

## 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. An additional report was produced last month to provide more in-depth data on global web traffic to the website. This is available for download and may be found with the other AGM materials. 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.

Our facebook page continues to see steady interest and modest growth. A series of summer posts featuring prayers from the Family Prayer section of the prayer book generated a very positive response, making one of these the top "reaching" of this past year's posts.

## WEBSITE/FACEBOOK CONTRACTS & TIME HANDLING

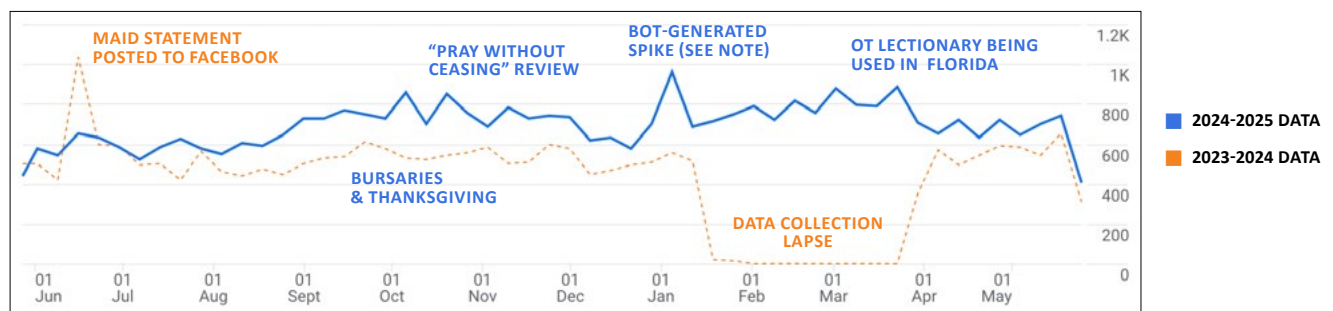
Following the launch of the website in June 2021, I was contracted to spend six hours a month on ongoing maintenance of the website. This work has included content additions, corrections, running software updates, updating front page liturgical status, handling/forwarding email queries, and preparing 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.

## WEBSITE

### THE NUMBERS & WHAT THEY MEAN

The PBSC numbers are consistent and healthy. They demonstrate a strong baseline of regular users who are primarily interested in the online BCP and the Common Prayer Canada app, though a number of our online articles and resources are also generating consistently strong interest.

#### *Overall Number of Visitors*



The data in the graph on the previous page shows a comparative view of the past year against the previous one. Numbers have been up modestly overall.

The orange dotted line shows the comparative period for 2023-2024. You may recall that there was a lapse during this period, and a notable spike related to the MAiD statement post.

The blue line shows the past year (2024-2025), with a mainly steady flow of traffic, alongside some small “bumps” which are likely to be related to specific posts, in particular the review of “Pray without Ceasing,” and the news piece about Florida parishes using our newly released OT lectionary. The spike labeled as “bot generated” should be disregarded as bots were to produce this effect in order to get web developers to visit a certain website (an odd form of advertising).

### *Acquisition of Visitors*



Directly above (left) 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. A special report was produced in April to provide a more in-depth look at the “Audience by Country” data for our website. This is available for download with the other AGM materials.

Above and to the 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 previous reporting periods.

### *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. Below I’ve included some of the top viewed page data for the past year. It’s interesting to note the increased interest in the Family Prayers section of the BCP (which may be related to a series of posts to Facebook last summer).

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

- Propers - 7468
- Family Prayer - 3591
- Morning Prayer - 3361

- Harvest - 3314
- Psalter - 2535
- Holy Communion - 2456
- Compline - 1775
- At Sea - 1575
- Prayers & Thanksgivings - 1519
- Burial - 1444
- Ministry to the Sick - 904

Other pages (including articles) on the website which have seen strong interest include:

- Common Prayer App - 3595
- Article: *Prayer of Humble Access* - 1749
- Liturgical Resources - 1651
- Article: *The Essence of Anglicanism* - 1481
- Musical Settings for the Prayer Book Services - 1284
- About the Prayer Book - 1108
- Old Testament Lections - 1036
- BCP Worship Locator - 797
- Educational Resources - 403
- Article: *A Review of Pray Without Ceasing* - 379
- Forms of Prayer for the Coronation - 321
- About the Society - 303

## 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 continues to show 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.*

*Inappropriate comments (such as spam) do occasionally surface, and are moderated swiftly. Should you happen to notice something in need of moderating that has not been dealt with within 24 hours, please feel free to email a prompt to [info@prayerbook.ca](mailto:info@prayerbook.ca).*

