



COMMUNICATIONS METRICS

FY24 | JULY 2023 - JUNE 2024

ABOUT

IFMA Members



+24K IFMA Members

123 Countries

67:33 US and International

839+ Billion square feet of property managed

\$774+ Billion in products and services purchased annually

16 Councils

Similar industries or facility types

7 Communities

Similar interests in FM or topics of practice



Traffic

IFMA.org Web Traffic

1.84M+ Annual Page Views
471K+ Annual Users
1.31M+ Sessions Annually
3.3 Pages/session

JobNet FM Job Board

1.8K+ Page Views
11.4K+ Employers
25.7K+ Job Seekers
24.3K+ Resumes
20K+ Users
180K+ Job Views

FMJ Magazine

25K+ Circulation in US & Global
60K+ Unique Page Views Per Issue
10K+ Followers on X & Facebook
25K+ Emails sent 2X per issue
22%+ Email Open Rate
[Submit an Article](#)

Unlock **Your** Potential.
Advance **Your** Career.

Connect with other facility professionals, learn from experts, and grow your network and career.

Join Today

Membership Benefits

Already a member? [Manage your account](#)

TRAINING

EVENTS

Channels

Knowledge Library

- ▲ Available to all IFMA members and subscribers
- ▲ Detailed reporting for content submissions provided
- ▲ [How to Submit Content Guide](#)

IFMA Newsletters

- The WIRE**
- ▲ Weekly email sent each Tuesday
 - ▲ **25K+** subscribers
 - ▲ **32%** open rate
 - ▲ Submit content at csp.ifma.org

- The Insider**
- ▲ Weekly email
 - ▲ Sent globally on Fridays & regionally on Mondays
 - ▲ **39K+** subscribers
 - ▲ **46%** open rate
 - ▲ Submit content at csp.ifma.org

Advocacy by Sprout Social

- ▲ **Advocacy & Influencer** platform to amplify your content through social media using IFMA thought-leaders
- ▲ Email csp@ifma.org for more information and how to join

Engage Forum

- ▲ Available to full IFMA members
- ▲ **42K+** Total logins
- ▲ **78K+** Library resource views
- ▲ **11.5K+** Library resource downloads
- ▲ **4K+** Discussion posts

Connected FM

- Connected FM Blog**
- ▲ Bi-weekly Publication
 - ▲ **25K+** views
 - ▲ **19K+** sessions
 - ▲ **3.8 min** per view

- Connected FM Podcast**
- ▲ Bi-weekly Publication
 - ▲ **15K+** downloads (242% increase)

Webinars & Events

- ▲ **Webinars**
 - Co-branding opportunities
 - *Platinum & Gold CSPs only*Promote and amplify your company's webinar exposure through IFMA's communication channels, including our [dedicated webinar site](#).
- ▲ **Events**
 - [Learn more](#)

Submit content at csp.ifma.org

Social Media

@IFMA




FY2024 Performance

4.45M+ Impressions
320K+ Engagements
1M+ Video Views
47.2% Net Audience Growth
113.2% Post Click Increase

77K+ Followers
3.8M+ Impressions
292K+ Engagements
213K+ Post Clicks

LinkedIn




YouTube

7.7K+ Followers
853K+ Channel Views
1.5M+ Impressions
1.8K+ New Subscribers
14.3K+ Watch Hours

22.4K+ Followers
56.8% Net Follower Growth
121K+ Impressions
2.6% Engagement Rate

X




Instagram

2.7K+ Followers
55.2% Net Follower Growth
97.2K+ Impressions
4.5% Engagement Rate
34.5% Engagement Rate Increase

18.2K+ Followers
398K+ Impressions
16K Engagements
21.5% Increase in Followers

Facebook



**Created in January 2020*

CSP Team



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Marketing Manager,
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[CSP Resource Center](#)