



Profile Performance


March 15, 2022 - March 18, 2022

Understand growth and health of your social profiles

Included in this Report

 @CSBSJU


 @SJUAlumni

 College of Saint Benedict and Saint Joh...

 csbsju

 sjualumni

 @SaintBensAlums

 College of Saint Benedict Alumnae and ...

 Saint John's University Alumni Association

 saintbensalums

Performance Summary

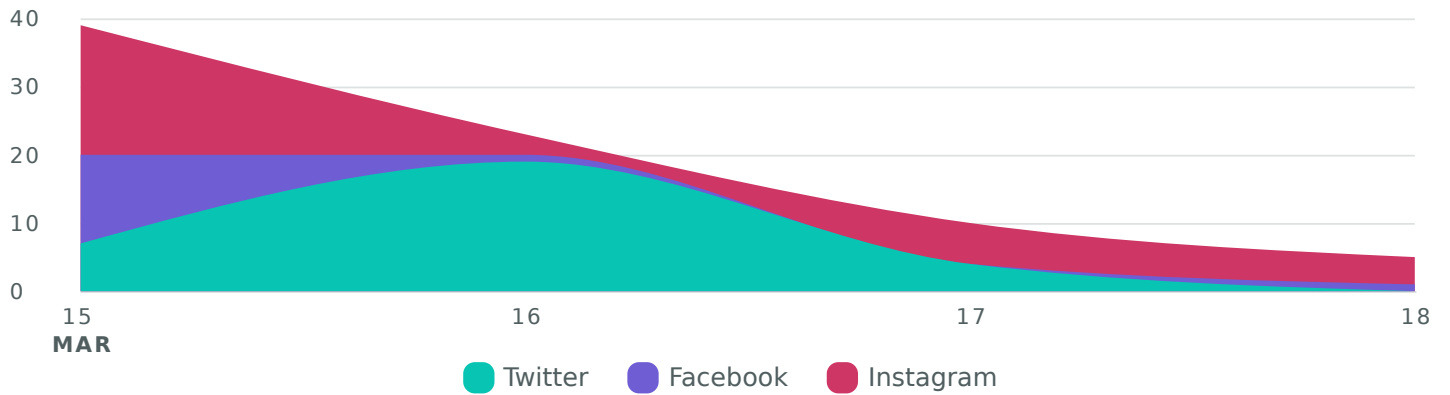
View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>528,102 ↗43.6%</p>	<p>Engagements</p> <p>21,260 ↗226%</p>	<p>Post Link Clicks</p> <p>2,127 ↗78.7%</p>
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Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day

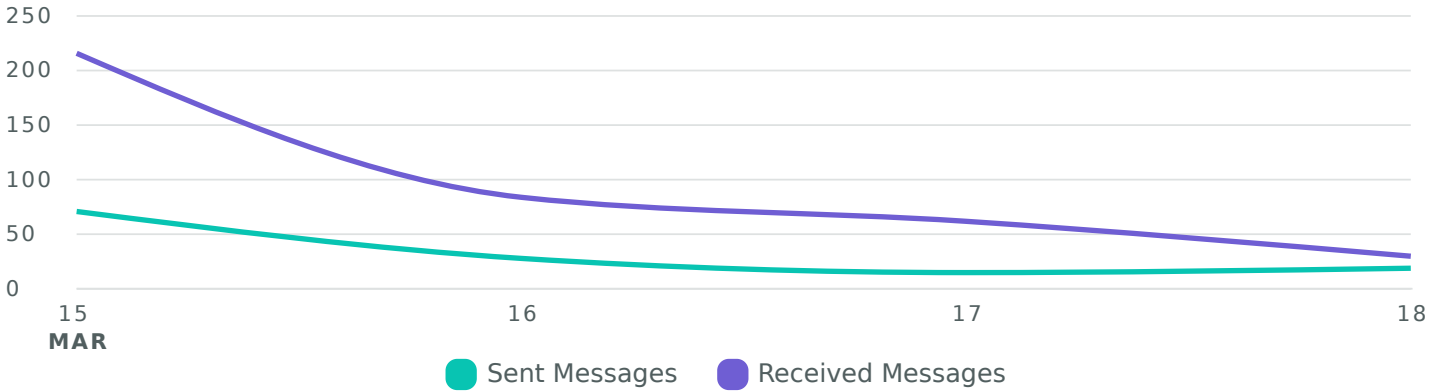


Audience Metrics	Totals	% Change
Total Audience	71,222	↗0.1%
Total Net Audience Growth	77	↗413.3%
Twitter Net Follower Growth	30	↗2,900%
Facebook Net Page Likes	15	↗114.3%
Instagram Net Follower Growth	32	↗357.1%

