



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

February 14, 2022 - February 27, 2022

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

Performance Summary

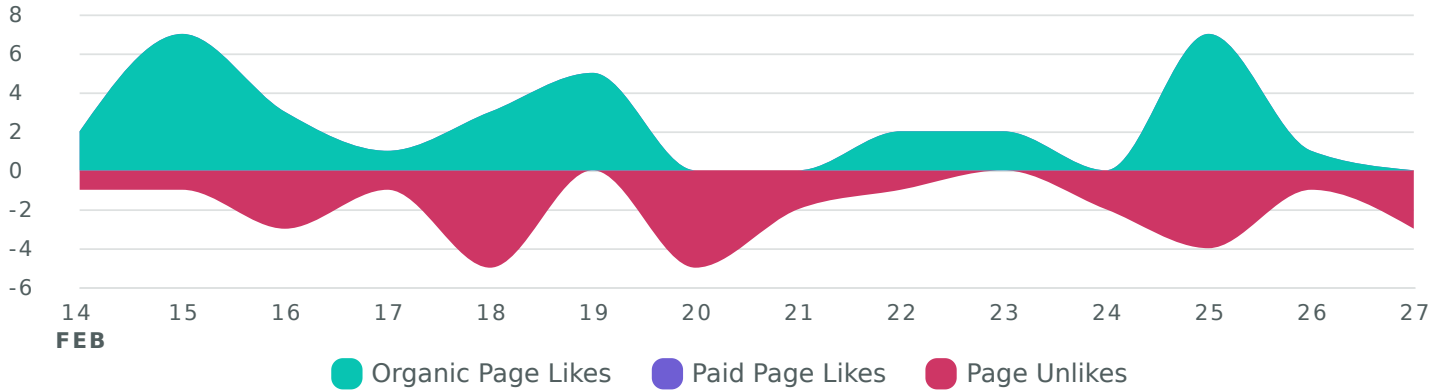
View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>1,052,875</p> <p>↗ 138.1%</p>	<p>Engagements</p> <p>10,798 ↘ 17%</p>	<p>Post Link Clicks</p> <p>1,476 ↘ 28.9%</p>
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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
Fans	24,788	↗0%
Net Page Likes	4	↘71.4%
Organic Page Likes	33	↘8.3%
Paid Page Likes	0	→0%
Page Unlikes	29	↗31.8%

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	27	↗ 35%
Published Videos	5	↗ 150%
Published Photos	20	↗ 17.6%
Published Links	2	↗ 100%
Published Text	0	→ 0%

Top Posts

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

Descending by Lifetime Engagements



College of Sain...

Mon 2/21/2022 8:09 am ...

Ice Mass 2022



Total Engagements	1,417
Reactions	381
Comments	18
Shares	18
Post Link Clicks	—
Other Post Clicks	1,000




College of Sain...

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College of Sain...

Mon 2/21/2022 8:09 am ...

The second annual Ice Mass was held on frozen Lake Sagatagan! Hosted by SJU...




Total Engagements	1,417
Reactions	381
Comments	18
Shares	18
Post Link Clicks	—
Other Post Clicks	1,000

Top Posts

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Descending by Lifetime Engagements




College of Saint Joseph


Tue 2/22/2022 7:56 pm ...

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

CSB/SJU Multicultural ...




Total Engagements	1,015
Reactions	551
Comments	64
Shares	20
Post Link Clicks	146
Other Post Clicks	234




College of Saint Joseph

Sat 2/19/2022 9:26 am ...

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




Total Engagements	887
Reactions	96
Comments	13
Shares	2
Post Link Clicks	431
Other Post Clicks	345



College of Saint Joseph

Tue 2/22/2022 2:13 pm ...

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




Total Engagements	583
Reactions	255
Comments	18
Shares	7
Post Link Clicks	39
Other Post Clicks	264

Top Posts

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


Descending by Lifetime Engagements




College of Sain...

Thu 2/24/2022 10:29 a...

The CSB/SJU community welcomed Anton Treuer, Ojibwe author and scholar. ...




