



COMMUNICATIONS METRICS

FY25 | JULY 2024 - JUNE 2025

IFMA MEMBERS

+25K IFMA Members

140 Countries

67:33 US and International

839+ Billion square feet of property managed

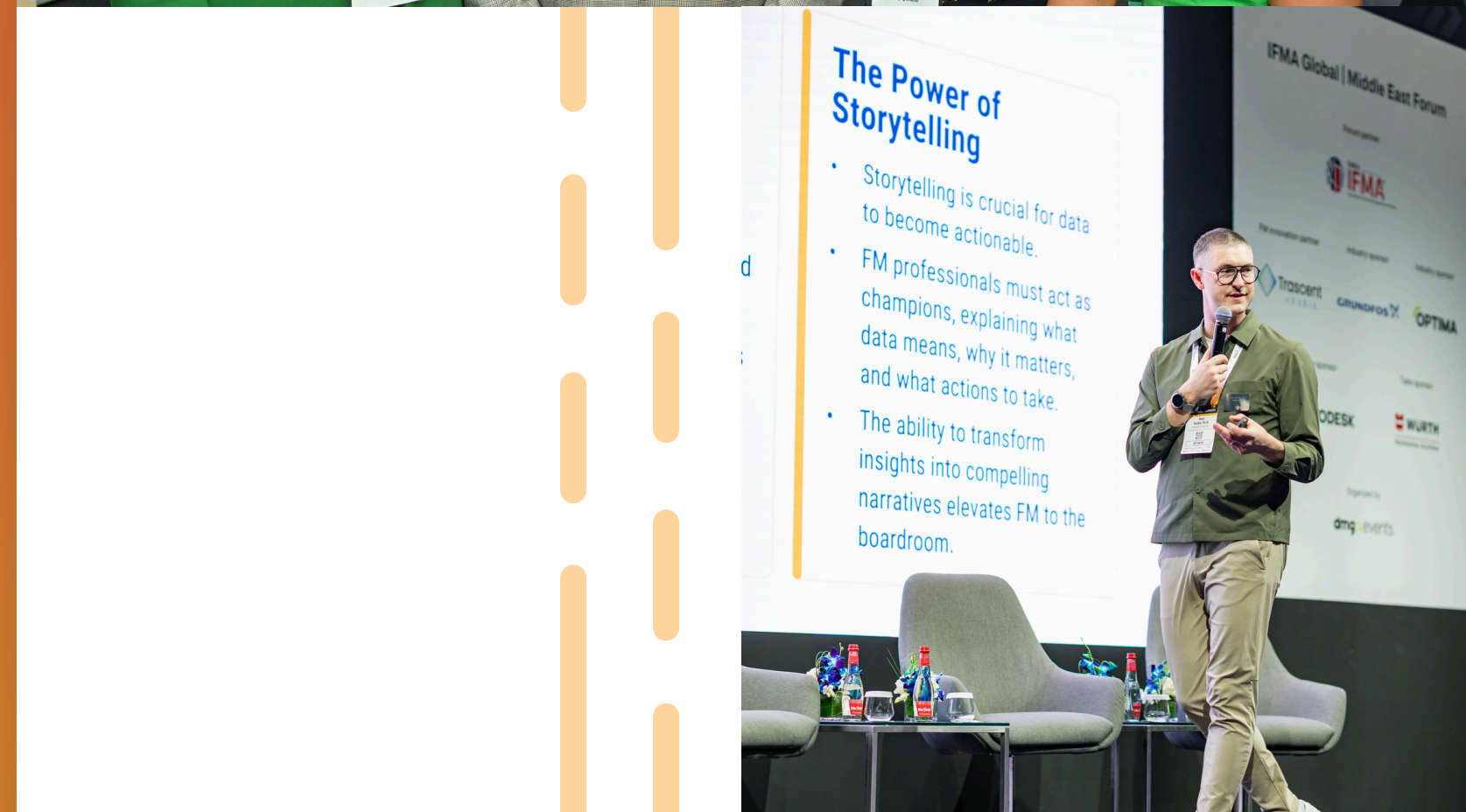
\$774+ Billion in products and services purchased annually

16 Councils

Similar industries or facility types

7 Communities

Similar interests in FM or topics of practice



TRAFFIC

IFMA.ORG WEBSITE

3.53M+ Annual Page Views
706K+ Annual Users
1.67M+ Sessions Annually
8.91 Events/session

IFMA'S JOB BOARD

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

FMJ MAGAZINE

57K+ Annual Page Views
105K+ FMJ Newsletter Subscribers
22% Open Rate
8.5% Click-Through Rate

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Building Connections, Empowering Careers

Join a global community of facility management professionals, learn from experts and take your career to the next level.

Network, training and resources to help you have the career you want in facility management.

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MEMBERSHIP

WHAT IS FM?

TRAINING

EVENTS

RESEARCH &
BENCHMARKING

Featured Insights

IFMA'S TOP GLOBAL INFLUENCERS

ANNOUNCEMENT

IFMA's Top Global FM Influencers

IFMA has named 36 professionals to its inaugural Top Global FM Influencers list, spotlighting leaders whose innovation, expertise and impact are shaping the future of facility management.

The honorees span **six continents and 13 countries**, representing disciplines from sustainability and technology to workplace strategy, operations, and public health. Their work is advancing safe, resilient, and people-centered environments worldwide.

Released in conjunction with IFMA's year-long celebration of its 45th anniversary, the list will be highlighted at the World Workplace Conference and Expo, Sept. 17-19 in



CASE STUDY

Global FM Training Transformation: IFMA & JLL

Discover how IFMA and JLL partnered to build a scalable, global training model that boosted enrollments, improved completion rates, and strengthened workforce capabilities. This case study

CHANNELS



CONNECTED FM

Blog

- ▲ Content published weekly
- 26K+ page views
- 20K+ unique visitors
- 3.7 minutes time spent on page
- Submit content at csp.ifma.org

Podcast

- ▲ Content published weekly
- 15K+ downloads (43% increase)
- 382 average downloads per episode
- Submit content at csp.ifma.org

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
- 36% open rate
- 5% click-through 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

ENGAGE FORUM

- ▲ Available to full IFMA members
- 42K+ Total logins
- 78K+ Library resource views
- 15K+ Resource downloads (30% increase)
- 4K+ Discussion posts

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

WEBINARS & EVENTS

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

YOU MADE THE CONTENT. NOW LET'S SHARE IT WITH THE FM INDUSTRY.

CSP.IFMA.ORG

SOCIAL MEDIA @IFMA

94K+ Followers

3.4M+ Impressions

436K+ Engagements

364K+ Post Clicks

LinkedIn



YouTube

7.7K+ Followers

294K+ Channel Views

2M+ Impressions

9.5K+ Subscribers

6.7K+ Watch Hours

22K+ Followers

73K+ Impressions

2.5% Engagement Rate

X



Instagram

3.2K+ Followers

25.5% Net Follower Growth

104K+ Impressions

5.5% Engagement Rate

24.5% Engagement Rate Increase

16K+ Followers

266K+ Impressions

11K Engagements

Facebook



**FY2025
Performance**

3.8M+ Impressions

450K+ Engagements

365k+ Post Link Clicks

20k+ Net Audience Growth

CSP TEAM



Kim Jackson

Executive Director,
Business Development



Ashley Tucker

Director, Marketing and
Communications



Kelsey Barrett

Marketing and
Communications Manager,
Membership



Cassandra Warholak

Partner Success
Manager



csp@ifma.org



[CSP Resource Center](#)

