

REPORT OVERVIEW

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 continue to be good. Our primary audience is located in Canada, and we are also reaching secondary audiences in other English-speaking countries, with a growing global reach. While many people come to the website through a bookmarked link, most visitors come to us through organic search engines. Most visitors are specifically interested in the online BCP, but there is also a good flow of traffic to other resources and articles. Notably in the last year we issued a statement on Medical Assistance in Dying (MAiD), which caused a significant spike in the number of visitors to the website.

Our facebook page continues to see steady interest and modest growth. During the past year, we have begun posting quarterly reminders asking friends and members to consider supporting the PBSC financially. Since January 2024, we have also begun to enhance our Sunday posts with art visuals with good response.

As an added effort to raise awareness about the need for donations, some of my contract time has been used to produce a (Financial) "Narrative Snapshot," which is available with this year's AGM materials.

WEBSITE/FACEBOOK CONTRACTS & TIME HANDLING

Following the launch of the 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.

In reality, the graphics production for facebook is more time consuming than the maintenance work needed on the website, so I pool the allotted time and use it wherever it is most needed. Initially there was some difficulty in keeping the time within 10 hours, but now that many of the more intensive tasks related to starting up have been handled, 10 hours is sufficient for the work that needs doing. This past month, we were able to allot some of that time to the production of a (Financial) "Narrative Snapshot" (further details on page 10).

WEBSITE

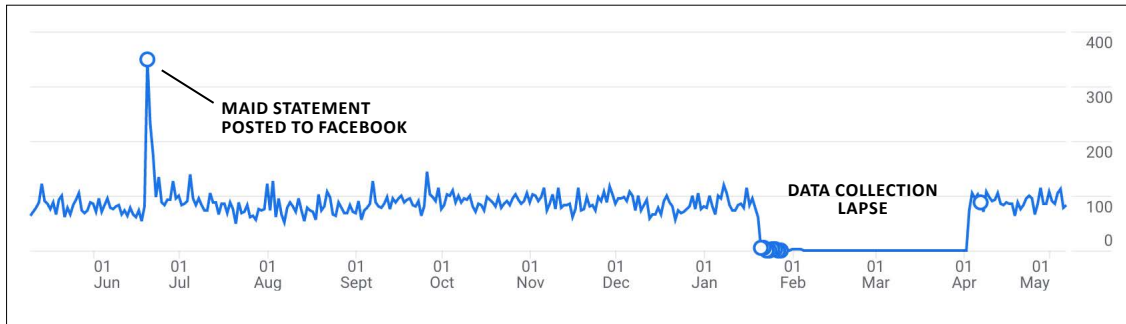
DATA AVAILABLE

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. Google Analytics transitioned users to a new system ("GA4") this past year, and though we followed the necessary steps to ensure data transition, we experienced a lapse in data collection between late January 2024 and early April 2024. Regrettably, I didn't immediately realize the statistics were no longer being collected until I logged in to complete my April report for Council. I am now checking the dashboard weekly, and so far it appears to be operating as it should.

THE NUMBERS & WHAT THEY MEAN

The PBSC numbers are consistent and healthy, and demonstrate a strong baseline of regular users who are primarily interested in the online BCP.

Overall Number of Visitors



The data in the graph above clearly shows one particular spike in visits, which can be traced directly to the social media post made on facebook that day. It was June 20, 2023, the day on which we posted a link to our MAiD statement. That particular facebook post generated a great deal of interest, reaching 2,431 viewers and receiving 166 link clicks (see page 5 for more).

Acquisition of Visitors



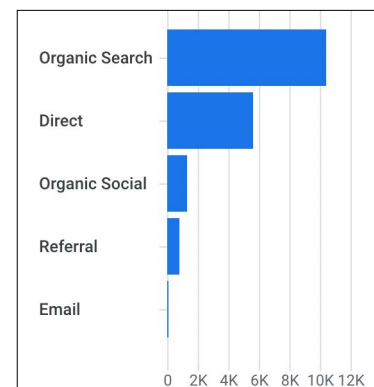
Directly above is a visual breakdown of where our audience comes from. As you can see, our audience is primarily from Canada, which is appropriate given our national mandate. The next highest countries are the US and UK, but there is growing global interest also.

