

FOR PUBLISHING



Profile Performance

May 5, 2019 - May 22, 2020

Understand growth and health of your social profiles

Included in this Report

 South Lanarkshire College

 South Lanarkshire College

 South Lanarkshire College

 South Lanarkshire College

Cross-Network Performance Summary

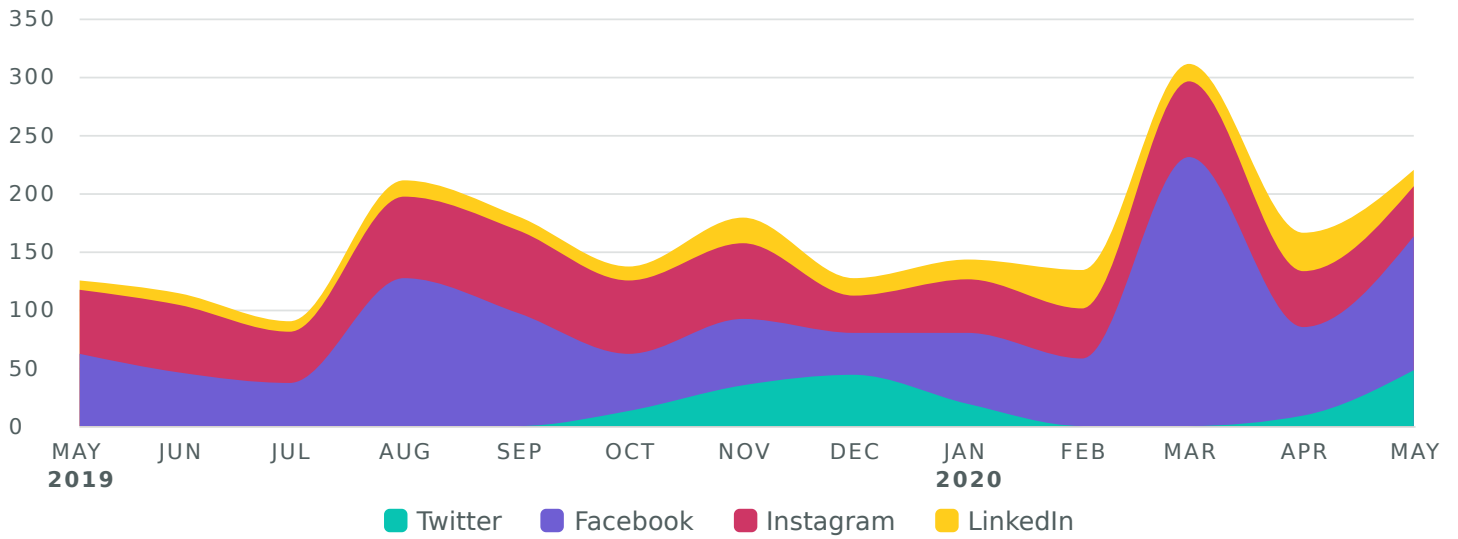
View your key profile performance metrics from the reporting period.

<p>Impressions ⓘ</p> <p>2,818,786</p> <p>↗ 48.8%</p>	<p>Engagements ⓘ</p> <p>128,670 ↗ 23.5%</p>	<p>Post Link Clicks ⓘ</p> <p>13,518 ↗ 86.7%</p>
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Cross-Network Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Month

