Profile Performance

Understand growth and health of your social profiles.

4/1/2023 – 7/7/2025 vs. 12/23/2020 – 3/31/2023

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Included in this Report

Sources

 Culverhouse College of Business at The University of Alabama
 Manderson Graduate School of Business culverhouseua mandersonua
 Culverhouse College of Business
 University of Alabama, Manderson Graduate School of Business

Performance Summary

View your key profile performance metrics accrued during the selected time period.

Engagements	Engagement Rate (per Impression)	Post Link Clicks
527,744 ↗182.2%	**5.6%** ↗46.6%	**272,130** ↗295.9%

Impressions
9,365,681 ↗92.6%

Audience Growth

See how your audience grew during the selected time period.

● Facebook   ● Instagram   ● LinkedIn
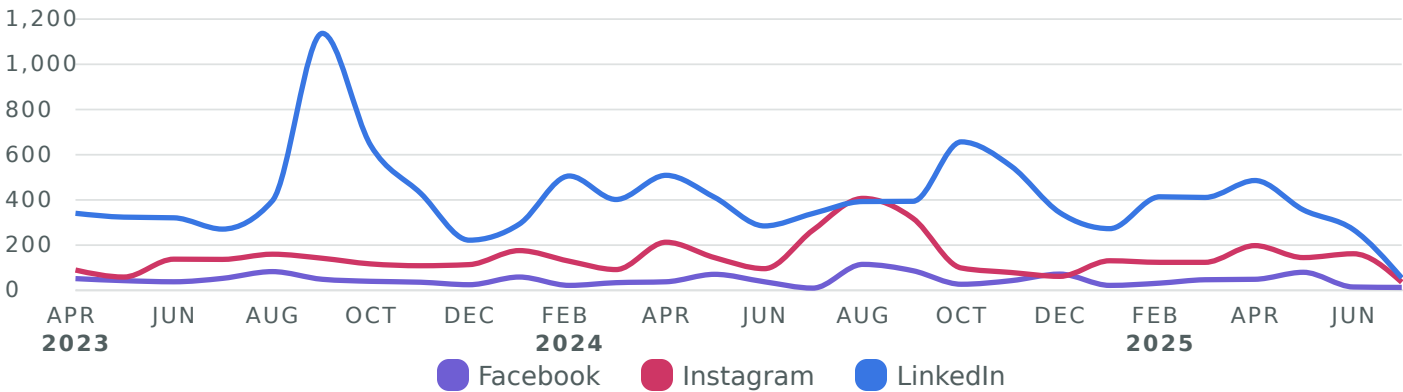
Audience Metrics	Totals	% Change
Audience	**40,861**	↗**48.2%**
Net Audience Growth	**16,456**	↗**72.3%**
Facebook Net Follower Growth	1,181	↗ 31.7%
Instagram Net Follower Growth	3,957	↗ 276.9%
LinkedIn Net Follower Growth	11,318	↗ 48.9%