At right you can see that the majority of our visitors are finding their way to our website through organic search (primarily Google), but many are also coming “direct” which suggests that a good portion of our visitors have us bookmarked or know exactly where they want to go.

All of these numbers are consistent with what we’ve seen in the previous reporting period.

Popular Pages

As in the past, visitors to our website are overwhelming interested in the online BCP, which consistently receives by far the highest number of views. Following that, once again, the Common Prayer Canada app page also



received a large number of views. *In reviewing the data below, please keep in mind that there's a gap in the reporting numbers of almost three months, so the totals are lower than they would actually have been.*

Within the BCP pages, if we drill down into those numbers the highest viewed pages are:

- Propers - 5,349
- Morning Prayer - 2,434
- Family Prayer - 1,744
- Holy Communion - 1,731
- Psalter - 1,681
- Burial - 1,293
- Prayers & Thanksgivings - 1,175
- Compline - 971

Other pages on the website which have shown strong interest include:

- Musical Settings for the Prayer Book Services - 1167
- Position Statement on Medical Assistance in Dying - 1055
- Liturgical Resources - 924
- About the Prayer Book - 838
- BCP Worship Locator - 625
- Educational Resources - 337
- J.I. Packer Video Series - 318
- Contact - 255
- About the Society - 236
- National Council - 203
- Bursaries - 191

Articles with the highest view numbers in the past year are:

- The Prayer of Humble Access - 492
- A Liturgy of Comfort - 289
- Common Prayer And Common Worship Are Not The Same - 231
- A Review of the 2019 ACNA Prayer Book - 224
- J.I. Packer, The Prayer Book Path - 198
- Comfortable Words, A Series of Reflections - 190

FACEBOOK

A QUICK INTRODUCTION TO SOCIAL MEDIA

Social media is an important tool for organizations of every stripe and size, but it's important to note that the function and purpose of social media is distinct from that of a website. Whereas, our website is the best vehicle for "proclaiming" and "educating," facebook is intended to drive engagement, response, interaction and dialogue. PBSC's goal with facebook is to regularly post unique and interesting content, and to respond promptly when people engage with it, so that we can solidify and expand our following of interested individuals and parishes, draw that audience into a greater investment in our mission, as well as generate more traffic to our website.

A QUICK SUMMARY OF PBSC'S PAST 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.

In 2021, Dean Chris Dow expanded the facebook presence by adding content that was more unique and engaging on a regular basis.

In October 2021, I was contracted to continue to build upon the work that had already been done, with a view to maintaining and increasing 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 wanted 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 wanted to grow the number of people who choose to follow us.

The data from the past year shows modest, healthy growth in these areas.

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 DEFINITIONS:

Page Likes (1554, UP FROM 1426 LAST MAY)

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

Page Follows (1674, UP FROM 1505 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.

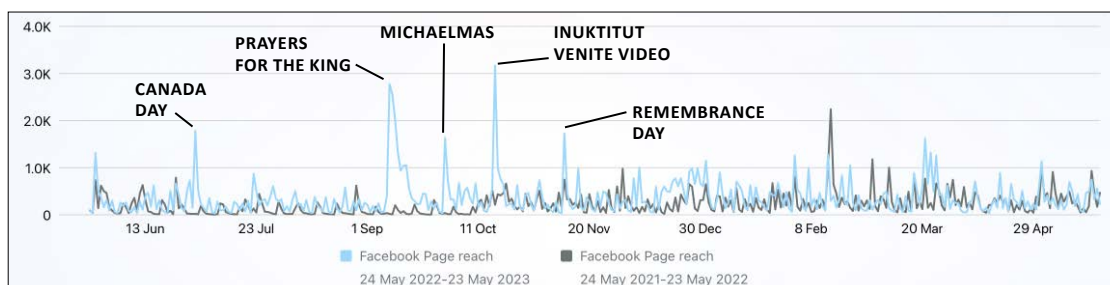
Post Reactions/Likes: The total number of reactions on a Facebook post. The reactions button on a post allows people to indicate different emoji-style responses to its content: Like, Love, Haha, Wow, Sad or Angry.

