Diocese of **Guildford**

TRANSFORMING **CHURCH**
TRANSFORMING **LIVES**

Understanding analytics

June 2020

Understanding the data you can get from your website and social media to help you connect and serve your community better.

Understanding Google Analytics

Contents

What is data?

In its simplest form, data is just information. Everything companies and consumers do online and even offline creates information. This information can be incredibly specific—including demographic data, behavioral information, and other personal details—or can relate to larger groups as an aggregate. Major corporations like Facebook and Google can gather data from even the most seemingly innocuous activities online and use it to better optimize their services.

Analytics tools clean data, organize it, and interpret it better.

What can you discover using analytics?

Analytics find patterns, insights, and useful information. Using this information can help you better serve your community. Data analytics help businesses better understand themselves and their audience, and lets them create better strategies based on their findings by turning data into insights that they can base their decisions and actions on. This guide focuses on external data and analytics, specifically around website and social media channels.

So what kind of information and insights can you find?
- The number of people looking at your website, facebook post, livestream etc
- When people look at your website or posts
- The level of engagement you get on your posts
- Demographic information like what gender and age your audience are
- Where they are in the world
- What device the are viewing on you website or posts on
- Where viewers were on the internet before they arrived on your website or post
- And lots more.

Ultimately, it can tell you what is and isn't working and what you might do to connect with and serve your audience well. It can also save you a lot of work in the long run, it can give you the confidence to stop doing the stuff that isn't working and concentrate on the stuff that is. For example, if you have the majority of people accessing your website via a mobile device this tells you that your website needs to be built with mobile functionality first. Or if you have a lot of engagement on a particular style of video then you can concentrate on developing that style.

Tools to make your life easier

While social platforms have their own integrated analytics tools there are lots of tools you can use to bring them together and give you some short cuts. Some are incredibly clever and have huge capabilities. Below are some of the tools we would recommend you have a look at alongside your own research into what would best suit you.

Buffer - https://buffer.com/

A super simple tool, with Buffer you can:

- schedule your content across your social channels
- measure and report on the performance of your content

You can start a free trial of one of the more advances pricing options, at the end of the trial you can download to the basic free plan where you can link in three social accounts, schedule ten posts and have one user.

Hootsuite - https://hootsuite.com/en-gb/plans/free-offerings

A more advances social media management system:

- it brings your management into one place, saving you from opening each social platform
- manage and track many social platforms
- manage paid social media adverts
- monitor what people are saying about your church
- respond to people directly through Hootsuite

With the free plan you can link up three social platforms, schedule 30 posts and have one user. Paid accounts give you access to a lot more functionality.

Orlo - https://orlo.tech/

Billed as a complete online engagement ecosystem this tool has huge capabilities. With Orlo you can:

- it brings your management into one place, saving you from opening each social platform
- manage and track many social platforms
- manage paid social media adverts
- monitor what people are saying about your church
- respond to people directly through Orlo
- media and press monitoring
- manage WhatsApp and SMS

