

Communications: Online Engagement Metrics

2014 was a year of growth for our online communications platforms. The website, Facebook page, and Twitter feed all showed significant growth.

Website

The number of people accessing information through the website and the number of pages that were viewed jumped close to 30% in 2014. A part of this increase is due to the interest surrounding the Assembly and the election of Archbishop Beach, but even when excluding this event from the data, the number of users visiting the site showed a 25% increase over 2013.

Sessions

24.97%

287,728 vs 230,239



Users

31.01%

154,193 vs 117,697



Pageviews

29.79%

746,035 vs 574,802



Pages / Session

3.86%

2.59 vs 2.50



Avg. Session Duration

2.12%

00:02:40 vs 00:02:37



Bounce Rate

-0.66%

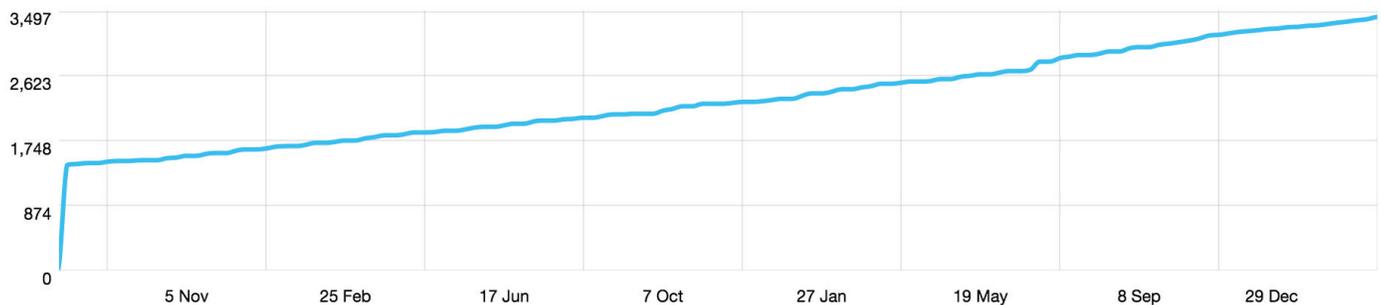
46.99% vs 47.30%



Twitter

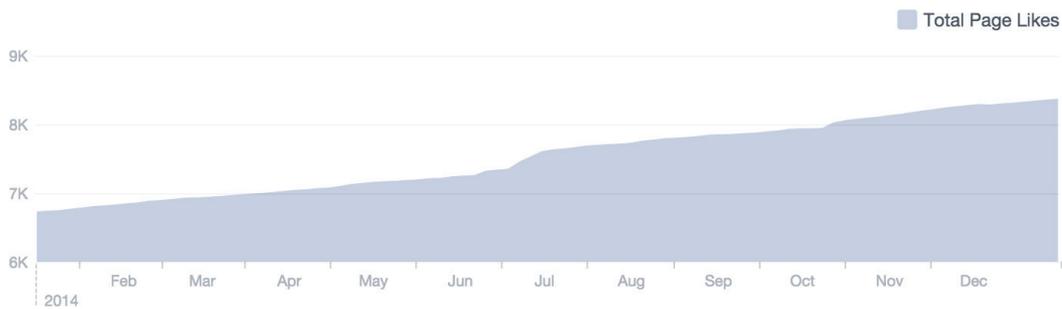
Followers of the ACNA on Twitter increased by 100% in 2014 from 1,639 to 3,277.

3,408 followers as of 2/23/2015 (days shown in Pacific time)



Facebook

The number of people following the Facebook page increased by 24% in 2014 from 6,733 to 8,372. Facebook estimated that the “Post Reach” for 2014 was over 950,000.



New Platforms

A couple of new online platforms have been developed over the last year which help to amplify our message.

We are blessed to have an Archbishop who uses social media. 1,698 people followed Archbishop Foley Beach's Facebook page and 752 followed his Twitter feed in 2014.

Facebook groups has also been created to foster professional relationships (Diocesan Communicators Group), share practical advice (Anglican Creative Professionals), and encourage healthy debate (ACNA Discussion Group).

In January of 2015 an official YouTube channel was created for the Anglican Church in North America. We have yet to really advertise this new channel, but intend to do so once more content is added to the site.

Our email newsletter, The Chronicle, has been revived with a new format and is now being sent on average of once a month to 7,500 people. One of my goals is to significantly increase this number in the next year. The average open rate for religious email newsletters is 27%. Our open rates for the Chronicle are between 40-50%.

Advertising

We have been asked by a few different organization (ex. Trinity School for Ministry, Nashotah House, etc.) to consider opening up advertising space on our website and email newsletter. In the next year, I will be exploring what this might look like. The positive aspects of doing this would be the service that it provides to some of our partners, and a modest new revenue stream. There is still work to be done to weigh this against the potential negatives (time, cost, brand identity, and legal considerations, etc.).

New Parish Finder, the New Website, and Congregational Reporting

A new parish finder that integrates with the congregational reporting system and Google maps was launched in January of 2015. This map makes it more intuitive for individuals to find churches that are close to them.

In 2015 a new website, built on the same platform as the congregational reporting system, will be released. The new system gives each congregation its own page where visitors can learn more about the congregation. In development is functionality that will give congregations the ability to add news items to their page. This is intend-

ed both to give visitors more information about a congregation, and in order to facilitate an Anglican Church in North America newswire service that will make it easier to share news with the larger Church.