LinkedIn Pages

Track profile performance to determine the impact of LinkedIn content.

10/1/2024 – 10/29/2024 vs. 9/2/2024 – 9/30/2024

sproutsocial

Included in this Report

Sources

in Episcopal Foundation Of Dallas

Performance Summary

View your key profile performance metrics from the reporting period.

Impressions	Engagements	Post Clicks (All)
2,167 ↘9.3%	**159** ↘34.6%	**65** ↘33.7%

Engagement Rate (per Impression)
7.3% ↘27.8%

Audience Growth

See how your audience grew during the reporting period.

ⓘ We are unable to display data for some of this date range. .

● Organic Followers Gained   ● Paid Followers Gained   ● Followers Lost
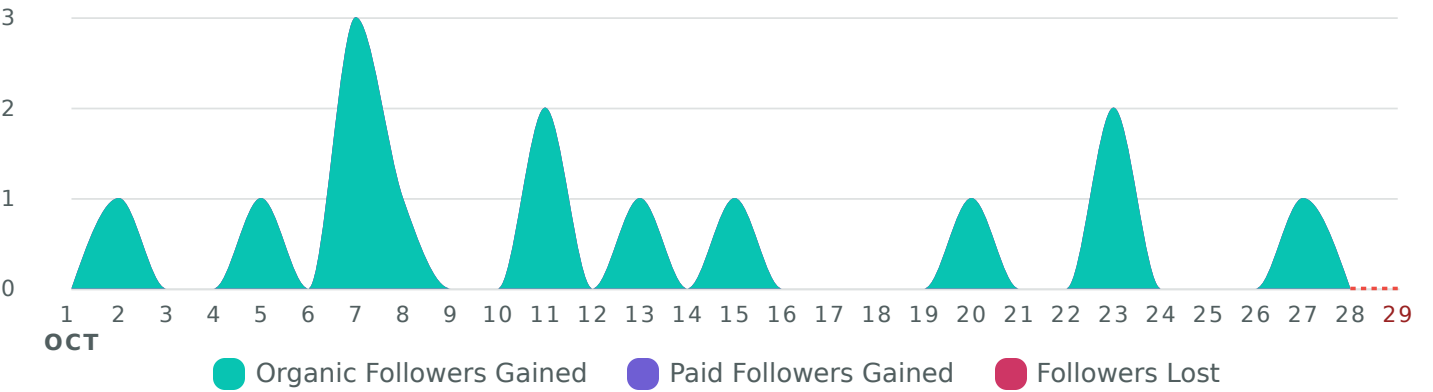
Audience Metrics	Totals	% Change
Followers	**128**	↗**14.3%**
Net Follower Growth	**14**	↘**12.5%**
Organic Followers Gained	14	↘ 12.5%
Paid Followers Gained	0	→ 0%
Followers Lost	0	→ 0%

Publishing Behavior

View the different types of posts you published during the selected time period.
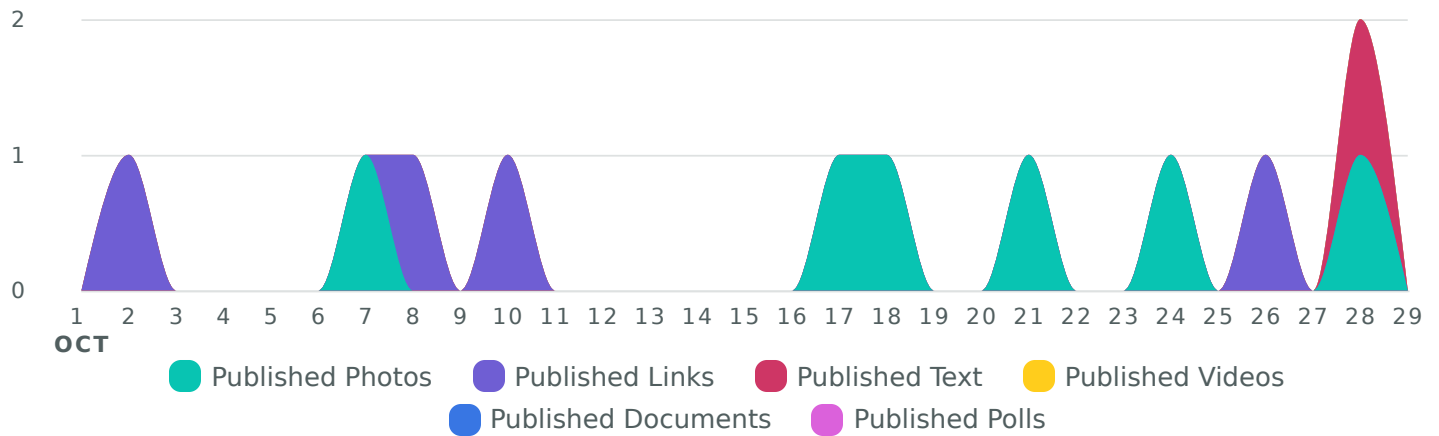
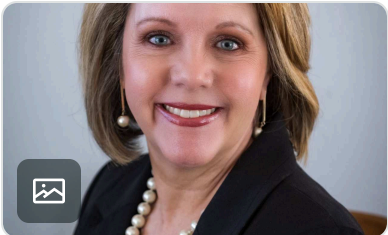| Publishing Behavior by Content Type	Totals	% Change
Published Posts	**11**	**↘ 15.4%**
Published Photos	6	↘ 25%
Published Links	4	→ 0%
Published Text	1	→ 0%
Published Videos	0	→ 0%
Published Documents	0	→ 0%
Published Polls	0	→ 0%