Total Engagements	513
Reactions	98
Comments	1
Shares	3
Post Link Clicks	—
Other Post Clicks	411



College of Sain...

Fri 2/25/2022 8:28 pm PST

A broken water main may have forced the Saint John's University basketball team...



Total Engagements	486
Reactions	126
Comments	6
Shares	5
Post Link Clicks	—
Other Post Clicks	349



College of Sain...

Fri 2/25/2022 9:39 am PST

Founded in 1979, Alpha Kappa Sigma (AKS) is a women's service sorority at the Colle...




Total Engagements	236
Reactions	79
Comments	6
Shares	3
Post Link Clicks	—
Other Post Clicks	148

Top Posts

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

Descending by Lifetime Engagements




College of Saint Joseph

Fri 2/25/2022 1:53 pm PST

SJU ATHLETICS UPDATE:
Tonight's MIAC semifinal game has been moved to CSB due...

Tonight's MIAC Semifi...



Total Engagements	226
Reactions	16
Comments	2
Shares	1
Post Link Clicks	71
Other Post Clicks	136




College of Saint Joseph

Sun 2/27/2022 7:31 pm ...

MIAC Basketball Champions!
Junior post Carson Schoeller finished with 16 points -...




Total Engagements	186
Reactions	66
Comments	2
Shares	4
Post Link Clicks	—
Other Post Clicks	114



College of Saint Joseph

Wed 2/16/2022 3:21 pm...

An SJU alum is experiencing big success on a global scale. Dusan Kotic '07 is the co-...

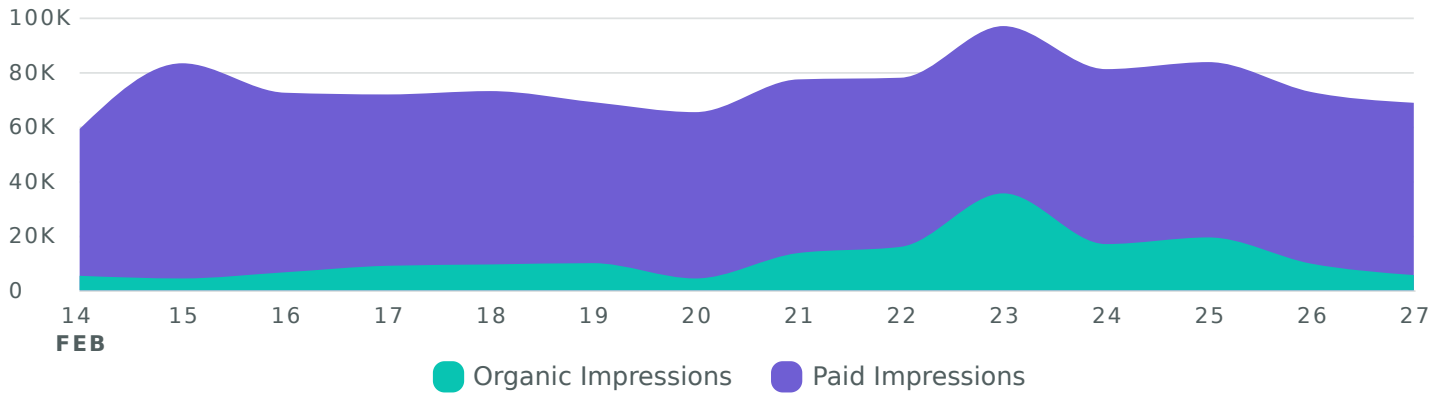


Total Engagements	167
Reactions	68
Comments	0
Shares	0
Post Link Clicks	54
Other Post Clicks	45

