

January 11, 2022

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

December was quite a busy month. I was very happy to help the Faith Formation team pull off a successful Children's Pageant for Christmas Eve. This year, for the first time, we combined in-person "acting" with pre-recorded pieces. It was a wonderful pageant and I look forward to making it better next year.

I also organized our first annual "Christmas Tree Decorating Contest" and "Spirit Sundays." The goal of these initiatives was to increase social media engagement and to add some "fun" to the month of December. Both of these events were highly successful, especially the Christmas Tree contest. The final "voting" post on Facebook had over 500 engagements (we typically average around 50/post) and was shared 11 times (we don't typically see any shares on our posts!) We had 48 trees entered into the contest. The winners all received \$25 gift certificates to local stores/restaurants. I am very excited to continue this momentum with our page and come up with other ideas similar to this to continue to build our engagement.

I was happy to help to produce our Livestream services for Christmas Eve and Christmas Day. We had an online attendance of 472 on Christmas Eve and 144 on Christmas Day.

We also wrapped up our final episode of Season 2 of Good Things Come In Threes in December. Our new season will kick off in early February. I highly encourage all of you to listen to the podcast if you haven't done so yet! Find all of the details at TrinityCampHill.org/GoodThingsComeInThrees.

In addition to the things I mentioned above, I continue to manage or assist with all forms of digital communications – weekly eblasts, countdown slides, graphics, social media posts, website updates, etc. Below you will find some analytical information regarding our current online and social media offerings. A quarterly website report will be submitted by the webmaster.

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. 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
758 (+)	861 (+)	460 (+)	58 (+)	987 (+)

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
239 (-)	559 (+)	51 (+)	108 (+)	931 (+)

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
79 (+)	95 (+)	14 (+)	7 (+)	17 (+)

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 currently running two accounts – Trinity Camp Hill and Good Things Come In Threes. Here are the numbers for the month:

December 2021	Trinity Camp Hill	Good Things Come In Threes
Number of Followers	182 (+)	48 (+)
Accounts Reached	163 (+)	48 (+)
Interactions on Posts	162 (-)	27 (-)
Number of Impressions	1,695 (-)	171 (-)

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 385 subscribers on our channel. In December, our 9 am Livestream service averaged 56 live views and 99 in the 77 days after, with an average view time of about 23 minutes. Our Livestream services still get the largest amount of views on our channel.**

Our Christmas at Trinity concert was Livestreamed this year. Last year the entire concert was online. We had 70 views during the concert and 230 since. We have had a lot of feedback on how much folks appreciated the concert.

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

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, I Heart Radio, or on your favorite app with our RSS feed.