

# Profile Performance

February 12, 2021 - February 24, 2021

Understand growth and health of your social profiles

**Included in this Report**

 Pflugerville, TX

 City of Pflugerville

 Pflugerville, TX Municipal Government

### Cross-Network Performance Summary

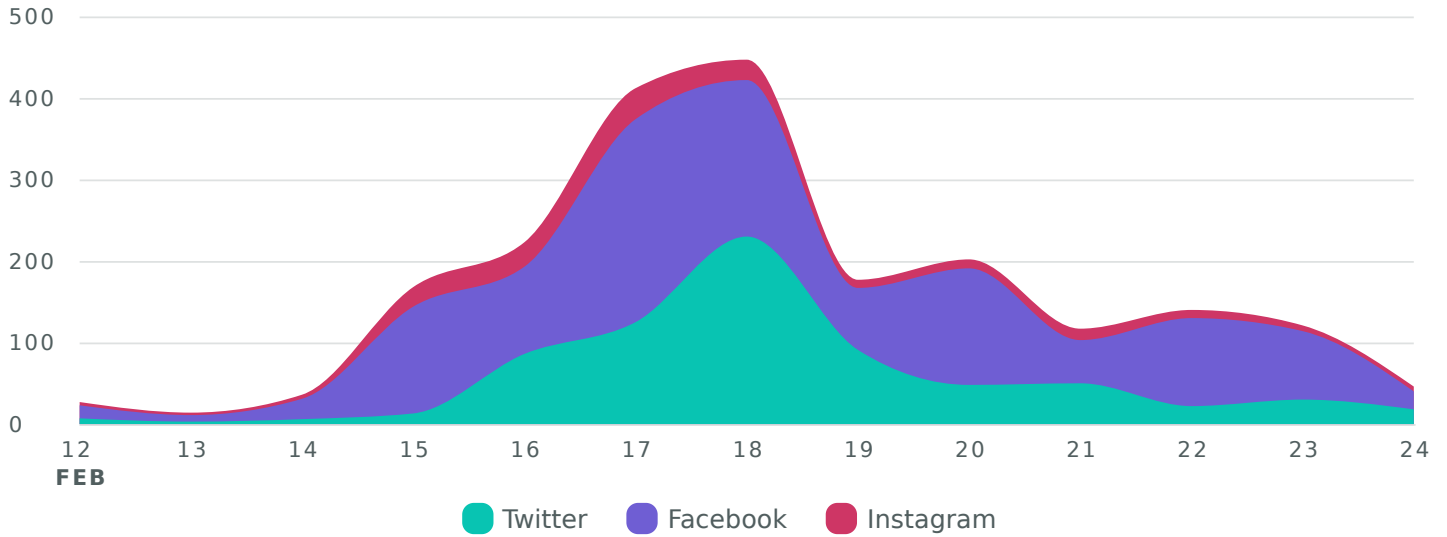
View your key profile performance metrics from the reporting period.

<p>Impressions ⓘ</p> <p><b>1,241,773</b></p> <p>↗1,568%</p>	<p>Engagements ⓘ</p> <p><b>132,685</b> ↗4,380%</p>	<p>Post Link Clicks ⓘ</p> <p><b>15,523</b> ↗6,395%</p>
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### Cross-Network Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Day