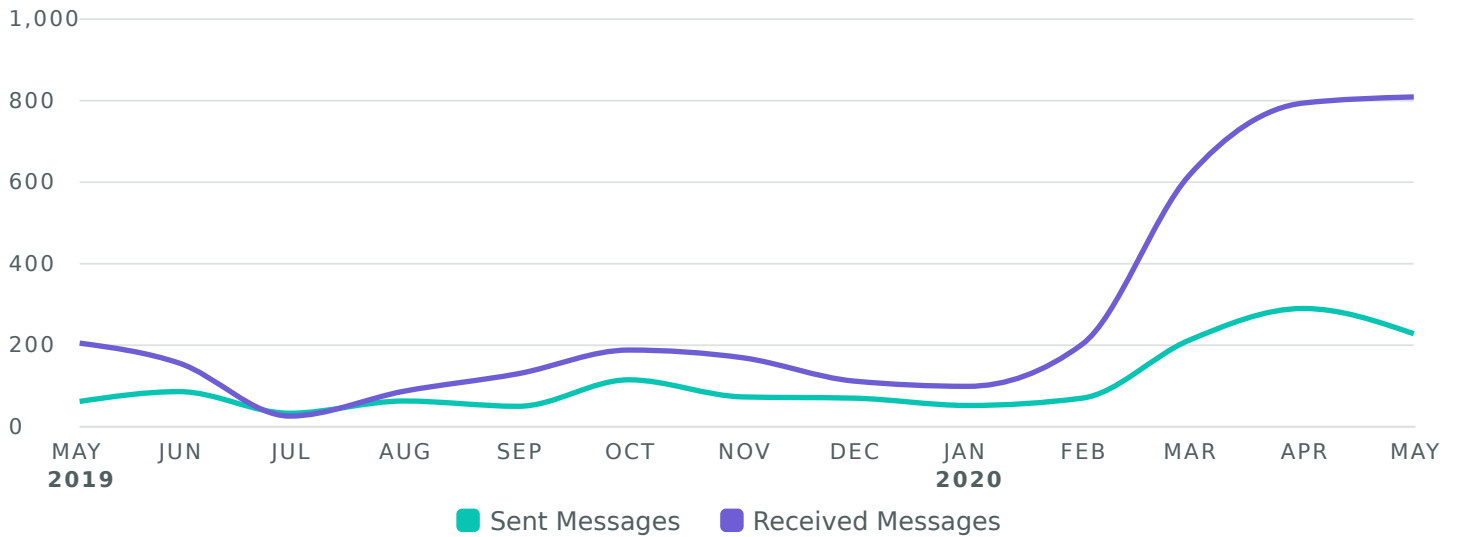


Audience Growth Metrics	Totals	% Change
Total Audience ⓘ	10,303	↗ 58%
Total Net Audience Growth ⓘ	1,685	↗ 49.5%
Twitter Net Follower Growth	147	-
Facebook Net Fan Growth	751	↗ 32.2%
Instagram Net Follower Growth	585	↗ 5.6%
LinkedIn Net Follower Growth	202	↗ 3,940%

Cross-Network Message Volume

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

Messages Per Month



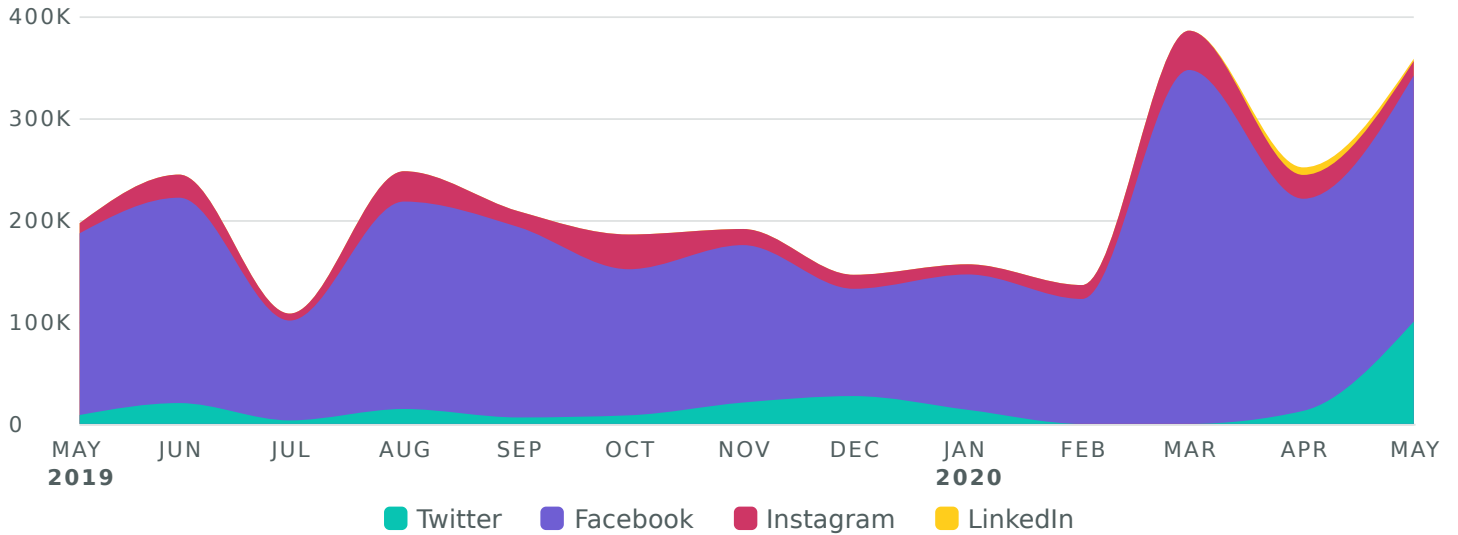
Sent Messages Metrics	Totals	% Change
Total Sent Messages ⓘ	1,525	↗ 199%
Twitter Sent Messages	552	↗ 402%
Facebook Sent Messages	555	↗ 77.9%
Instagram Sent Messages	395	↗ 349%
LinkedIn Sent Messages	23	↗ -