Post Performance

Review how your audience interacted with your posts.

↓ Descending by Engagements

in **Episcopal Fou...**
Mon 10/7/2024 1:22 p...

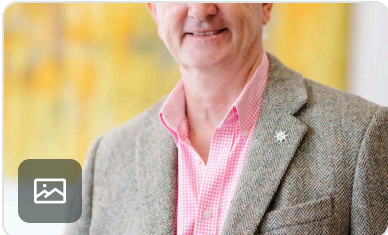Meet Kam Bakewell, a seasoned professional on our Board of Trustees since 202...

Total Engagements	37
Reactions	20
Comments	1
Shares	0
Post Clicks (All)	16

in **Episcopal Fou...**
Mon 10/21/2024 3:50 p...

We are thankful to have Alan Dunlop on our Board of Trustees since 2023! Alan i...

Total Engagements	21
Reactions	8
Comments	5
Shares	1
Post Clicks (All)	7

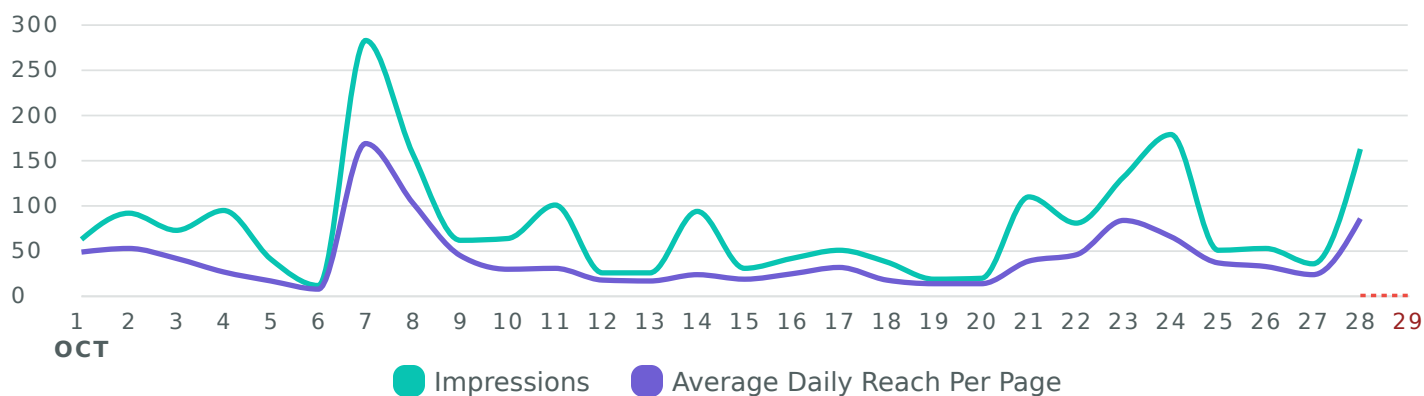| in **Episcopal Fou...** |
|---|
| Thu 10/24/2024 3:24 p... |

