

## SUMMARY

Since 2021 I have been managing both the PBSC website and the PBSC facebook page. A combined total of ten hours monthly is devoted to maintaining both on an ongoing basis.

The Society's website performance and health have continued to be good. Our primary audience is located in Canada, and we are also reaching secondary audiences in other English-speaking countries. While many people come to the website through a bookmarked link, we are also seeing increasing numbers of visitors coming to us through organic search engines such as google, through facebook, and also through other site referrals. Most visitors are specifically interested in the online BCP, but there has also been an overwhelming interest in the Common Prayer Canada App, as well as a good flow of traffic to other resources and articles. Notably in the last year we have added a Membership page which has generated good interest, as well as added forms for Coronation Prayers which has drawn a good amount of attention.

Our facebook page continues to see steady interest and modest growth. The greatest response we've had has been to a special prayer posted for the new king, and to a video of the Venite being sung in Inuktitut. There has also been good engagement with the posting of seasonal collects, and I continue to try to improve engagement through a variety of post types.

## WEBSITE/FACEBOOK CONTRACTS & TIME HANDLING

Following the launch of the new website in June 2021, I was contracted to spend six hours a month on ongoing maintenance of the website. This work has included content additions, corrections, running software updates, updating front page liturgical status, handling/forwarding email queries, and preparing reports. Beginning in October 2021, I was contracted to also take on management of the Society's facebook page, and to spend four hours per month curating content, responding to queries and comments as needed, and preparing reports. Though preparing graphics for facebook posts can be time consuming, we're now managing to keep the total combined time spent on web/facebook work to between 10 and 11 hours per month (whereas in 2021-2022 we were at times exceeding this).

## WEBSITE

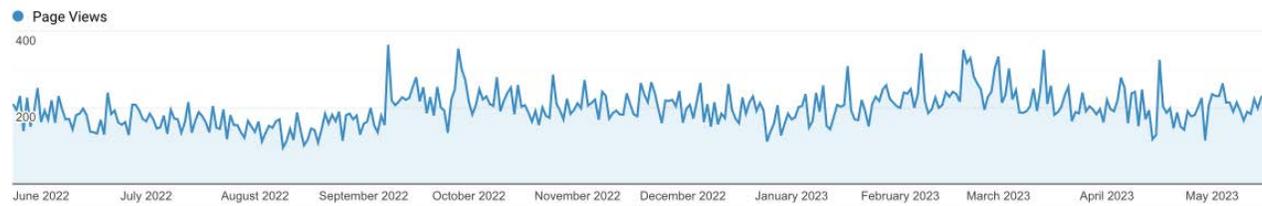
### DATA AVAILABLE

The current website (prayerbook.ca) was launched at the beginning of June 2021. The statistics that we have access to begin at that time, and are managed through Google Analytics. This data provides us with an excellent sense of the type of traffic the site receives (where visitors are located, how they arrive at the site, what they do once they are on it, etc.), and is a good foundation for discussion about what our "reach" looks like right now, and how we might wish to consider expanding that reach.

*Note: Google Analytics is in the process of transitioning users to a new system "GA4." At the end of March 2023 we opted-in to transition to the new system, which appeared to go smoothly, and should ensure that we maintain the most complete archive of data possible.*

## ANALYTICS CHARTS & GRAPHS (May 24, 2022 - May 23, 2023)

### PAGE VIEW OVERVIEW:



### AUDIENCE, ACQUISITION & BEHAVIOUR OVERVIEW:



### WHAT THE NUMBERS MEAN

The PBSC numbers are consistent and healthy, and demonstrate a strong baseline of regular users who are primarily interested in the online BCP. *The most popular page which is not a part of the online BCP (and also not the welcome page) continues to be the Common Prayer Canada App page (with 3082 unique views in the past year).* Several of the spikes in page views can be traced directly to social media posts made on facebook on those days (see the facebook section of this report).