Impressions

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

Impressions Breakdown, by Day

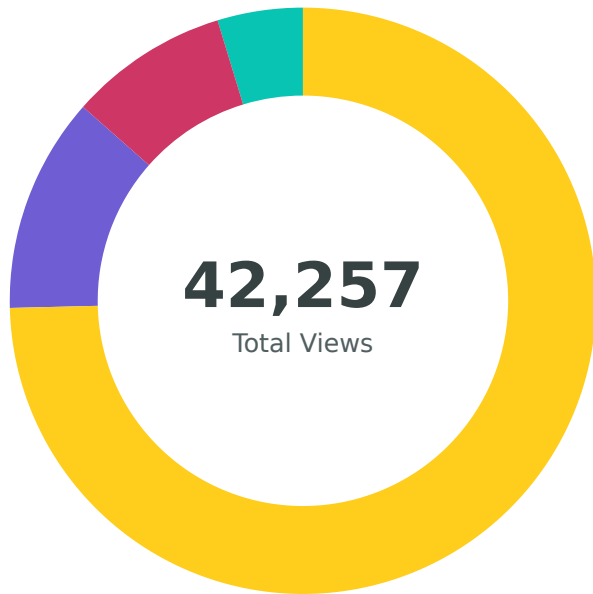


Impression Metrics	Totals	% Change
Total Impressions	1,052,875	↗ 138.1%
Organic Impressions	165,419	↗ 9.7%
Paid Impressions	886,502	↗ 205.1%
Average Daily Impressions per Page	75,205.36	↗ 138.1%
Average Daily Reach per Page	64,871.43	↗ 136.5%

Video Performance

View your aggregate video performance during the reporting period.