1 John 3:18 says, "Let us love not merely with words or speech but with actions in...

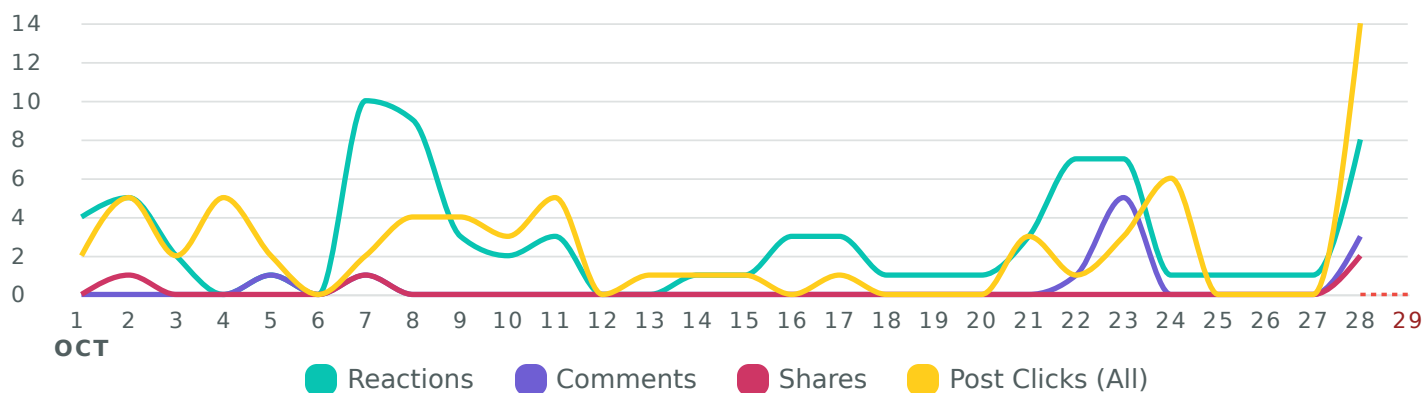| Total Engagements	19
Reactions	6
Comments	1
Shares	3
Post Clicks (All)	9

Impressions

Review how your content was seen during the reporting period.

Impression Metrics	Totals	% Change
Impressions	**2,167**	↘ **9.3%**
Average Daily Reach per Page	**39.38**	↘ **5.2%**

Engagements

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

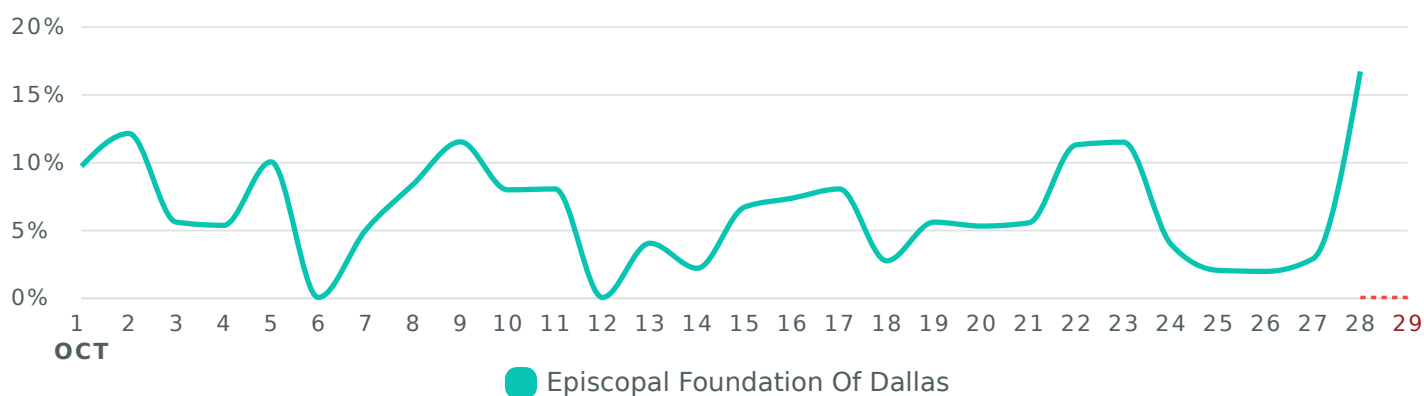| Engagement Metrics	Totals	% Change
Engagements	**159**	↘**34.6%**
Reactions	79	↘37.8%
Comments	11	→0%

Engagements

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

Engagement Metrics	Totals	% Change
Shares	4	↘42.9%
Post Clicks (All)	65	↘33.7%

Engagement Rate

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

Episcopal Foundation Of Dallas

Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	**7.34%**	**↘27.83%**
Episcopal Foundation Of Dallas	7.34%	↘ 27.83%

Network Benchmarks

See how your profiles' performance compares to all other profiles connected to Sprout.