A few indications which can be gleaned from the past year's worth of statistics (and which are consistent with what we've seen in the past) include:

- Our audience is primarily from Canada (46%), which is appropriate given our national mandate. The next highest country of origin is the US (33%), then the UK (5%). After that, the numbers are less than 2% each among a variety of countries.
- Approximately 33% of visitors to the site are "direct" acquisitions. This suggests that a good portion of our visitors have us bookmarked or know exactly where they want to go. 55% of our visitors arrive through organic search (e.g. google), 7% are referred from social media (e.g. facebook), and 5% are referred from other sources.
- A closer look at the 7% (1166 in total) of other referral sources (that is, visitors finding their way to our website through a link on another site), shows that most of our referrals come from justus.anglican.org (470 in the past year) or from wikipedia.org (138 in the past year), but we have also seen some good referrals coming in from local parish sites.
- Some of the pages which have generated noteworthy interest include: Musical Settings for Prayer Book Services (1384 views); Liturgical Resources (1065 views); About the Prayer Book (1004); BCP Worship Locator (803 views); "622" curriculum pages (490); Educational Resources (418); About the Society (382 views). *It's also worth noting that a new Membership page was set up at the end of December 2022 and has already shown good interest (175 views).* Diana Verseggy spearheaded producing this material as well as overseeing the set up of two Mailchimp accounts (with which I assisted) to separately track subscribers to the e-newsletter and members who register through an online portal.

- Among the featured articles, the highest number of views were for: The Prayer of Humble Access (543 views); A Review of the 2019 ACNA Prayer Book (449 views); Common Prayer and Common Worship Are Not The Same (336); J.I. Packer’s Video Series (330 views); Father Gethin’s index page (306 views), and The Omitted Imprecatory Psalms (231 views). *It should also be noted, that a page set up at the end of April to include Forms of Prayer for the Coronation has gained 231 views in just a month.*

Compared with the previous period (2021-2022) there are slightly more overall users (21k, up from 16k) and page views (72k, up from 67k), with a slightly larger percentage of those users coming through organic search (55%, up from 50%), but it also shows that users are spending less time on the site per visit (1.47m vs. 2.06m), and viewing fewer pages per session (1.93 vs. 2.14). The increase in visitors coming to us from organic search means that our website is ranking well with search engines, something which makes sense as we have unique and high quality content and which is well organized. The lower numbers in time spent can mean that people are landing on our site and quickly leaving again, or it may mean that they enter on the page they are looking for, read the information there, and then leave again having found what they came for. *Note: Most websites aim to keep visitors on the site, drawing them further in or moving them towards a particular goal (e.g. sales, which of course doesn’t apply to us). We might consider whether we want to set a goal (such as increased subscriptions or memberships), and then add material to other pages of the site that is specifically geared towards this outcome.*

## FACEBOOK

### INTRODUCTION TO SOCIAL MEDIA

In the last 10+ years, social media has become an indispensable tool for organizations of every stripe and size. However, in the rush to ensure a *presence* on social media, the unique culture and purpose of these platforms can sometimes be overlooked. All social media is meant to drive *engagement*, unlike traditional forms of organizational communication, which were essentially one-way. For churches and parachurch organizations there can sometimes be an (erroneous) expectation that mandates such as “proclamation” and “education” can be replicated from a website to a social media account with good results. Moreover, there can be a discomfort with the emphasis that social media places on user response. It’s important to understand from the outset that user response is

#### FACEBOOK DEFINITIONS:

**Page Likes** (1426, UP FROM 1262 LAST MAY)

The number of facebook users who have “liked” the PBSC facebook page.

**Page Follows** (1505, UP FROM 1303 LAST MAY)

The number of facebook users who receive notification of PBSC posts and updates through facebook.

**Post Reach:** The number of people who saw a post at least once. Reach is different from impressions, which may include multiple views of a post by the same people. This metric is estimated.

**Post Engagement:** The combined number of reactions, comments, shares and clicks on a post.

**Post Reactions/Likes:** The total number of reactions on a Facebook post. The reactions button on a post allows people to indicate different emoji-style responses to its content: Like, Love, Haha, Wow, Sad or Angry.

