



Profile Performance


March 7, 2022 – May 1, 2022


Understand growth and health of your social profiles

Included in this Report

 @UTDallasAlumni

 utdallasalumni

 UT Dallas Alumni

 UT Dallas Alumni

Performance Summary

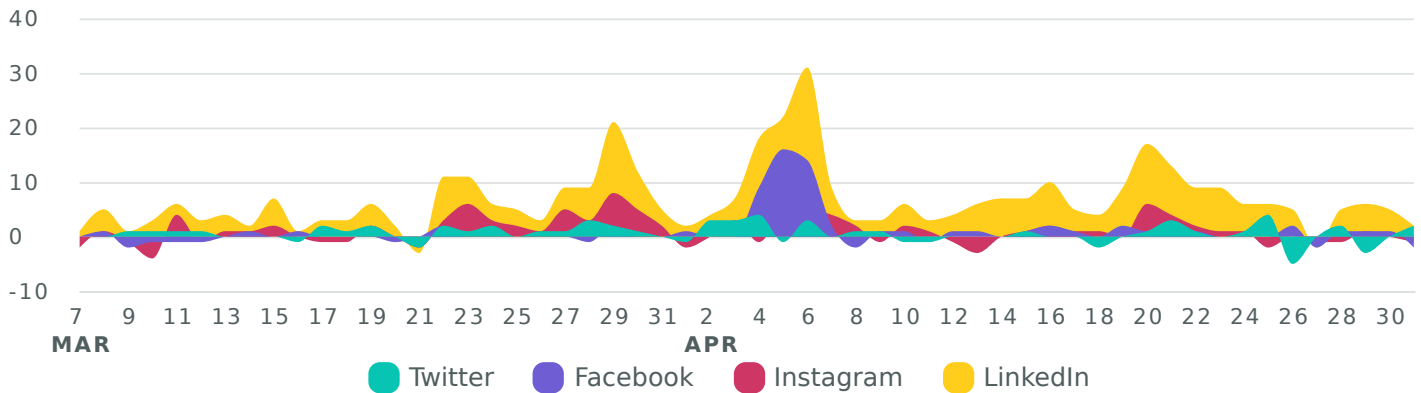
View your key profile performance metrics from the reporting period.

Impressions 259,160 ↗65.5%	Engagements 9,625 ↗22.8%	Post Link Clicks 1,124 ↘19.4%
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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

