




Profile Performance

September 15, 2021

Understand growth and health of your social profiles

Included in this Report

 @IFES1987

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Performance Summary

View your key profile performance metrics from the reporting period.

Impressions 2,594 ↗51.1%	Engagements 124 ↗110.2%	Post Link Clicks 30 ↗66.7%
Engagement Rate (per Impression) 4.8% ↗39.1%		

Audience Growth

See how your audience grew during the reporting period.

Audience Metrics	Totals	% Change
Total Audience	24,582	↗0%
Total Net Audience Growth	16	↘15.8%
Twitter Net Follower Growth	—	—
Facebook Net Page Likes	2	→0%
Instagram Net Follower Growth	—	—
LinkedIn Net Follower Growth	14	↘17.6%
YouTube Net Subscriber Growth	—	—

Message Volume

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

Sent Messages Metrics	Totals	% Change
Total Sent Messages	5	↗—
Twitter Sent Messages	2	↗—
Facebook Sent Messages	2	↗—
Instagram Sent Messages	0	→0%
LinkedIn Sent Messages	0	→0%
YouTube Sent Messages	1	↗—

Received Messages Metrics	Totals	% Change
Total Received Messages	23	↗475%
Twitter Received Messages	16	↗433.3%
Facebook Received Messages	7	↗600%
Instagram Received Messages	0	→0%
LinkedIn Received Comments	0	→0%

Impressions

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

Impression Metrics	Totals	% Change
Total Impressions	2,594	↗ 51.1%
Twitter Impressions	1,161	↗ 232.7%
Facebook Impressions	1,251	↗ 36.4%
Instagram Impressions	—	—
LinkedIn Impressions	182	↘ 59.6%

Engagement

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

Engagement Metrics	Totals	% Change
Total Engagements	124	↗ 110.2%
Twitter Engagements	57	↗ 714.3%
Facebook Engagements	64	↗ 82.9%
Instagram Engagements	0	→ 0%
LinkedIn Engagements	3	↘ 82.4%
YouTube Engagements	0	→ 0%

Engagement Rate

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

Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	4.8%	↗ 39.1%
Twitter Engagement Rate	4.9%	↗ 144.8%
Facebook Engagement Rate	5.1%	↗ 34%
Instagram Engagement Rate	—	—
LinkedIn Engagement Rate	1.6%	↘ 56.3%






Video Views

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

Video Views Metrics	Totals	% Change
Video Views	33	↘ 42.1%
Twitter Video Views	0	→ 0%
Facebook Video Views	0	↘ 100%
Instagram Post Video Views	—	—
LinkedIn Video Views	—	—
YouTube Video Views	33	↘ 40%

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 Sep 15, 2021	24,582 ↗ 0%	16 ↘ 15.8%	5 ↗ —	2,594 ↗ 51.1%	124 ↗ 110.2%	4.8% ↗ 39.1%	33 ↘ 42.1%
Compare to Sep 14, 2021	24,581	19	0	1,717	59	3.4%	57
 @IFES1987	—	—	2	1,161	57	4.9%	0
 IFES	24,582	2	2	1,251	64	5.1%	0
 ifes1987	—	—	0	—	0	—	—
 IFES87	—	—	1	N/A	0	N/A	33
 The International Foundation for Electoral Systems	—	14	0	182	3	1.6%	—