Orlo is about £12 to £35 per user per month but you need to contact Orlo for a demo and to ask about pricing.
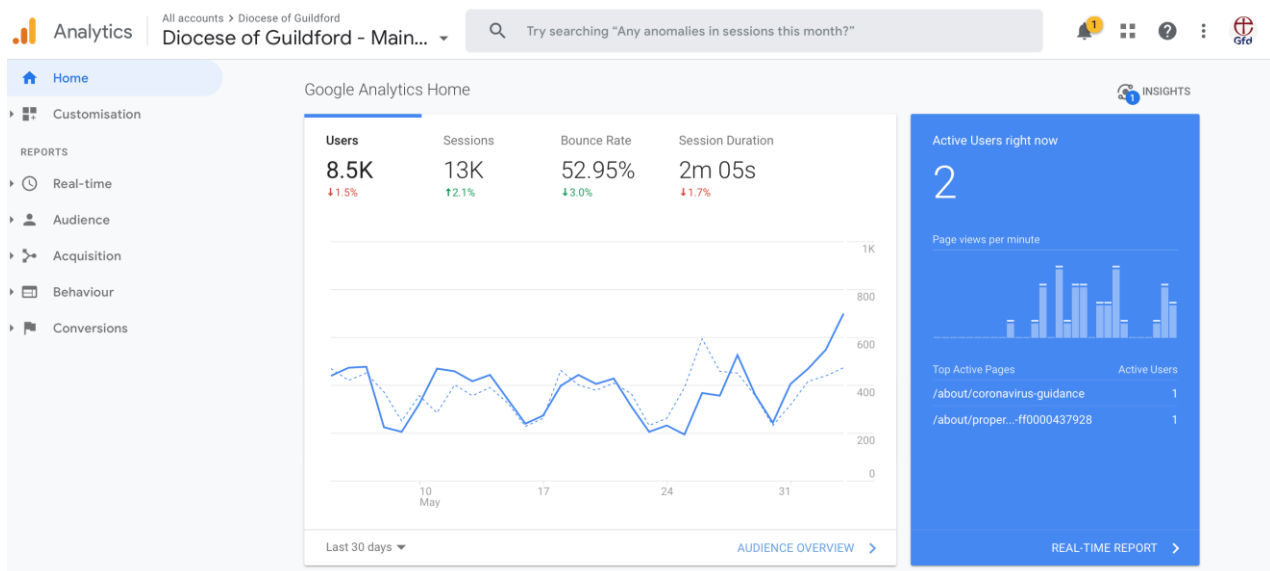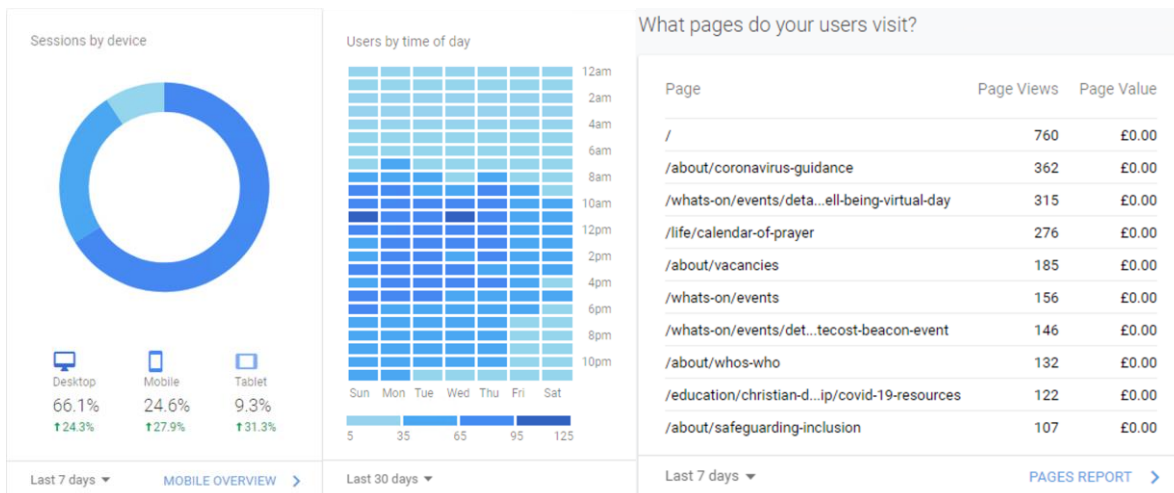
Web analytics

Various tools available and some sites, such as SquareSpace, will have something built in and will give you lots of valuable insight into who is visiting your website. If your web platform doesn't have an analytics capability we would recommend Google Analytics; it is free and the most widely used web analytics tool. If you are serious about getting to grips with Google Analytics you can use the free online courses from Google – you can even become Google Analytics accredited. To set up Google Analytics you can follow these instructions or you may need to ask your web provider or developer to set Google Analytics up for you.

Google Analytics overview

When set up, your home page will look like the below and you will be able to get some valuable information directly from the homepage, such as:

- users, sessions, bounce rate, session duration
- where the users come from before visiting the website
- when users visit
- where users are in the world
- what devices people are on
- what pages do they visit
- goal completions

Page	Page Views	Page Value
/	760	£0.00
/about/coronavirus-guidance	362	£0.00
/whats-on/events/deta...ell-being-virtual-day	315	£0.00
/life/calendar-of-prayer	276	£0.00
/about/vacancies	185	£0.00
/whats-on/events	156	£0.00
/whats-on/events/det...tecost-beacon-event	146	£0.00
/about/whos-who	132	£0.00
/education/christian-d...ip/covid-19-resources	122	£0.00
/about/safeguarding-inclusion	107	£0.00

On the left hind side of the homepage is a menu that will take you to specific information about:

- audience – information about your users, their demographics, their interests and more
- acquisition – where you users are coming from; are they coming from the Facebook posts, an article written about you, adverts, or emails?
- behaviour – this tells you if your website is working well, if users are landing on the right page, if your site is slow, what they are clicking on
- conversions – to use conversions you need to set up goals and events, this requires a bit more technical know how and we would recommend you either take the Google Advanced Analytics course or find someone who knows how to implement these.

