









Profile Performance

April 1, 2023 - March 25, 2024


Understand growth and health of your social profiles

Included in this Report

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

Performance Summary

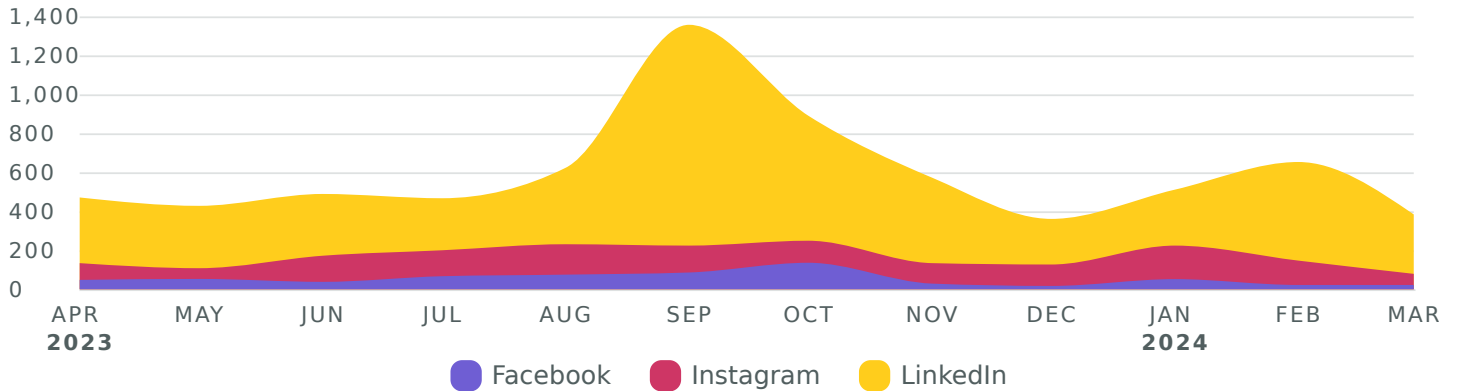
View your key profile performance metrics from the reporting period.

Impressions  4,816,436 ↗ 150.1%	Engagements 194,062 ↗ 114.8%	Post Link Clicks 86,057 ↗ 155.1%
Engagement Rate (per Impression) 4% ↘ 14.1%		

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Month

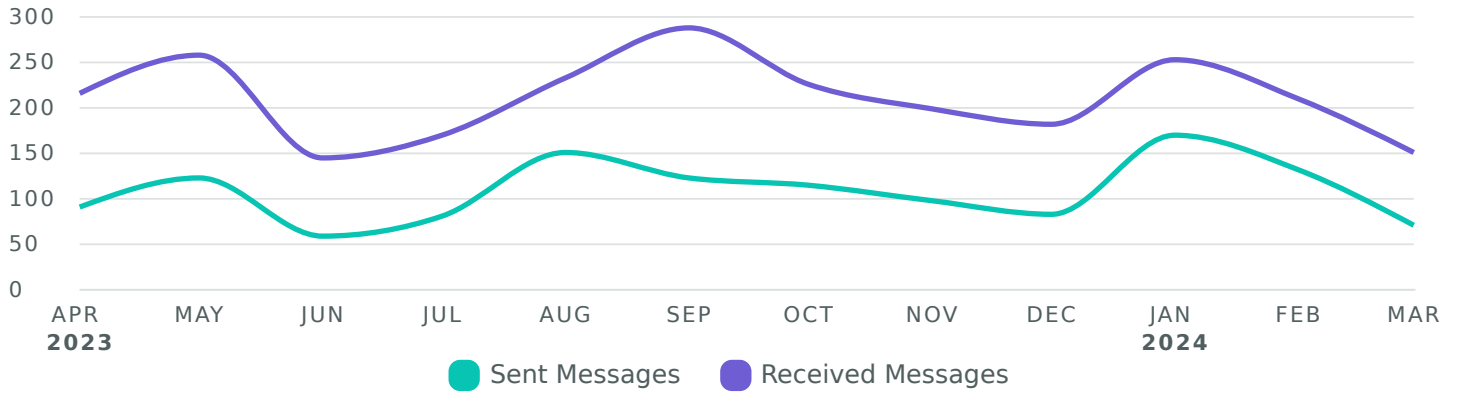


Audience Metrics	Totals	% Change
Total Audience ⚠️	33,183	↗ 19.7%
Total Net Audience Growth ⚠️	7,207	↗ 23.8%
Facebook Net Follower Growth ⚠️	645	↗ 7.7%
Instagram Net Follower Growth	1,384	↗ 65%
LinkedIn Net Follower Growth	5,178	↗ 18.1%