16,303

↗ 2.3%

Total Net Audience Growth

377

↗ 55.1%

Twitter Net Follower Growth

35

↘ 28.6%

Facebook Net Page Likes

53

↗ 120.8%

Instagram Net Follower Growth

65

↗ 160%

LinkedIn Net Follower Growth

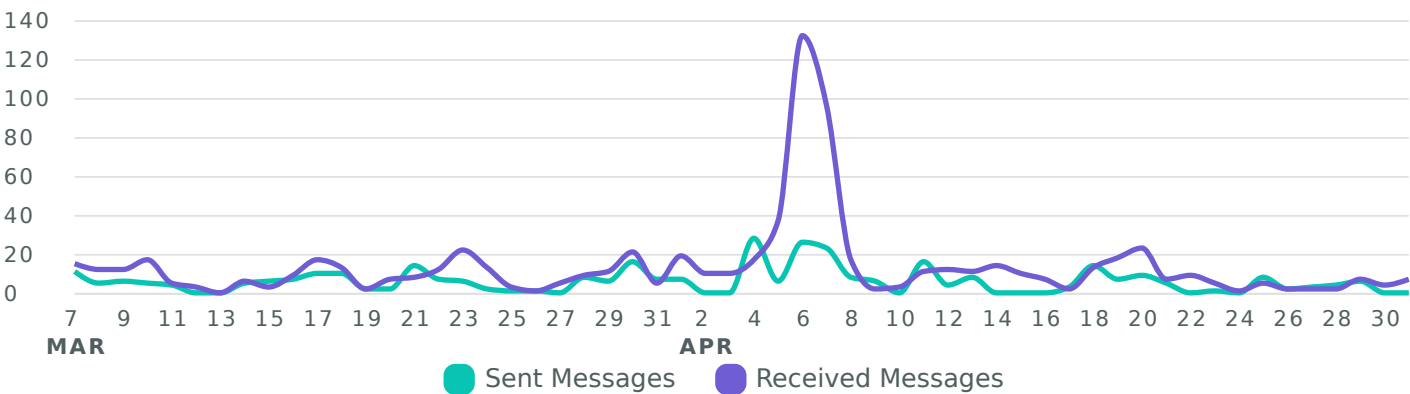
224

↗ 54.5%

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	335	↗ 62.6%
Twitter Sent Messages	43	↗ 59.3%
Facebook Sent Messages	64	↗ 93.9%
Instagram Sent Messages	188	↗ 55.4%
LinkedIn Sent Messages	40	↗ 60%

Message Volume

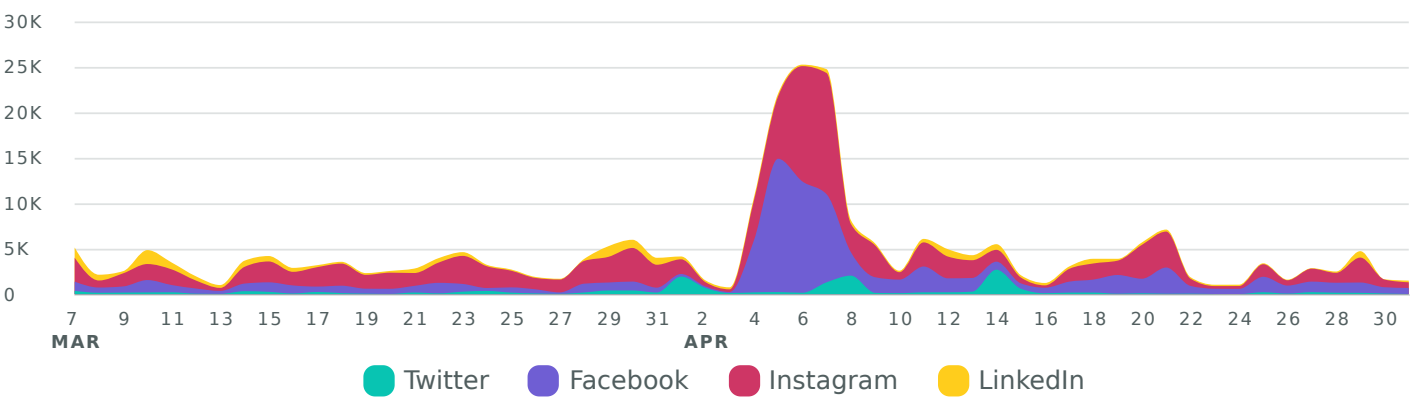
Review the volume of sent and received messages across networks during the selected time period.

Received Messages Metrics	Totals	% Change
Total Received Messages	746	↗87%
Twitter Received Messages	216	↗92.9%
Facebook Received Messages	120	↗380%
Instagram Received Messages	402	↗57.6%
LinkedIn Received Comments	8	↗14.3%

