



# Profile Performance

April 1, 2022 – June 30, 2022

Understand growth and health of your social profiles

## Included in this Report

 @citizenconnect3

 citizenconnectus

 Citizenconnect.us

 CitizenConnectUS

Performance Summary

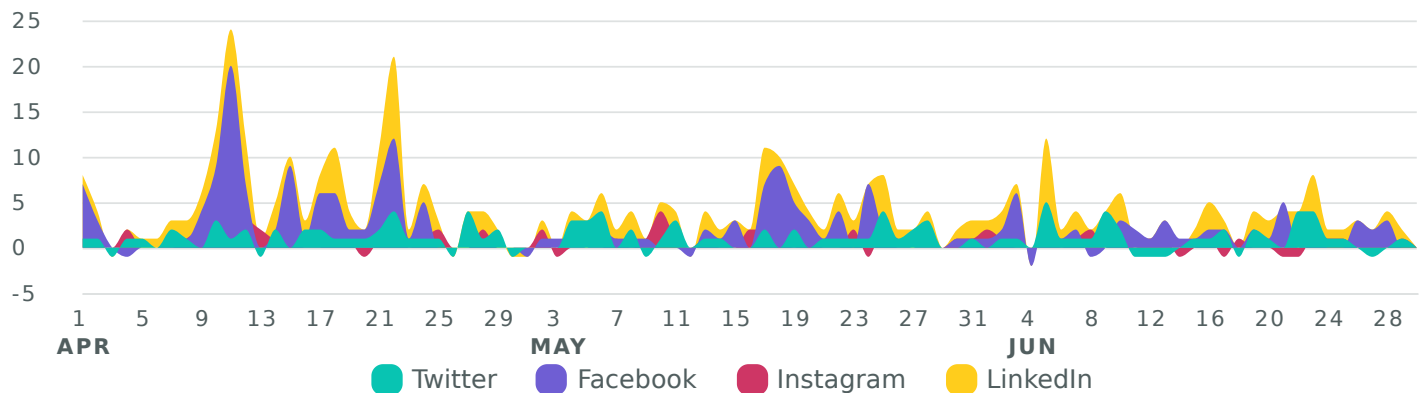
View your key profile performance metrics from the reporting period.

<div>Impressions</div> <div>1,225,289</div> <div>↘26.3%</div>	<div>Engagements</div> <div>31,697 ↗105.7%</div>	<div>Post Link Clicks</div> <div>13,835 ↗251.5%</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

**1,192****↗ 47.2%**

### Total Net Audience Growth

**379****↗ 70.7%**

#### Twitter Net Follower Growth

99

↗ 45.6%

#### Facebook Net Page Likes

206

↗ 119.1%

#### Instagram Net Follower Growth

64

↗ 25.5%

#### LinkedIn Net Follower Growth

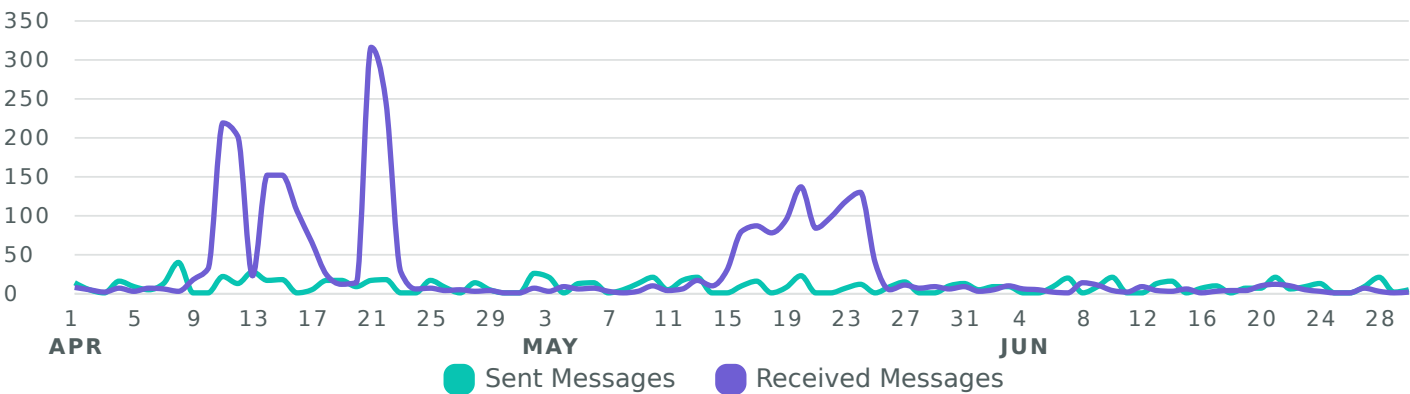
10

↗ 11.1%

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	771	↗56.4%
Twitter Sent Messages	190	↗72.7%
Facebook Sent Messages	258	↗47.4%
Instagram Sent Messages	172	↗67%
LinkedIn Sent Messages	151	↗43.8%