Message Volume

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

Messages per Month



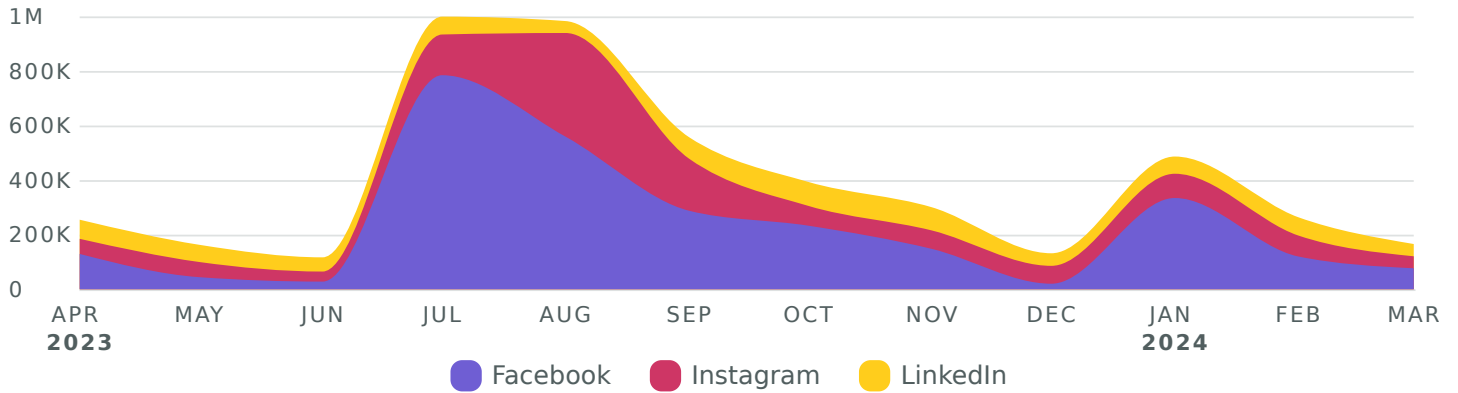
Sent Messages Metrics	Totals	% Change
Total Sent Messages	1,285	↗ 50.1%
Facebook Sent Messages	307	↗ 20.9%
Instagram Sent Messages	759	↗ 112%
LinkedIn Sent Messages	219	↘ 10.2%

Received Messages Metrics	Totals	% Change
Total Received Messages	2,519	↗ 74%
Facebook Received Messages	597	↗ 184.3%
Instagram Received Messages	1,402	↗ 75.3%
LinkedIn Received Comments	520	↗ 18.7%

Impressions

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

Impressions, by Month

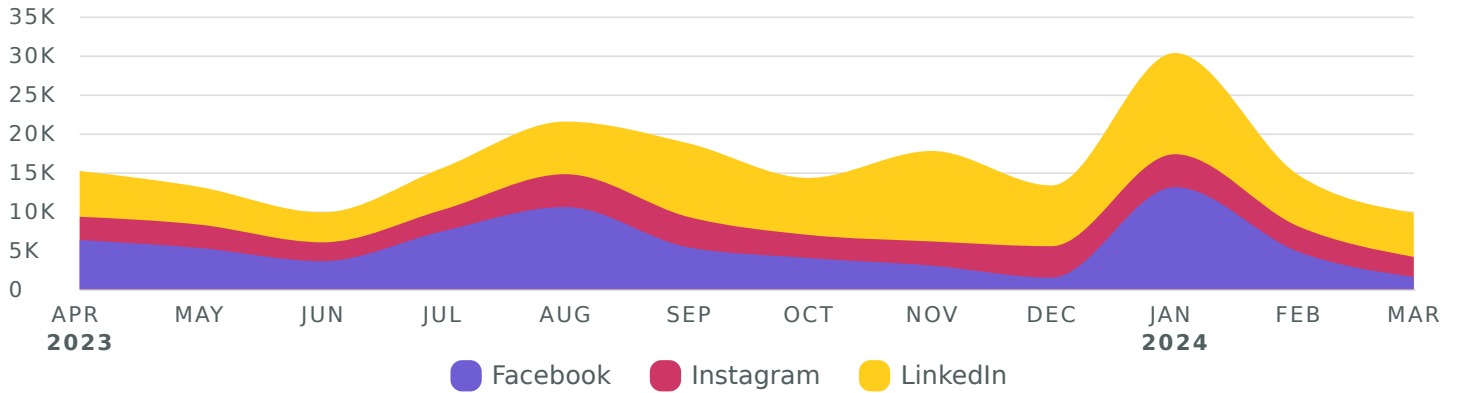


Impression Metrics	Totals	% Change
Total Impressions ⚠️	4,816,436	↗️ 150.1%
Facebook Impressions	2,766,169	↗️ 187.3%
Instagram Impressions ⚠️	1,282,875	↗️ 250.8%
LinkedIn Impressions	767,392	↗️ 28.4%