Impressions

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

Impressions, by Day

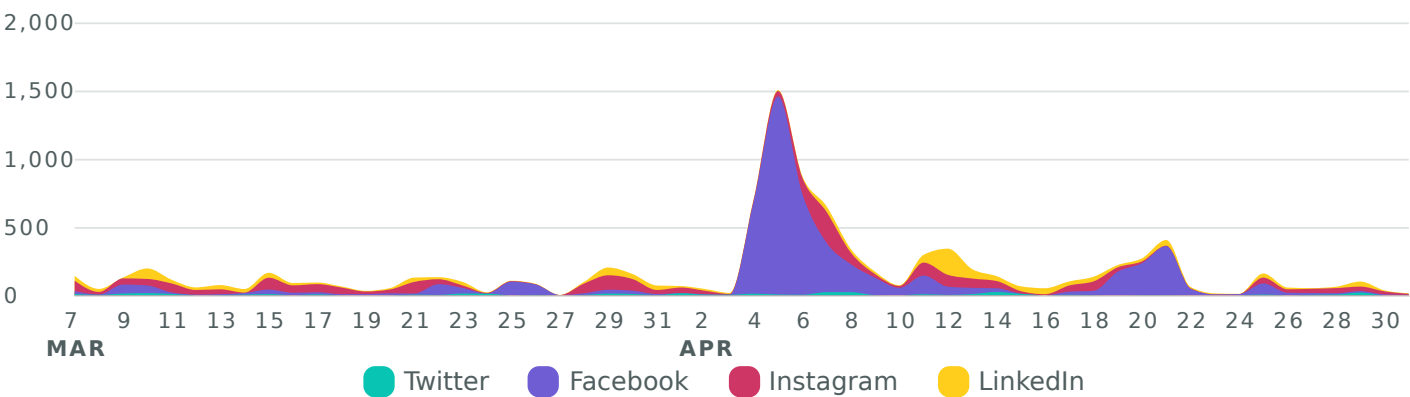


Impression Metrics	Totals	% Change
Total Impressions	259,160	↗ 65.5%
Twitter Impressions	17,516	↗ 2.7%
Facebook Impressions	93,371	↗ 144.3%
Instagram Impressions	126,942	↗ 61%
LinkedIn Impressions	21,331	↘ 4.9%

Engagement

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

Engagements, by Day

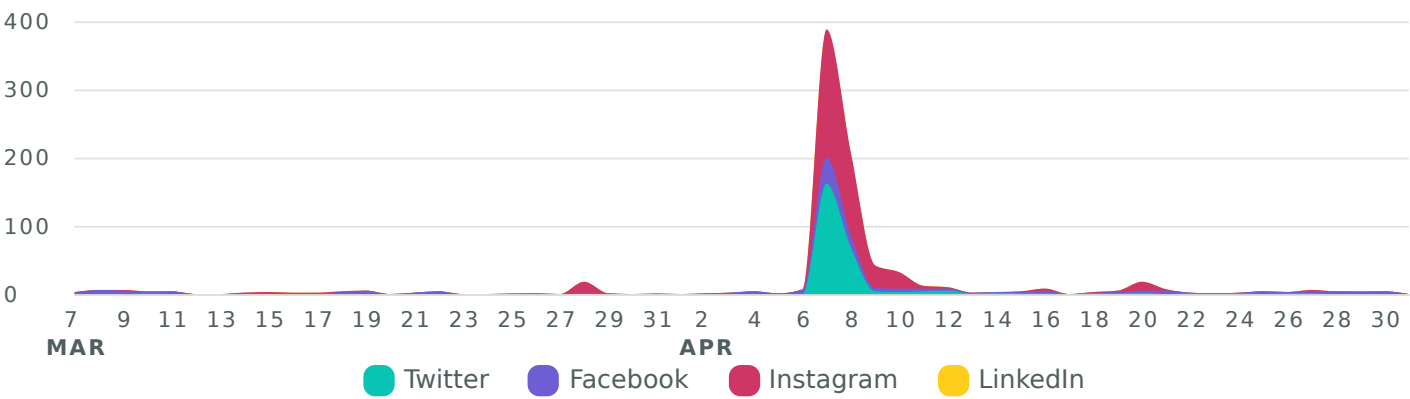


Engagement Metrics	Totals	% Change
Total Engagements	9,625	↗ 22.8%
Twitter Engagements	294	↘ 57.2%
Facebook Engagements	5,579	↗ 214%
Instagram Engagements	2,343	↘ 40.2%
LinkedIn Engagements	1,409	↘ 3.1%
Engagement Rate (per Impression)	3.7%	↘ 25.8%

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	855	↗106%
Twitter Video Views	260	↗2,263.6%
Facebook Video Views	170	↘19.8%
Instagram Post Video Views	425	↗121.4%
LinkedIn Video Views	0	→0%

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	16,303	377	239	259,160	9,625	3.7%	855
Mar 7, 2022 - May 1, 2022	↗ 2.3%	↗ 55.1%	↗ 104.3%	↗ 65.5%	↗ 22.8%	↘ 25.8%	↗ 106%
Compare to	15,942	243	117	156,558	7,838	5%	415
Jan 10, 2022 - Mar 6, 2022							
 utdallasalumni	5,862	65	102	126,942	2,343	1.8%	425
 @UTDallasAlumni	2,559	35	40	17,516	294	1.7%	260
 UT Dallas Alumni	6,149	53	61	93,371	5,579	6%	170
 UT Dallas Alumni	1,733	224	36	21,331	1,409	6.6%	0