

**March 2, 2021**

To: Congregation Council  
From: Danelle Andrews, Director of Digital Media  
Re: March 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**

We are averaging approximately 10,000 visits per month on our website. The top visited pages are our home page, donation page, and pages related to worship and livestream. One of our webmasters, MaryAlin Lubold, submits a full website report each quarter. You can [click here](#) to see her last report dated January 11.

**Facebook Analytics**

We post to our FB pages approximately 5 times per week. These include our main page, members page (where anyone can post), and podcast page. *Our activity on our Members Page and Trinity Page was down slightly this month. I believe that simply had to do with the number of days in the month and number of posts. We did however see an increase in activity on our podcast page, as more people found us and have begun following us.* 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 |
| 725                    | 825             | 451                              | 66                    | 982                    |

| Trinity Camp Hill Members Page |               | <u>Averages of Last 3 months</u> |                         |                          |
|--------------------------------|---------------|----------------------------------|-------------------------|--------------------------|
| Active Members                 | Total Members | Avg. Number of 4Posts            | Avg. Number of Comments | Avg. Number of Reactions |
| 189                            | 540           | 56                               | 103                     | 856                      |

| 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 |
| 69                              | 86              | 123   | 18                    | 153                    |

**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. Our numbers month over month increased slightly on both accounts.

| February 2021         | Trinity Camp Hill | Good Things Come In Threes |
|-----------------------|-------------------|----------------------------|
| Number of Followers   | 162               | 29                         |
| Accounts Reached      | 150               | 26                         |
| Interactions on Posts | 176               | 43                         |
| Number of Impressions | 1816              | 261                        |

### 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. We currently have 332 subscribers on our channel. Our Livestream services were the most watched videos this past month.

| YouTube Channel                 | <u>Averages of Last 3 months</u> |                          |                         |                    |
|---------------------------------|----------------------------------|--------------------------|-------------------------|--------------------|
| Subscribers gained (last month) | Avg Monthly Views                | Avg. Monthly Impressions | Avg # of Unique Viewers | Avg. Hours Watched |
| 8                               | 4,756                            | 28,772                   | 1998                    | 1,026              |

**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 two months into our podcast and we are continuing to get great reviews! We have a total of 569 listens on our first 4 episodes. We really encourage all of you to check it out and share with friends!

| Listens as of March 2 | Spotify | Apple | Amazon/Website/RSS Feed | Total Listens |
|-----------------------|---------|-------|-------------------------|---------------|
| Episode 1             | 18      | 33    | 168                     | 219           |
| Episode 2             | 12      | 28    | 113                     | 153           |
| Episode 3             | 10      | 26    | 66                      | 102           |
| Episode 4             | 8       | 21    | 66                      | 95            |

| Followers as of March 2 |    |
|-------------------------|----|
| Spotify                 | 18 |
| Apple                   | 36 |

|                         |
|-------------------------|
| Avg Listen Time = 27:30 |
|-------------------------|

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