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

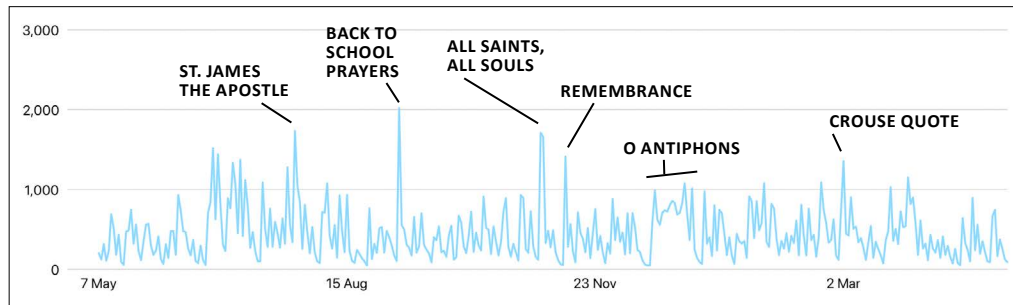
Link Clicks: In the data below, this could indicate people following a link to other material (e.g. on our website) which was included in the post, but it might also indicate people clicking “view more” to see comments, etc.

2023-2024 PERIOD: OVERALL REACH MODESTLY UP

In the previous period (2022-2023), we saw a lot of spikes in the overall “reach” of the facebook page. I include that graph again below. The 2022-2023 numbers (blue) reflected an improvement over the previous period (grey), but averaged well below 1k, with occasional spikes correlating to specific posts that yielded particularly strong response.



In the past period (2023-2024), we have seen fewer spikes, but higher overall reach (3.8%), which indicates that larger numbers of people are viewing our content on a regular basis. Below is the graph for this most recent period.



A sampling of posts and related data from this period appears below and following (two pages).
(Please continue to page seven for further reporting from the past year).

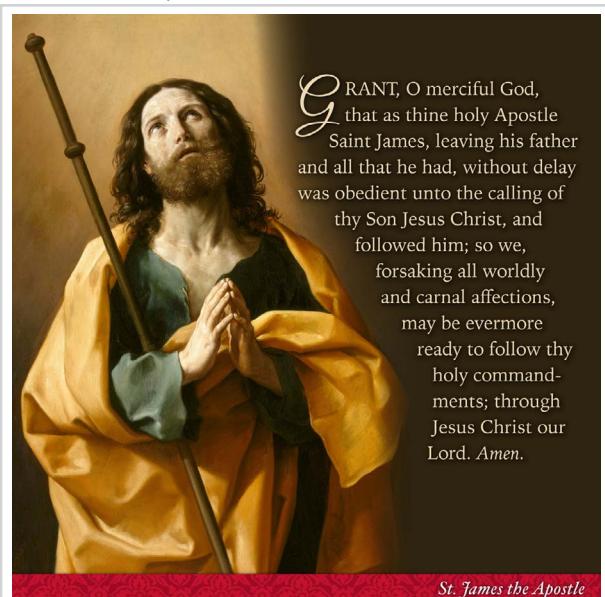
POSTED JUNE 20, 2023



The PBSC has produced a statement on MAiD, pointing out how it departs from “the faith once delivered to the saints” and commenting on the shortcomings of the Anglican Church of Canada’s response to it. The full statement may be viewed here: https://prayerbook.ca/position-statement-on-medical...

TOTAL REACH: 2431 | LIKES/REACTIONS: 47
LINK CLICKS: 166 | COMMENTS: 11 | SHARES: 29

POSTED JULY 25, 2023



Today in the Church calendar we remember the life and witness of S. James the Apostle. We especially remember in prayer those ministries that bear his name.
<https://prayerbook.ca/bcp-online/propers/#james>

TOTAL REACH: 2531 | LIKES/REACTIONS: 23
LINK CLICKS: N/A | COMMENTS: 0 | SHARES: 19

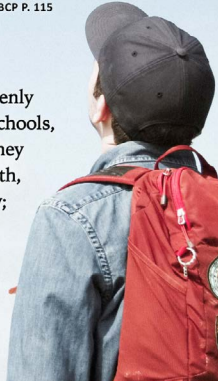
POSTED SEPTEMBER 5, 2023

OMMORTAL Lord God, who inhabitest eternity, and hast brought thy servants to the beginning of another school year: Pardon, we humbly beseech thee, our transgressions in the past, bless to us this new season, and graciously abide with us all the days of our life; through Jesus Christ our Lord. *Amen.*

