

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

Understanding Google Analytics	1
What is data?	
What can you discover using analytics?	
Tools to make your life easier	
Web analytics	4
Live streaming	
General social media stats	9
Reporting	
Test, test, test	Error! Bookmark not defined.
Invite people to serve	Error! Bookmark not defined.
Looking into the future	
Resources and references	Error! Bookmark not defined.



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 <u>free online courses from Google</u> – you can even become Google Analytics accredited. To set up Google Analytics you can <u>follow these instructions</u> 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

.1	Analytics All accounts > Diocese of Guil		• Q Try	v searching "Any ar	nomalies in sessions this month?"	📌 📰 🛛 : 🕀
A	Home	Google Analytics	Home			S INSIGHTS
≻ ≣≣						
REP	ORTS	Users	Sessions	Bounce Rate	Session Duration	Active Users right now
• 🕓	Real-time	8.5K ↓1.5%	13K t2.1%	52.95% ₄₃.0%	2m 05s	2
• •	Audience					
÷ ≱•	Acquisition				1K	Page views per minute
• 🗉	Behaviour				800	i i . i
≻ pu	Conversions					lle all lle e
		~			600	Top Active Pages Active Users
					400	/about/coronavirus-guidance 1
			" <u>}</u>		200	/about/properff0000437928 1
					0	
		1 V) 1 ay	7	24 31	
		Last 30 days 🔻			AUDIENCE OVERVIEW >	REAL-TIME REPORT >

Diocese of Guildford TRANSFORMING CHURCH TRANSFORMING LIVES



Page	Page Views	Page Value
/	760	£0.00
/about/coronavirus-guidance	362	£0.00
/whats-on/events/detaell-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/dettecost-beacon-event	146	£0.00
/about/whos-who	132	£0.00
/education/christian-dip/covid-19-resources	122	£0.00
/about/safeguarding-inclusion	107	£0.00
Last 7 days 🔻	PAGE	S REPORT

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 <u>Analytics course</u> 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

😑 🕒 Studio	Q Search across your channel		🗈 CREATE 🧿 🔐
	Video analytics Overview Reach Engagement Audience		ADVANCED MODE 31 May 2020 - Now Since published
Pentecost prayer service storting soon 1:15:15 Your video Pentecost Prayer Service	Views 420	Watch time (hours)	Subscribers +9
Details Details Analytics Editor Comments Subtitles	0 1 2 SEE MORE		450 300 150 6 7 days 0
Audience retention () Since uploaded (lifetime) 0:00 SEE MORE	18:34 (24.7%) Average view duration 120% 80% 40% 0% 1:15:15		60 • Updating live 12 8 4 • • • • • • • • • • • • • • • • • • •
Concurrent viewers While live-streamed	298 Peak concurrents 300 200 100 0 +1:22:00	Channel pages YouTube search External Direct or unknown Browse features	35.0% 20.0% 16.7% 13.3% 8.3%

- 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		Traffic source: YouTube search Views · Since published	
Proportion of your total traffic:	8.3% 魡	Proportion of your total traffic:	16.0% 🌎
Pentecost Prayer Service	28.7%	guildford diocese	26.5%
Bishop Andrew's Pentecost Sunday Sermon	13.8%	diocese of guildford youtube	21.5%
Bishop Andrew's Sunday Sermon - Harnessin	— 5.3%	diocese of guildford	18.2%
Bishop Jo's Sunday Sermon - Ascensiontide d	a 3.2%	pentecost guildford	2.8%
Bishop Andrew's Easter 2020 Sermon for the	• 3.2%	pentecost prayer service	• 2.2%
SEE MORE		SEE MORE	

- 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)	Age and gender Views · Since uploaded (lifetime)
Not subscribed 88.5%	Female 58.2%
Subscribed 11.5%	Male 41.8%
SEE MORE	13-17 years
	18-24 years
Top countries Views · Since uploaded (lifetime)	25-34 years
United Kingdom 90.8%	35-44 years
	45-54 years 17.3%
SEE MORE	55-64 years 40.4%
	65+ years 42.3%
Top subtitle/CC languages Views · Since uploaded (lifetime)	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



Top videos > Highest-performing videos by minutes viewed from 27/05-02/06

Video	Published	↓ Minutes	3-sec video views
TKC trailer	 30/05/2020 02:37 	127	484
The congregation relief 15500175 2:20	 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.



