



Profile Performance

August 1, 2021 - December 31, 2021

Understand growth and health of your social profiles

Included in this Report

 @WGUTexas

 wgutexas

 WGU Texas

 WGU Texas

Performance Summary

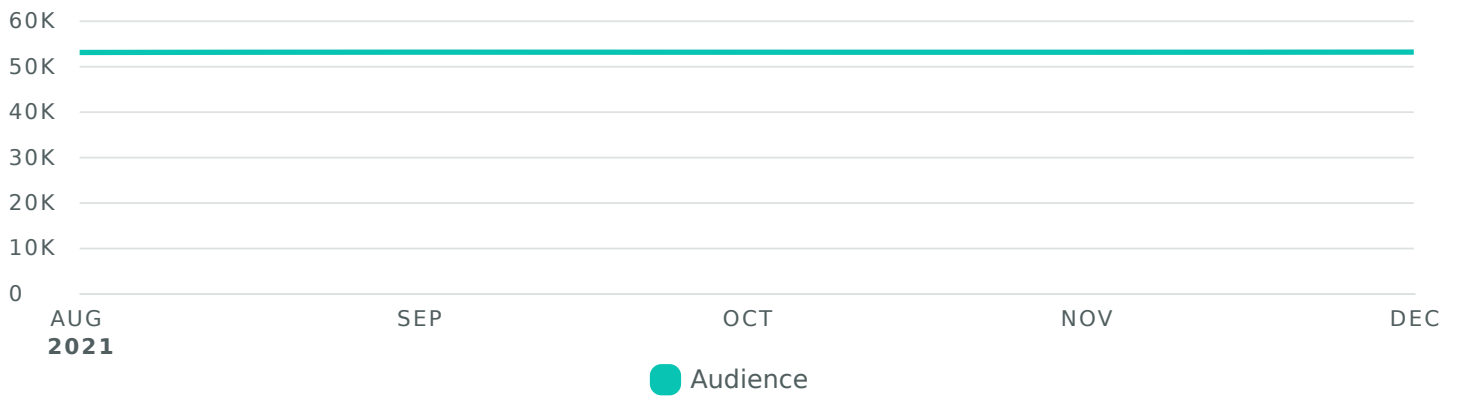
View your key profile performance metrics from the reporting period.

Impressions ⓘ 443,082 ↗8.2%	Engagements ⓘ 14,611 ↗28.2%	Post Link Clicks ⓘ 3,707 ↗53.8%
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Audience Growth

See how your audience grew during the reporting period.

