

May 7, 2021

To: Congregation Council
From: Danelle Andrews, Director of Digital Media
Re: May 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. In April, the top visited pages were the home page, livestream, worship check-in, preschool, and podcast. This past month we did a hard push for preschool registrations, so it was very nice to see the website data reflect that work.

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 audience continues to grow and was much more engaged in April than they had been in the past. Part of this had to do with Holy Week and Easter. Another part came from some of the more fun and light hearted posts we did involving our sermon series and podcast. The Pastors and I are going to sit down and have a discussion regarding their Check-Ins and how we might make them more engaging for the audience.*** 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
733 (+)	841 (+)	492 (+)	64 (-)	1078 (+)

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
368 (+)	555 (+)	46 (-)	95 (-)	698 (-)

Good Things Come In Threes Page		<u>Averages of Last 3 months</u>		
Total Likes	Total Followers	Avg. Daily Reach	Avg. Daily Engagement	Avg. Daily Impressions
71 (+)	88 (+)	91 (-)	15 (-)	126 (-)

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.

Facebook Ads At the end of March and April we ran two different Facebook ads. The first Ad was for the Way of the Cross event that was held on Good Friday. The second was a promotion for the Trinity Preschool to help boost registrations. Here are the results of the ads:

Way of the Cross – Cost: \$30. Reach: 2,091 people. Engagements: 70 people. Responses: 21 people said they would attend or were interested in the event. The ad ran for 15 days prior to the event.

Trinity Preschool Playgroup – Cost: \$20. Reach: 2,360 people. Engagements: 182. The ad ran for 20 days.

Instagram Analytics

We are posting photos to our Instagram page approximately 3 – 4 times per week. 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. **We are still newer to the Instagram world and have not developed a strong following yet. That being said, April was a good month for our accounts. This is because of our more fun posts related to the Star Wars Sermon themes and our podcast topics.** Here are the numbers for the month:

Apr-21	Trinity Camp Hill	Good Things Come In Threes
Number of Followers	168 (+)	38 (+)
Accounts Reached	213 (+)	54 (-)
Interactions on Posts	178 (+)	54 (+)
Number of Impressions	2127 (+)	289 (+)

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 350 subscribers on our channel. Our numbers for April were up over March, but still down from January and February. We are starting to see a decline in our Livestream numbers on Sunday mornings. Not significant, but enough to start some conversations about the future of what that service looks like and how we can continue to support our at home worshiping community as we begin to return to more “normal” in-person services. 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
12	2,920 (-)	19,911 (-)	1,094 (-)	689 (-)

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 four months into our podcast and have hit the 1000 mark on listens! We have been hearing great reviews and are excited for the future. We are looking to bring in some additional "special guests" who will hopefully help to broaden our audience a bit. We have been having a lot of fun with this project! Our next episode will air on Wednesday, May 12. We really encourage all of you to check it out, share with your friends, and follow us on social media.

Listens as of May 1	Spotify	Apple	Amazon/Website/RSS Feed	Total Listens
Episode 1	20	33	175	228
Episode 2	14	29	124	167
Episode 3	16	27	74	117
Episode 4	9	28	92	129
Episode 5	16	5	56	77
Episode 6	15	28	70	113
Episode 7	10	25	54	89
Episode 8	5	15	45	65
Episode 9	3	12	33	48

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