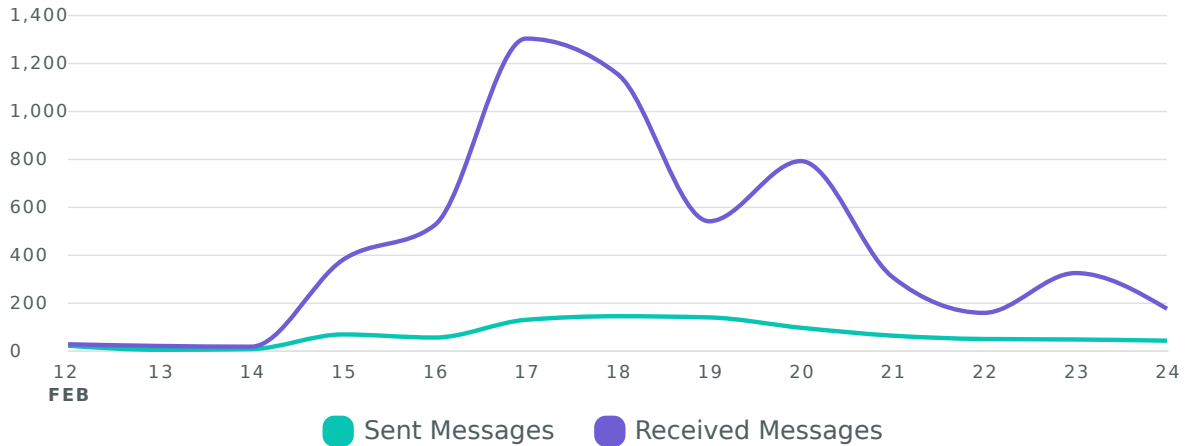


Audience Metrics	Totals	% Change
<b>Total Audience <sup>i</sup></b>	<b>24,445</b>	<b>↗ 9.2%</b>
<b>Total Net Audience Growth <sup>i</sup></b>	<b>2,048</b>	<b>↗ 5,289%</b>
Twitter Followers Gained	729	↗ 6,527%
Facebook Page Likes	1,214	↗ 3,694%
Instagram Followers Gained	187	↗ 450%

### Cross-Network Message Volume

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

Messages per Day



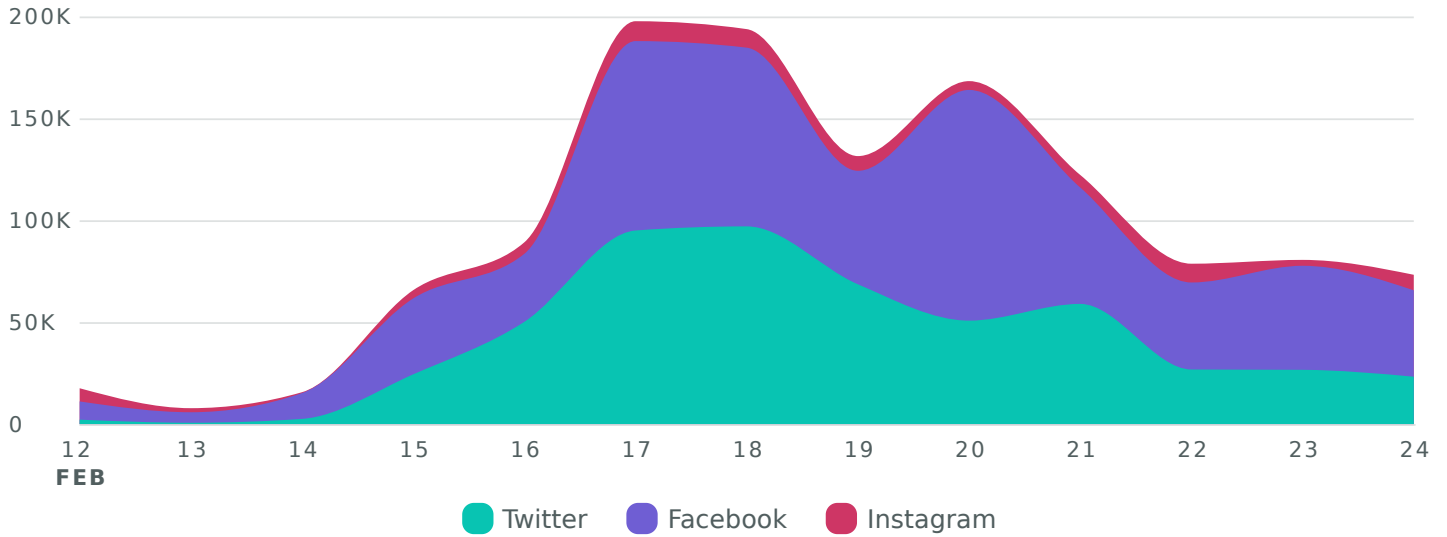
Sent Messages Metrics	Totals	% Change
<b>Total Sent Messages</b> ⓘ	<b>851</b>	<b>↗ 835%</b>
Twitter Sent Messages	184	↗ 1,050%
Facebook Sent Messages	560	↗ 1,597%
Instagram Sent Messages	107	↗ 155%

