

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, though it is important to note that some international traffic is likely bot-related (non-human). 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. The surge in AI use is changing how people find information online, and bears further consideration.

Our facebook page continues to see steady interest and modest growth. Some of the past year's top "reaching" posts have been sharing good news about local parishes, including a parish seeking a BCP-friendly priest, and others hosting special BCP services.

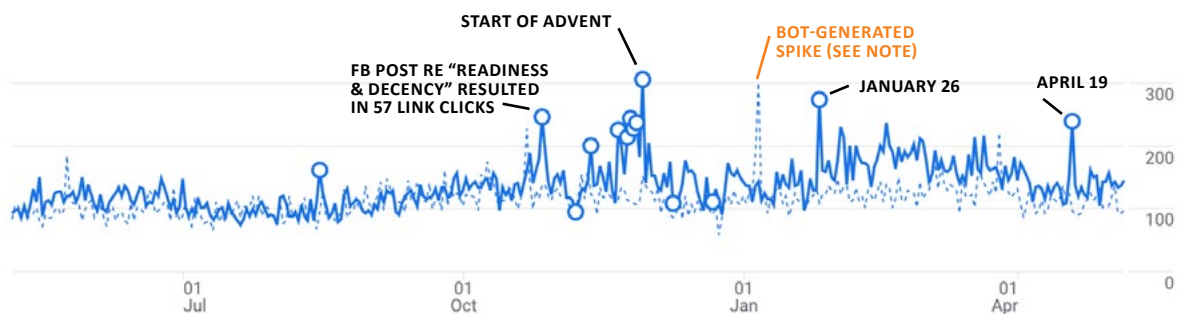
WEBSITE/FACEBOOK CONTRACTS & TIME HANDLING

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 also generate consistently strong interest.



Overall Number of Visitors

The data in the graph above shows a comparative view of the past year (solid blue line) against the previous one (dotted blue line). For many of these spikes I do not see an obvious correlation with facebook referrals; many may simply be related to seasonal feast days. Numbers have been up modestly overall.

Acquisition of Visitors



Canada	16k
United States	8k
China	4.1k
Singapore	3k
United Kingdom	1.7k
Indonesia	1k
Nigeria	713

Organic Search	34k
Direct	26k
Organic Social	3.1k
Referral	1.7k
Unassigned	224
Email	18
Organic Video	55

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. While we are seeing an increase in global interest overall, I recommend disregarding the numbers for China and Singapore as this is almost certainly bot-related traffic. This is made evident when looking at the engagement level for users from those locations. Whereas the average Canadian visitor stays 2 minutes on the site, “visitors” from China stay an average of 1 second, and from Singapore 3 seconds. Engagement numbers from the US, UK, Nigeria and Australia all indicate a human audience by comparison. (Indonesia, India and Philippines land somewhere in between with visits of about 30 seconds).

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. My best guess regarding the increase in bot activity is that it relates to the increase in AI engines combing online material. This is not a problem per se, just something to be aware of.

A Note About “AEO”

I recommend reading a recent article from the BBC entitled “Businesses scramble to get noticed by AI search.” It’s a 10 minute read, and can be found here: <https://www.bbc.com/news/articles/c70n2rjgxeyo>

In brief I just want to highlight a few points. Old ideas about SEO (search engine optimization) are quickly becoming obsolete as AI changes how people find information online. What is now seen as more important (than where you land in search engine page results) is to be recognized by AI engines as an expert source. This will prompt those engines to reference our material in their answers to questions posed by searchers, and potentially refer them to our site. What is now being called “AEO” (answer engine optimization) emphasizes having website content that provides “expert information” in “human language.” To a great extent we are already doing this and, in my opinion, doing it quite well. However, it is worth considering how we can expand upon the excellent in-depth material we already have on anything related to our mandate.

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.

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

- Propers - 8529
- Harvest - 3197
- Family Prayer - 2703
- Morning Prayer - 2556
- Holy Communion - 2439
- Psalter - 2427
- Compline - 1865
- Burial - 1467
- Prayers & Thanksgivings - 1222
- At Sea - 1094
- Ministry to the Sick - 958
- Calendar - 752

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

- Common Prayer App - 3294
- Article: *Prayer of Humble Access* - 3001
- Liturgical Resources - 1946
- Article: *The Essence of Anglicanism* - 1439
- Musical Settings for the Prayer Book Services - 1243
- About the Prayer Book - 1065
- Old Testament Lections - 973
- BCP Worship Locator - 925
- Educational Resources - 425
- Article: *A Prayer to Satan* - 422
- “622” Curriculum, Year 1 - 356
- Printable Booklets - 353
- Article: *The Prayer Book Path (J.I. Packer)* - 326
- Article: *A Review of the 2019 ACNA Prayer Book* - 293
- About the Society - 264

FACEBOOK

GENERAL REMARKS ABOUT 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.