Received Messages Metrics	Totals	% Change
Total Received Messages ⓘ	3,567	↗ 169%
Twitter Received Messages	2,220	↗ 569%
Facebook Received Messages	1,230	↗ 23.9%
Instagram Received Messages	106	↗ 5,200%
LinkedIn Received Comments	11	↗ -

Cross-Network Impressions

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

Impressions Per Month

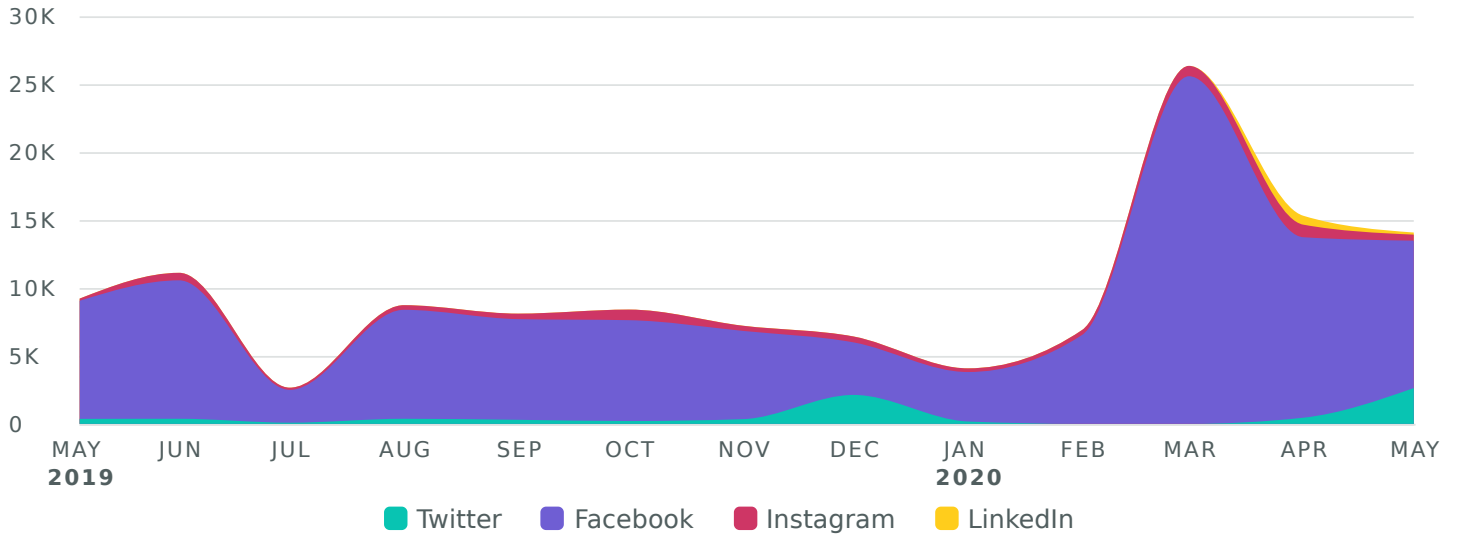


Impression Metrics	Totals	% Change
Total Impressions ⓘ	2,818,786	↗ 48.8%
Twitter Impressions	236,850	↗ 197%
Facebook Impressions	2,324,181	↗ 36.9%
Instagram Impressions	248,036	↗ 111%
LinkedIn Impressions	9,719	↗ -

Cross-Network Engagement

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









Engagements Per Month



Engagement Metrics	Totals	% Change
Total Engagements ⓘ	128,670	↗ 23.5%
Twitter Engagements	7,449	↗ 222%
Facebook Engagements	114,425	↗ 13.8%
Instagram Engagements	5,982	↗ 341%
LinkedIn Engagements	814	↗ -

Cross-Network 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)
Reporting Period May 5, 2019 - May 22, 2020	10,303 ↗58%	1,685 ↗49.5%	1,378 ↗191%	2,818,786 ↗48.8%	128,670 ↗23.5%	18.9% ↗88.8%
Compare to Apr 16, 2018 - May 4, 2019	6,520	1,127	474	1,894,431	104,219	10%
  South Lanarkshire...	6,520	751	437	2,324,181	114,425	4.9%
  South Lanarkshire...	1,345	585	372	248,036	5,982	2.4%
  South Lanarkshire...	552	202	23	9,719	814	8.4%
  South Lanarkshire...	1,886	147	546	236,850	7,449	3.1%