Message Volume

Review the volume of sent and received messages across networks during the selected time period.
Messages per Month
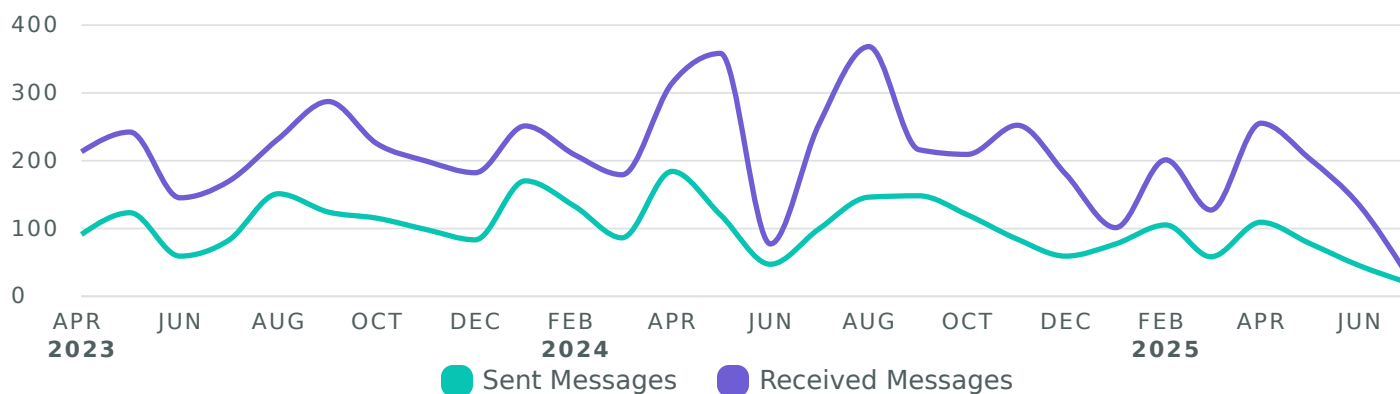
Sent Messages Metrics	Totals	% Change
Total Sent Messages	**2,785**	↗**64.7%**
Facebook Sent Messages	664	↘6.9%
Instagram Sent Messages	1,611	↗174.4%
LinkedIn Sent Messages	510	↗30.4%

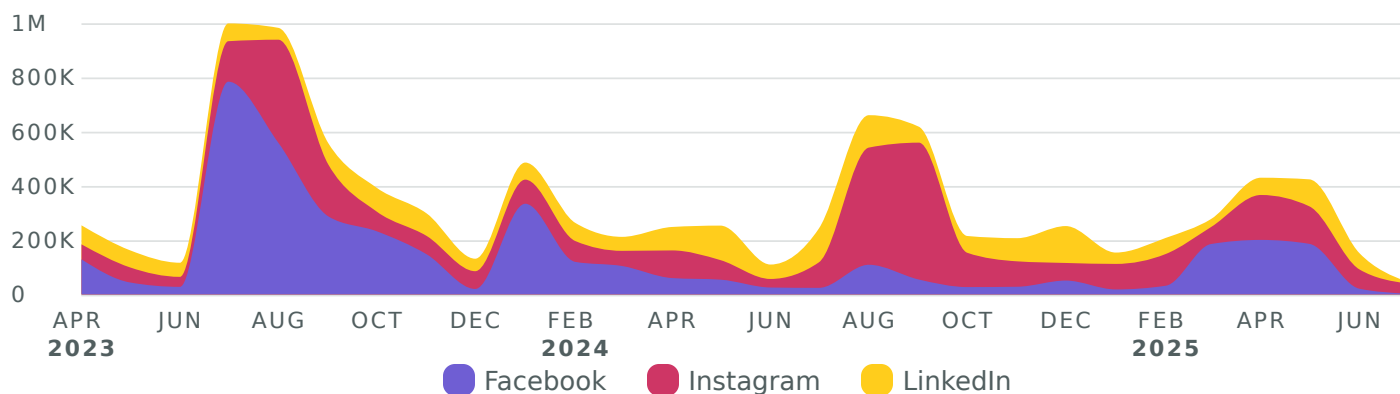| Received Messages Metrics	Totals	% Change
Total Received Messages	ⓘ **5,782**	↗**144.7%**
Facebook Received Messages	1,150	↗178.5%
Instagram Received Messages	3,454	↗142.6%
LinkedIn Received Messages	1,178	↗124%