## 2024-2025 PERIOD: NOTES

A sampling of posts and related data from

this period appears on the following three pages. A few related notes are included below:

- During the summer of 2024, a series of posts were published highlighting some of the additional prayers from the Family Prayers section of the prayer book. These generated remarkably good interest, and produced the top “reaching” post for this past year (see page 5, top right).
- Occasional efforts have been made to generate discussion using posted questions, most of which have not seen much response. However, we saw some good feedback for the posting of a question related to favourite liturgical resources (see page 5, bottom left).
- There was good interest in the release of the Old Testament lectionary project, and in particular, in the news of it being used in Florida (see page 5 bottom right, and page 7 top right).
- Non-partisan posts have also been produced around election time, which have had a positive response, in particular the one related to the US election (see page 6, bottom left).
- We saw an encouraging level of interest in Fr. Maitland’s Huron course on the BCP (see page 6, bottom right).
- This is the first year I’ve posted a commemoration note for Henry Budd, and I was pleasantly surprised to see how strong the response for this particular post was (see page 7, bottom left).
- Our post inquiring about those who follow us from outside of Canada generated some great responses from friends in Wales, Australia and the US (see page 7, bottom right).

### FACEBOOK DEFINITIONS:

#### **Page Likes** (1.6K\*, UP FROM 1554 LAST MAY)

The number of facebook users who have “liked” the PBSC facebook page. \* exact number not available

#### **Page Follows** (1792, UP FROM 1674 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.



POSTED JUNE 19, 2024



Wondering where to find a hard copy of the Canadian Prayer Book?

<https://anglican.gilmore.ca/.../92a3653a-9a5b-4747-a5cd...>

Note: An updated edition is expected to be released in September.

Learn more about the BCP here: <https://prayerbook.ca/home/about-the-prayer-book/>

TOTAL REACH: 990 | LIKES/REACTIONS: 22  
LINK CLICKS: 21 | COMMENTS: 1 | SHARES: 5

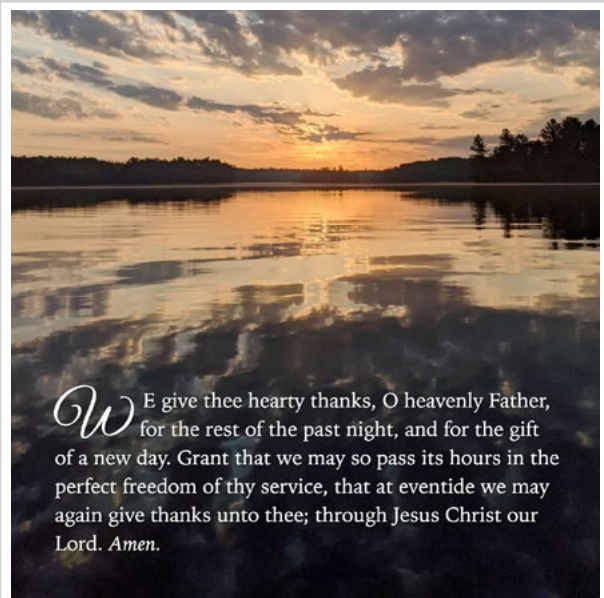
POSTED AUGUST 8, 2024



Share your recommendations with other supporters of the BCP.

TOTAL REACH: 409 | LIKES/REACTIONS: 12  
LINK CLICKS: N/A | COMMENTS: 7 | SHARES: 1

POSTED JUNE 26, 2024

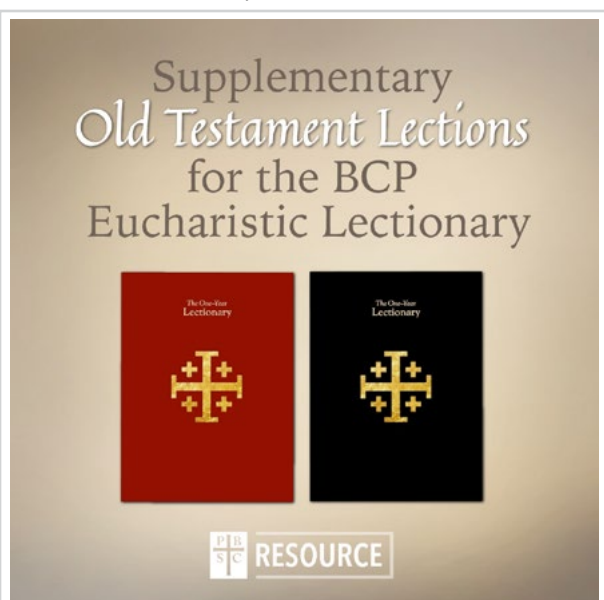


A prayer of thanksgiving for the gift of another day. From the 'Family Prayers' section of the BCP.