Message Volume

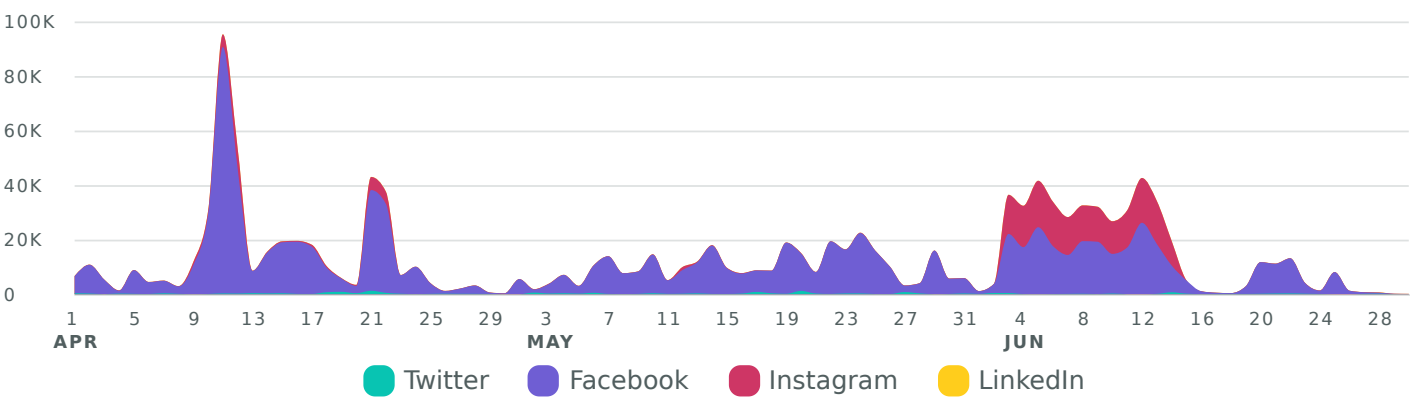
Review the volume of sent and received messages across networks during the selected time period.

Received Messages Metrics	Totals	% Change
Total Received Messages	2,853	↗731.8%
Twitter Received Messages	284	↗52.7%
Facebook Received Messages	2,528	↗1,906.3%
Instagram Received Messages	35	↗25%
LinkedIn Received Comments	6	↗100%