Impressions

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

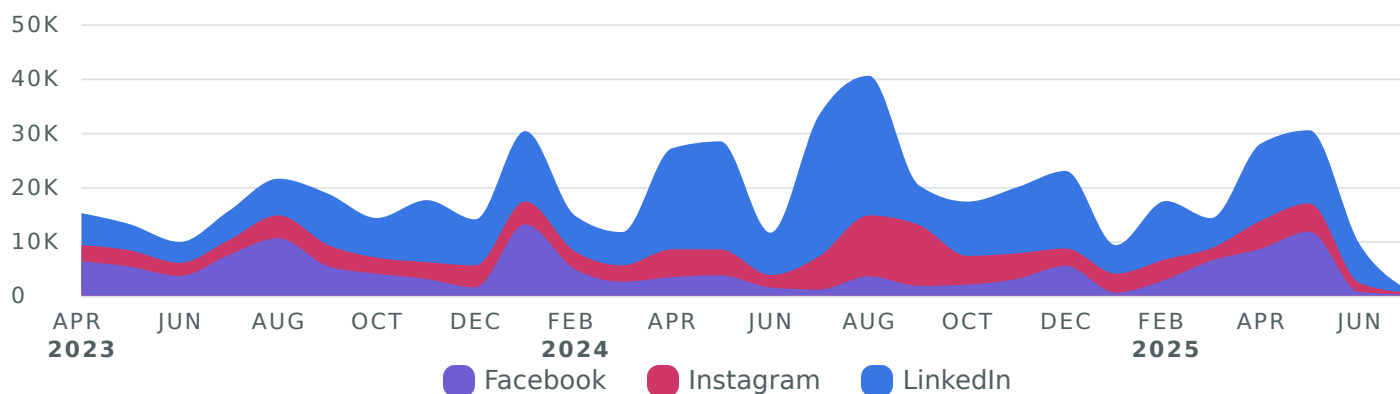| Impression Metrics	Totals	% Change
Impressions	**9,365,681**	↗ **92.6%**
Facebook Impressions	3,879,271	↗ 36.4%
Instagram Views	3,501,575	↗ 300.5%
LinkedIn Impressions	1,984,835	↗ 73.2%

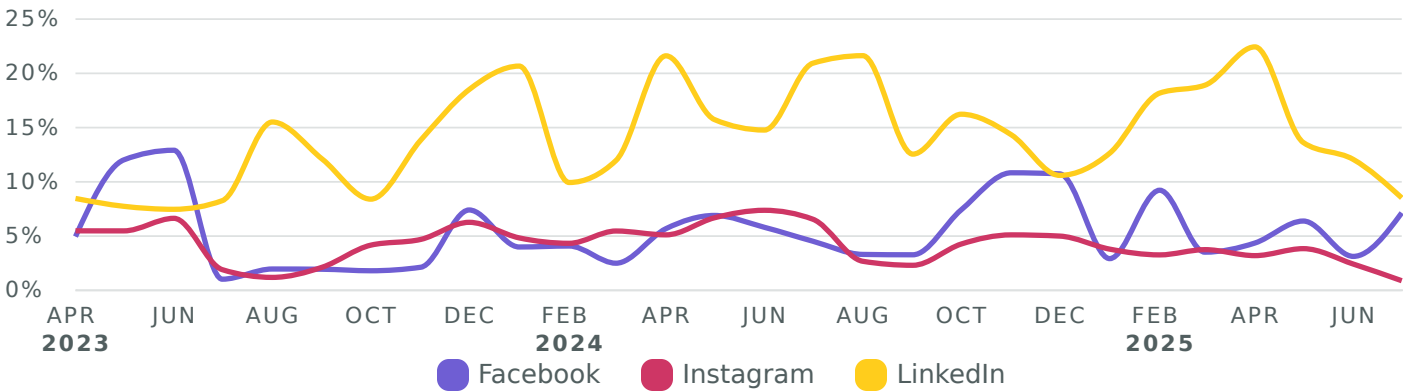# Engagements

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

Engagement Metrics	Totals	% Change
Engagements	**527,744**	↗ **182.2%**
Facebook Engagements	124,101	↗ 69.1%

Engagements

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

Engagement Metrics	Totals	% Change
Instagram Engagements	115,684	↗185.6%
LinkedIn Engagements	287,959	↗294.1%

Engagement Rate

See how engaged people are with your posts during the selected time period.