<https://prayerbook.ca/bcp-online/family-prayer/>

TOTAL REACH: 2570 | LIKES/REACTIONS: 24  
LINK CLICKS: 1 | COMMENTS: 2 | SHARES: 26

POSTED SEPTEMBER 26, 2024



NOW AVAILABLE! The PBSC is proud to announce the publication of two lectern and study editions of the supplemented traditional lectionary: a Contemporary-Language Edition and a Traditional-Language Edition. Further resources supporting parish use of this lectionary are also available. Learn more: <https://prayerbook.ca/ot-lections/>

TOTAL REACH: 835 | LIKES/REACTIONS: 35  
LINK CLICKS: 28 | COMMENTS: 0 | SHARES: 3

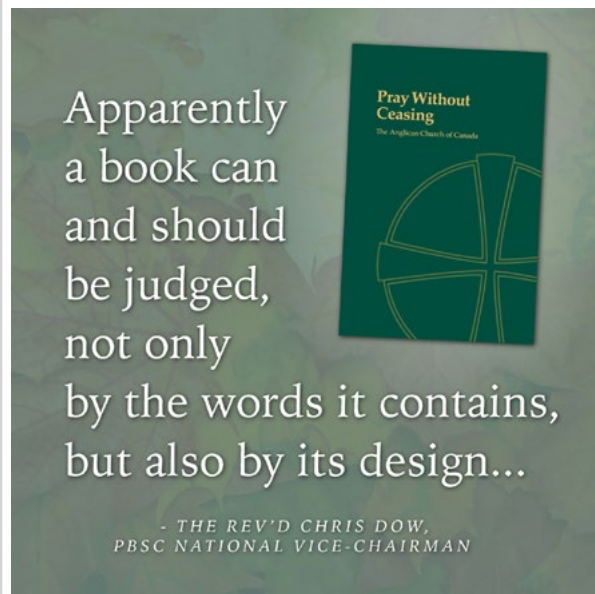
POSTED OCTOBER 14, 2024



Happy Thanksgiving!

TOTAL REACH: 1392 | LIKES/REACTIONS: 69  
LINK CLICKS: N/A | COMMENTS: 2 | SHARES: 26

POSTED OCTOBER 22, 2024



Read the full review of "Pray without Ceasing":  
<https://prayerbook.ca/a-review-of-pray-without-ceasing/>

TOTAL REACH: 499 | LIKES/REACTIONS: 18  
LINK CLICKS: 32 | COMMENTS: 4 | SHARES: 2

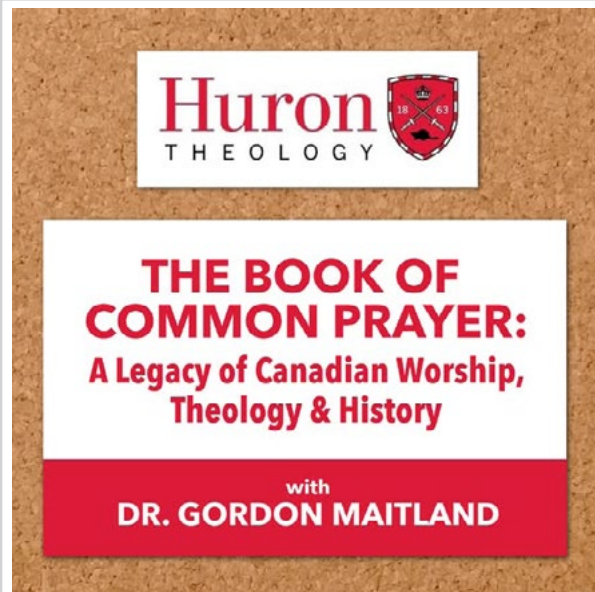
POSTED NOVEMBER 5, 2024



For our friends to the south...  
ALMIGHTY God, the fountain of all wisdom: Guide and direct, we humbly beseech thee, the minds of all those who are called at this time to elect fit persons to serve in the United States of America. Grant that in the exercise of their choice they may promote thy glory, and the welfare of that country. And this we beg for the sake of our Lord and Saviour Jesus Christ. Amen.  
<https://prayerbook.ca/bcp.../prayers-and-thanksgivings/...>