Live streaming

YouTube

Under your video you can see views, likes, dislikes and comments. If it is live you can also communicate in the live chat. After the stream is live you can find your stream analytics using the analytics button under of the video.
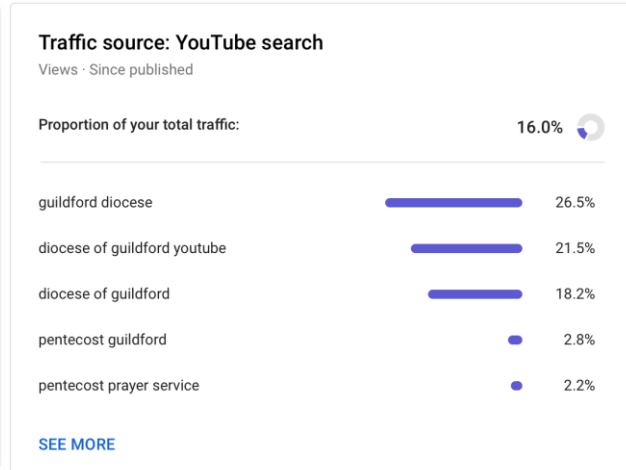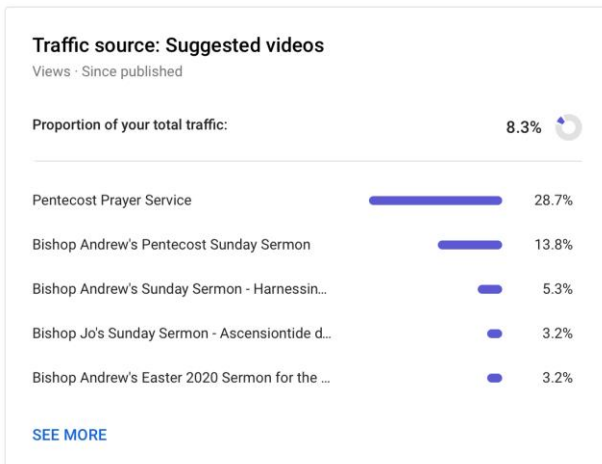
For analytics of a video you have uploaded or a live video you have made available after the event you can find the information in your YouTube Studio.