SUMMARY OF PBSC’S PAST USE OF FACEBOOK

The PBSC facebook page was created in 2013. For many of those early 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.

FACEBOOK DEFINITIONS:

Page Follows (1878, UP FROM 1792 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.

Note: The formerly tracked “page likes” have now been removed from Facebook, presumably under the assumption that “follows” is a near duplication of that data.

2025-2026 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:

- We posted several times related to Synod in June 2025, and these posts saw great interest and engagement levels. *To this year’s Synod representatives: please send any photos, news, anecdotes, etc. so that we can again post them (send to info@prayerbook.ca).*
- In November, we posted twice announcing the release of the ACNA version of the OT Lectons. We did have some negative pushback from those who are not fond of ACNA. We may wish to post something at some point exploring and explaining what it means for the PBSC to serve “the Anglican Churches and beyond.”
- As noted in 2025, we see very strong positive engagement when we highlight saints that are of particular interest to the north and to First Nations communities, including Henry Budd, Edmund Peck, and John Hordon (see page 6, bottom right).
- We occasionally post something intended to prompt engagement and discussion or sharing. These have seen limited response in the past, that is, not as much as hoped. *Anyone with ideas for additional prompts that we might try, please do email them to info@prayerbook.ca.*
- By far the greatest response we saw during the last year was to a post about a Regina parish seeking a BCP-friendly priest (see page 7, top right). We also see a lot of interest whenever we share about a parish doing a special BCP service (see page 7 bottom right for an example).

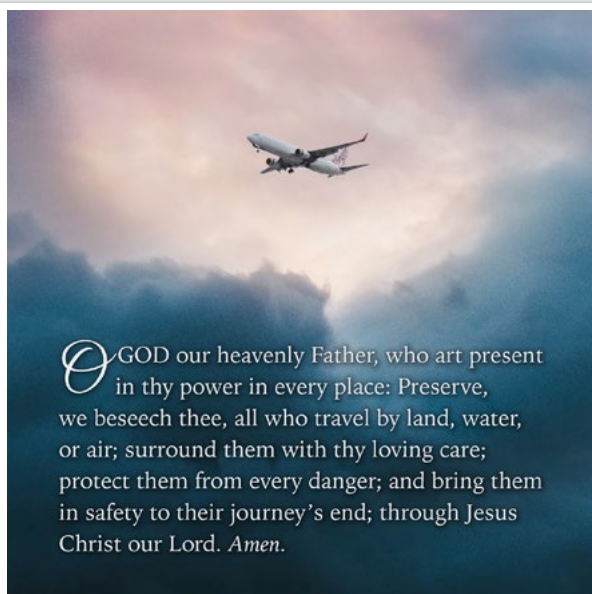
POSTED 17 JUNE, 2025



Fr. Dow expresses the hope that General Synod (which will meet June 23-29), will revoke a certain alternative collect from the common life and witness of the ACoC. The full article may be read here: <https://livingchurch.org/.../a-curious-collect-the.../>

TOTAL REACH: 1763 | LIKES/REACTIONS: 46
LINK CLICKS: 459 | COMMENTS: 15 | SHARES: 6

POSTED 10 JULY, 2025



We pray for those who travel...
(From the "Prayers and Thanksgivings" section of the BCP:
<https://prayerbook.ca/bcp.../prayers-and-thanksgivings/...>)

TOTAL REACH: 627 | LIKES/REACTIONS: 21
LINK CLICKS: 0 | COMMENTS: 2 | SHARES: 13

POSTED 25 JUNE, 2025:



Fr. Gordon Maitland and Fr. Chris Dow at the PBSC table at Synod 2025.

TOTAL REACH: 879 | LIKES/REACTIONS: 69
LINK CLICKS: N/A | COMMENTS: 2 | SHARES: 5

POSTED 28 JUNE, 2025:



We pray for The Rt. Rev'd Shane Parker, who will be installed as Primate in the Anglican Church of Canada (ACoC) tomorrow at St. Paul's Cathedral, London, Ontario.

ALMIGHTY God, who by thy Son Jesus Christ didst give to thy holy Apostles many excellent gifts, and didst charge them to feed thy flock: Give grace, we beseech thee, to all Bishops, the Pastors of thy Church, that they may diligently preach thy Word, and duly administer the godly discipline thereof; and grant to the people, that they may obediently follow the same; that all may receive the crown of everlasting glory; through Jesus Christ our Lord. Amen.

