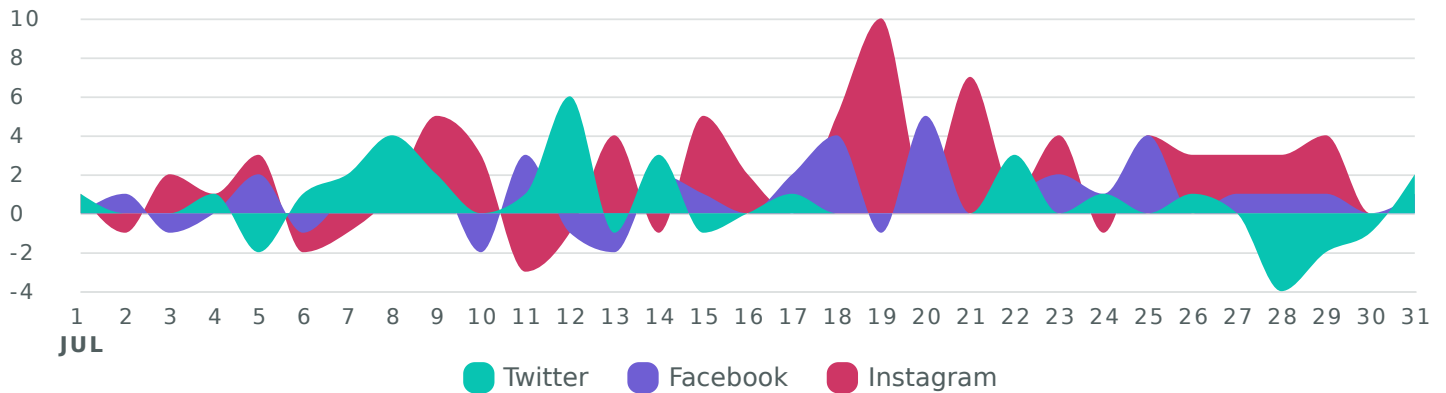
View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>492,884 ↘ 59.6%</p>	<p>Engagements</p> <p>31,694 ↘ 2.6%</p>	<p>Post Link Clicks</p> <p>2,193 ↘ 46.6%</p>
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Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day

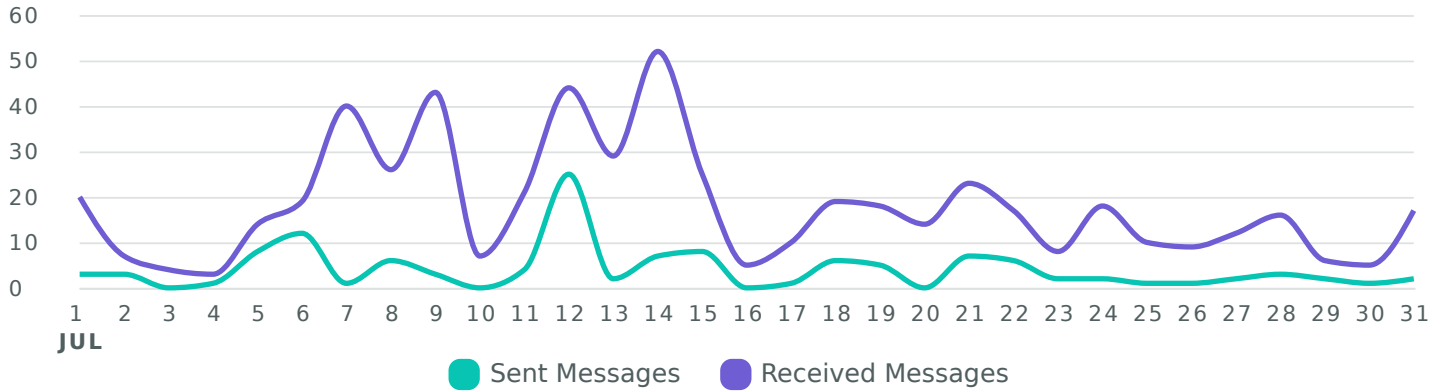


Audience Metrics	Totals	% Change
Total Audience	46,567	↗0.3%
Total Net Audience Growth	110	↗120%
Twitter Net Follower Growth	18	↗20%
Facebook Net Page Likes	30	↗36.4%
Instagram Net Follower Growth	62	↗376.9%

Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Day



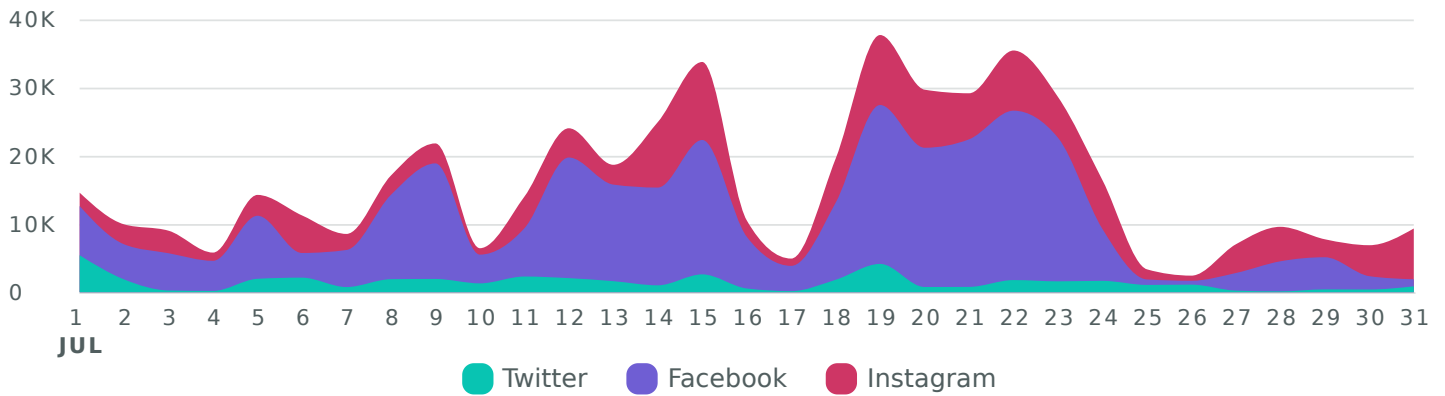
Sent Messages Metrics	Totals	% Change
Total Sent Messages	124	↘ 3.9%
Twitter Sent Messages	33	↘ 17.5%
Facebook Sent Messages	47	↗ 2.2%
Instagram Sent Messages	44	↗ 2.3%

Received Messages Metrics	Totals	% Change
Total Received Messages	561	↗ 18.9%
Twitter Received Messages	124	↗ 18.1%
Facebook Received Messages	178	↗ 2.9%
Instagram Received Messages	259	↗ 33.5%

Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Day

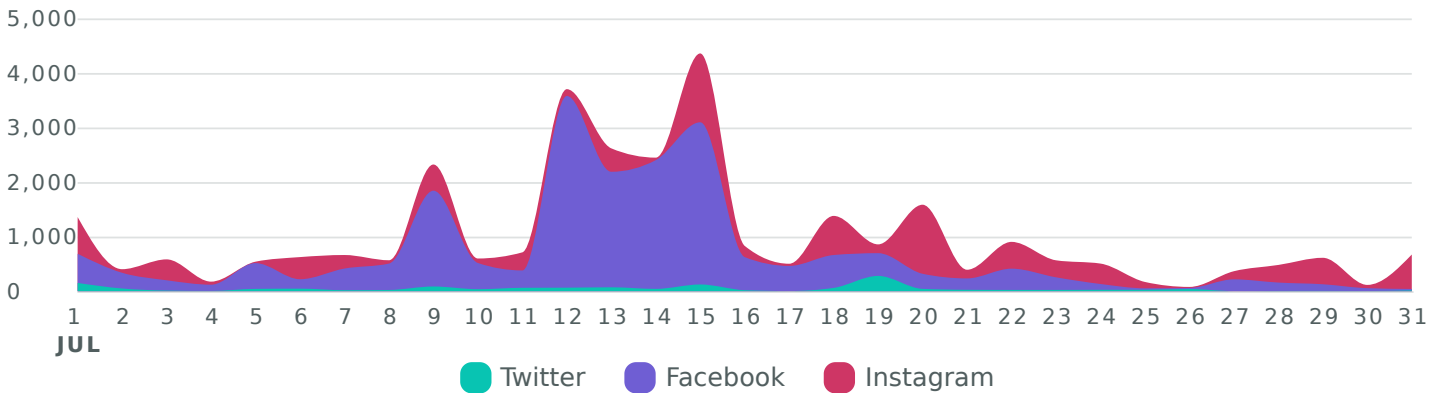


Impression Metrics	Totals	% Change
Total Impressions	492,884	↘ 59.6%
Twitter Impressions	44,881	↘ 9.3%
Facebook Impressions	304,584	↘ 67%
Instagram Impressions	143,419	↘ 42.2%

Engagement

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

Engagements, by Day

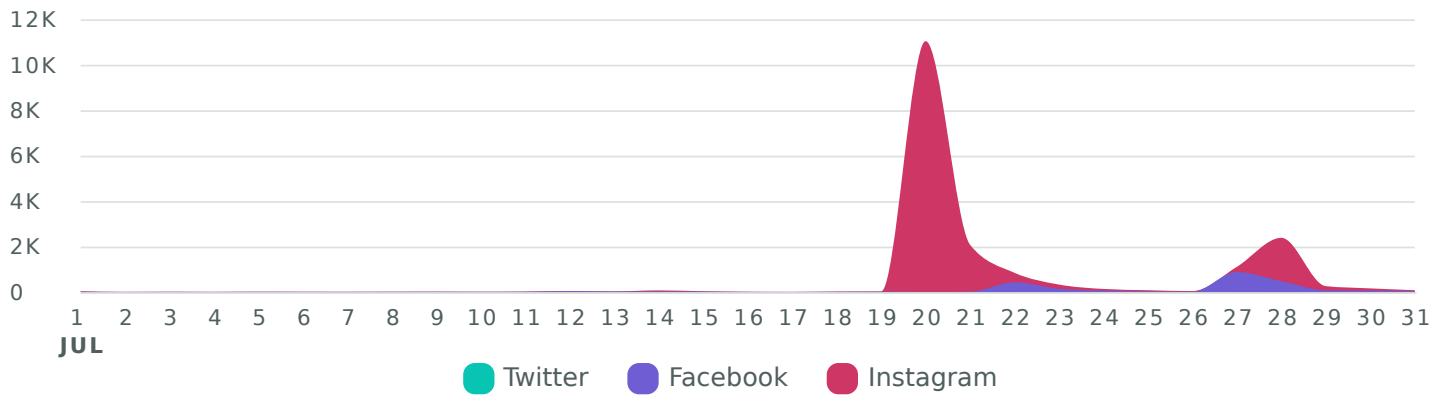


Engagement Metrics	Totals	% Change
Total Engagements	31,694	↘ 2.6%
Twitter Engagements	1,418	↗ 6.8%
Facebook Engagements	20,093	↘ 11.7%
Instagram Engagements	10,183	↗ 20.5%
Engagement Rate (per Impression)	6.4%	↗ 141.1%

Video Views

Review how your videos were viewed across networks during the reporting period.







Video Views, by Day



Video Views Metrics	Totals	% Change
Video Views	18,999	↘ 65.1%
Twitter Video Views	8	↘ 91.7%
Facebook Video Views	2,509	↘ 94.2%
Instagram Post Video Views	16,482	↗ 47.7%

Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile ▼	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period Jul 1, 2022 - Jul 31, 2022	46,567 ↗ 0.3%	110 ↗ 120%	96 ↘ 7.7%	492,884 ↘ 59.6%	31,694 ↘ 2.6%	6.4% ↗ 141.1%	18,999 ↘ 65.1%
Compare to Jun 1, 2022 - Jun 30, 2022	46,425	50	104	1,220,034	32,537	2.7%	54,381
  csbsju	12,446	62	19	143,419	10,183	7.1%	16,482
  College of Saint Benedict and Saint John's University	25,036	30	44	304,584	20,093	6.6%	2,509
  @CSBSJU	9,085	18	33	44,881	1,418	3.2%	8