View Metrics

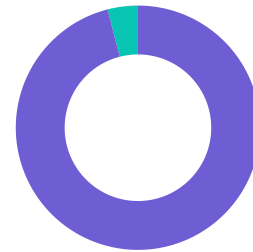


Viewing Breakdown



Organic Views
17%

Paid Views
83%



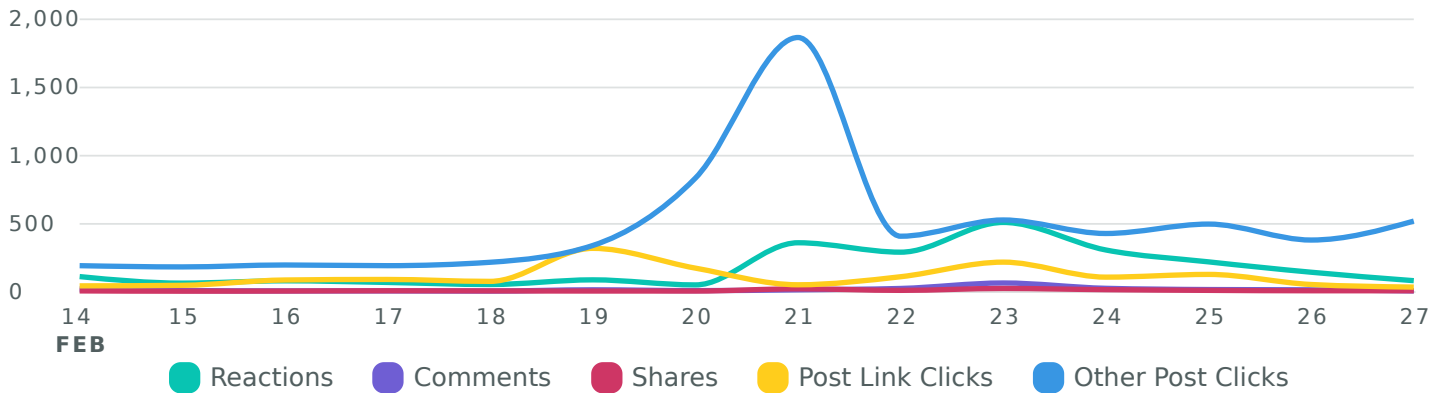
Click Plays
4%

Auto Plays
96%

Engagement

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

Engagements Comparison, by Day

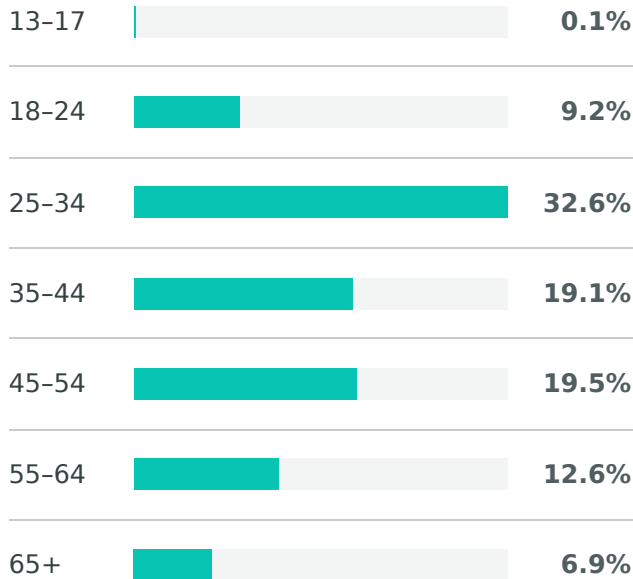


Engagement Metrics	Totals	% Change
Total Engagements	10,798	↘17%
Reactions	2,362	↘41.2%
Comments	175	↘86.6%
Shares	76	↘38.7%
Post Link Clicks	1,476	↘28.9%
Other Post Clicks	6,709	↗22.1%
Engagement Rate (per Impression)	1.0%	↘65.1%

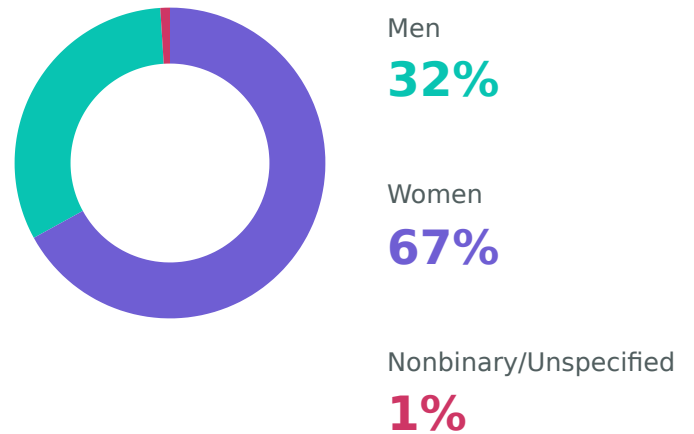
Page Fan Demographics

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** have a higher potential to see your content and visit your Page.

Audience Top Countries

United States	22,078
The Bahamas	472
Japan	150
India	125
Philippines	94

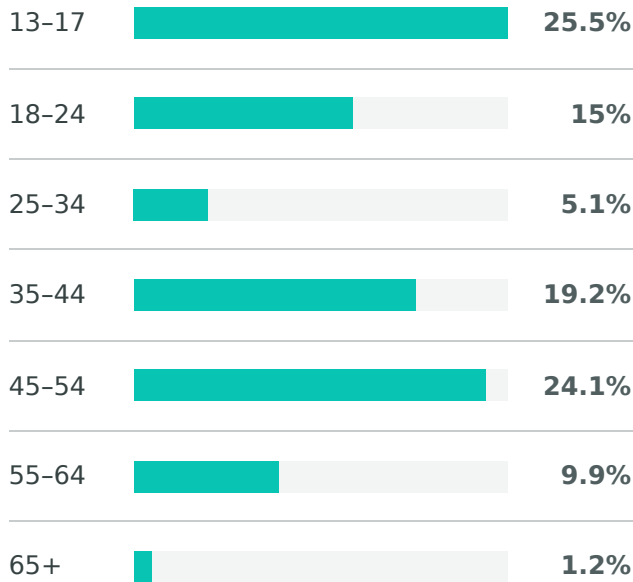
Audience Top Cities

Minneapolis, MN	1,559
Saint Paul, MN	832
Saint Cloud, MN	810
Saint Joseph, MN	494
Nassau, The Bahamas	442