Message Volume

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

Messages per Day



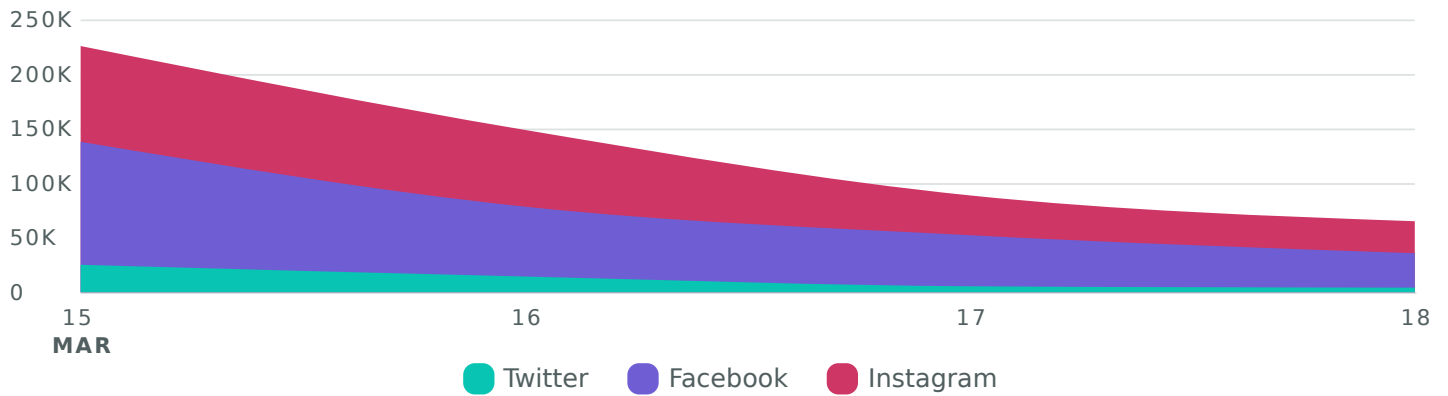
Sent Messages Metrics	Totals	% Change
Total Sent Messages	129	↗ 279.4%
Twitter Sent Messages	31	↗ 416.7%
Facebook Sent Messages	33	↗ 175%
Instagram Sent Messages	65	↗ 306.3%

Received Messages Metrics	Totals	% Change
Total Received Messages	388	↗ 147.1%
Twitter Received Messages	96	↗ 166.7%
Facebook Received Messages	126	↗ 231.6%
Instagram Received Messages	166	↗ 100%