Diocese of Guildford

TRANSFORMING CHURCH TRANSFORMING LIVES

28 May - 3 、	ndations June	ì	28 May				As 4	sponsiv of 1 June 0% sponse ra		¢.
	insufficient data to show fo e selected time period.	r							15 mi me ^ 0 hrs	
Videos 28 May - 3 . 500	June	ì	-	ollower: - 3 June				ders May - 3 、	June	ĩ
3-second vi	ideo views ▲ 9900%	_	-	lowers 🔺	400%		0		orders ▲0% m orders ▲	
Your 5 Mo	ost Recent Posts				Reach: Orga	nic/Paid	Post click	s 📕 Re	actions, cor	Create Post
	ost Recent Posts Post			Туре	Reach: Organ	nic/Paid Reach	Post click	_	actions, cor gement	
Published 02/06/2020				_			Post click	_		nments & shares i
Published 02/06/2020 10:37 01/06/2020	Post Social prescribing,	and practio	cal e are	Туре	Targeting	Reach	Post click	Engag	gement	nments & shares i Promote
Published 02/06/2020 10:37 01/06/2020 14:56 31/05/2020	Post Social prescribing, provide emotional a Following the same	and praction trends we nation and al Penteco	cal e are l in our ost	б	Targeting	Reach	Post click	Engag 11 1 10	gement	nments & shares i Promote Boost Post
Your 5 Mo Published 02/06/2020 10:37 01/06/2020 14:56 31/05/2020 19:59 31/05/2020	Post Social prescribing, provide emotional at provide emotion at pr	and practic e trends wination and al Penteccioutions fro tecost pra	cal e are l in our ost om	Type S	Targeting ©	Reach 209 357	Post click	Engag	gement	nments & shares i Promote Boost Post Boost Post
Published 02/06/2020 10:37 01/06/2020 14:56 31/05/2020 19:59 31/05/2020	Post Image: Social prescribing, provide emotional at provide emotional at seeing across the research acros the research a	and practic e trends we nation and al Penteccoutions fro teccost pra Spm: ve our live	cal e are l in our oost oom	Type S C	Targeting (*) (*) (*) (*)	Reach 209 357 216	Post click	Engag 11 10 4 14 33 18	gement	nments & shares i Promote Boost Post Boost Post Boost Post

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



To a shareh ita			
Tweet activity			🕮 Last 28 Days 🗸 土 Export data 🗸
Your Tweets earned 16.8K impressions over th	is 28 day period		
		3.0K	YOUR TWEETS During this 28 day period, you earned 601 impressions per day.
		2.0K	
		1.0K	
		2	
May 10. May 17	May 24	May 31	
Tweets Top Tweets Tweets and replies Promoted	Impressions Engage	ments Engagement rate	Engagements Showing 28 days with daily frequency
Diocese of Guildford @Coft@uldford - Jun 2 Social prescribing, a scheme to provide emotional and prescribed purport has been launched in the Guildford and	325	8 2.5%	Engagement rate
Grd practical support has been launched in the Guildford and Waverley area.			3.8% engagement rate

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.