- Overview – views, watch time, subscribers, how long people watch for, when people watched, where they came from
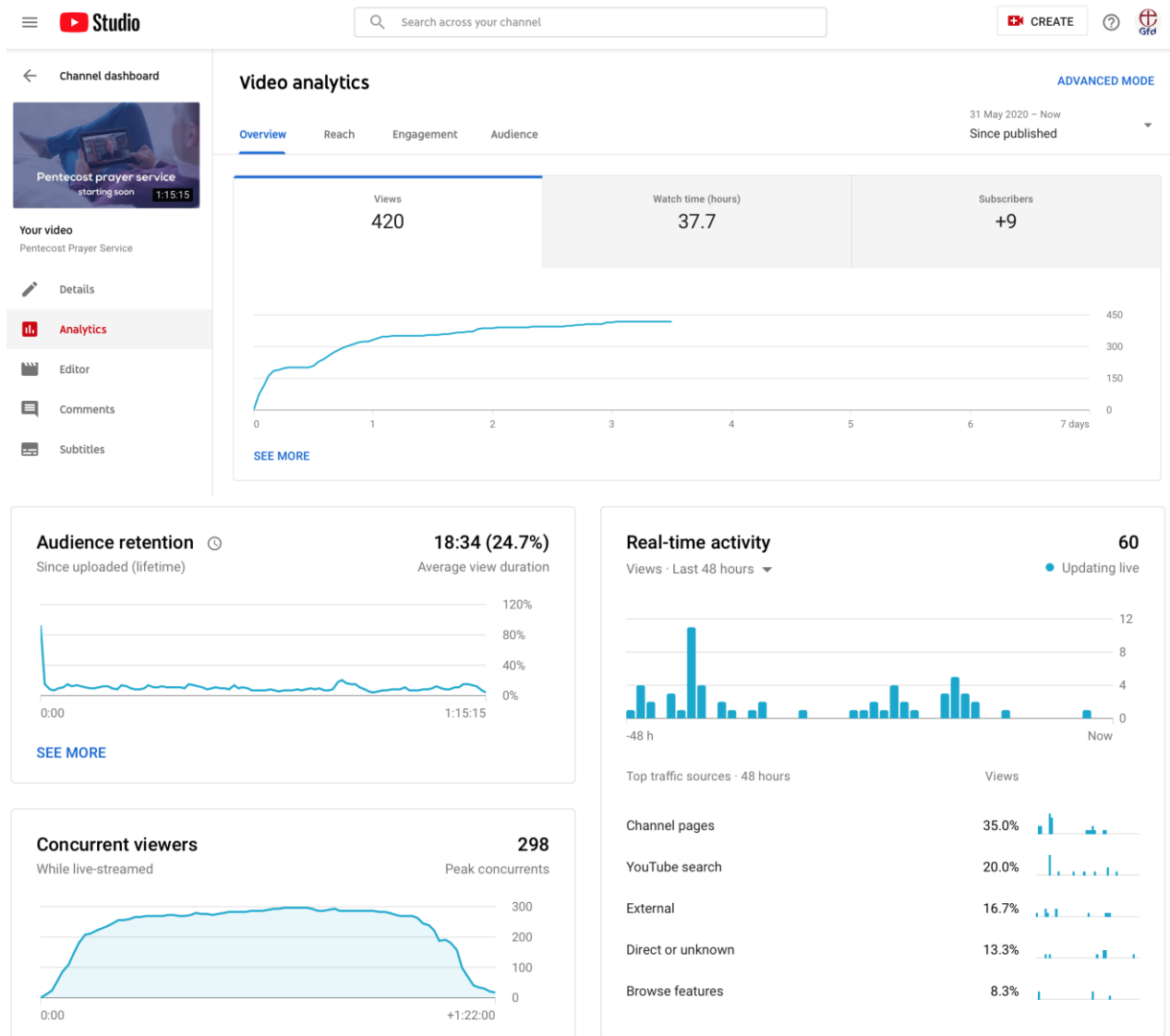
- Reach – click through (how many people have seen it and clicked to watch), where people

came from (again), channel, where people come from external, what people searched for (helps you decide what to tag the video with), other videos that were suggested when someone searched and chose this video

Traffic source: Suggested videos
Views · Since published

Proportion of your total traffic:		8.3%
Pentecost Prayer Service		28.7%
Bishop Andrew's Pentecost Sunday Sermon		13.8%
Bishop Andrew's Sunday Sermon - Harnessin...		5.3%
Bishop Jo's Sunday Sermon - Ascensiontide d...		3.2%
Bishop Andrew's Easter 2020 Sermon for the ...		3.2%

SEE MORE

Traffic source: YouTube search
Views · Since published

Proportion of your total traffic:		16.0%
guildford diocese		26.5%
diocese of guildford youtube		21.5%
diocese of guildford		18.2%
pentecost guildford		2.8%
pentecost prayer service		2.2%

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- Engagement – average duration and total watch time
- Audience – unique viewers and number of times they watched, where they watched, demographic information, if viewers chose to use subscribers (if many do consider how you can ensure good subtitles)

Watch time from subscribers
Watch time · Since uploaded (lifetime)

Not subscribed		88.5%
Subscribed		11.5%

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Top countries
Views · Since uploaded (lifetime)

United Kingdom		90.8%

SEE MORE

Top subtitle/CC languages
Views · Since uploaded (lifetime)

Age and gender
Views · Since uploaded (lifetime)

Female		58.2%
Male		41.8%

13–17 years		
18–24 years		
25–34 years		
35–44 years		
45–54 years		17.3%
55–64 years		40.4%
65+ years		42.3%

SEE MORE

Facebook

YouTube Live analytics information includes:

- Peak live viewers

- Minutes viewed
- Unique viewers
- Total views and those that watched more than 10 seconds
- Average completion of the live video.

General video insights can be accessed through the insights tab on the top menu of your page and then the video option on the left hand menu.

