



# 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

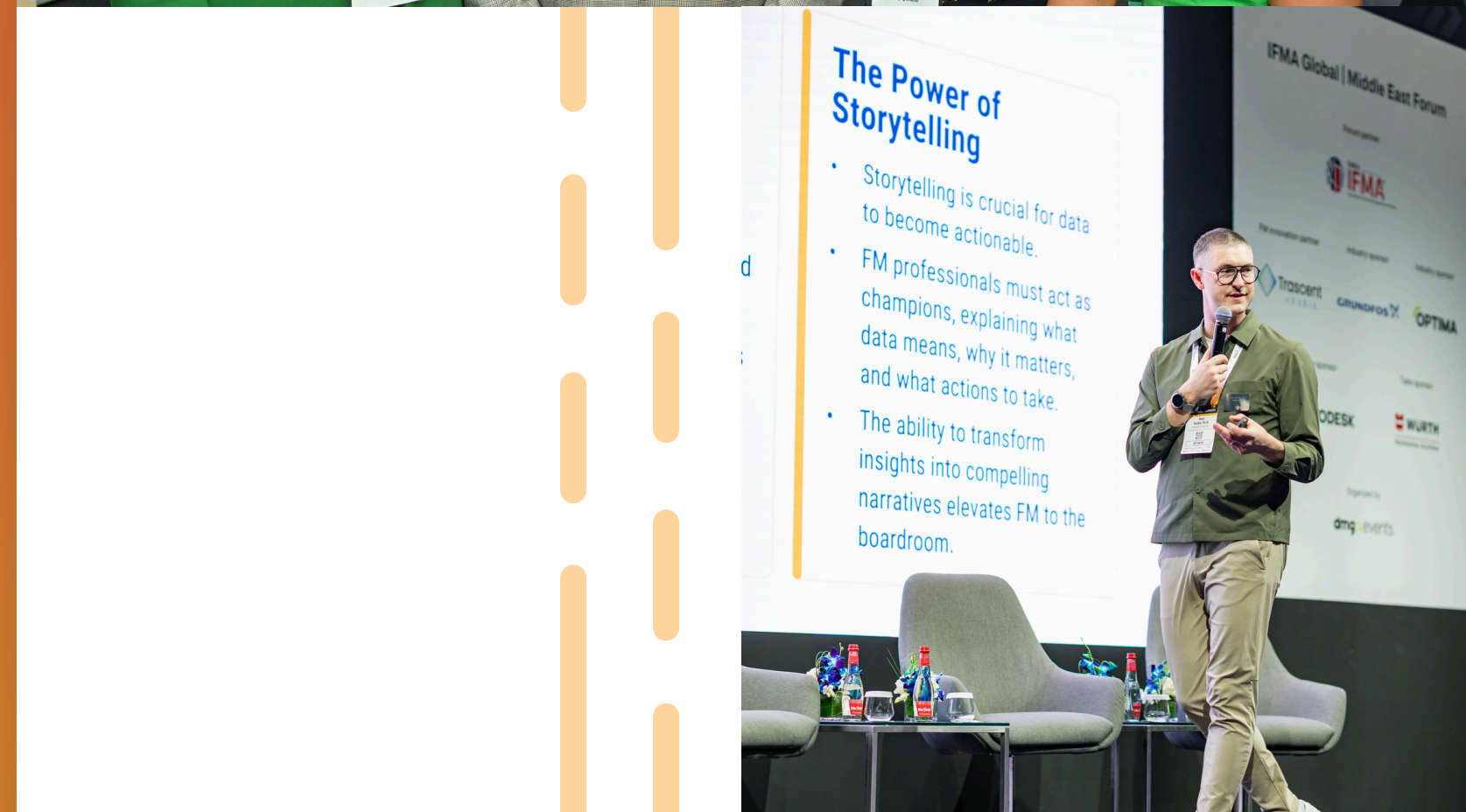
**\$774+** Billion in products and services purchased annually

**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.

[Join Today](#)

[Membership Benefits](#)

Already a member? [Manage Your Account](#)

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



## KNOWLEDGE LIBRARY

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

## ENGAGE FORUM

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

## IFMA NEWSLETTERS

### The WIRE

- Weekly email sent each Tuesday
- 25K+** subscribers
- 36%** open rate
- 5%** click-through rate
- Submit content at [csp.ifma.org](https://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](https://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](mailto: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](mailto:csp@ifma.org)



[CSP Resource Center](#)