The ACoC announcement may be found here: <https://www.anglican.ca/.../bishop-shane-parker.../30048679/>

TOTAL REACH: 1191 | LIKES/REACTIONS: 43
LINK CLICKS: 20 | COMMENTS: 1 | SHARES: 18

POSTED 18 NOVEMBER, 2025:

Supplementary
Old Testament Lections
for the BCP
Eucharistic Lectionary

ACNA/1662 Version

NOW
AVAILABLE

U.S.C. RESOURCE

Details and links: <https://prayerbook.ca/ot-lections/>

TOTAL REACH: 362 | LIKES/REACTIONS: 10
LINK CLICKS: 17 | COMMENTS: 3 | SHARES: 1

POSTED 3 DECEMBER, 2025:

An Anglican
Church
Calendar
2026

A Church Calendar
inspired from across the
Anglican Communion, based on
the Revised Book of Common
Prayer (1928), 2019

Christ Church, Windsor, Mass. (1928)

BCP Calendars for 2026
are now available from
St. Peter Publications

Details may be found here: <https://www.stpeter.org/calen.html>

TOTAL REACH: 781 | LIKES/REACTIONS: 17
LINK CLICKS: 33 | COMMENTS: 3 | SHARES: 0

POSTED 16 DECEMBER, 2025:

ALMIGHTY God, who art afflicted in the afflictions of thy people:
Regard with thy tender compassion those in anxiety and distress;
bear their sorrows and their cares; supply all their manifold needs;
and help both them and us to put our whole trust and confidence
in thee; through Jesus Christ our Lord. *Amen.*

GOD, who didst choose
Israel to be thine inheritance:
Have mercy upon us and forgive
us for violence and wickedness
against our brother Jacob;
the arrogance of our hearts
and minds hath deceived us,
and shame hath covered our face.
Take away all pride and prejudice
in us, and grant that we,
together with the people
whom thou didst first make
thine own, may attain to the
fulness of redemption which
thou hast promised; to the
honour and glory of thy most
holy Name. *Amen.*

We pray especially for the Jewish community at this time.

TOTAL REACH: 412 | LIKES/REACTIONS: 20
LINK CLICKS: N/A | COMMENTS: 1 | SHARES: 7

POSTED 12 JANUARY, 2026:

GOD, our heavenly Father, who by thy Son Jesus Christ
didst call thy blessed Apostles and send them forth to
preach thy Gospel of salvation unto all the nations: We bless
thy holy Name for thy servant John Horden, whose labours
we commemorate this day, and we pray thee, according to
thy holy Word, to send forth many labourers into thy harvest;
through the same Jesus Christ our Lord. *Amen.*

John Horden

We remember with thanksgiving the life and work of John
Horden (1828-93), first Anglican bishop of Moosonee, who
led worship in Cree, Inuit and other languages of his parish-
ioners over four decades.

TOTAL REACH: 1912 | LIKES/REACTIONS: 46
LINK CLICKS: N/A | COMMENTS: 0 | SHARES: 12

POSTED 12 FEBRUARY, 2026:

Is your parish
planning
a special service
that uses
the Prayer Book?
Share it with us!

Message us with the details and, provided we get the information in good time, we'll do our best to share them on the PBSC FB page.

TOTAL REACH: 481 | LIKES/REACTIONS: 14
LINK CLICKS: N/A | COMMENTS: 7 | SHARES: 0

POSTED 18 MARCH, 2026:

How "Common"
is the *Revised*
Common
Lectionary?

This provocative question is explored in a new article by PBSC national chairman, The Rev'd Gordon Maitland:
[https://prayerbook.ca/how-common-is-the-revised-com-](https://prayerbook.ca/how-common-is-the-revised-common...)
mon...

TOTAL REACH: 704 | LIKES/REACTIONS: 17
LINK CLICKS: 40 | COMMENTS: 3 | SHARES: 3

POSTED 24 FEBRUARY, 2026:



The Parish of S. Mary the Virgin in Regina is seeking a full time incumbent. This is a parish that exclusively uses the BCP, and applicants should be supportive of this style of worship.

Further information can be found on the diocesan site:
<https://quappelle.anglican.ca/.../applications-for...>

TOTAL REACH: 3907 | LIKES/REACTIONS: 62
LINK CLICKS: 103 | COMMENTS: 12 | SHARES: 8

POSTED 27 APRIL, 2026:



On Sunday, May 3, 2026 at 4:00 p.m., the Royal School of Church Music Canada (RSCMC) will be hosting Choral Evensong at Christ's Church Cathedral, Hamilton.

<https://www.rscmcanada.org/>

<https://cathedralhamilton.ca/>

Thanks to Andrew Keegan Mackriell for sharing this information.

TOTAL REACH: 1294 | LIKES/REACTIONS: 30
LINK CLICKS: 6 | COMMENTS: 1 | SHARES: 2