

2019



2019 COMMUNICATIONS REPORT

PREPARED BY
BEN JACOB WINDSOR

WITH AN ANALYSIS BY
ALY PINEDA

WHERE WE ARE NOW

WE'VE COME A
LONG WAY IN
ONE YEAR

This past year we've started a new communications strategy to help bring us up to date with current outreach trends. I took great pleasure in helping direct the communications at St. Josaphat's and look forward to the next communications director to take the strategy to the next level. A huge thanks to Sean Slipchuck and Andrea Szabo for their assistance in our communications!

Achievements In 2019

An examination of our communications strategy

This brief report examines some of the key achievements of bringing a communications strategy into the modern era. We first implemented tracking metrics before 2019 to further examine the success of all outreach tools we have implemented. The report uses metrics from Google Analytics, Google Search Console, Google Lighthouse, and various social media analytical tools. It examines key achievements and future possible projects to be implemented as well as recommendations for the future communications director. The demographic research presented is meant to assist in management decision making and future outreach decision making. In one year, our mini outreach team has...

- ✓ Implemented Online Donations
- ✓ Started Social media communications
- ✓ Fixed over 100 outdated web pages
- ✓ Started YouTube and Instagram
- ✓ Redesigned St. Josaphat's website
- ✓ Captured over 100 photographs
- ✓ Updated entire website content
- ✓ Captured video content

Interpretation of data

This report is meant to examine already available data to assist in key management decisions. Organizational benchmarks and demographic analysis is meant to educate stakeholders in the current situation to make growth orientated decisions. Modern organizations need to be hands-on in every step of any change management process to ensure sustainable growth.

Possible projects for 2020...

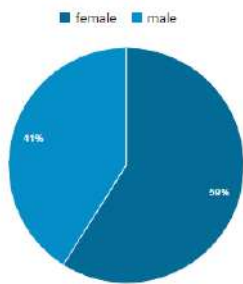
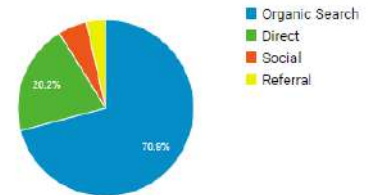
- 💡 Live steaming services
- 💡 Creating a Social Media Team
- 💡 Creating a website team

Website Metrics

Interpreted by Aly Pineda, Bachelor of Commerce student

Google Analytics is a web analytics service that provides businesses/organizations with insight about their website traffic. It is trusted by many marketers for the wide array of data it collects - all for the cost of nothing. Over the course of 2019, we analyzed various metrics for <http://stjosaphat.ab.ca/> to gain a better understanding of those who visit the website and what content is most regularly viewed in an effort to make more informed decisions to yield better results in the future.

Top Channels

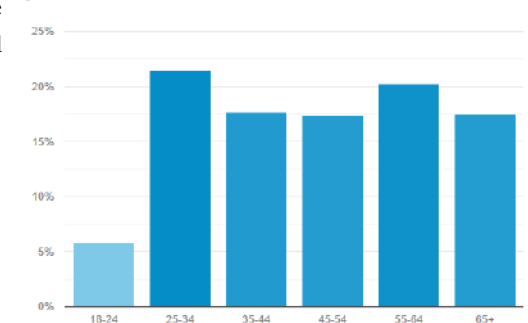


During the past year, St. Josaphat's website saw a total of 8,624 users. 70.9% of those users landed on the website through organic search. Other traffic channels include direct traffic (20.2%), social media (5.3%), and referral links from other websites (3.6%). Amongst the users, 13,654 sessions were recorded; The average session duration for viewers lasted for an impressive 1 minute 59 seconds. Typically, users that spend less than thirty seconds on a website only view one page - the page they land on. If users are viewing multiple pages during their session, this is indicative of a more engaged visitor. And, the website's bounce rate came in at 50.06%. A bounce rate is a metric that measures the percentage of users who enter a website and leave before viewing other pages. While 50.06% may seem high, it is actually considered to be roughly average.

In regard to demographics, the vast majority of website visitors live in Edmonton. Other areas include Calgary, St. Albert, and Sherwood Park. Surprisingly, many of the website users are located from places not only outside of Alberta but even North America. Nearly 10% of last year's users originated from the United States, followed by South Korea (1.22%), the United Kingdom (0.94%), Ukraine (0.72%), etc.