Received Messages Metrics	Totals	% Change
<b>Total Received Messages</b> ⓘ	<b>5,705</b>	<b>↗ 4,288%</b>
Twitter Received Messages	1,851	↗ 3,924%
Facebook Received Messages	3,716	↗ 6,656%
Instagram Received Messages	138	↗ 376%

### Cross-Network Impressions

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

Impressions, by Day

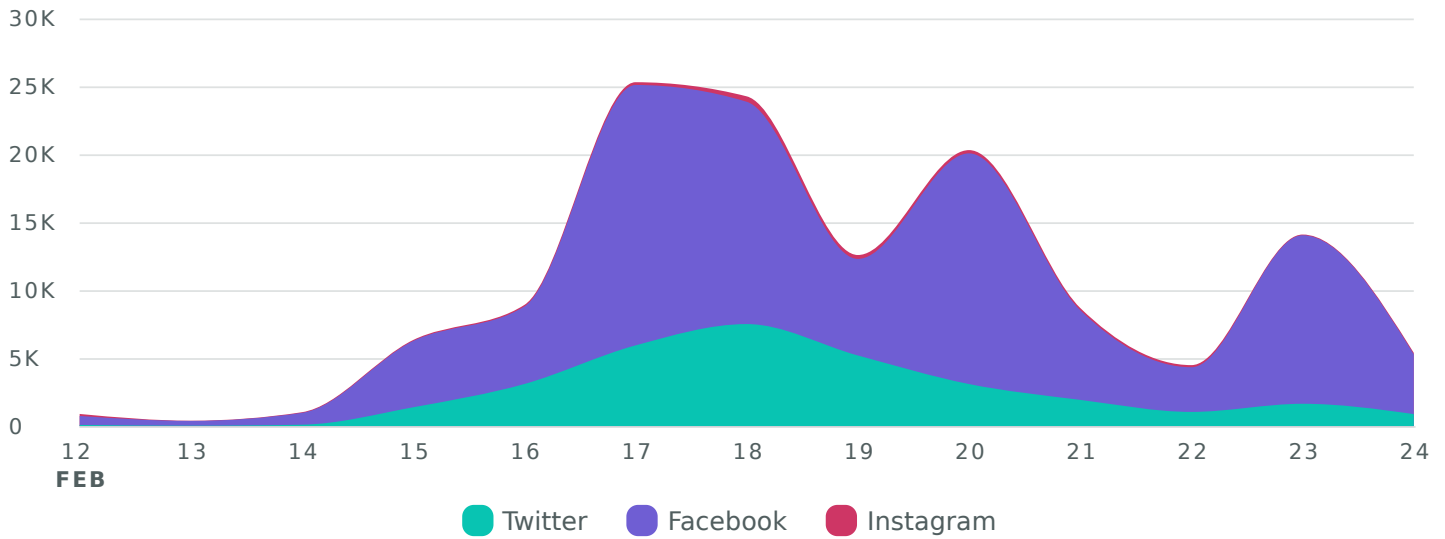


Impression Metrics	Totals	% Change
<b>Total Impressions ⓘ</b>	<b>1,241,773</b>	<b>↗ 1,568%</b>
Twitter Impressions	526,713	↗ 5,182%
Facebook Impressions	640,248	↗ 1,361%
Instagram Impressions	74,812	↗ 262%