**Post Share:** The number of people who have shared a post to their own network of facebook followers.

**Link Clicks:** In the data below, this could indicate people following a link to other material (e.g. on our website) which was included in the post, but it might also indicate people clicking “view more” to see comments, etc.

very much *the point* of social media. With this in mind, we want to be aware that *our website* is the best vehicle for “proclaiming” and “educating,” but while we do want to draw people into accessing those resources, our best results will always be produced if we use facebook as it is intended — to drive engagement, response, interaction and dialogue. This will mean regular posting of unique and interesting content, and responding promptly when people do engage with our page. If we use facebook well, we can solidify and expand our following of interested individuals and parishes, draw that audience into a greater investment in our mission, and of course generate more traffic to our website.

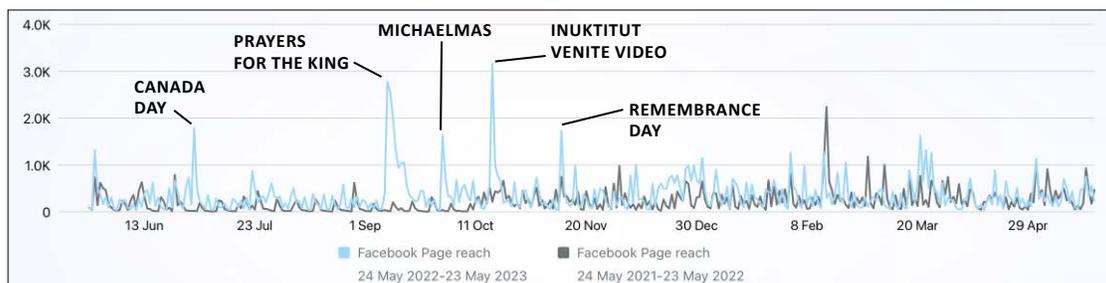
## PBSC PAST & PRESENT USE OF FACEBOOK

The PBSC facebook page was created in 2013. For many of those years our posts were comprised of a weekly graphic which included the Sunday and/or major feast day collects. This established a footing for the Society on the platform and generated a base of followers, likely comprised mainly of BCP-loving Anglicans interested in having the weekly collect show up in their regular facebook news feed.

This was significantly expanded upon by Dean Chris Dow some months prior to the start of my contract in October 2021, and since then I’ve been focusing on expanding the type and frequency of content that we post to improve on overall engagement. Our goal is to maintain and increase the level of engagement we have with existing contacts and to increase our overall reach. In other words, those users of facebook who follow the PBSC, we want to see continuing to value the material we post, to “like” it, to comment on it, and to share it with their own networks. We also want to grow the number of people who choose to follow us. The data from the past year shows modest, healthy growth in these areas (see pink box on previous page).

I want to especially thank Dean Chris Dow who is very active on our facebook page, adding greatly to the value of what we offer. *Those of you who are on facebook are warmly invited and encouraged to interact with our page content through commenting, sharing and reacting to material as it is posted.*

### FACEBOOK PAGE REACH:



The above chart shows the past year (blue) placed over the data from the previous period (grey) for comparison. Overall, this reflects a year-over-year improvement.

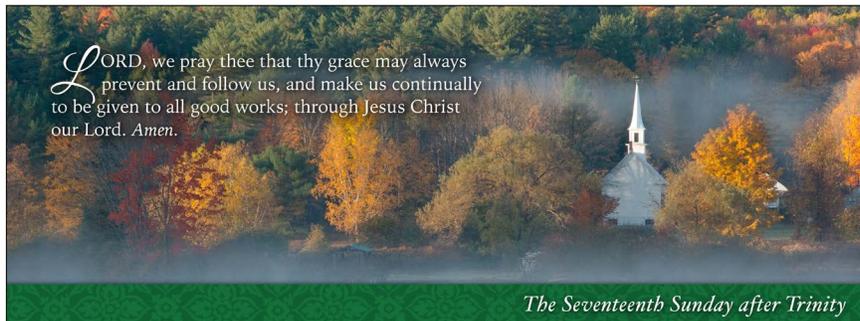
The specific content types that we have been posting, include the following (*numbers appearing in brackets refer to total reach*):

- **Cover image updates:** At the top of the facebook page is a banner, which I have been changing weekly to coincide with the Sunday collects. A steady and modest number of likes and