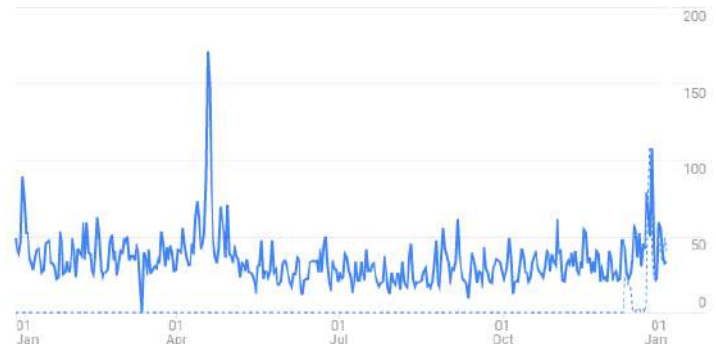
Pageviews can help to determine how popular certain pages are. Listed below are the top 10 most viewed pages for the Cathedral's website in 2019:

Age



Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances
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2. /blog/category/bulletin/	3,603 (11.38%)	2,573 (10.48%)	00:00:53	1,482 (10.86%)
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4. /contact/	968 (3.06%)	853 (3.47%)	00:02:23	180 (1.32%)
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7. /liturgical-life/marriage-prep/	409 (1.29%)	321 (1.31%)	00:03:30	173 (1.27%)
8. /liturgical-life/baptism/infants-baptism/	366 (1.12%)	355 (1.45%)	00:05:00	317 (2.32%)
9. /parish-hall/	304 (0.96%)	233 (0.95%)	00:02:01	132 (0.97%)
10. /liturgy-times/	255 (0.81%)	228 (0.93%)	00:01:25	23 (0.17%)

Users	Sessions	Bounce Rate	Session Duration
8.7K	14K	50.06%	1m 58s
↑1,661.5%	↑1,984.6%	↑7.9%	↑3.7%



Social Media Metrics

An insight to our social media for 2019

St. Josaphat's Cathedral started their first social media outreach in 2019. Social media is the most important source for community building in modern organizations. Growth initially was on a positive trajectory due to consistent posting and a small bit of advertising. Growth later fell heavily due to time restraints in consistent scheduled postings.




Performance

You've spent \$28.17 over 8 days.

Page likes	41
People Reached	2,330
Cost per Page Like	\$0.69

A small advertisement was ran to judge the effectiveness of Facebook advertising but didn't produce high enough results as displayed by the figure to the left. Organic growth is the only way for sustainable growth on social media. We heavily pushed a Pyrohy Dinner event posted to our Facebook page and reached over 10 000 people with the post, with 420 people responding to the event. Our most popular video posted on the Shroud of Turin presentations also had 96 minutes of watch time as well.

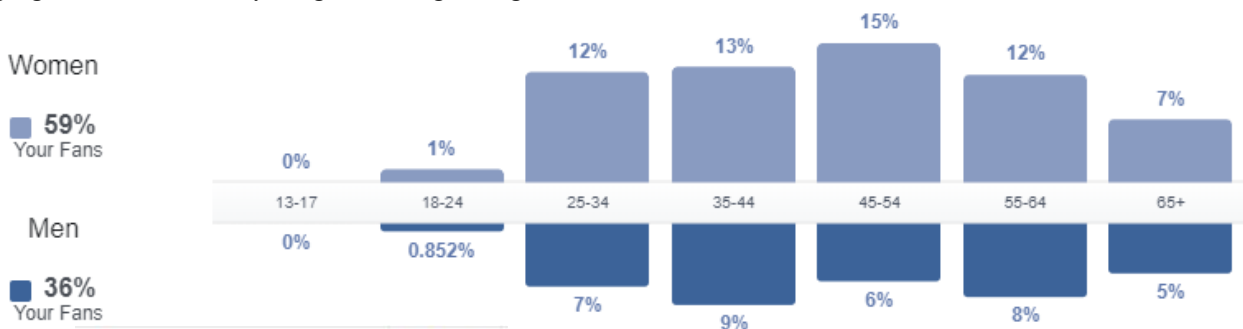
Video	Date added	Minutes viewed
	06/03/2019 12:48	96
	03/03/2019 16:12	60

PYROHY DINNER
April 5, 2019 | 4:30pm

10.7K People reached
420 Responses

Women 45-54
22% of total responses

The last graph below also outlines some demographics of our Facebook viewership in terms of age and gender, with a significant lack in the young adults age range.