### Cross-Network Engagement

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

Engagements, by Day

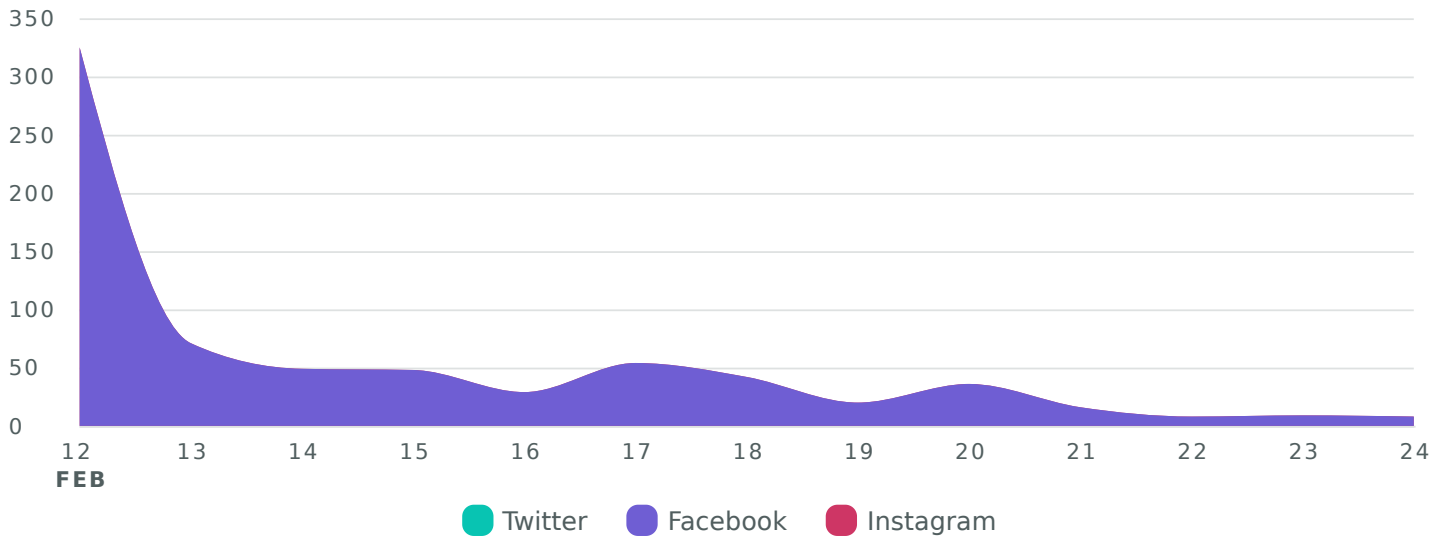


Engagement Metrics	Totals	% Change
<b>Total Engagements</b> ⓘ	<b>132,685</b>	<b>↗ 4,380%</b>
Twitter Engagements	31,890	↗ 14,265%
Facebook Engagements	98,806	↗ 3,854%
Instagram Engagements	1,989	↗ 725%
<b>Engagement Rate (per Impression)</b> ⓘ	<b>10.7%</b>	<b>↗ 169%</b>

### Cross-Network Video Views

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

Video Views, by Day






Video Views Metrics	Totals	% Change
<b>Video Views</b> ⓘ	<b>715</b>	<b>↗ 126%</b>
Twitter Video Views	0	→ 0%
Facebook Video Views	715	↗ 127%
Instagram Post Video Views	0	↘ 100%



### Cross-Network Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile <sup>▲</sup>	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
<b>Reporting Period</b> Feb 12, 2021 - Feb 24, 2021	<b>24,445</b> ↗ 9.2%	<b>2,048</b> ↗ 5,289%	<b>340</b> ↗ 415%	<b>1,241,773</b> ↗ 1,568%	<b>132,685</b> ↗ 4,380%	<b>10.7%</b> ↗ 169%	<b>71</b> ↗ 126%
<b>Compare to</b> Jan 30, 2021 - Feb 11, 2021	<b>22,390</b>	<b>38</b>	<b>66</b>	<b>74,449</b>	<b>2,962</b>	<b>4%</b>	<b>31</b>
 <b>City of Pflugerville</b>	3,438	173	76	74,812	1,989	2.7%	
 <b>Pflugerville, TX</b>	8,072	729	171	526,713	31,890	6.1%	
 <b>Pflugerville, TX M...</b>	12,935	1,146	93	640,248	98,806	15.4%	71