Audience, by Month

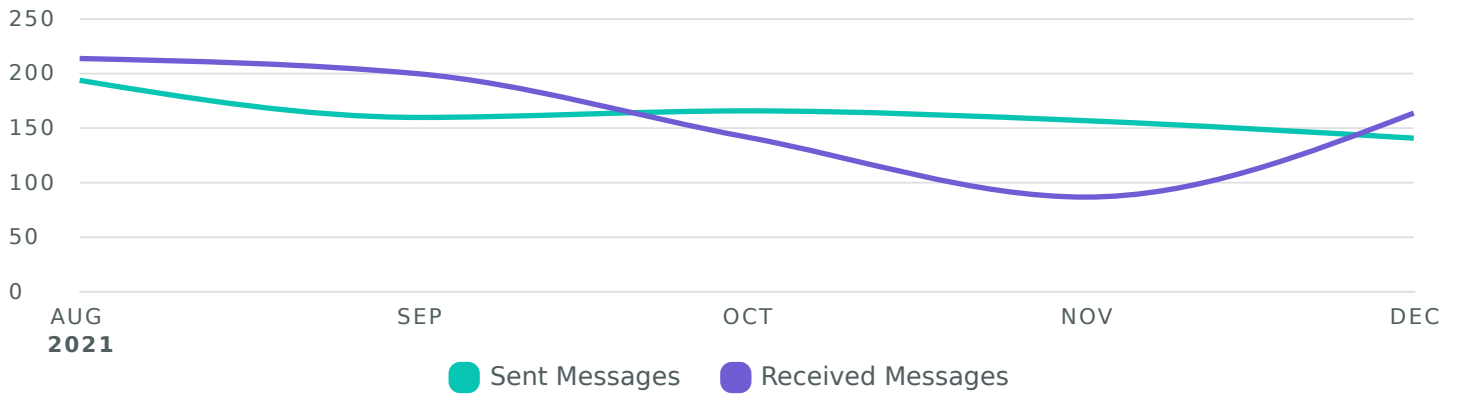


Audience Metrics	Totals	% Change
Total Audience ⓘ	53,018	↗0.7%

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 ⓘ

813

↘ 21.4%

Twitter Sent Messages

260

↘ 18.2%

Facebook Sent Messages

197

↘ 31.6%

Instagram Sent Messages

151

↘ 5%

LinkedIn Sent Messages

205

↘ 23.8%

Received Messages Metrics

Totals

% Change

Total Received Messages ⓘ

802

↗ 10.6%

Twitter Received Messages

357

↗ 5.3%

Facebook Received Messages

92

↘ 22%

Instagram Received Messages

138

↗ 11.3%

LinkedIn Received Comments

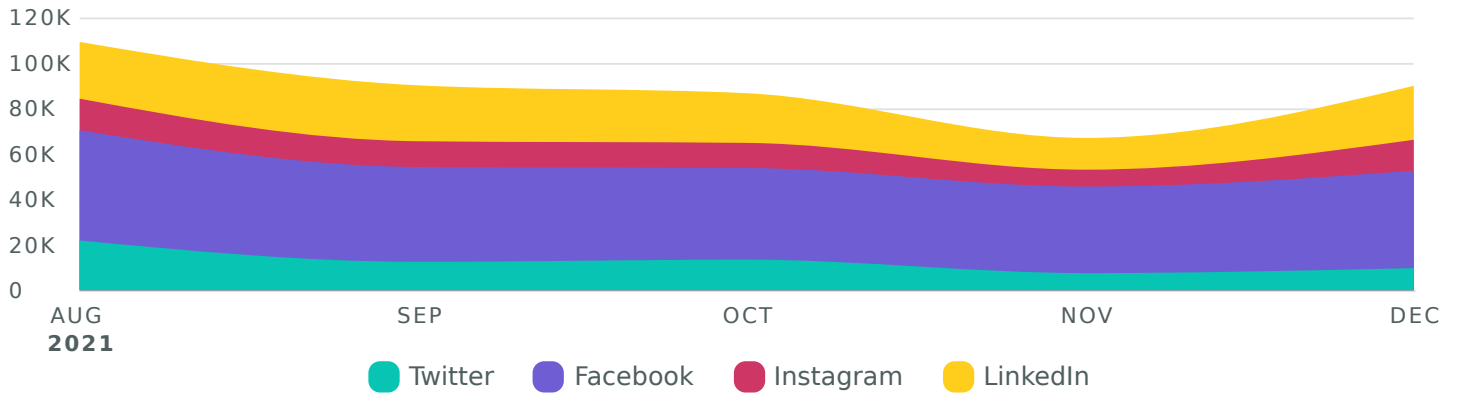
215

↗ 49.3%

Impressions

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

Impressions Breakdown by Network, by Month

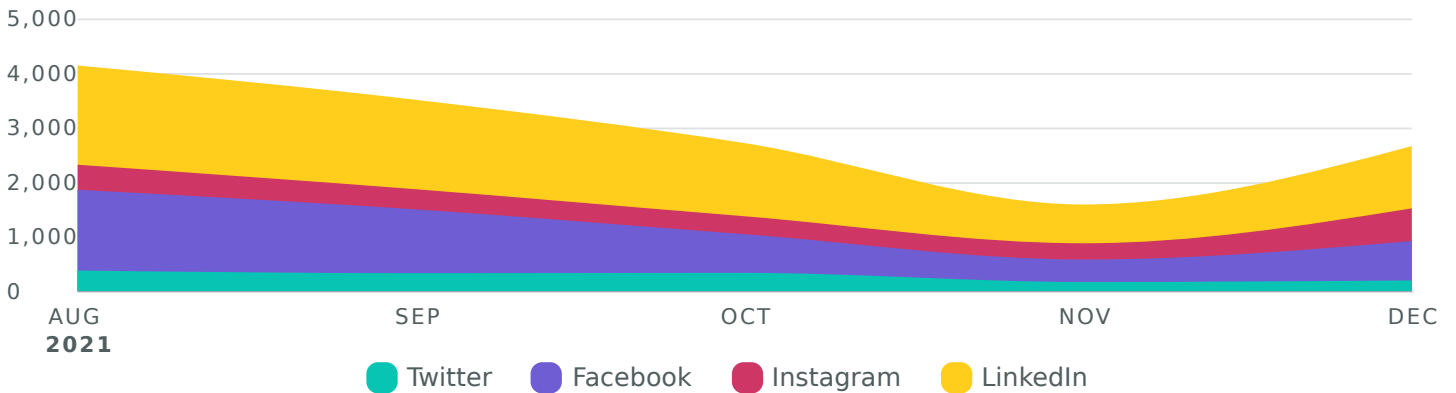


Impression Metrics	Totals	% Change
Total Impressions ⓘ	443,082	↗ 8.2%
Twitter Impressions	65,206	↘ 28.4%
Facebook Impressions	211,477	↗ 16.8%
Instagram Impressions	57,256	↗ 1.7%
LinkedIn Impressions	109,143	↗ 34.7%

Engagement