- ADAPTED FROM THE COLLECT FOR NEW YEAR'S DAY, BCP P. 115

GRANT, we beseech thee, O heavenly Father, to all who teach in our schools, the spirit of wisdom and grace, that they may lead their pupils to reverence truth, desire goodness, and rejoice in beauty; so that all may come to know and worship thee, the giver of all that is good; through Jesus Christ our Lord. *Amen.*

- FOR TEACHERS IN SCHOOLS, BCP P. 54



We pray for students, teachers, and all those who begin a new season of life today...

TOTAL REACH: 3607 | LIKES/REACTIONS: 44
LINK CLICKS: N/A | COMMENTS: 2 | SHARES: 30

POSTED NOVEMBER 1, 2023



Today we celebrate All Saints' Day.
O ALMIGHTY God... Amen.
<https://prayerbook.ca/bcp-online/propers/#allsaints>
(Artwork is: "The forerunners..." by Fra Angelico)

TOTAL REACH: 2464 | LIKES/REACTIONS: 55
LINK CLICKS: 4 | COMMENTS: 0 | SHARES: 32

POSTED SEPTEMBER 26, 2023



In many ways, *A Memoir* is a cautionary tale worth reading for all who still love our Canadian Church.

- THE REVD CANON DR. GORDON MAITLAND,
ON "A MEMOIR: HAROLD LEE NUTTER"

Archbishop Harold Nutter was the PBSC's first Episcopal Visitor, and his ministry spanned some of the most tumultuous times in the history of the Anglican Church of Canada. Read the full review of his memoir here: <https://prayerbook.ca/a-memoir-harold-lee-nutter/>

TOTAL REACH: 696 | LIKES/REACTIONS: 37
LINK CLICKS: 58 | COMMENTS: 10 | SHARES: 1

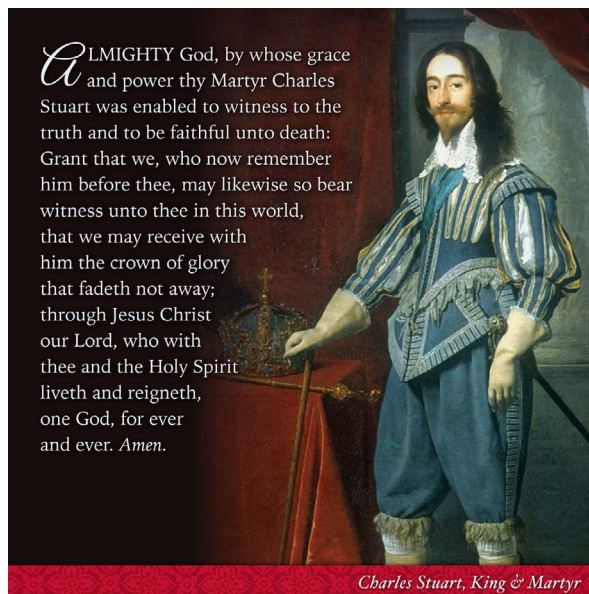
POSTED NOVEMBER 6, 2023



To further our mission to promote the understanding and use of the Prayer Book, we're pleased to share with you Saint Lazarus Press, a not-for-profit ministry of the Church of Saint John the Evangelist, Montreal dedicated to publishing works in the rich tradition of Prayer Book Anglo-Catholicism. Saint John the Evangelist, also known as the "Red Roof Church," is one of the founding churches of Canadian Anglo-Catholicism and now the only full-time Prayer Book parish in all of Quebec. You can learn more about the parish and the Press and view a full list of its publications here: <https://www.redroof.ca/st-lazarus-press...>

TOTAL REACH: 720 | LIKES/REACTIONS: 39
LINK CLICKS: 84 | COMMENTS: 1 | SHARES: 6

POSTED JANUARY 30, 2024:

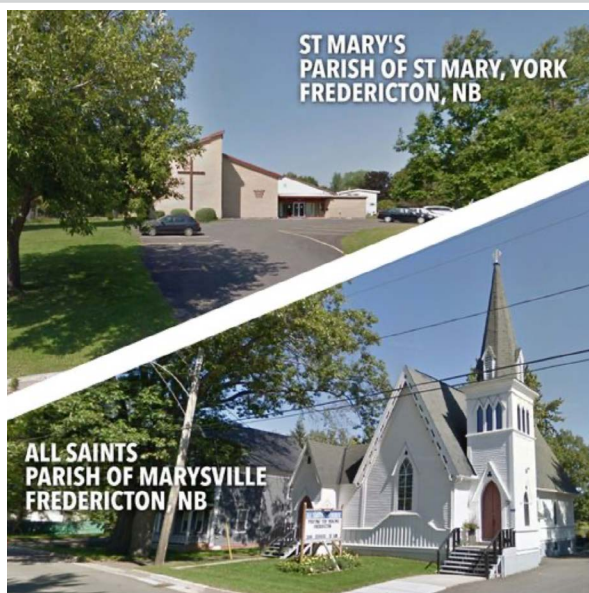


Today in the BCP calendar, we celebrate the life and witness of Charles Stuart, King & Martyr (1600-1649). We especially remember those ministries that bear his name.

(Image: "Portrait of King Charles I," Daniël Mijtens the Elder, c. 1631)

TOTAL REACH: 1623 | LIKES/REACTIONS: 36
LINK CLICKS: N/A | COMMENTS: 2 | SHARES: 21

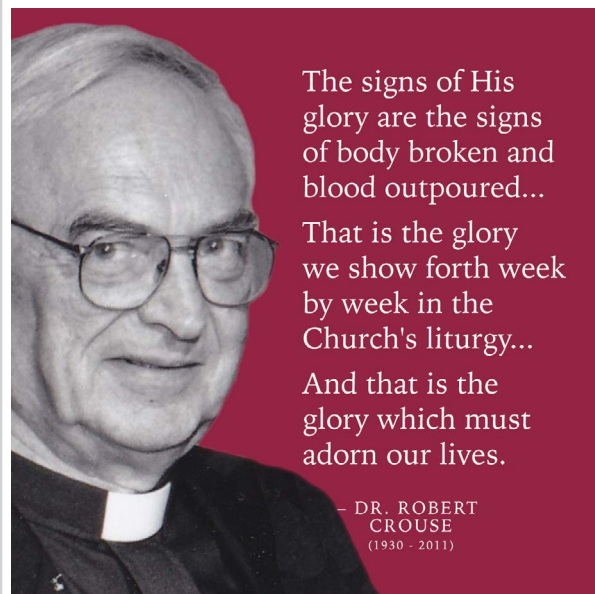
POSTED MARCH 2, 2024:



Parishes in New Brunswick seeking a BCP-friendly priest.
Full details here: <https://nb.anglican.ca/news/posting-incumbent-663>

TOTAL REACH: 2115 | LIKES/REACTIONS: 56
LINK CLICKS: 98 | COMMENTS: 13 | SHARES: 9

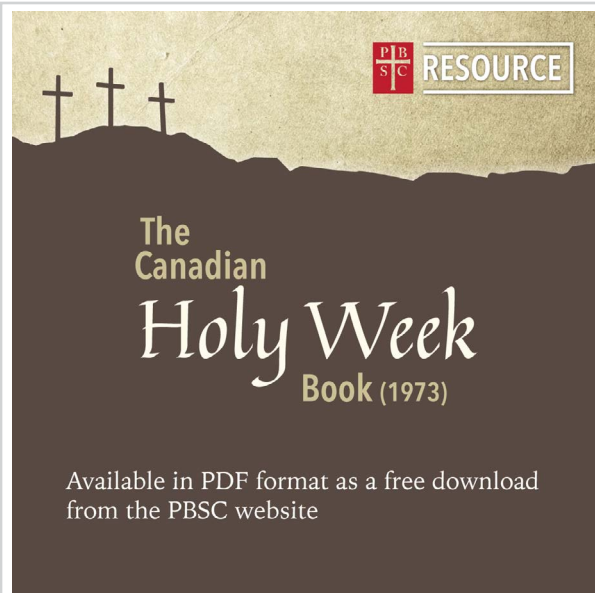
POSTED FEBRUARY 22, 2024:



The full article may be read here: <https://prayerbook.ca/the-logic-of-lent/>

TOTAL REACH: 1454 | LIKES/REACTIONS: 42
LINK CLICKS: 27 | COMMENTS: 3 | SHARES: 16

POSTED MARCH 15, 2024:



Learn more about Liturgical Resources from the PBSC, including this one, here: <https://prayerbook.ca/liturgical-resources/>

TOTAL REACH: 636 | LIKES/REACTIONS: 28
LINK CLICKS: 24 | COMMENTS: 1 | SHARES: 3

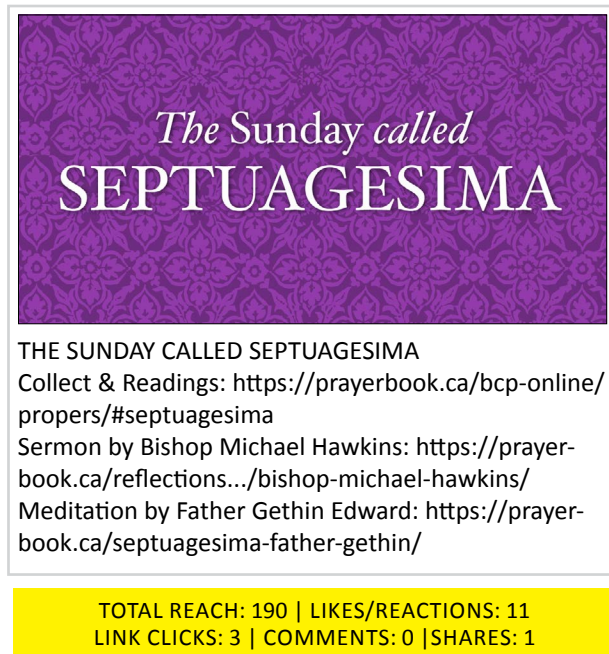
2023-2024 PERIOD: ENHANCED VISUALS FOR SUNDAY POSTS (FACEBOOK)

We've consistently included among our posts, Sunday posts which contain links to the collect and readings as well as the Hawkins and Edward meditations. While these have never seen strong numeric response, they're an important part of our regular posting.

In January 2024, I began to update these Sunday graphics to include artwork depicting the Gospel reading to see if that might increase the response to these routine posts. The short term response was encouraging, showing reach, link click and share numbers that were double what they had been in 2023.

Below is the most extreme example - where the reach for Septuagesima in 2023 was 190, and in 2024 it was 861. Most of these posts are not seeing that level of interest, but the increase is consistently significant enough to make the extra effort worthwhile.

POSTED FOR SEPTUAGESIMA 2023:

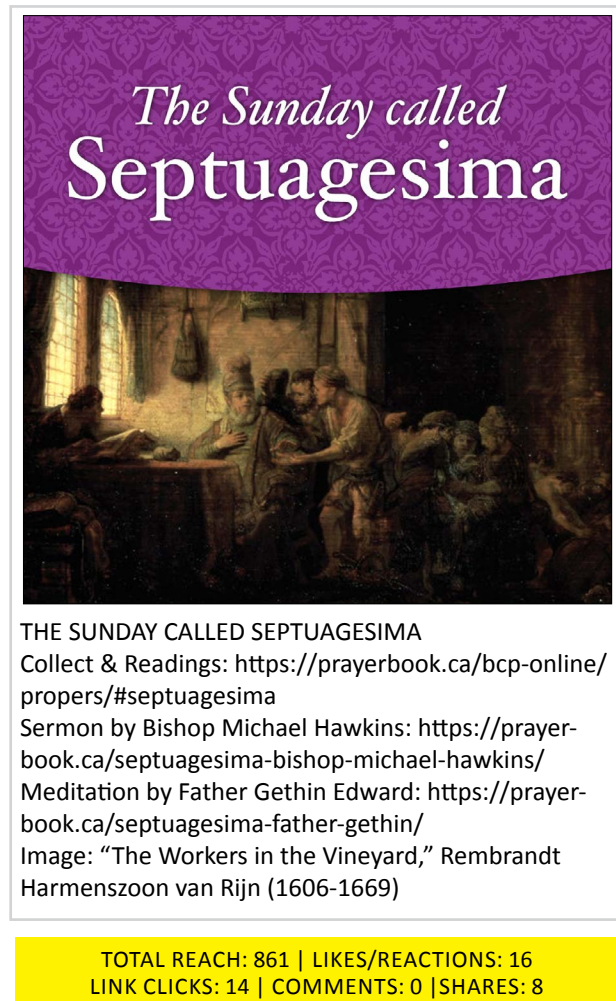
The image shows a Facebook post for Septuagesima 2023. The top half of the post has a purple background with a repeating floral pattern. The text "The Sunday called SEPTUAGESIMA" is written in a white serif font. Below this, on a white background, is the text "THE SUNDAY CALLED SEPTUAGESIMA" followed by links for Collect & Readings, Sermon by Bishop Michael Hawkins, and Meditation by Father Gethin Edward. At the bottom, a yellow box contains the statistics: "TOTAL REACH: 190 | LIKES/REACTIONS: 11 | LINK CLICKS: 3 | COMMENTS: 0 | SHARES: 1".

