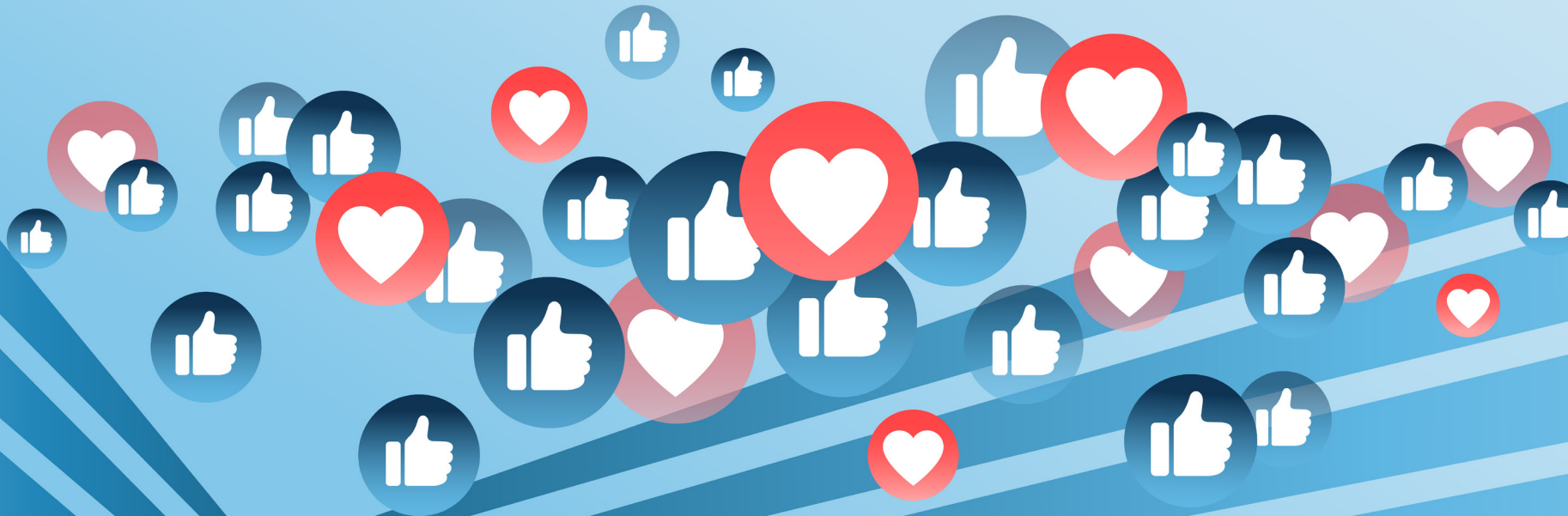


20 23 IFMATM Communications METRICS

Contact IFMA's CSP Team: csp@ifma.org



IFMA Communications

JANUARY - DECEMBER 2022

23,000
IFMA Members

137
Chapters
Geographic Area

135
Countries

16
Councils
*Similar industries or
facility types*

67:33
US and
International

6
Communities
of Practice
Similar FM interest

839 billion+
Square feet of
property managed

\$774 billion+
In products and
services purchased
annually

IFMA.org Web Traffic

2,628,000+
Sessions annually

1,710,000+
Users annually

8,597,000+
Page views annually

3.3 pages/session

JOBNet FM Job Board

189,700+ Page views

10,000+ Employers

22,000+ Job Seekers

9,500+ Resumes

305,000+ Users

224,000+ Job views

FMJ Magazine

Print and Digital

23,000+
Circulation in US and global

60,000+
Unique page views per issue

7,800+
Twitter followers (@TheFMJ)

18,000+
Emails sent 2X per issue

23%
Email open rate

Editorial Calendar

Submit an Article

IFMA Channels

JANUARY - DECEMBER 2022

Knowledge Library

- ⧡ Available to all IFMA members and subscribers
- ⧡ Redesigned site and improved UX for 2023
- ⧡ Detailed reporting for content submissions coming in 2023
- ⧡ [How to Submit Content](#)

Engage Forum

- ⧡ **+9.5K** unique logins
- ⧡ **+46K** total logins
- ⧡ **+1.9K** new discussion threads
- ⧡ **+4.6K** new discussion posts
- ⧡ Login to Engage to participate

IFMA Newsletters

The Wire

- ▶ **Weekly** email sent each Tuesday
- ⧡ **+23K** subscribers
- ⧡ **+30%** open rate
- ⧡ Submit online at csp.ifma.org

The Insider

- ▶ **Weekly** email
Global Fridays; Regional Mondays
- ⧡ **+23K** subscribers
- ⧡ **58%** open rate
- ⧡ Submit online at csp.ifma.org

Advocacy by Sprout Social

Formerly known as Bambu

- ▶ **Advocacy & Influencer** platform to amplify your content through social media using IFMA thought-leaders
- ⧡ Email csp@ifma.org for info

Webinars & Events

- ▶ **Webinars**
Co-branding opportunities
(Platinum and Gold CSPs only)

Promote and amplify your company's webinar exposure through IFMA's communication channels, including our [dedicated webinar site.](#)
- ▶ **Events**
[Learn More](#)

IFMA Social Media

JANUARY - DECEMBER 2022. FOLLOW LINKS TO PROFILES FOR CURRENT FOLLOWER STATS.

Cross-Network Performance

- ⧗ **+1.75M** impressions
- ⧗ **+115K** engagements
- ⧗ **+382K** video views
239% increase
- ⧗ **+26%** net audience growth
- ⧗ **+23%** post click increase

LinkedIn



- ⧗ **+52K** followers
- ⧗ **+38%** increase in followers
- ⧗ **+1.37M** impressions
- ⧗ **+97K** engagements
- ⧗ **+67K** post clicks

YouTube



- ⧗ **+5.2K** followers
- ⧗ **+270K** channel views
- ⧗ **+641K** impressions
- ⧗ **+1.2K** new subscribers
- ⧗ **4.9K** watch hours

Facebook



- ⧗ **+13.9K** followers
- ⧗ **+180K** impressions
- ⧗ **+9K** engagements
- ⧗ **+7.5K** video views

Twitter



- ⧗ **+22.6K** followers
- ⧗ **+79.3%** increase in followers
- ⧗ **+103K** impressions
- ⧗ **3.1%** engagement rate
- ⧗ **110%** increase in engagement

Instagram*



- ⧗ **+1.8K** followers
- ⧗ **+22%** increase in followers
- ⧗ **+89K** impressions
- ⧗ **67%** increase in engagement
- ⧗ **959%** engagement rate increase

**Created in January 2020*