




Profile Performance

July 2022

Understand growth and health of your social profiles

Included in this Report

 @citizenconnect3

 citizenconnectus

 Citizenconnect.us

 CitizenConnectUS

Performance Summary

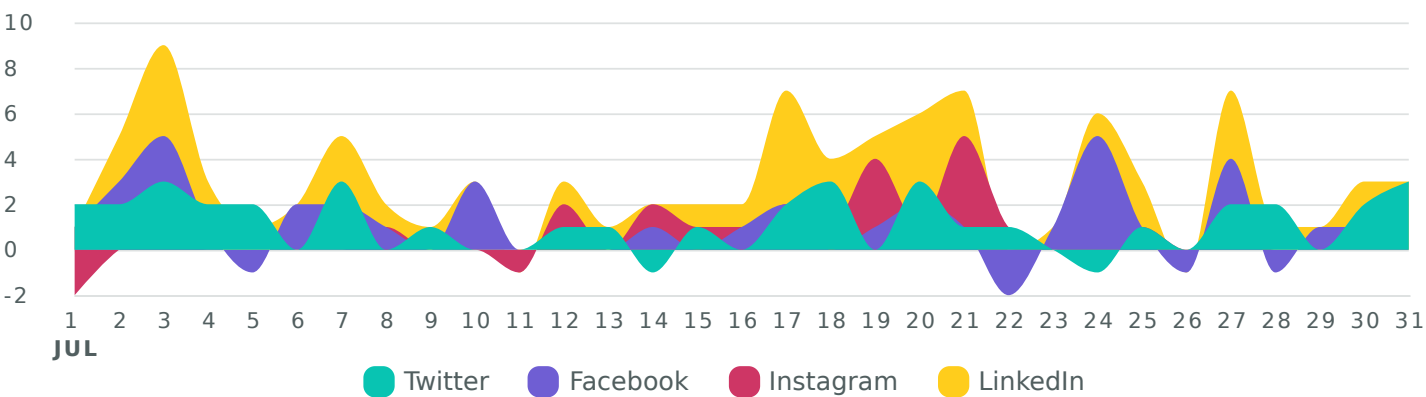
View your key profile performance metrics from the reporting period.

<div>Impressions</div> <div>21,369 ↘95.3%</div>	<div>Engagements</div> <div>499 ↘94.5%</div>	<div>Post Link Clicks</div> <div>34 ↘99.6%</div>
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Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day

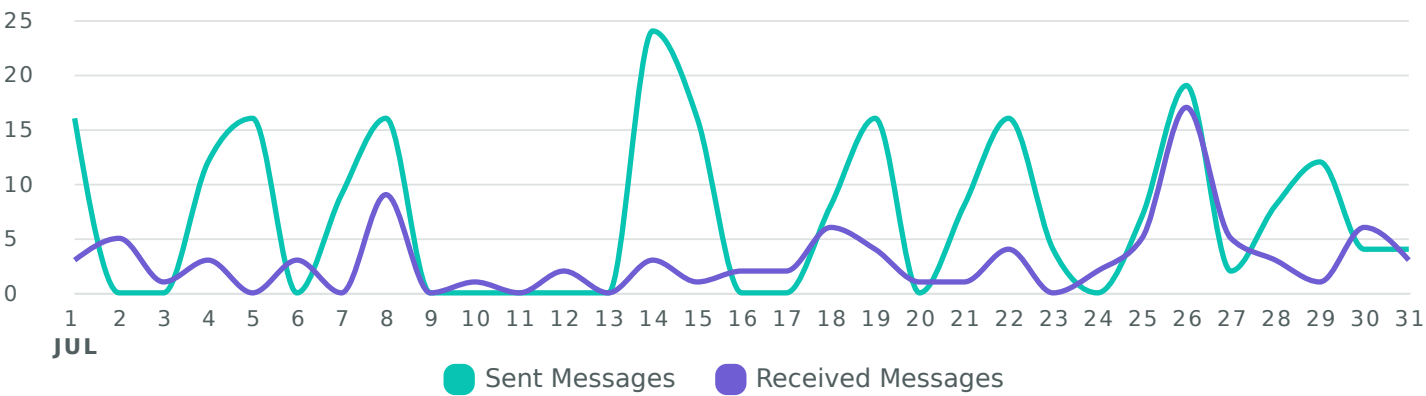


Audience Metrics	Totals	% Change
Total Audience	1,281	↗7.5%
Total Net Audience Growth	94	↘1.1%
Twitter Net Follower Growth	36	↗24.1%
Facebook Net Page Likes	34	↘27.7%
Instagram Net Follower Growth	22	↗46.7%
LinkedIn Net Follower Growth	2	↘50%