Engagement Rate (per Impression) by Day compared to Network Benchmarks

● Your Performance   ● 75th Percentile   ● 50th Percentile   ● 25th Percentile
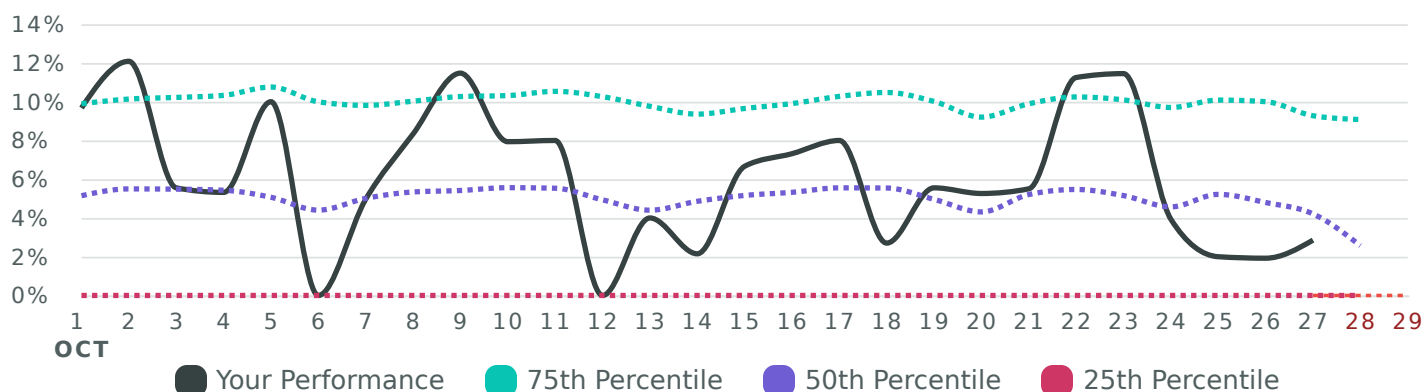
Engagement Rate Metrics	Rate	% Change
Your Engagement Rate (per Impression)	ⓘ **6.58%**	↘ **35.25%**
50th Percentile Benchmark	**8.21%**	↘ **3.54%**

Your performance ranks in the

36th percentile

↘ Down 25 points

Audience Demographics

Review your audience demographics as of the last day of the selected time period.

Audience By Seniority Level	
Director	28
Senior	25
Vice President (VP)	24
Entry-level	19
Chief X Officer (CXO)	15
Manager	4
Owner	4
Unpaid	1
Partner	1

Audience Top Job Functions	
Business Development	33
Community & Social Services	19
Sales	14
Media & Communications	6
Education	5
Consulting	4
Finance	4
Marketing	4
Support	4
Administrative	3
Human Resources	3
Operations	3
Real Estate	2
Research	2
Arts and Design	1
Engineering	1
Information Technology	1
Legal	1

Pages

Review your aggregate page metrics from the reporting period.

↑ Ascending by Page

Page	Followers	Net Follower Growth	Published Posts	Impressions	Engagements	Post Clicks (All)	Engagement Rate (per Impression)
Reporting Period Oct 1, 2024 – Oct 29, 2024	**128** ↗ 14.3%	**14** ↘ 12.5%	**11** ↘ 15.4%	**2,167** ↘ 9.3%	**159** ↘ 34.6%	**65** ↘ 33.7%	**7.3%** ↘ 27.8%
Compare to Sep 2, 2024 – Sep 30, 2024	**112**	**16**	**13**	**2,390**	**243**	**98**	**10.2%**
Episcopal Foundation Of Dallas	128	14	11	2,167	159	65	7.3%