Impressions

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

Impressions, by Day

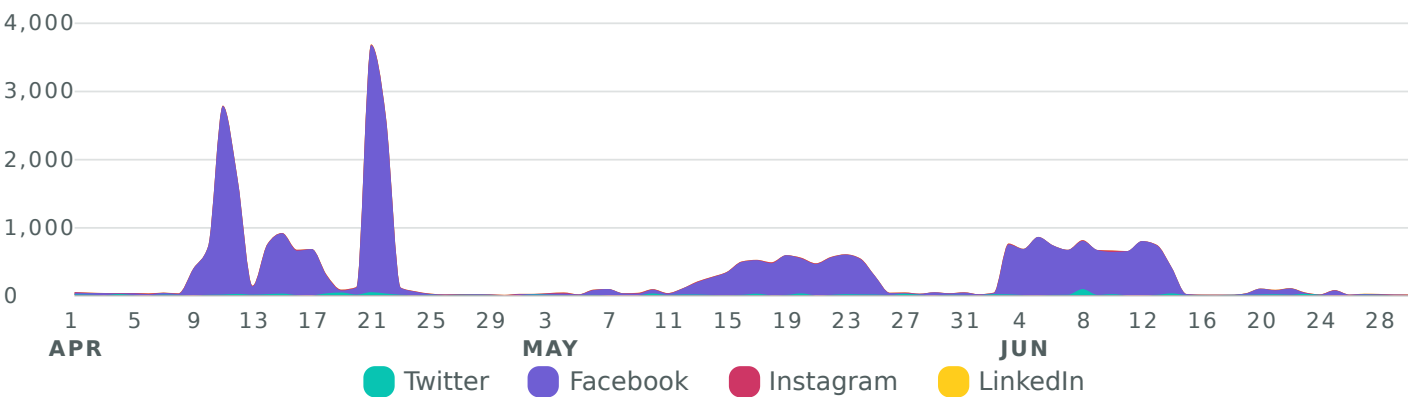


Impression Metrics	Totals	% Change
Total Impressions	1,225,289	↘ 26.3%
Twitter Impressions	21,482	↗ 55.2%
Facebook Impressions	1,001,799	↘ 32.8%
Instagram Impressions	200,877	↗ 28.2%
LinkedIn Impressions	1,131	↘ 10.1%

Engagement

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

Engagements, by Day



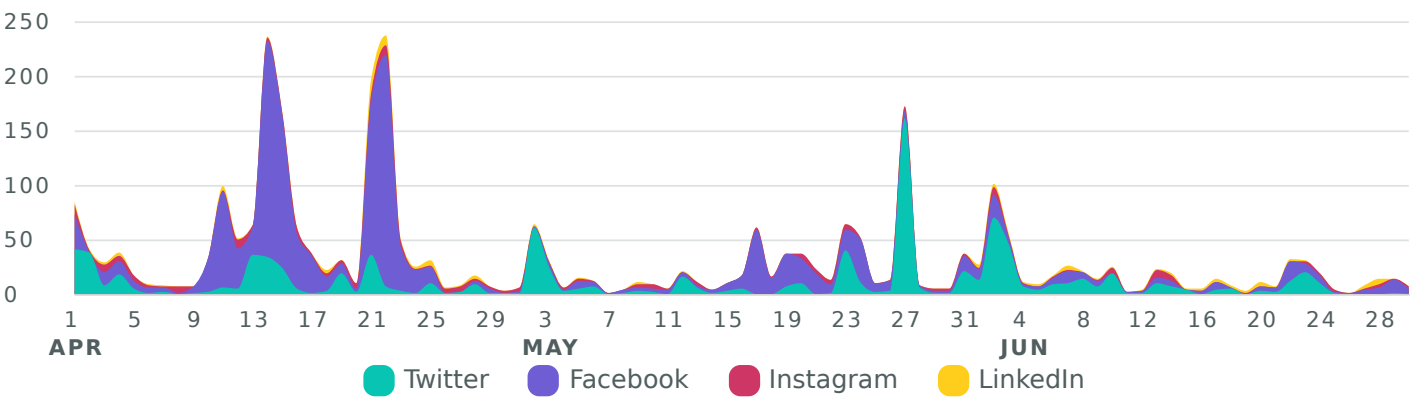
Engagement Metrics	Totals	% Change
Total Engagements	31,697	↗ 105.7%
Twitter Engagements	784	↗ 98%
Facebook Engagements	30,409	↗ 109.2%
Instagram Engagements	467	↗ 8.1%
LinkedIn Engagements	37	↘ 17.8%
Engagement Rate (per Impression)	2.6%	↗ 178.9%



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	2,950	↘91.8%
Twitter Video Views	1,005	↗41.4%
Facebook Video Views	1,628	↘95.3%
Instagram Post Video Views	206	↘19.5%
LinkedIn Video Views	111	↘0.9%

## 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)	Views
<b>Reporting Period</b>	<b>1,192</b>	<b>379</b>	<b>698</b>	<b>1,225,289</b>	<b>31,697</b>	<b>2.6%</b>	<b>2,9</b>
Apr 1, 2022 - Jun 30, 2022	↗ 47.2%	↗ 70.7%	↗ 59.7%	↘ 26.3%	↗ 105.7%	↗ 178.9%	↘ 91.1%
<b>Compare to</b>	<b>810</b>	<b>222</b>	<b>437</b>	<b>1,661,698</b>	<b>15,412</b>	<b>0.9%</b>	<b>35,9</b>
Dec 31, 2021 - Mar 31, 2022							
 <b>CitizenConnectUS</b>	45	10	151	1,131	37	3.3%	1
 <b>citizenconnectus</b>	355	64	168	200,877	467	0.2%	2
 <b>Citizenconnect.us</b>	472	206	189	1,001,799	30,409	3%	1,6
 <b>@citizenconnect3</b>	320	99	190	21,482	784	3.6%	1,0