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	217	↗4.8%
Twitter Sent Messages	54	↘5.3%
Facebook Sent Messages	56	→0%
Instagram Sent Messages	53	↗35.9%
LinkedIn Sent Messages	54	↘1.8%

Message Volume

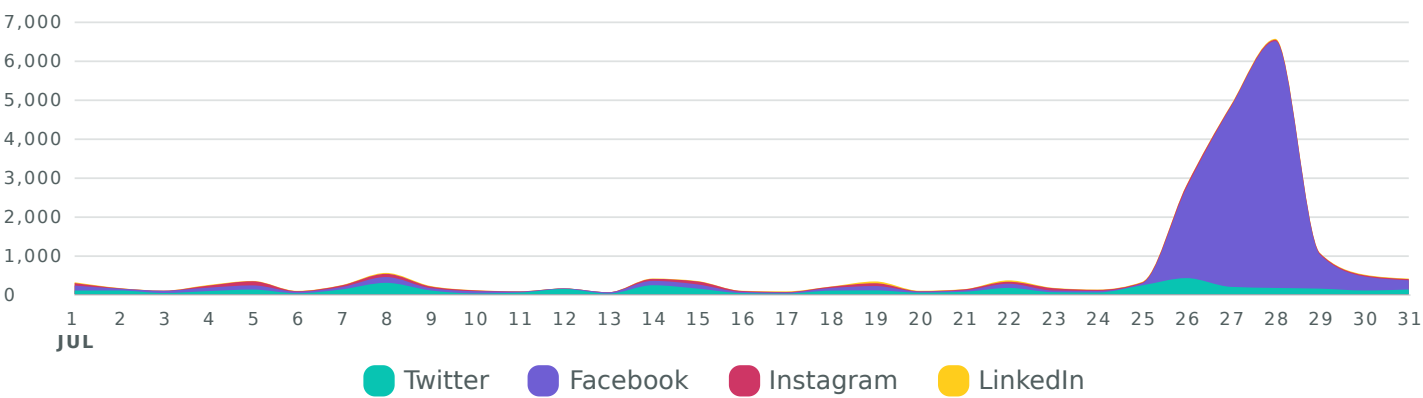
Review the volume of sent and received messages across networks during the selected time period.

Received Messages Metrics	Totals	% Change
Total Received Messages	93	↘ 23.8%
Twitter Received Messages	73	↗ 2.8%
Facebook Received Messages	11	↘ 75%
Instagram Received Messages	8	↗ 100%
LinkedIn Received Comments	1	↘ 66.7%