Engagement

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

Engagements, by Month

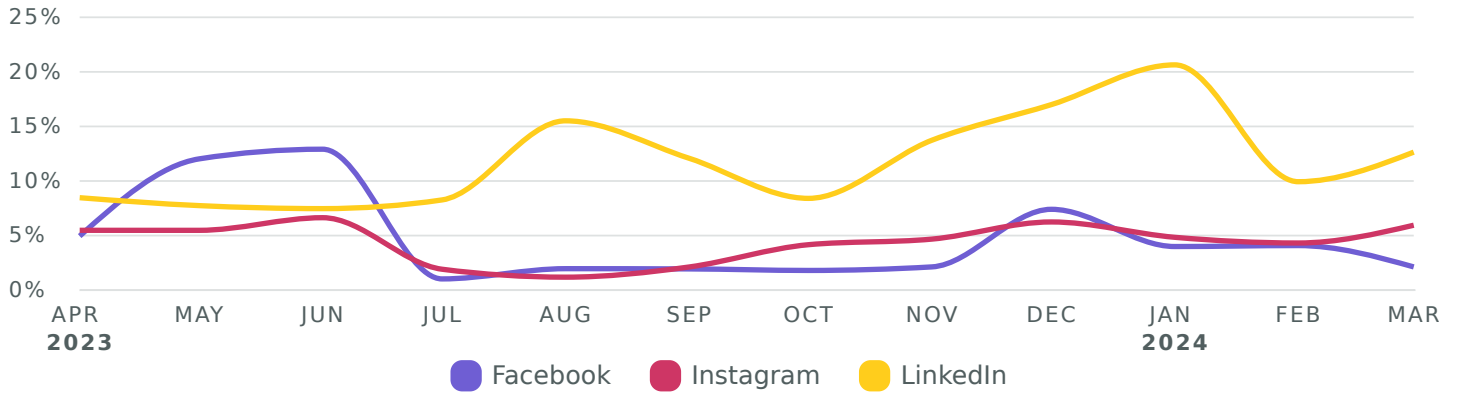


Engagement Metrics	Totals	% Change
Total Engagements	194,062	↗ 114.8%
Facebook Engagements	66,556	↗ 103.1%
Instagram Engagements	39,410	↗ 125.1%
LinkedIn Engagements	88,096	↗ 119.9%

Engagement Rate

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

Engagement Rate (per Impression), by Month

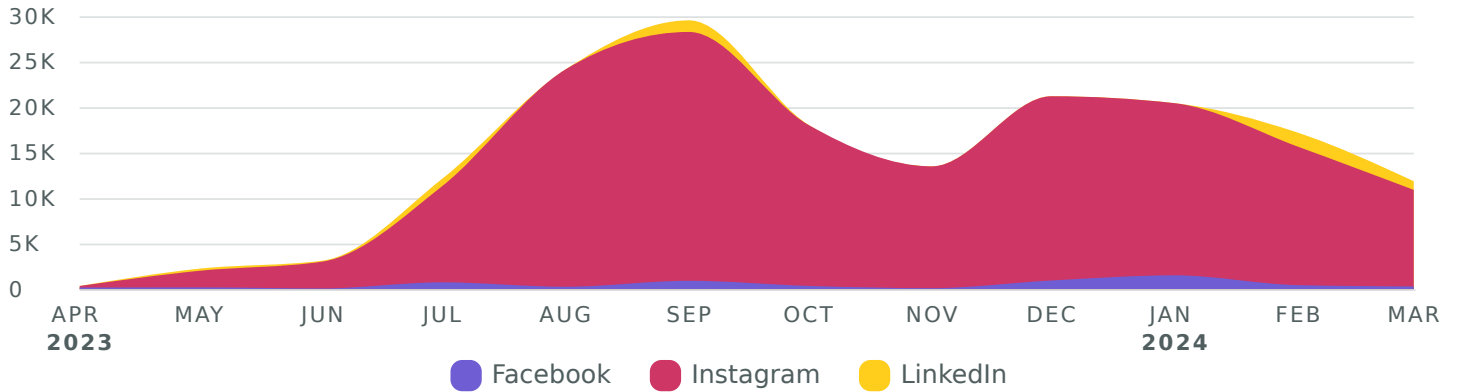


Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	4.0%	↘ 14.1%
Facebook Engagement Rate	2.4%	↘ 29.3%
Instagram Engagement Rate	3.1%	↘ 35.8%
LinkedIn Engagement Rate	11.5%	↗ 71.2%

Video Views

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
























Video Views, by Month



Video Views Metrics	Totals	% Change
Video Views	173,766	↗ 491.1%
Facebook Video Views	5,956	↗ 21.5%
Instagram Post Video Views	162,885	↗ 991.7%
LinkedIn Video Views	4,925	↘ 48.6%

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 Apr 1, 2023 – Mar 25, 2024	33,183  19.7%	7,207  23.8%	955  28.5%	4,816,436  150.1%	194,062  114.8%	4%  14.1%	173,766  491.1%
Compare to Apr 6, 2022 – Mar 31, 2023	27,721	5,823	743	1,925,997	90,338	4.7%	29,396
  culverhouseua	4,942	1,215	464	1,189,645	36,445	3.1%	162,684
  Culverhouse College of Business	10,511	3,102	190	682,702	78,775	11.5%	4,925
  Culverhouse College of Business at The University of Alabama	6,093	587	180	2,724,074	62,515	2.3%	5,532
  mandersonua	2,294	169	64	93,230	2,965	3.2%	201
  Manderson Graduate School of Business	1,784	58	29	42,095	4,041	9.6%	424
  University of Alabama, Manderson Graduate School of Business	7,559	2,076	28	84,690	9,321	11%	0