Minutes viewed, how many people viewed more than three seconds, when videos were viewed
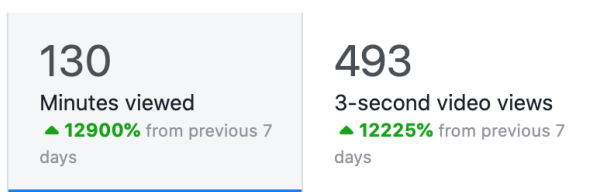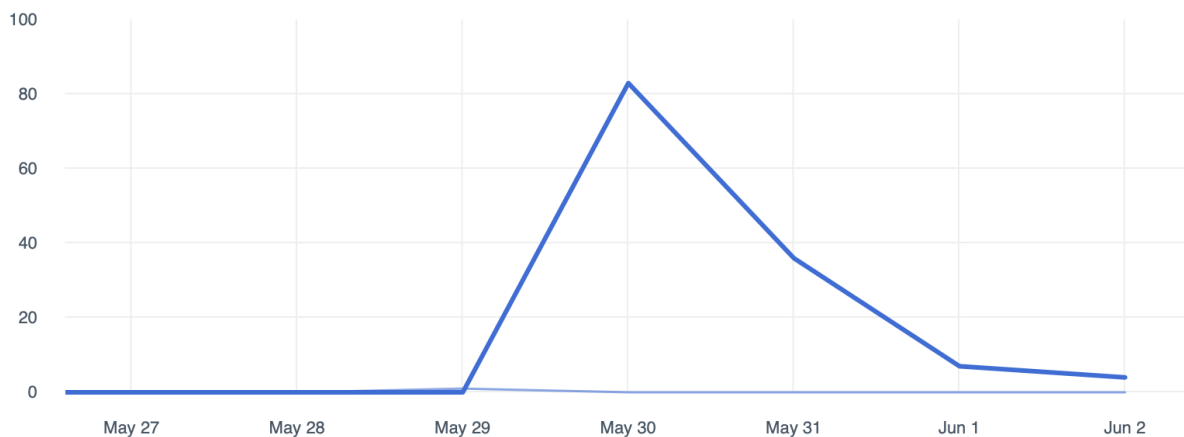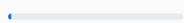
Video list by performance

Video	Published	Minutes... ↓	3-sec video views
TKC trailer	● 30/05/2020 02:37	**127**	484
Egham Easter Centre	● 14/08/2017 08:17	2	1

General social media stats

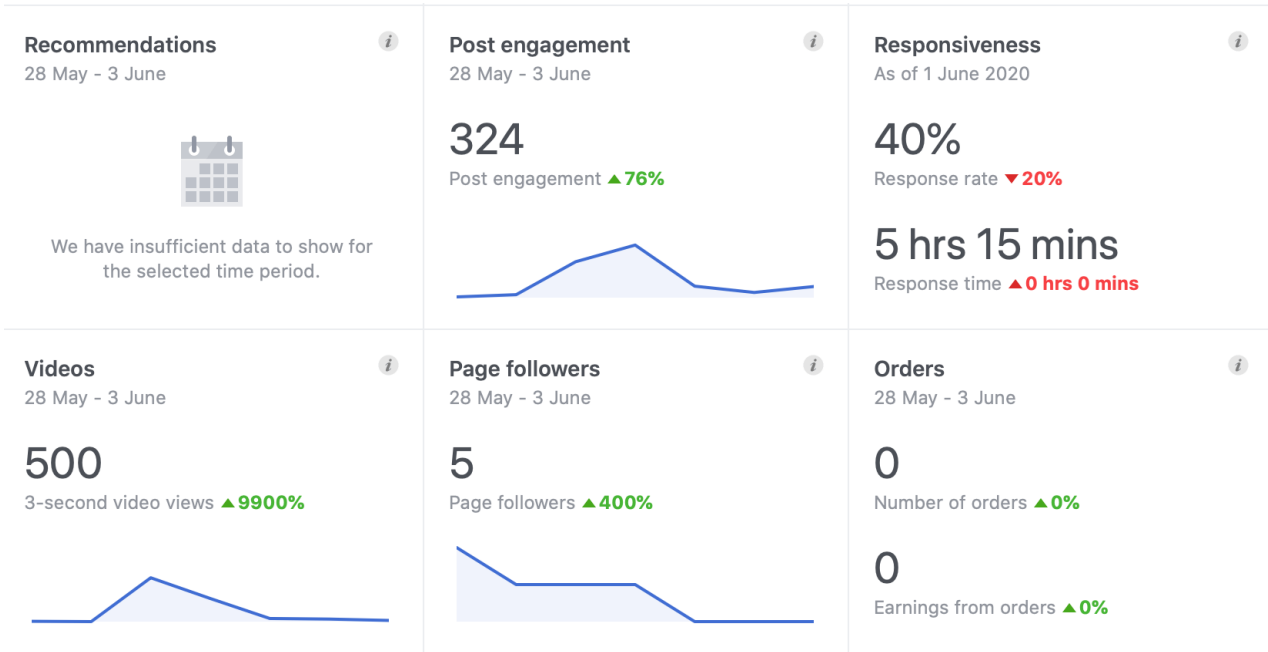Regularly collecting social media data is important to show you trends in how your audience interact with your content.