Impressions

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

Impressions, by Day

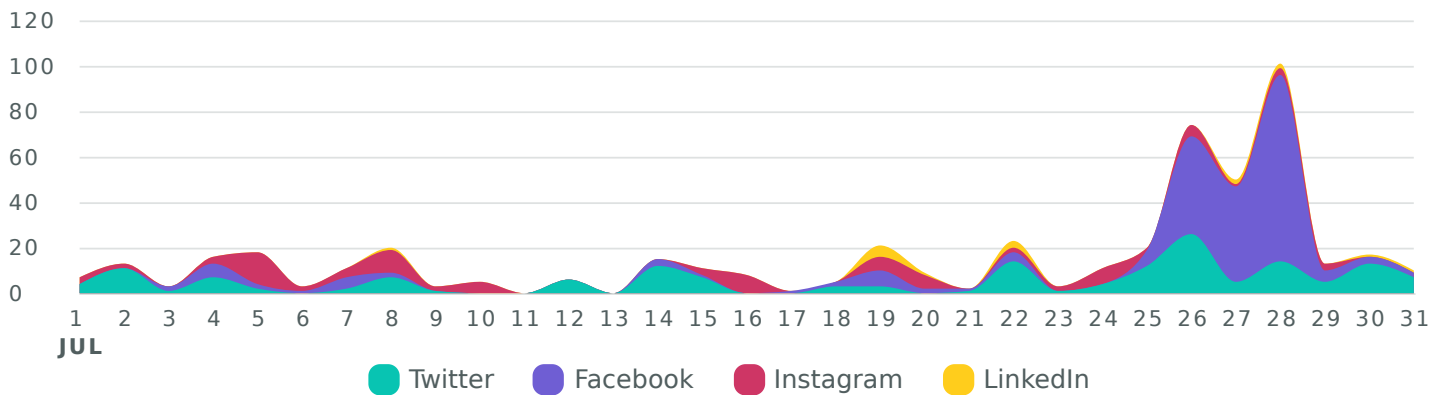


Impression Metrics	Totals	% Change
Total Impressions	21,369	↘ 95.3%
Twitter Impressions	3,497	↘ 23.4%
Facebook Impressions	16,367	↘ 94.2%
Instagram Impressions	1,136	↘ 99.3%
LinkedIn Impressions	369	↘ 18%

Engagement

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

Engagements, by Day



Engagement Metrics

Totals

% Change

Total Engagements

499 ↘ **94.5%**

Twitter Engagements

168 ↘ 36.1%

Facebook Engagements

223 ↘ 97.4%

Instagram Engagements

92 ↘ 13.2%

LinkedIn Engagements

16 ↘ 30.4%

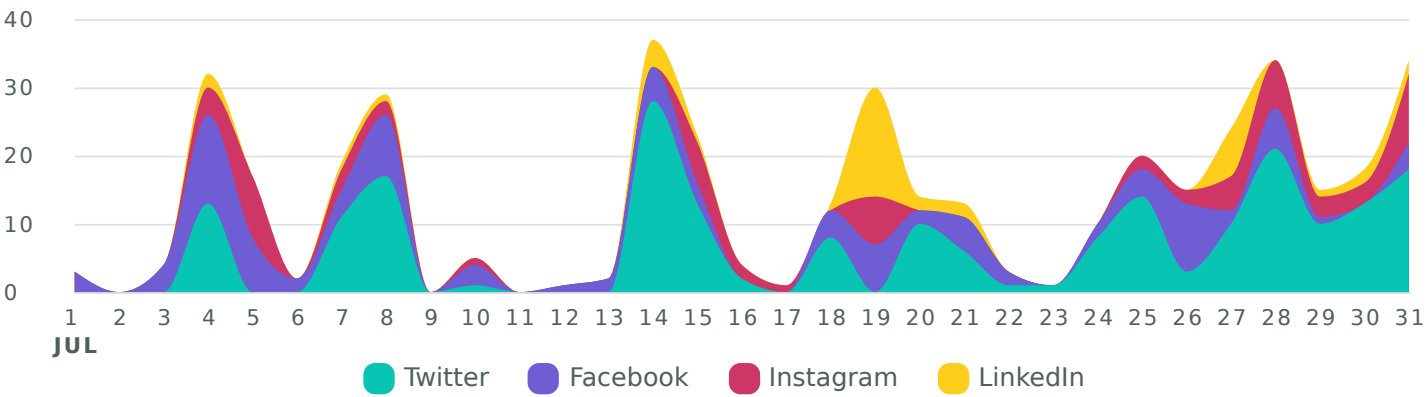
Engagement Rate (per Impression)

2.3% ↗ **19.2%**

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	423	↘21.4%
Twitter Video Views	208	↘25.7%
Facebook Video Views	106	↘35.4%
Instagram Post Video Views	67	↗48.9%
LinkedIn Video Views	42	↘14.3%

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	1,281	94	217	21,369	499	2.3%	423
Jul 1, 2022 – Jul 31, 2022	↗ 7.5%	↘ 1.1%	↗ 4.8%	↘ 95.3%	↘ 94.5%	↗ 19.2%	↘ 21.4%
Compare to	1,192	95	207	459,446	9,001	2%	538
Jun 1, 2022 – Jun 30, 2022							
 CitizenConnectUS	47	2	54	369	16	4.3%	42
 citizenconnectus	377	22	53	1,136	92	8.1%	67
 Citizenconnect.us	501	34	56	16,367	223	1.4%	106
 @citizenconnect3	356	36	54	3,497	168	4.8%	208