

Facebook Analysis July 2019

The [REDACTED] Facebook page currently has 337 likes. With 68% of U.S. adults on Facebook, there are plenty of opportunities to increase that number ([source](#)). After looking at the [REDACTED] Facebook page from both an external perspective and internally by examining analytics, I've determined a few simple fixes that can be taken on the [REDACTED] Facebook page immediately. I've also outlined some long-term goals that will help you maintain and grow your audience moving forward.

STRUCTURE

Goal: Consolidate the [REDACTED] Facebook presence.

The most difficult part of reaching and building your audience can be finding them. Having so many parishes around the country with the same name can make it even more difficult. A unified Facebook presence can bring all of your viewers to the destination you want them to find. How can you do this? Combine existing [REDACTED] pages into one main page so that users find the correct page more easily without the distractions of the other pages. By integrating the location page (fourth bullet below), anyone who is tagging photos at the church will be tagging your main Facebook page, which may bring them to the page to see the news, events, etc. This means that non-parishioners who are attending weddings or baptisms at [REDACTED] and tagging photos of the event may be introduced to the church through the Facebook page.

Goal: Increase visibility of the [REDACTED] Facebook page.

Facebook provides data fields where you can add information that will make your page easier to find for your intended audience. How can the [REDACTED] page use this?

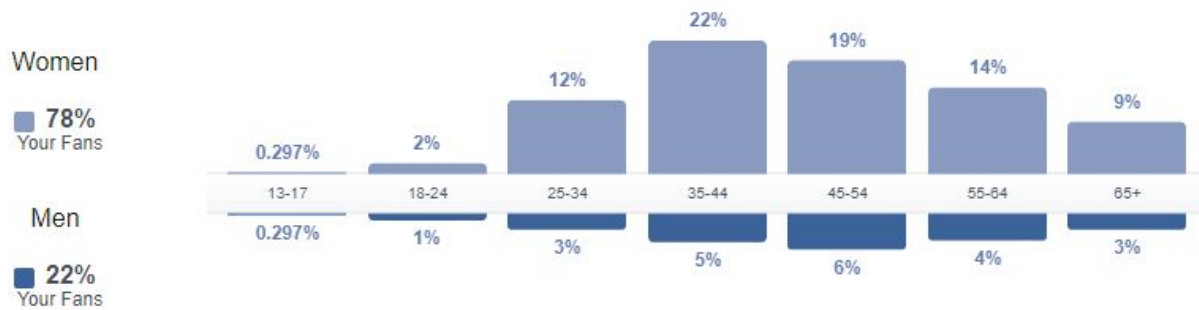
- Add location to the main Facebook page "about" section. Currently, there is no city on the address so Facebook isn't able to show this result to a relevant audience. After this change, the page is more likely to show up higher in search results for those in the St. Louis region.
- Change page name to something more descriptive to stand out from the crowd.
- Create a customized URL by adding a username. The username will follow "Facebook.com" in the URL.

AUDIENCE

Goal: Know and grow your audience.

The only way to find your potential audience is to know your current audience. This can also help you understand the content that they will engage with the most and give you a starting point to see how your audience grows over time. Who is your audience and what can you do to

engage with them? Using the information on your followers from the chart provided below, I've identified two audiences that can help you grow your following and increase your engagement level.



- Your largest audience is women 35-64. Because this audience already exists, consider creating posts that would appeal to them. With every share or engagement from them, your influence grows as you begin to reach their Facebook friends. Posts about something like women's retreats may perform better than other posts because the intended audience is already there.
- 15% of your audience is 25-34 years old. Based on our discussions, this is likely the audience you want to focus on growing. To do that, consider posting church events catered to young adults or stories about young adult parishioners.
- To grow all audiences, consider adding a Facebook icon to your website, adding the URL to your bulletin, and/or sending out an email introducing the social media to your mailing list.

CONTENT

Goal: Create a consistent stream of content that appeals to your audience.

With a small sample size, it's difficult to tell what is successful and what is not successful but the analytics do show that your audience is ready to be engaged as the posts you do have consistently get engagement. If a viewer comes to your page and sees that the last post was from a month ago, they may not think that this information source is current/updated. With a consistent posting schedule, it will be clear that your audience can expect a new post every week (or on the schedule you see fit). How do you continue to create content that will appeal to your audience on a consistent basis?

- Attempt to add a visual to every post. When people hear information, they're likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, people retain 65% of the information three days later ([source](#)). Adding visuals will catch your viewer's eye and help them remember the information moving forward.
- Post about events. Your most engaging post (excluding promoted posts) in 2019 was the [REDACTED] with 71 clicks and 42 reactions, comments and shares. Your community wants to get involved and events are a great way to spread the word quickly and get both social media and in-person engagement.

- 1200% more shares are generated by social videos than text and images combined ([source](#)). You have a beautiful video from earlier this year that had exceptional engagement - consider getting your video edited to fit the cover video section of your Facebook page (the visual that shows at the top of the page). Then, when viewers arrive on your page, they will immediately be drawn in by the most engaging content type: video.
- Test different types of posts. The only way to know if something will work is to try it. Consider creating a variety of posts to see how they perform and then move forward with what performs the best. Some ideas for pieces of content:
 - Quote graphic: Post a bible verse or quote from a saint with a photo of the church.
 - Mass preview: Film a video of [REDACTED] giving a preview of the readings for the upcoming weekend.
 - Content from your parishioners: Find photos that have been tagged at [REDACTED] and repost on Facebook.
 - Parishioner profiles/testimonials: Create a short profile of a family in the community on why they chose [REDACTED]. Include a photo of them at [REDACTED].
 - Livestream an event: Go live on Facebook with a video of an event like the opening of the renovated church, a talk/discussion, or a music ministry rehearsal.