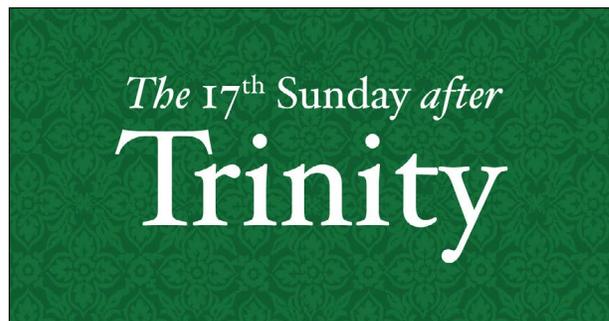
shares result from this update, which is primarily done to keep the page fresh and current for the benefit of those who are newly arriving on it to see.

- **Sunday collect, readings, and resources posts:** Each Saturday a similar item is posted which indicates the liturgical details for the next day, along with links to the collect, readings and meditations by Father Gethin Edward and Bishop Michael Hawkins. These are also very modest in the interest they produce, but make up an important component in the mix nevertheless.
- **Unique seasonal and feast day collects** are also posted, some of these generating very little response, and others generating great enthusiasm. Most notably, we had a strong response to posts for Michaelmas (2559), Remembrance Day (2357), Thomas Cranmer (2172), Valentine (1803), Candlemas (1668), New Year's Day (1664), Holy Cross Day (1541), Athanasius (1426), and Ash Wednesday (1424).
- We also add content of an **informational or news-related** nature on an ongoing basis. These include notices about new content on the website, such as additions to the Musical Settings page (1301), the BCP locator page (875), the annual bursary deadline announcement (822), and the availability of BCP calendars (422).
- We also continue to highlight some of the great articles and resources on the website by placing succinct **quotes** into graphics with links to read more.
- Overall, the largest response we've seen during this period was for a prayer for the new king, which was posted on September 9th, and has had a reach of 9215.

## FACEBOOK POST & DATA SAMPLING



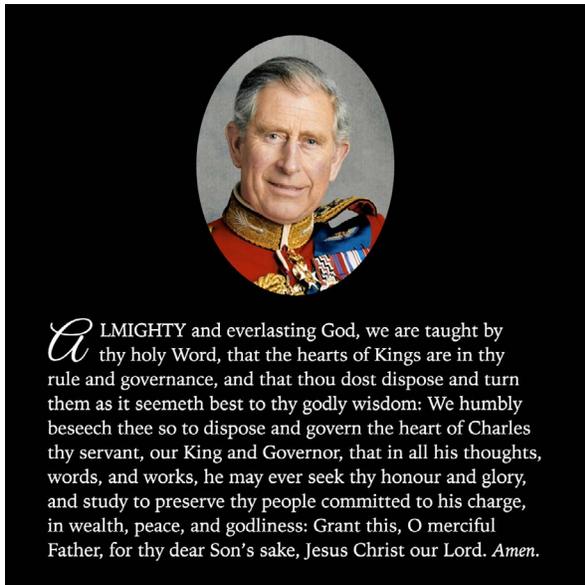
< A TYPICAL "COVER" GRAPHIC, UPDATED EACH WEEK AND PLACED AT THE TOP OF THE PBSC FACEBOOK PAGE.



< A POST IS ALSO ADDED EACH SATURDAY AFTERNOON, LINKING TO THE COLLECT, READINGS, AND LITURGICAL MEDITATIONS ON THE WEBSITE FOR THE FOLLOWING DAY.

## FACEBOOK POST & DATA SAMPLING (CONTINUED)

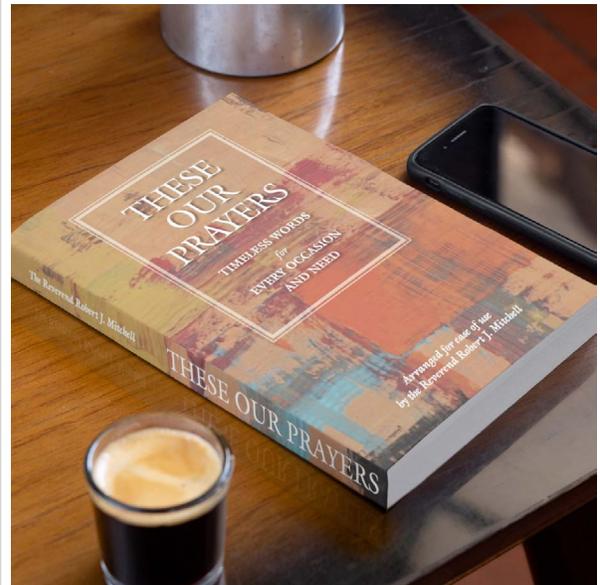
POSTED SEPTEMBER 9, 2022:



We pray for the new King...