Facebook

The overview page of Facebook insights give you a great summary of important data relating to your data and the performance of your content.

Page summary Last 7 days ⇕   Export Data ⤓

Results from **28 May 2020-3 Jun 2020**
Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.   ■ Organic ■ Paid

Actions on Page ⓘ	**Page Views** ⓘ	**Page previews** ⓘ
28 May - 3 June	28 May - 3 June	28 May - 3 June
We have insufficient data to show for the selected time period.	**166** Total Page views ▲31%	**10** Page previews ▲150%

Page Likes ⓘ	**Post reach** ⓘ	**Story reach** ⓘ
28 May - 3 June	28 May - 3 June	28 May - 3 June
6 Page likes ▲200%	**1,791** People reached ▲169%	We have insufficient data to show for the selected time period.

Recommendations
28 May - 3 June

We have insufficient data to show for the selected time period.

Post engagement
28 May - 3 June

324

Post engagement ▲76%

Responsiveness
As of 1 June 2020

40%

Response rate ▼20%

5 hrs 15 mins

Response time ▲0 hrs 0 mins

Videos
28 May - 3 June

500

3-second video views ▲9900%

Page followers
28 May - 3 June

5

Page followers ▲400%

Orders
28 May - 3 June

0

Number of orders ▲0%

0

Earnings from orders ▲0%

Your 5 Most Recent Posts

✏️ **Create Post**

🟧 Reach: Organic/Paid   🟦 Post clicks   🟥 Reactions, comments & shares ⓘ

| Published	Post	Type	Targeting	Reach		Engagement		Promote
02/06/2020 10:37	Social prescribing, a scheme to provide emotional and practical	🔗	🌐	209	🟧	11 1	🟦❚	**Boost Post**
01/06/2020 14:56	Following the same trends we are seeing across the nation and in our	🗐	🌐	357	🟧	10 4	🟦🟥	**Boost Post**
31/05/2020 19:59	Watch our live virtual Pentecost service, with contributions from	🔗	🌐	216	🟧	14 33	🟦🟥	**Boost Post**
31/05/2020 17:56	Join us for our Pentecost prayer service starting at 6pm:	🔗	🌐	191	🟧	18 3	🟦❚	**Boost Post**
31/05/2020 10:37	Don't forget, we have our live Pentecost prayer service this	🗐	🌐	425	🟧	17 13	🟦🟥	**Boost Post**

See All Posts

Twitter

Analytics can be found in the left hand menu by clicking the three dots icon. From there you can see an overview or if you navigate to the top menu you can select tweets. This automatically gives you the data for the last 28 days, although you can change the date range.

In this space you can see the number of impressions, or the number of accounts that have had your tweets show up in their feed, as well as the engagement rate. Due to the nature of Twitter