TOTAL REACH: 1234 | LIKES/REACTIONS: 47  
LINK CLICKS: 0 | COMMENTS: 2 | SHARES: 15

POSTED DECEMBER 12, 2024

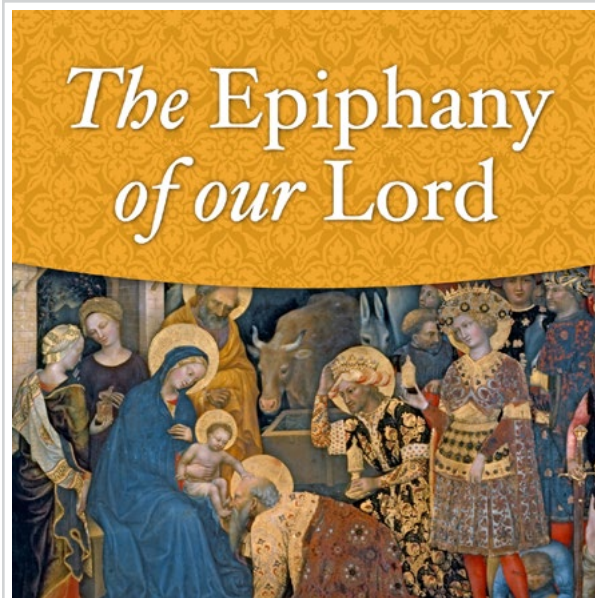


Beginning January 2, 2025, Huron's Licentiate in Theology Program will offer this course, available for credit or to audit, and to be hosted via zoom. Further details here: <https://prayerbook.ca/bcp-course-with-dr-maitland/>

TOTAL REACH: 826 | LIKES/REACTIONS: 43  
LINK CLICKS: 22 | COMMENTS: 2 | SHARES: 8



POSTED JANUARY 4, 2025



THE EPIPHANY OF OUR LORD (Monday)  
Collect & Readings: <https://prayerbook.ca/bcp-online/propers/#epiphany>  
Sermon by Bishop Michael Hawkins: <https://prayerbook.ca/epiphany-bishop-michael-hawkins/>  
Meditation by Father Gethin Edward: <https://prayerbook.ca/epiphany-father-gethin/>  
(Image: "The Adoration of the Magi," Gentile da Fabriano, 1370-1427)

TOTAL REACH: 591 | LIKES/REACTIONS: 21  
LINK CLICKS: 8 | COMMENTS: 0 | SHARES: 9

POSTED MARCH 27, 2025

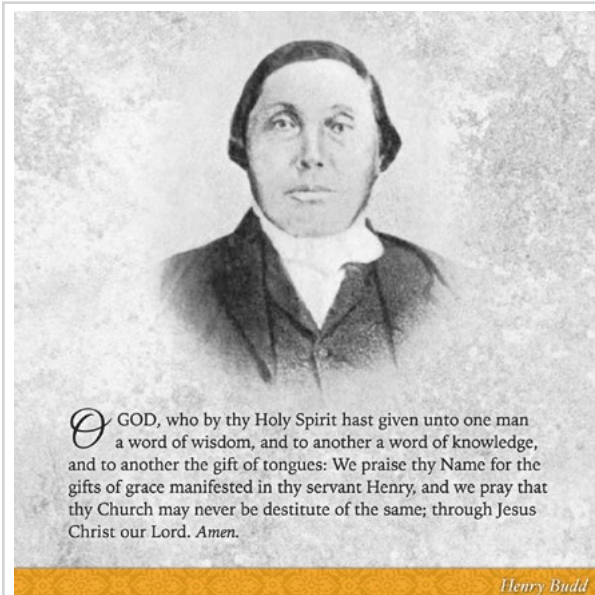


PBSC Old Testament  
Lectionary approved  
for trial use in some  
Florida parishes

In an interesting development, this new lectionary that was developed under the auspices of the PBSC to supplement the BCP eucharistic lections has been approved for trial use in some Florida parishes. Learn more here: <https://prayerbook.ca/pbsc-lectionary-used-in-florida/>

TOTAL REACH: 1056 | LIKES/REACTIONS: 34  
LINK CLICKS: 94 | COMMENTS: 3 | SHARES: 3

POSTED APRIL 2, 2025



Today in the BCP calendar we commemorate the life and witness of Henry Budd, the first Native North American to be ordained to the Anglican priesthood (d. 1875). We especially remember in prayer the Indigenous Peoples of Canada within the Anglican Communion.

TOTAL REACH: 1178 | LIKES/REACTIONS: 26  
LINK CLICKS: N/A | COMMENTS: 4 | SHARES: 18

POSTED MAY 5, 2025



Please tell us more in the comment section, or email us at [info@prayerbook.ca](mailto:info@prayerbook.ca)

TOTAL REACH: 218 | LIKES/REACTIONS: 12  
LINK CLICKS: N/A | COMMENTS: 8 | SHARES: 0