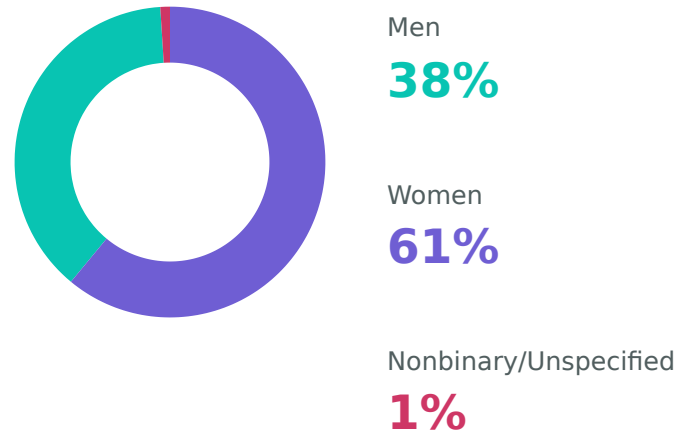
People Reached Demographics

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	37,539.5
The Bahamas	21.33
Bosnia and Herzegovina	16.83
Japan	13
United Kingdom	9.67

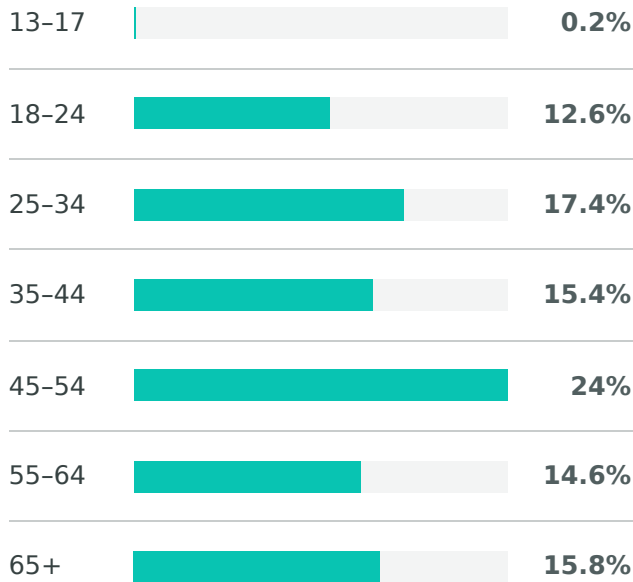
People Reached Top Cities Daily Average

Minneapolis, MN	1,886.83
Saint Paul, MN	1,880.17
Rochester, MN	668
Saint Cloud, MN	595.33
Duluth, MN	570

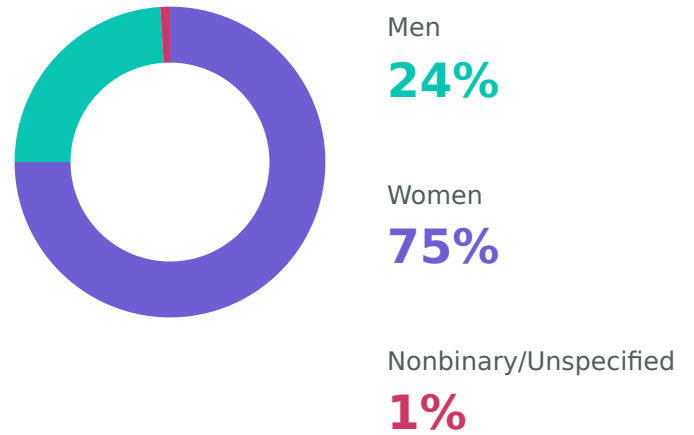
People Engaged Demographics

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** have a higher potential to see your content and visit your Page.

People Engaged Top Countries	Daily Average
United States	240.71
Australia	1
Germany	0.57
Mexico	0.57
Philippines	0.57

People Engaged Top Cities	Daily Average
Saint Joseph, MN	18
Saint Cloud, MN	16.2
Minneapolis, MN	14.6
Saint Paul, MN	12.8
Las Vegas, NV	9.4

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 Feb 14, 2022 - Feb 27, 2022	24,788 ↗ 0%	4 ↘ 71.4%	27 ↗ 35%	1,052,875 ↗ 138.1%	10,798 ↘ 17%	1,476 ↘ 28.9%	1% ↘ 65.1%
Compare to Jan 31, 2022 - Feb 13, 2022	24,787	14	20	442,250	13,012	2,077	2.9%
 College of Saint Benedict and Saint John's University	24,788	4	27	1,052,875	10,798	1,476	1%