TOTAL REACH: 9215 | LIKES/REACTIONS: 571  
LINK CLICKS: N/A | COMMENTS: 113 | SHARES: 80

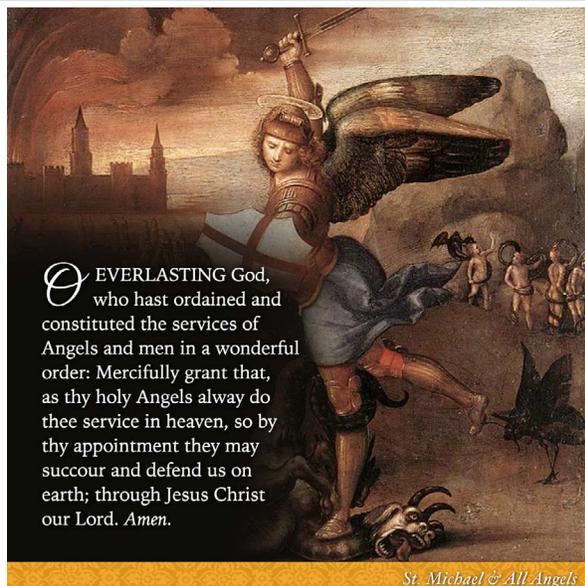
POSTED SEPTEMBER 15, 2022:



NEW BOOK! "These Our Prayers: Timeless Words for Every Occasion and Need" is a newly released book sponsored in part by the PBSC. A review of the compilation and further details are available here: <https://prayerbook.ca/these-our-prayers/>

TOTAL REACH: 840 | LIKES/REACTIONS: 40  
LINK CLICKS: 61 | COMMENTS: 6 | SHARES: 7

POSTED SEPTEMBER 29, 2022:



Today in the Church calendar we celebrate St. Michael and All Angels. We remember in prayer all those ministries that bear this name.

TOTAL REACH: 2559 | LIKES/REACTIONS: 90  
LINK CLICKS: N/A | COMMENTS: 6 | SHARES: 15

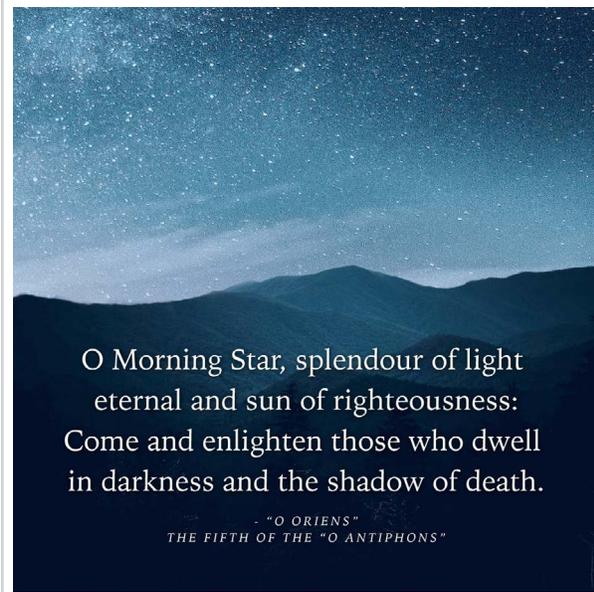
POSTED OCTOBER 16, 2022:



TOTAL REACH: 4655 | LIKES/REACTIONS: 185  
LINK CLICKS: N/A | COMMENTS: 12 | SHARES: 22

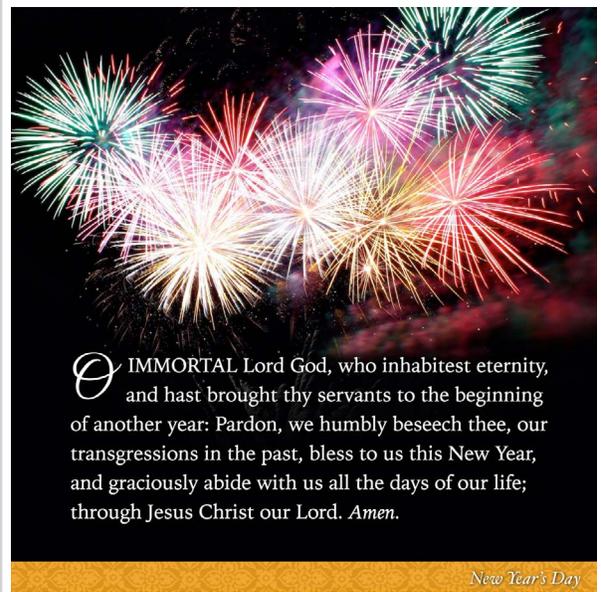
## FACEBOOK POST & DATA SAMPLING (CONTINUED)

POSTED DECEMBER 20, 2022 (SAPIENTIA SERIES):



TOTAL REACH: 817 | LIKES/REACTIONS: 52  
LINK CLICKS: N/A | COMMENTS: 1 | SHARES: 15

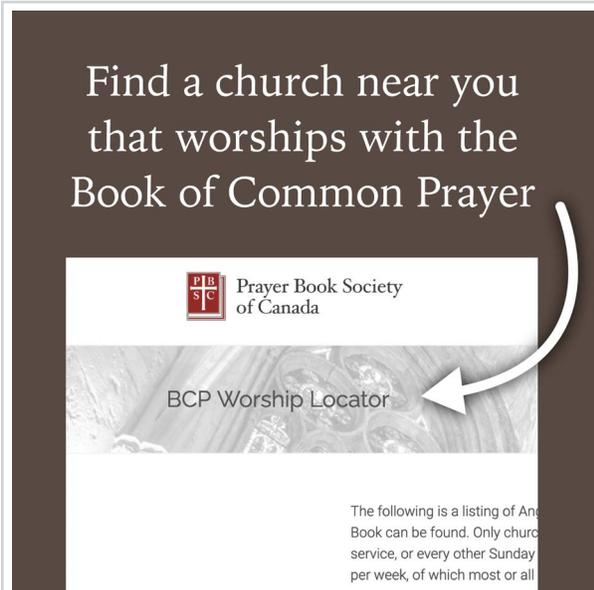
POSTED JANUARY 1, 2023:



Happy New Year!

TOTAL REACH: 1664 | LIKES/REACTIONS: 71  
LINK CLICKS: N/A | COMMENTS: 28 | SHARES: 14

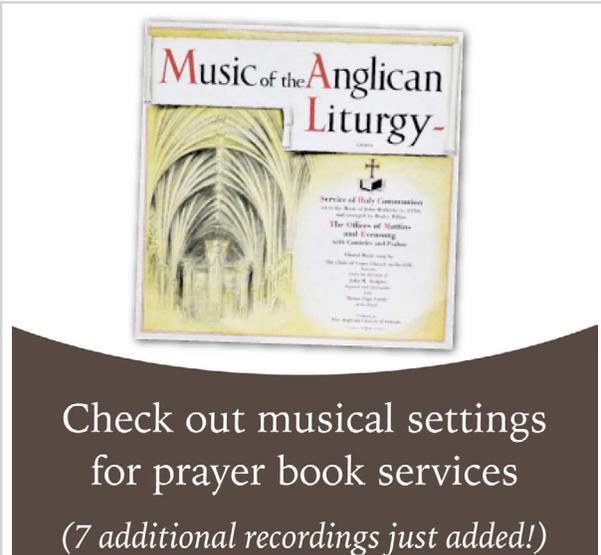
POSTED JANUARY 17, 2023:



<https://prayerbook.ca/contact/bcp-worship-locator/>

TOTAL REACH: 875 | LIKES/REACTIONS: 36  
LINK CLICKS: 74 | COMMENTS: 14 | SHARES: 6

POSTED FEBRUARY 7, 2023:

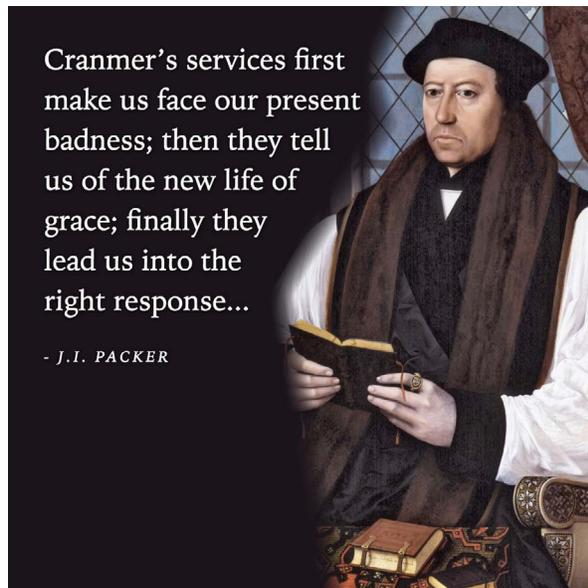


<https://prayerbook.ca/musical-settings-for-prayer-book-services/>

TOTAL REACH: 1301 | LIKES/REACTIONS: 58  
LINK CLICKS: 102 | COMMENTS: 7 | SHARES: 8

## FACEBOOK POST & DATA SAMPLING (CONTINUED)

POSTED MARCH 21, 2023:



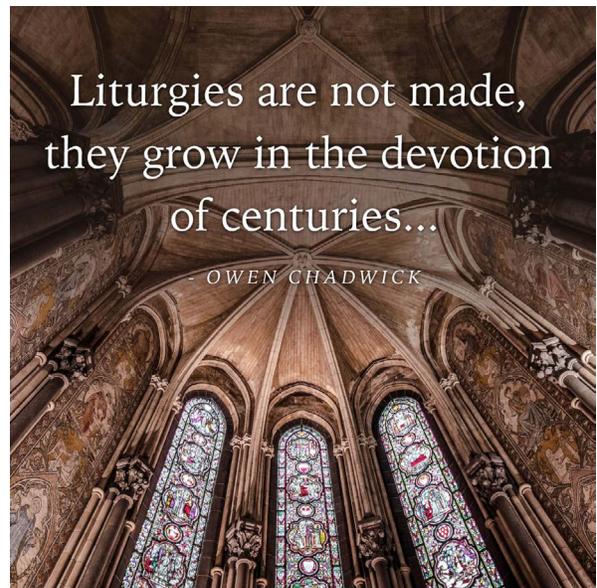
Cranmer's services first make us face our present badness; then they tell us of the new life of grace; finally they lead us into the right response...

- J. I. PACKER

Today in the calendar, we celebrate the life and witness of Thomas Cranmer (1489-1556), with particular gratitude for his role in the writing of the Book of Common Prayer.

TOTAL REACH: 2172 | LIKES/REACTIONS: 117  
LINK CLICKS: N/A | COMMENTS: 7 | SHARES: 17

POSTED MARCH 23, 2023:



Liturgies are not made, they grow in the devotion of centuries...

- OWEN CHADWICK

As quoted by Dr. Jesse Billett in a recent lecture on Canada's Prayer Book. Full text here: <https://prayer-book.ca/canadas-prayer-book/>

TOTAL REACH: 1744 | LIKES/REACTIONS: 86  
LINK CLICKS: 34 | COMMENTS: 2 | SHARES: 16

POSTED APRIL 14, 2023:



Now available online...  
"Parish Alive" Baptism Preparation video

Yes... that really is Bishop Stephen Andrews! More here: <https://prayerbook.ca/parish-alive-video-series/>

TOTAL REACH: 998 | LIKES/REACTIONS: 34  
LINK CLICKS: 32 | COMMENTS: 3 | SHARES: 3

POSTED MAY 22, 2023 (DATA FOR TWO DAYS):



Happy Victoria Day!

TOTAL REACH: 584 | LIKES/REACTIONS: 59  
LINK CLICKS: N/A | COMMENTS: 3 | SHARES: 5