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

Engagements Breakdown by Network, by Month

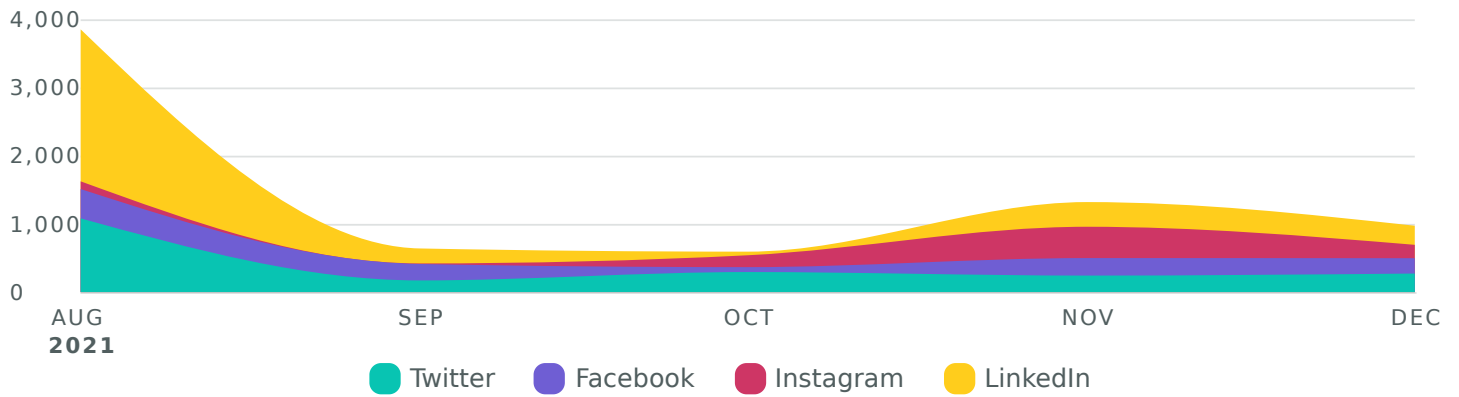


Engagement Metrics	Totals	% Change
Total Engagements ⓘ	14,611	↗ 28.2%
Twitter Engagements	1,413	↗ 0.9%
Facebook Engagements	4,493	↗ 21.4%
Instagram Engagements	2,053	↗ 38.6%
LinkedIn Engagements	6,652	↗ 38.2%
Engagement Rate (per Impression) ⓘ	3.3%	↗ 18.5%

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 ⓘ	7,379	↗ 32.3%
Twitter Video Views	2,060	↗ 68.2%
Facebook Video Views	1,225	↘ 60.6%
Instagram Post Video Views	950	↘ 23.3%
LinkedIn Video Views	3,144	—

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 Aug 1, 2021 - Dec 31, 2021	53,018 ↗ 0.7%	230 ↘ 42.8%	755 ↘ 20.5%	443,082 ↗ 8.2%	14,611 ↗ 28.2%	3.3% ↗ 18.5%	7,379 ↗ 32.3%
Compare to Aug 1, 2020 - Dec 31, 2020	52,629	402	950	409,434	11,394	2.8%	5,576
 WGU Texas	40,955	-103	168	211,477	4,493	2.1%	1,225
 WGU Texas	6,865	157	205	109,143	6,652	6.1%	3,144
 wgutexas	2,680	129	122	57,256	2,053	3.6%	950
 @WGUTexas	2,518	47	260	65,206	1,413	2.2%	2,060