Facebook   Instagram   LinkedIn

Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	**5.6%**	↗**46.6%**
Facebook Engagement Rate	3.2%	↗ 23.9%
Instagram Engagement Rate	3.3%	↘ 28.7%
LinkedIn Engagement Rate	14.5%	↗ 127.5%

Video Views

Review how your videos were viewed across networks during the selected time period.
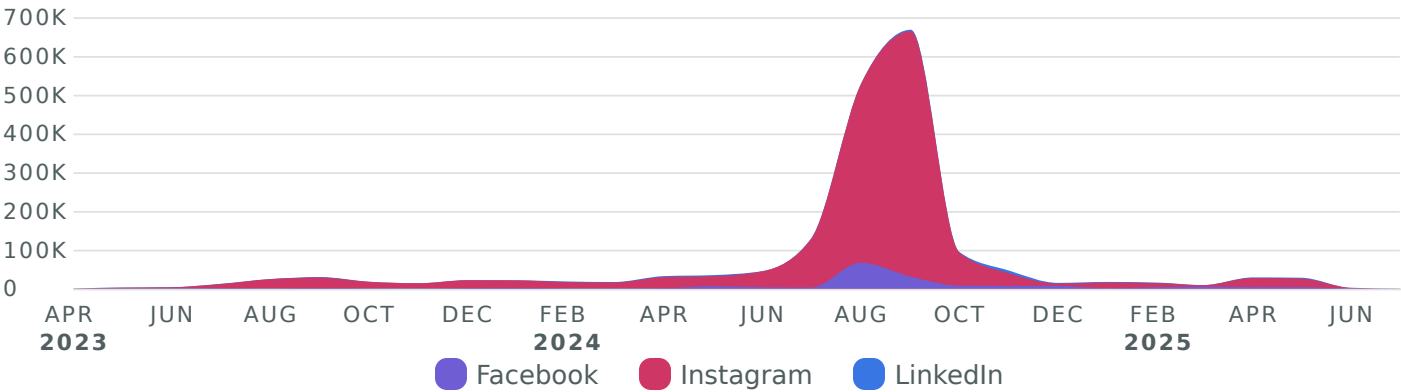
Video Views Metrics	Totals	% Change
Video Views	**1,866,408**	↗ **3,672.1%**
Facebook Video Views	150,876	↗ 1,138.1%
Instagram Reel Video Views	1,683,087	↗ 6,384.9%
LinkedIn Video Views	32,445	↗ 186.1%

Profiles

Review your aggregate profile and page metrics from the selected time period.

↑ Ascending by Profile

Profile ▲	Audience	Net Audience Growth	Published Posts	Engagements	Video Views	Engagement Rate (per Impression)
Reporting Period Apr 1, 2023 – Jul 7, 2025	**40,861** ↗48.2%	**16,456** ↗72.3%	**2,153** ↗38.5%	**527,744** ↗182.2%	**1,866,408** ↗3,672.1%	**5.6%** ↗46.6%
Compare To Dec 23, 2020 – Mar 31, 2023	**27,573**	**9,550**	**1,554**	**186,980**	**49,479**	**3.8%**
𝒜 in **Culverhouse College of Business**	13,717	6,783	414	238,258	30,775	14.2%

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Profiles

Review your aggregate profile and page metrics from the selected time period.

↑ Ascending by Profile

Profile ▲	Audience	Net Audience Growth	Published Posts	Engagements	Video Views	Engagement Rate (per Impression)
Culverhouse College of Business at The University of Alabama	6,496	1,127	403	117,998	148,585	3.1%
culverhouseua	7,177	3,481	936	104,082	1,633,859	3.3%
Manderson Graduate School of Business	1,766	54	93	6,103	2,291	7.5%
mandersonua	2,598	476	214	11,602	49,228	3.2%
University of Alabama, Manderson Graduate School of Business	9,107	4,535	93	49,701	1,670	16.4%