The Sunday called
SEPTUAGESIMA


THE SUNDAY CALLED SEPTUAGESIMA
Collect & Readings: <https://prayerbook.ca/bcp-online/propers/#septuagesima>
Sermon by Bishop Michael Hawkins: <https://prayerbook.ca/reflections.../bishop-michael-hawkins/>
Meditation by Father Gethin Edward: <https://prayerbook.ca/septuagesima-father-gethin/>

TOTAL REACH: 190 | LIKES/REACTIONS: 11
LINK CLICKS: 3 | COMMENTS: 0 | SHARES: 1

POSTED FOR SEPTUAGESIMA 2024:

The image shows a Facebook post for Septuagesima 2024. The top half of the post has a purple background with a repeating floral pattern. The text "The Sunday called Septuagesima" is written in a white serif font. Below this is a rectangular image of Rembrandt's painting "The Workers in the Vineyard". Below the image, on a white background, is the text "THE SUNDAY CALLED SEPTUAGESIMA" followed by links for Collect & Readings, Sermon by Bishop Michael Hawkins, and Meditation by Father Gethin Edward. At the bottom, a yellow box contains the statistics: "TOTAL REACH: 861 | LIKES/REACTIONS: 16 | LINK CLICKS: 14 | COMMENTS: 0 | SHARES: 8".

The Sunday called
Septuagesima



THE SUNDAY CALLED SEPTUAGESIMA
Collect & Readings: <https://prayerbook.ca/bcp-online/propers/#septuagesima>
Sermon by Bishop Michael Hawkins: <https://prayerbook.ca/septuagesima-bishop-michael-hawkins/>
Meditation by Father Gethin Edward: <https://prayerbook.ca/septuagesima-father-gethin/>
Image: "The Workers in the Vineyard," Rembrandt Harmenszoon van Rijn (1606-1669)

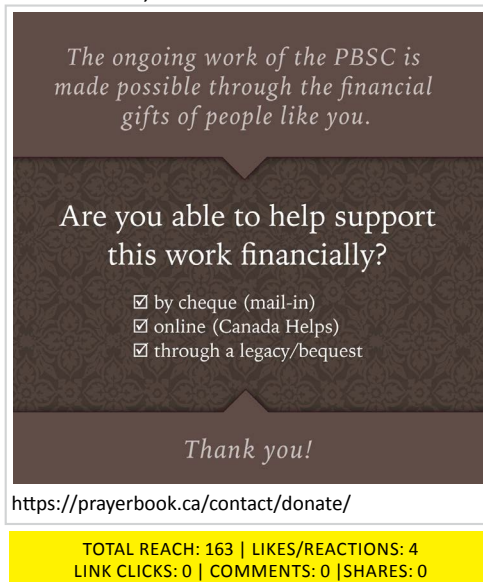
TOTAL REACH: 861 | LIKES/REACTIONS: 16
LINK CLICKS: 14 | COMMENTS: 0 | SHARES: 8

2023-2024 PERIOD: DONATION AWARENESS EFFORTS (FACEBOOK)

Following the AGM in 2023, I sent a few suggestions to Diana Verseghe, Fr. Gordon Maitland, and Dean Chris Dow related to raising awareness about the Society's need for financial support from friends and members. One "prong" of this idea involved placing quarterly graphics on facebook to politely solicit donations. We wanted to find a happy medium in terms of frequency so that we would not irritate subscribers, but would still keep the message present. This type of understated awareness campaign doesn't usually yield immediate results, so our expectations have been modest. The hope, however, is that over time people who "follow" us but do not donate, will begin to absorb the message and perhaps respond with a donation.

