International Facility Management Association

Communications METRICS 2022

CONTACT: IFMA’s CSP Team | csp@ifma.org
IFMA Communications

January - December 2021

20,500
IFMA Members

140
Chapters
Geographic Area

135
Countries

16
Councils
Similar industries or facility types

67:33
US and International

6
Communities of Practice
Similar FM interest

78 billion +
Square feet of property managed

$526 billion
In products and services purchased annually

IFMA.org Web Traffic

1,400,000+
Sessions annually

918,000+
Users annually

3,200,000+
Page views annually

38.5% bounce rate
Below industry average

FMJ Magazine
Print and Digital

23,000+
Circulation in US and global

60,000+
Unique page views per issue

7,800+
Twitter followers (@TheFMJ)

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Square feet of property managed

$526 billion
In products and services purchased annually

JOBNets

368,000+
Annual page views

10,000+
Employers

22,000+
Job Seekers

9,300+
Resumes

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<table>
<thead>
<tr>
<th>IFMA Channels</th>
<th>JANUARY - DECEMBER 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Knowledge Library</strong></td>
<td><strong>IFMA Newsletters</strong></td>
</tr>
<tr>
<td>▶ 6,000+ active users</td>
<td>▶ <strong>The Wire</strong></td>
</tr>
<tr>
<td>▶ +206K page views</td>
<td>▶ <strong>Weekly</strong> Tuesday email</td>
</tr>
<tr>
<td>▶ +39K downloads</td>
<td>▶ +20K subscribers</td>
</tr>
<tr>
<td>▶ +55K FM Pulse Blog views</td>
<td>▶ 27% open rate</td>
</tr>
<tr>
<td>▶ How to Submit Content</td>
<td>▶ +39K downloads</td>
</tr>
<tr>
<td><strong>Engage Forum</strong></td>
<td>▶ 14% click rate</td>
</tr>
<tr>
<td>▶ +28.3K unique logins</td>
<td>▶ Submit online at <a href="http://csp.ifma.org">csp.ifma.org</a></td>
</tr>
<tr>
<td>▶ +230K total logins</td>
<td>▶ <strong>The Insider</strong></td>
</tr>
<tr>
<td>▶ +3.5K discussion threads</td>
<td>▶ <strong>Weekly</strong> email</td>
</tr>
<tr>
<td>▶ +18.5K discussion posts</td>
<td>▶ Global Fridays; Regional Mondays</td>
</tr>
<tr>
<td>▶ Login to Engage to participate</td>
<td>▶ +22K subscribers</td>
</tr>
<tr>
<td></td>
<td>▶ 58% open rate</td>
</tr>
<tr>
<td></td>
<td>▶ 7% click rate</td>
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<td></td>
<td>▶ Submit online at <a href="http://csp.ifma.org">csp.ifma.org</a></td>
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</tbody>
</table>

**Webinars & Events**

- **Webinars**
  - Co-branding opportunities (Platinum and Gold CSPs)
  - Promote and amplify your company’s webinar exposure through IFMA’s communication channels.

- **Events**
  - Learn More [ifma.org/events](http://ifma.org/events)
IFMA Social Media

JANUARY - DECEMBER 2021. FOLLOW LINKS TO PROFILE FOR CURRENT FOLLOWER STATS.

Cross-Network Performance

- +2.8M impressions
- +99K engagements
- +113K video views
- +18% audience growth

LinkedIn
- +42K followers
- +10% increase in followers
- +620K impressions
- +40.5K engagements
- +30K post clicks

YouTube
- +4K followers
- +54.3K channel views
- +512K impressions
- +1.3K subscribers
- 4.1K watch hours

Facebook
- +12.7K followers
- +320K impressions
- +87.8% increase in engagement
- +10.8K video views

Twitter
- +22.4K followers
- +252% increase in followers
- +115K impressions
- 14.4% increase in engagement
- 27.8% increase in video views

Instagram*
- +1.4K followers
- +15.8% increase in followers
- +200K impressions
- 123.7% increase in engagement
- 5.2% increase in video views

*Created in January 2020