



**Report to the Congregation Council  
May 11, 2020  
Mary Alin Lubold, Joint Webmaster**

The website has seen quite a few changes recently as Trinity has transitioned to putting its ministry and worship entirely online. A new page, *Trinity at Home* was quickly developed and posted to help members navigate their spiritual life and life at Trinity. Along with our *Home* page, this page contains the most relevant and up-to-date Trinity offerings, videos, and information. Pages dedicated to accessing the Facebook videos and live streams were also created.

Some other permanent new pages include *Parents, Birth to Preschool, Elementary,* and *Preteen and Teen* resource pages. Transient pages (that are only up for a limited time) have included *Holy Week, Way of the Cross, On Hold,* and *Your Best Us*. We are currently working on updating the YG page so that it can be put back up on the site.

As expected, both Trinity's website and YouTube channel have seen substantial increases in traffic the past few months. I broke down relevant information by month (see attachment).

Number of visitors almost doubled from February to April (2,028 to 3,956 visitors respectively) and page views just about tripled (14, 550 to 43,454 views). In April, the top page visited was the Live Stream page with over 36% of total views on that page alone. The Home page was the second most visited followed by the Church at Home page. The Sermon, Donate, Holy Week, and Daily Lectionary pages followed with similar page view counts.

Sunday views to the Live Stream page have ranged from a high of 1,217 on Easter to a low of 524 this past Sunday (Mother's Day).

Over the past two months, we have gained 88 new subscribers to our YouTube channel with 8,040 views and 95,012 minutes watched in April alone.

FYI - Our Facebook Members page currently has 506 members. Trinity's public group has 682 likes and 762 followers.

In Christ,  
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Trinity Camp Hill website: [www.trinitycamphill.org](http://www.trinitycamphill.org)

Trinity Camp Hill Facebook page:

<https://www.facebook.com/trinitycamphill/>

Trinity Camp Hill Members Facebook group:

<https://www.facebook.com/groups/118675824832696/>

Trinity Camp Hill YouTube channel:

<https://www.youtube.com/user/trinitycamphill>

## Website and YouTube Data

5/11/2020

### Website Page Views

<u>Website Page</u>	<u>May 1-11, 2020</u>		<u>April 2020</u>		<u>March 2020</u>		<u>February2020</u>
Total Visits	2,332		9,883		6,605		3,469
Visitors	1,230		3,956		3,126		2,028
% New Visits	29.72%		31.91%		40.20%		49.41%
Page Views	5,012		43,454		27,752		14,550
Live Stream	1756	(34.9%)	15,915	(36.60%)	5,721	(20.51%)	
Home Page	1440	(28.74%)	12,696	(29.22%)	9,724	(35.04%)	5053
Church at Home	186	(3.71%)	1,935	(4.45%)	1,117	(4.02%)	
Sermons	75		883	(2.03%)	860	(3.10%)	
Donate	76		865		547		
Holy Week	n/a		841		n/a		
Daily Lectionary	120		831		1,190		
Services and Times	60		604		693		
On Hold Bible Study	n/a		483		n/a		
Live Stream Check-in	65		442		160		
Pondor	53		416		841		
Way of the Cross	n/a		293		n/a		
Facebook Page (for non-fb users)			242		106		
Parents Page			178		n/a		
Sign-up for E-news	23		173		221		
Last Words	n/a		119		501		
Confirmation	99		314		n/a		
Your Best Us Bible Study	92						

## Sunday Live Stream Page Visits

	<u>Unique Page Views</u>
March 15, 2020	166
March 22, 2020	766
March 29, 2020	697
April 5, 2020	871
(Good Friday) April 10, 2020	510
April 12, 2020	1,217
April 19, 2020	698
April 26, 2020	627
May 3, 2020	555
May 10, 2020	524

## YouTube

	<u>April 2020</u>	<u>March 2020</u>
Views	8,040	3,739
Minutes Watched	95,012	31,546
New Subscribers	43	45

170 Total Subscribers to date