Impressions

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

Impressions, by Day

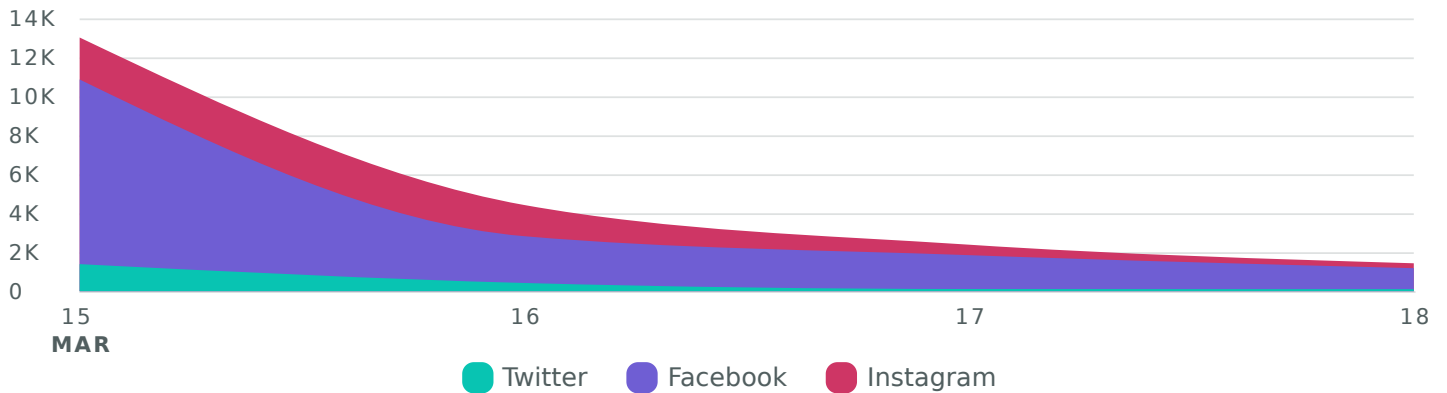


Impression Metrics	Totals	% Change
Total Impressions	528,102	↗ 43.6%
Twitter Impressions	49,135	↗ 277.8%
Facebook Impressions	255,135	↗ 12.8%
Instagram Impressions	223,832	↗ 74.3%

Engagement

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

Engagements, by Day

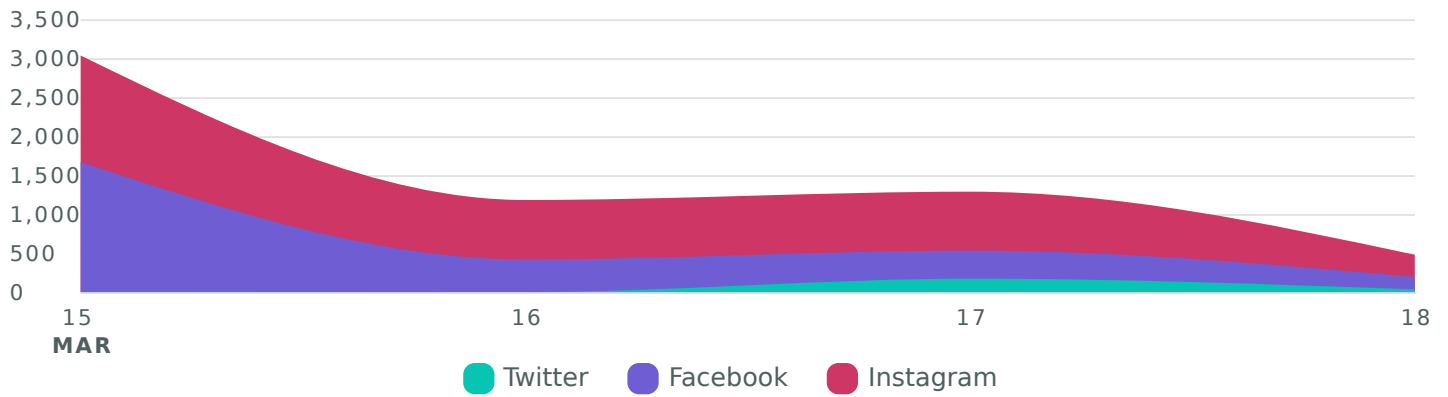


Engagement Metrics	Totals	% Change
Total Engagements	21,260	↗ 226%
Twitter Engagements	2,023	↗ 404.5%
Facebook Engagements	14,695	↗ 226%
Instagram Engagements	4,542	↗ 181.6%
Engagement Rate (per Impression)	4.0%	↗ 126.9%

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	5,982	↗ 5,012.8%
Twitter Video Views	208	↗ 2,871.4%
Facebook Video Views	2,603	↗ 3,843.9%
Instagram Post Video Views	3,171	↗ 7,106.8%

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 Mar 15, 2022 – Mar 18, 2022	71,222 ↗0.1%	77 ↗413.3%	123 ↗459.1%	528,102 ↗43.6%	21,260 ↗226%	4% ↗126.9%	5,982 ↗5,012.8%
Compare to Mar 11, 2022 – Mar 14, 2022	71,145	15	22	367,645	6,522	1.8%	117
 sjualumni	3,523	-1	19	12,266	312	2.5%	277
 saintbensalums	2,280	1	10	7,437	185	2.5%	203
 Saint John's University Alumni Association	9,694	0	8	27,153	2,694	9.9%	478
 csbsju	12,244	32	31	204,129	4,045	2%	2,691
 College of Saint Benedict and Saint John's University	24,804	13	16	218,231	11,229	5.1%	1,887
 College of Saint Benedict Alumnae and Friends	4,763	2	8	9,751	772	7.9%	238
 @SJUAlumni	3,542	9	4	6,766	338	5%	2
 @SaintBensAlums	1,376	0	3	458	32	7%	0
 @CSBSJU	8,996	21	24	41,911	1,653	3.9%	206