



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

JOBNet FM Job Board

368,000+
Annual page views

10,000+
Employers

22,000+
Job Seekers

9,300+
Resumes

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

26.3%
Email open rate

IFMA Channels

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Knowledge Library

- ⌄ 6,000+ active users
- ⌄ +206K page views
- ⌄ +39K downloads
- ⌄ +55K FM Pulse Blog views
- ⌄ [How to Submit Content](#)

Engage Forum

- ⌄ +28.3K unique logins
- ⌄ +230K total logins
- ⌄ +3.5K discussion threads
- ⌄ +18.5K discussion posts
- ⌄ Login to Engage to participate

IFMA Newsletters

The Wire

- ▶ Weekly Tuesday email
- ⌄ +20K subscribers
- ⌄ 27% open rate
- ⌄ 14% click rate
- ⌄ Submit online at csp.ifma.org

The Insider

- ▶ Weekly email
Global Fridays; Regional Mondays
- ⌄ +22K subscribers
- ⌄ 58% open rate
- ⌄ 7% click rate
- ⌄ Submit online at csp.ifma.org

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)
 - Promote and amplify your company's webinar exposure through IFMA's communication channels.
- ▶ Events
 - Learn More 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.K 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