12:33 🎵 🖪 🚫 Õ • 🛛 🚳 🛡 🖛 🖬	12:33 🎵 🖬 🕓 Ö 🔹	© ⊕ ₹⊿ i		
\leftarrow Insights	\leftarrow Insights			
	CONTENT ACTIVIT	Y AUDIENCE		
Gfd	Wed Thurs Fri Sat	Sun Mon Tues		
ourcofeguildford	Reach -23 vs. May 20 - May 26	127		
CONTENT ACTIVITY AUDIENCE	Impressions	176		
Discovery ①	-117 vs. May 20 - May 26			
127	Interactions (
Accounts reached from May 27 - Jun 02	12 Actions taken on your	account from		
	Actions taken on your May 27 - Jun	1 02		
Wed Thurs Fri Sat Sun Mon Tues	Wed Thurs Fri Sat	Sun Mon Tues		
Reach 127 -23 vs. May 20 - May 26 -23				
Impressions 176	Profile visits -2 vs. May 20 - May 26	11		
-117 vs. May 20 - May 26	Calls +1 vs. May 20 - May 26	1		
Interactions ()	+1 vs. may 20 - May 20			
	$\bigcirc \bigcirc \bigcirc$	🗢 🍈		
< —	<			
<	く	8 4 7 1 1	12:33 J 🖬 🕒 Ö 🔹	1 k + 4 8
		8 4 ∓ ∡ 1	12:33 ♫ ᄅ ⊙ ै • ← Insights	8 k∓ ⊕ 3
12:33 ♫ ▤ ़ ै ੈ • 🚳 ♥ ₹◢ ▮	12:33 🎵 🖪 🕓 Ö 🔸			8 ● ↓ ▲ I
12:33 ♫ ▤ ⊙ ै • ♥ ♥◢ ▮ ← Insights	12:33 Л ■ © © • ← Insights CONTENT ACTIVITY 55-64			activity audience
12:33 ♫ ∎ ⊙ ⊘ . Content Activity AUDIENCE Top locations ⊙ Cities Countries London	12:33 ♫ ■ ② ♂ • ← Insights CONTENT ACTIVITY		← Insights CONTENT	
12:33 ♪ ■ ◎ ○ · ● ● ● ● ← Insights CONTENT ACTIVITY AUDIENCE Top locations ○ Cities Countries	12:33 Л ■ © © • ← Insights CONTENT ACTIVITY 55-64		← Insights CONTENT 68 +7 vs.	ACTIVITY AUDIENCE 2 followers May 20 - May 26
12:33 ♫ ∎ © O · O • O • O • O • O • O • O • O • O •	12133 月日 ○ ○ ・ ← Insights CONTENT ACTIVITY 15564 654		CONTENT CONTENT 68 +7 vs. Growth © Overall	ACTIVITY AUDIENCE 2 followers May 20 - May 26 See posts 7
12:33 ♫ ∎ © O • O • O • O • O • O • O • O • O • O	12133 月日 ○ ○ ・ ← Insights CONTENT ACTIVITY 15564 654		CONTENT CONTENT 68 +7 vs. Growth ①	ACTIVITY AUDIENCE 2 followers May 20 - May 26 See posts
12:33 □ ○ ● <th>12:33 ♫ ☑ ☑ ○ ← Insights ACTIVITY 13:00 △ ACTIVITY 55:64 ● 65+ ●</th> <th>AUDIENCE</th> <th>CONTENT CONTENT 68 +7 vs. Growth O Overall Unfollowed you</th> <th>ACTIVITY AUDIENCE 2 followers May 20 - May 26 See posts 7</th>	12:33 ♫ ☑ ☑ ○ ← Insights ACTIVITY 13:00 △ ACTIVITY 55:64 ● 65+ ●	AUDIENCE	CONTENT CONTENT 68 +7 vs. Growth O Overall Unfollowed you	ACTIVITY AUDIENCE 2 followers May 20 - May 26 See posts 7
12:33 Image: Content in a content in	12133 月日 ○ ○ ・ ← Insights CONTENT ACTIVITY 15564 654		Insights CONTENT G8 +7 vs. Growth O Verall Unfollowed you Followed you	ACTIVITY AUDIENCE 2 followers May 20 - May 26 See posts 7
