

April 13, 2021

To: Congregation Council  
From: Danelle Andrews, Director of Digital Media  
Re: April 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. We are currently experiencing issues with our Google Analytics, a detailed report will follow when we have this issue resolved.

**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. We continue to build an audience, but still need to work to keep our audience engaging with our pages. Most numbers were better in March than in February, but still slightly lower than the averages with Christmas in the mix. Here is the analytical data for these three pages:

Trinity Camp Hill Page		<i>Averages of Last 3 months</i>		
Total Likes	Total Followers	Avg. Daily Reach	Avg. Daily Engagement	Avg. Daily Impressions
730 ↑	845 ↑	429 ↓	61 ↓	961 ↓

Trinity Camp Hill Members Page		<i>Averages of Last 3 months</i>		
Active Members	Total Members	Avg. Number of Posts	Avg. Number of Comments	Avg. Number of Reactions
151 ↓	554 ↑	51 ↓	84 ↓	719 ↓

Good Things Come In Threes Page		<i>Averages of Last 3 months</i>		
Total Likes	Total Followers	Avg. Daily Reach	Avg. Daily Engagement	Avg. Daily Impressions
69 ↑	86 ↑	106 ↓	15 ↓	133 ↓

**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	167	37
Accounts Reached	145	66
Interactions on Posts	172	33
Number of Impressions	1861	247

### 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 347 subscribers on our channel. All other numbers dropped slightly in a 3 month rolling average because you no longer have Christmas in the numbers. 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
15	3,704	26,831	1,566	771

**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 three months into our podcast and we are continuing to get great reviews! We have a total of 853 listens on our first 7 episodes. Our next episode will air on Wednesday, April 14. We really encourage all of you to check it out and share with friends!

Listens as of April 1	Spotify	Apple	Amazon/Website/RSS Feed	Total Listens
Episode 1	19	33	174	226
Episode 2	14	28	121	163
Episode 3	16	26	72	114
Episode 4	9	27	87	123
Episode 5	15	2	53	70
Episode 6	12	24	64	100
Episode 7	3	9	45	57

Followers as of April 1	
Spotify	19
Apple	35

Avg Listen Time = 29:30

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