

October 12, 2021

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

Below you will find some analytical information regarding our current online and social media offerings. A website report will be submitted by the webmaster quarterly. In addition to monitoring and updating these social media outlets, I have been working on:

1. Helping to get Moses going with Faith Formation. Weekly I attend the Faith Formation Task Force meeting and assist with Ikea Church. I have also been helping to get things rolling for this "regular" season of Faith Connect. I am excited to have Moses on board and I know he will do great things for Trinity.
2. I have been working with the Stewardship team on the new Give, Serve, Lead videos. If you would like to participate, please find me in the Library before or after the Leadership summit on Wednesday, October 13.

### 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.*

### 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. ***The summer was a much slower time on our social media outlets. There was less going on at the church and therefore our activity on social media slowed down slightly. We had a high mark in July for VBS. Our podcast took a break for the month of August and we had far fewer posts on our page that month. Things are picking up again with the addition of Ikea Church, Faith Connect classes, and regular podcasts.*** 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
754 (+)	859 (+)	354 (-)	46 (-)	720 (-)

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
286 (-)	553 (-)	35 (-)	80 (-)	636 (-)

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
78 (+)	93 (+)	10 (-)	3 (-)	12 (-)

**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** Over the summer we ran two ads. The first was simply to draw folks to our page. The second was for the Summer Sundae Sing-along. Here are the results of those ads:

**Facebook Page** – Cost: \$40. Reach: 1,512 people. Engagements: 28 people. Responses: 13 people.

**Summer Sundae Sing-Along** – Cost: \$20. Reach: 1,036 people. Engagements: 33. The ad generated 17 responses to the event and ran for 10 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. Here are the numbers for the month:

September 2021	Trinity Camp Hill	Good Things Come In Threes
Number of Followers	173 (+)	47 (+)
Accounts Reached	157 (+)	48 (+)
Interactions on Posts	228 (+)	47 (+)
Number of Impressions	1817 (+)	256 (+)

### 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 373 subscribers on our channel. We are averaging approximately 60 people watching live and 80 watching in the 7 days after. The average viewer is watching for 26 minutes. Our Livestream services still get the largest amount of views on our channel.**

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
6	2,131 (-)	15,134 (-)	867 (-)	375 (-)

**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 just got started back with Season 2 of our podcast! We are so excited to be bringing this new season to you! We have a bunch of great topics. **We are currently at 1,500 listens over our first 17 episodes.** We are happy with this number and hope to continue to grow this podcast. Find us on our website at [TrinityCampHill.org/GoodThingsComeInThrees](http://TrinityCampHill.org/GoodThingsComeInThrees). Make sure you subscribe to us on your favorite podcast app and leave us a review. Also, follow us on social media and tell your friends!

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