12:33 Image: Content in a content in	12:33 ♪ ● ◎ ● • ← Insights CONTENT ACTIVITY 55:64 65+ Gender ① 50%	r AUDIENCE 50% Men	Insights CONTENT G8 +7 vs. Growth ① Overall Unfollowed you Followed you	ACTIVITY AUDIENCE 2 followers May 20 - May 26 See posts 7
12:33 Image: Content	12:33 ♪ ● ◎ ● • ← Insights CONTENT ACTIVITY 55:64 65+ Gender ① 50%	4 AUDIENCE	Insights CONTENT G8 +7 vs. Growth O Verall Unfollowed you Followed you	ACTIVITY AUDIENCE 2 followers May 20 - May 26 See posts 7
12:33 J Image: Content in a conten	12:33 ♪ ● ● ← Insights ACTIVITY CONTENT ACTIVITY 55:64 ● Gender ● 50% Women	AUDIENCE	Insights CONTENT G8 +7 vs. Growth O Verall Unfollowed you Followed you	ACTIVITY AUDIENCE 2 followers May 20 - May 26 See posts 7
12:33 J Image: Content in a content	12:33 ♫ ☑ ○ • ← Insights • • CONTENT • • • 55:64 • • • 65÷ • • • S0:0% • • • 50% • • • S0% • • • Followers ① • •	AUDIENCE	Insights CONTENT G8 +7 vs. Growth O Verall Unfollowed you Followed you	ACTIVITY AUDIENCE 2 followers May 20 - May 26 See posts 7 2 9
12:33 J Image: Content in a conten	12:33 ♫ ☑ ○ • ← Insights • • CONTENT • • • 55:64 • • • 65÷ • • • S0:0% • • • 50% • • • S0% • • • Followers ① • •	AUDIENCE	CONTENT CONTENT 68 +7 vs. Growth O Overall Unfollowed you Followed you content conten	ACTIVITY AUDIENCE 2 followers May 20 - May 26 See posts 7 2 9 1 1 2 9
12:33 J I <th>12:33 ♫ ☑ ○ • ← Insights • • CONTENT • • • 55:64 • • • 65÷ • • • S0:0% • • • 50% • • • S0% • • • Followers ① • •</th> <th>Y AUDIENCE</th> <th>Insights CONTENT 68 +7 vs. Growth ① Overall Unfollowed you Followed you 7 Top locations ① London Woking</th> <th>ACTIVITY AUDIENCE 2 followers May 20 - May 26 See posts 7 2 9 1 1 2 9</th>	12:33 ♫ ☑ ○ • ← Insights • • CONTENT • • • 55:64 • • • 65÷ • • • S0:0% • • • 50% • • • S0% • • • Followers ① • •	Y AUDIENCE	Insights CONTENT 68 +7 vs. Growth ① Overall Unfollowed you Followed you 7 Top locations ① London Woking	ACTIVITY AUDIENCE 2 followers May 20 - May 26 See posts 7 2 9 1 1 2 9
12:33 J I <th>12:33 ♪ ● ◎ • • ← Insights CONTENT ACTIVITY 55:64 65+ Gender ① 50% Women Followers ① < Tuesday</th> <th>Y AUDIENCE</th> <th>Insights CONTENT 68 +7 vs. Growth ① Overall Unfollowed you followed you Torlocations ① London</th> <th>ACTIVITY AUDIENCE 2 followers May 20 - May 26 See posts 7 2 9 1 1 2 9</th>	12:33 ♪ ● ◎ • • ← Insights CONTENT ACTIVITY 55:64 65+ Gender ① 50% Women Followers ① < Tuesday	Y AUDIENCE	Insights CONTENT 68 +7 vs. Growth ① Overall Unfollowed you followed you Torlocations ① London	ACTIVITY AUDIENCE 2 followers May 20 - May 26 See posts 7 2 9 1 1 2 9

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.