the engagement rate tends to be lower than on other social channels.
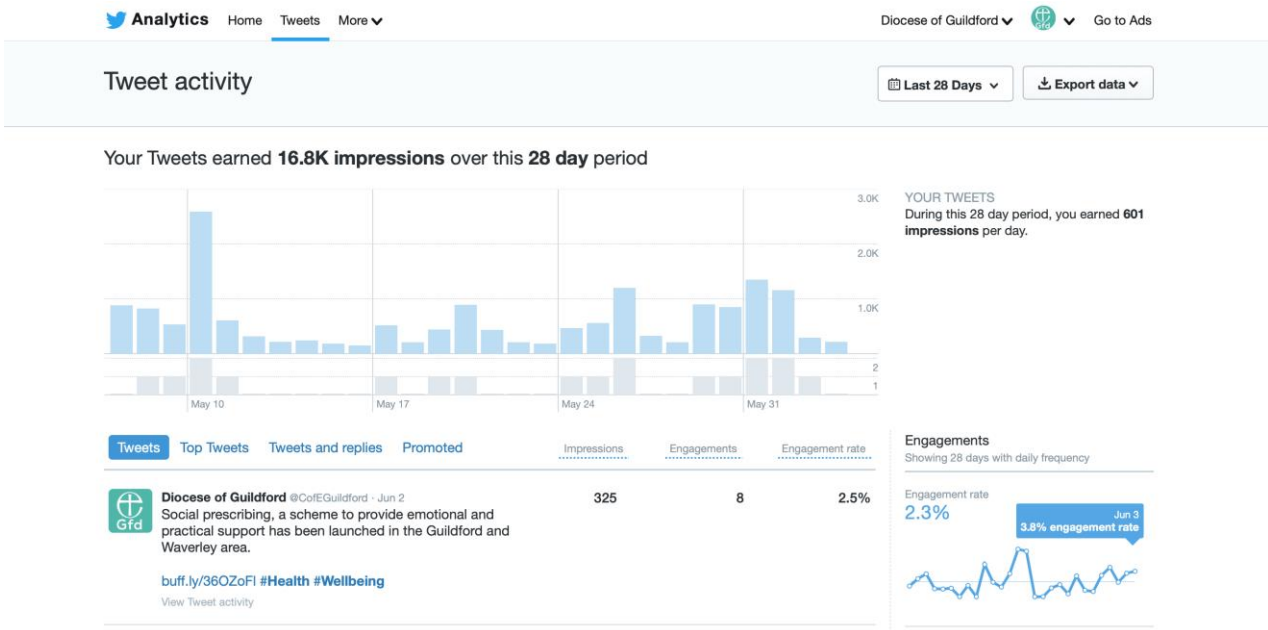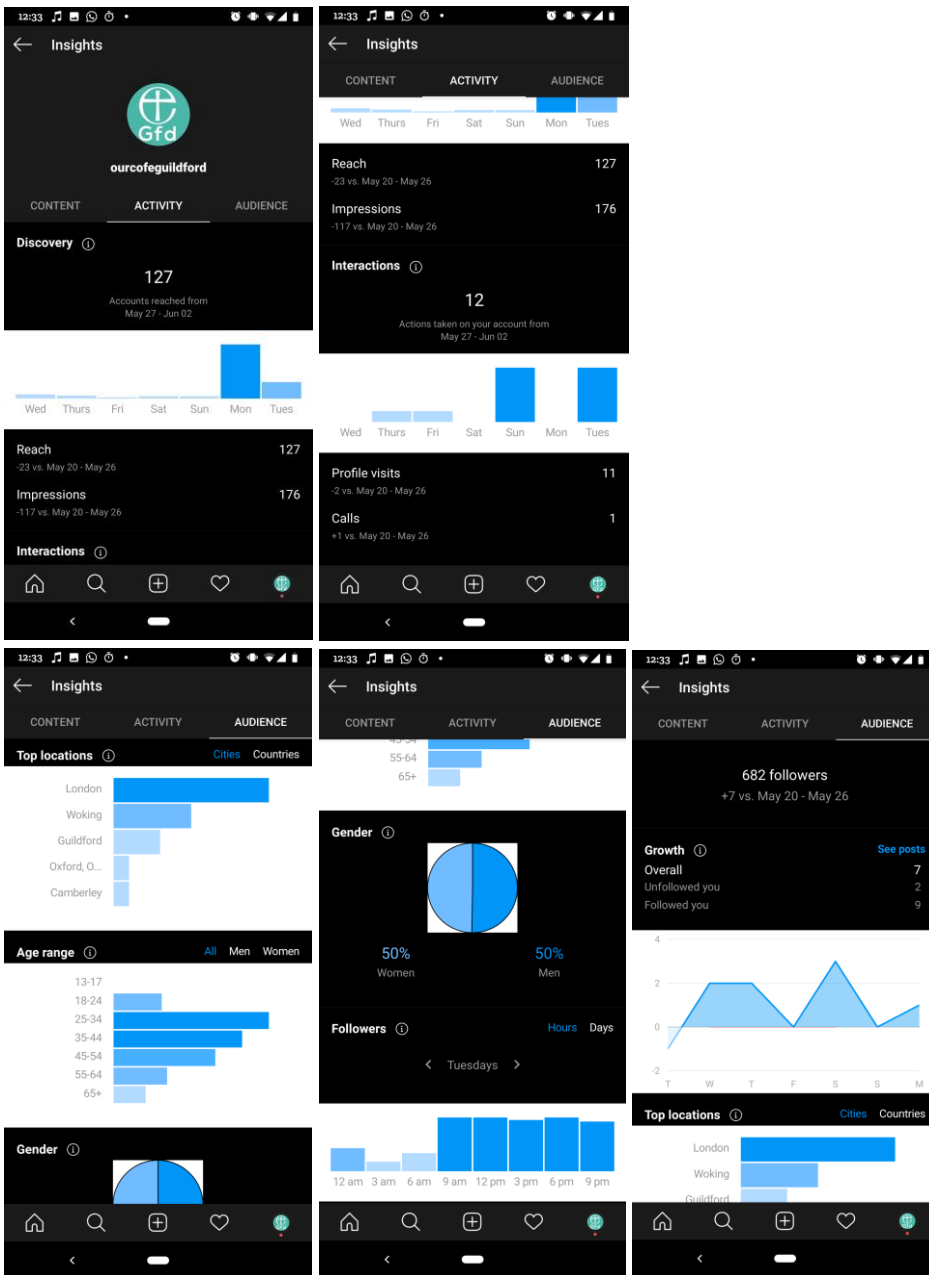

