

February 5, 2021

To: Congregation Council  
From: Danelle Andrews, Director of Digital Media  
Re: February Report to Council

**Overview of the Digital Media that we are currently using at Trinity:**

Website (TrinityCampHill.org)  
Facebook – 3 pages (@TrinityCampHill, Trinity Camp Hill Members Group, and @GoodThingsComeIn3s)  
Instagram – 2 accounts (@TrinityCampHill, @goodthingscomein3s)  
Twitter – 1 account (@TrinityCampHill)  
YouTube – 1 account (@TrinityCampHill)  
Podcast – TrinityCampHill.org/GoodThingsComeInThrees; Can also be listened to on Amazon Music, Spotify, Apple, or on your favorite app with our RSS feed.

*This report will give a high level look at all of our accounts. We do keep specific data on all of our posts, but would be too much to share in one report.*

**Website Analytics**

In the last 3 months we have had 33,000 page views on our website. In January, the Top 10 most viewed pages (from 1 – 10) were : Home Page, Livestream, Good Things Come In Threes, Livestream Check in, Daily Lectionary, Donate, Preschool, Council Minutes, News and Events, and Preschool Classes. MaryAlin Lubold submits a full report on the website every quarter. You can [click here](#) to see her last report dated January 11.

**Facebook Analytics**

We are currently posting to Facebook at least 5 times per week. The posts can vary from straight informational to inspirational to just plain fun! The pastors are doing regular check ins, as well as hosting the Friday Prayer Service on our Facebook page. In addition to our Trinity run page, we have a “members” group, where folks can share news and updates with their Trinity family. Also, in late December, we started a page specifically for our podcast (Good Things Come In Threes.) Here is the analytical data for these three pages:

Trinity Camp Hill Page		<u>Averages of Last 3 months</u>		
Total Likes	Total Followers	Avg. Daily Reach	Avg. Daily Engagement	Avg. Daily Impressions
720	814	548	71	1168

Trinity Camp Hill Members Page		<u>Averages of Last 3 months</u>		
Active Members	Total Members	Avg. Number of Posts	Avg. Number of Comments	Avg. Number of Reactions
246	542	60	97	839

Good Things Come In Threes Page		<u>Since Page was launched on December 29</u>		
Total Likes	Total Followers	Avg. Daily Reach	Avg. Daily Engagement	Avg. Daily Impressions
65	81	110	15	140

**Reach** is the number of people our content is seen by on Facebook. Reach helps us learn and understand what our audience likes, and why certain posts outperform others. **Engagement** measures the number of times someone took action on our posts. That could mean clicking a link, sharing your post, making a reaction or leaving a comment. **Impressions** measure the number of times our posts were seen. That includes if one post was seen multiple times by a single user.

### Instagram Analytics

We are posting photos to our Instagram page approximately 3 – 4 times per week. We are still newer to the Instagram world, as we only started pushing our account during the pandemic shutdown in the spring. We are currently running two accounts – Trinity Camp Hill and Good Things Come In Threes. We see a lot of potential for growth in this area.

January 2021	Trinity Camp Hill	Good Things Come In Threes
Number of Followers	158	21
Accounts Reached	161	27
Interactions on Posts	149	42
Number of Impressions	1624	183

### Twitter Analytics

We have never been able to gain good traction on our Twitter account. We currently only post there once a week (our Sunday morning post.) We only have 24 followers on this account, and only 1 who actively shares our posts. We keep this account active so that we have a presence and that if things swing back this direction we can jump right into it. For now, this is not a main focus of our Digital media.

### YouTube Analytics

YouTube is home to all of our videos – Faith Formation, Worship, Sermons, FaithX, etc. With the addition of Livestream, this account has really grown. The first week of March, 2020 we had 103 views, with 6 hrs total of view time. This past week we had 550 views and 142 hours of view time. We currently have 323 subscribers on our channel.

YouTube Channel	<u>Averages of Last 3 months</u>			
Subscribers gained (in the last 3 months)	Avg Monthly Views	Avg. Monthly Impressions	Avg # of Unique Viewers	Avg. Hours Watched
56	4,759	26,204	2,356	1,051

**Average Views:** Number of people who have viewed our videos ( these are not all unique users.) **Average Monthly**

**Impressions:** Number of times that YouTube shows our thumbnail to folks it deems as "interested" in our content.

**Average # of Unique Viewers:** Number of different devices who have tuned into our content. **Avg. Hours Watched:** Total number of hours folks spent watching our content in a month..

## Podcast Analytics

We are so excited to be kicking off this new podcast "Good Things Come in Threes." Our pastors are doing a fabulous job with the content. We will be releasing a new episode every other week. Along with this podcast came a new Facebook page and Instagram account. We also are managing our content on our website, along with Amazon Music, Spotify, and Apple.

<b>Listens as of Feb. 4, 2021</b>	Spotify	Apple	Amazon/Website/RSS Feed	<b>Total Listens</b>
Episode 1	14	25	156	195
Episode 2	8	21	96	125
Episode 3	5		23	28

<b>Followers as of Feb. 4, 2021</b>	
Spotify	12
Apple	25

Avg Listen Time = 28:28
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If you would like any additional information or specifics on these digital media analytics, please feel free to reach out to me directly. I encourage you all to find us on Facebook and Instagram, subscribe to our YouTube channel, and check out our podcast! There is some good stuff happening out there.

Thank you,

Danelle Andrews