Thus far, we have not yet seen significant response to this effort, but it's important for us to continue to have this message present. If you look at the posts and related data below, you'll notice that the most recent post (March 2024) saw an increase in reach over the other three, and even two link clicks. This is small stuff, but it's new for us, and there's potential for growth.

POSTED JUNE 13, 2023



The ongoing work of the PBSC is made possible through the financial gifts of people like you.

Are you able to help support this work financially?

- ☒ by cheque (mail-in)
- ☒ online (Canada Helps)
- ☒ through a legacy/bequest

Thank you!

<https://prayerbook.ca/contact/donate/>

TOTAL REACH: 163 | LIKES/REACTIONS: 4
LINK CLICKS: 0 | COMMENTS: 0 | SHARES: 0

POSTED AUGUST 30, 2023



The ongoing work of the PBSC is made possible through the financial gifts of people like you...

Many of our recent projects have been made possible through legacies and bequests.

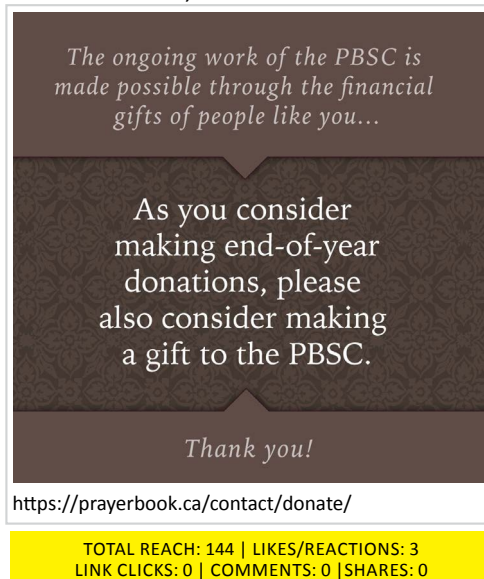
Please remember the PBSC when you make your will.

Thank you!

<https://prayerbook.ca/contact/donate/>

TOTAL REACH: 136 | LIKES/REACTIONS: 4
LINK CLICKS: 0 | COMMENTS: 0 | SHARES: 0

POSTED DECEMBER 1, 2023



The ongoing work of the PBSC is made possible through the financial gifts of people like you...

As you consider making end-of-year donations, please also consider making a gift to the PBSC.

Thank you!

<https://prayerbook.ca/contact/donate/>

TOTAL REACH: 144 | LIKES/REACTIONS: 3
LINK CLICKS: 0 | COMMENTS: 0 | SHARES: 0

POSTED MARCH 5, 2024



The ongoing work of the PBSC is made possible through the financial gifts of people like you...

Help support projects like the Common Prayer Canada app...

Please consider making a donation to the PBSC.

Thank you!

<https://prayerbook.ca/contact/donate/>

TOTAL REACH: 207 | LIKES/REACTIONS: 11
LINK CLICKS: 2 | COMMENTS: 0 | SHARES: 0

"NARRATIVE SNAPSHOT" (FINANCIAL)

A further "prong" of the donation awareness suggestion I made following the AGM in 2023 was the production of a simplified version of a "narrative budget." The concept for this was to create an easy-to-understand visual that described in general terms where the Society's money comes from, and how it is spent. The purpose of this is to help people to understand the connection between the funds that come in and what that means in terms of actual ministry. Using numbers provided by Anne Chisholm and with help from Diana Versegghy, I was able to use some of the time allotted to me for web/FB work to produce a one-page (Financial) "Narrative Snapshot" in anticipation of this year's AGM. We can assess in the days ahead the usefulness of this sort of tool for future.