Instagram

To access your Instagram analytics you will need to do this via your phone. On your page there is a button for insights, when you click on that you will be taken to analytics about your content.
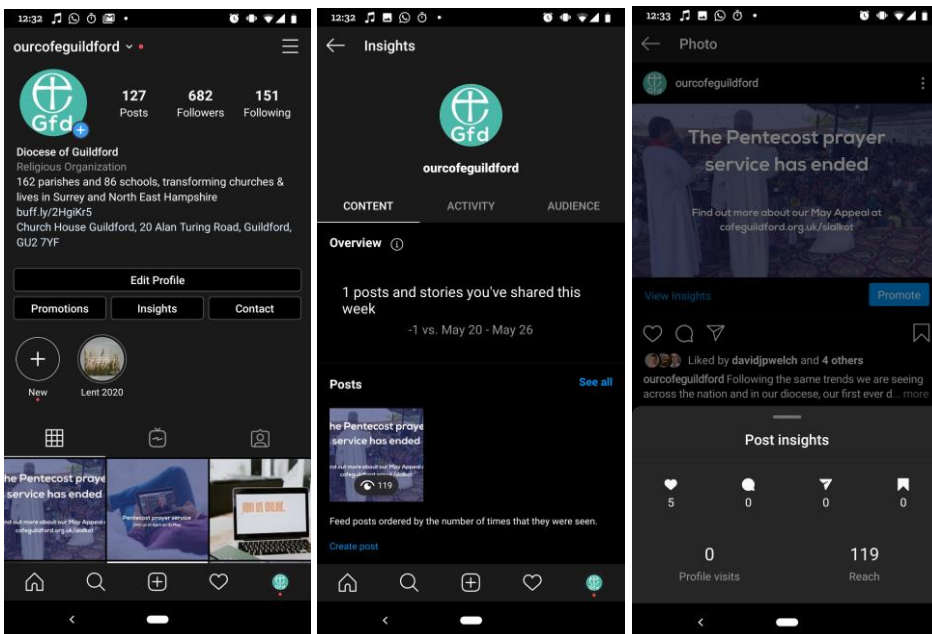
On the top tab you can click across to access more information about activity and audience.

Email

If you are using an email tools like Mailchimp you can gather lots of information about how well it is doing.

Reporting

Keep a frequent record of what is working and what is not, demographic data, and everything else that is relevant. It will help you see trends in your community.

We've created a template to help churches gather basic information, but we would recommend you tailor it for your needs; considering what is working well and what isn't, taking note of trends and information about who your audience is.

Each time you do something new you get more data and more insights. Keep a note of what does well, what gets great engagement and don't be discouraged if something doesn't work the way you had hoped, it's part of the learning process. Develop your reporting to show you what your audience responds well to, give yourself time to understand the information you find and question why people are engaging the way they are.

Looking into the future

If you are serious about using your online space to connect and serve your community then getting a grip of your analytics is important. Remember, some people connect better over a digital screen than a coffee, and there are those that are housebound, can't get to a physical service regularly or aren't ready to make the bigger step into a physical church. The analytics can help you know these people and create content that speaks directly to them.

Try it now, see what works and get other people involved.