

Social Media Information

June 2, 2021

With more churches opening up and summer coming up, viewership online is down as expected. We appear to get more views on YouTube than Facebook. However, we continue to reach many Facebook users. This is evident from the “A Letter from Pastor Gary” posts. The post regarding the Officer Chauvin verdict reached 356 people. (Reach is defined by Facebook as the number of unique people who saw the content.) This is followed closely by: “Henry Muhlenberg has been called The Patriarch of the Lutheran church” (121 reached); “Half-Staff/Half Hearted” (106 reached); and “Where There’s a Will” (101 reached).

Our biggest online service (so far) from Facebook in 2021 was back in January (1/10—The Baptism of our Lord service) with 115 views. On YouTube we had 89 views with this service. Easter viewership was down (many churches were open for Easter this year). On Facebook we had 49 views; YouTube 97 views. Easter 2020 we had 109 views on Facebook and 170 on YouTube (most churches closed). Looking at overall views on Facebook and YouTube—we get more views on YouTube.

Our followers on Facebook remain the same from the last summary: 64% Women/35% men; largest age group: 65+ and 25–34-year-olds. Most followers are in the US and mostly from Phoenix, Tempe, and Mesa. Viewer age and gender information are not available for YouTube (not enough demographic data to show). All YouTube views are from the US. Most Facebook views are from the US as well; however, we do have people in Canada (3!), United Kingdom and Indonesia (2 each). We have one viewer in each of the following countries: Brazil, Myanmar, Germany, India, Liberia, Kenya, and China.

NOTE: Facebook data is based on Facebook profiles and numbers are an estimate.

Susan Schmidt Morgan is a faithful Facebook follower. She usually “likes” or “loves” posts and will sometimes comment. Her comment from Pentecost service: “Wonderful sermon and music as always. Haven’t heard the Acts reading in tongues for a long time. Thank you readers and audio/video editors.” We have also heard from Kalyn Behnke on Facebook that she would love to do more lector recordings. We quickly notified her and signed her up! We did have a student reach out to us via Facebook who wanted information on Wednesday nights. He did come to one Bible Study and dinner—he was checking out other options on campus as well. He is receiving the LCM emails also.

We have put our online data on LCM and ULC brochures:

WATCH US ONLINE:



University Lutheran Church, Tempe, Arizona



ULC LCM Tempe Arizona



www.ulctempe.org

We will also be putting on future issues of the LCM and ULC newsletters.