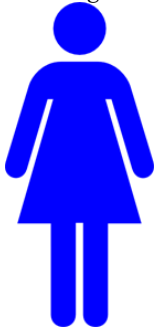
Rank	Page	Total Page Likes
1	Catholic Archdiocese of...	2.6K
2	Edmonton Eparchy	2.2K
3	Grandin Media	1.2K
4	St. Nicholas Ukrainian C...	724
YOU	St. Josaphat's Cathedral...	353








We can examine a bench mark of our social media metrics in comparing local similar Catholic Facebook accounts. Although various protestant and new-age churches social media accounts have thousands to millions of followers due to their strong presence on the digital world. This is a huge opportunity for St. Josaphat's to excel in as Catholic media is behind most Christian denominations.

Demographic Analysis

The Average User at St. Josaphat's










Using data we found a target demographic that most often interacts with St. Josaphat's Cathedral online using the majorities in each category. The average individual interacting online with St. Josaphat's is...



-  A female between the age of 45 and 54
-  Living in Edmonton and prefers speaking English
-  A **new** user who has never visited St. Josaphat's Cathedral website before
-  Is most interested in reading books, cooking, and politics
-  Owns and uses an Apple device
-  Interacts with St. Josaphat's Cathedral the most on Sunday at 8:00 am
-  Prefers using a computer over a smart phone

Organizational Benchmarks: Hope City Church

Using Hope City Church as an organization benchmark, we can see what other church organizations are doing in comparison between St. Josaphat's Cathedral.

Hope City Church	St. Josaphat's Cathedral
 2638 Facebook likes, 2647 Instagram Followers, 522 YouTube subscribers	353 Facebook likes, 74 Instagram Followers, 2 YouTube subscribers,
 Over 30 podcast episodes, live streams, hundreds of videos, The Voyage music	No comparable online content.
 Over 1373 (Bi-weekly) website visitors, fast website load time, 15% of search is paid*	Over 264 (Bi-weekly) website viewers, slow website load time, no online advertising
 Clear social responsibility, with over \$233 000 raised related to poverty alleviation and addiction causes.	No clear social responsibility. Needy Fund raises few hundred dollars a month. Other charities are also supported.
 Youth group for students in grades 6 to 8 Youth group for students in grades 9 to 12 Youth group for ages 22 to 30 Singles group for ages 30 to 50 Adult group for ages 50+	No groups only based on age demographics in 2019. Groups more focused on causes; Children of Mary, Altar Boys, etc.
 Child care provided with nursery. The Lab Kids program for children between ages of 0-12.	Various Sunday School classes with registration in September and ending in April.
 Hope City Church Edmonton App	No App
 Hope City websites audience have interests in social media, e-commerce, and electronics*	St. Josaphat's Cathedral website audience have interests in books, cooking, and politics.
 4921 attendees on a Sunday, 1100 are online viewers, 11% increase of yearly attendees.	No attendance metrics.

*Research based on estimates from digital research sites SimilarWeb.com and NeilPatel.com in this chart.

Behavioural Responses of User Discovery

Query	Clicks	Impressions	CTR	Position
st josaphat cathedral	495	1,130	43.8%	3.7
st josaphat edmonton	424	793	53.5%	2.8
st josaphat's cathedral	377	578	65.2%	3.3
st josaphat cathedral edmonton	321	565	56.8%	2.4
st_josaphat_cathedral	268	768	34.9%	3.4
st josaphat's ukrainian catholic cathedral	208	411	50.6%	3.2
st josaphat's ukrainian catholic church edmonton	148	295	48.5%	2.2

Using search trends from Google Search Console, we learned the vast majority of users associate the Cathedral as "St. Josaphat's Cathedral" rather than any other search term such as "St. Josaphat's Ukrainian Catholic Cathedral" or "St. Josaphat's Cathedral Edmonton Eparchy". We rebranded all online sources to optimize with user's search patterns and suggest the continued use of this.

Strategic Recommendations

Modern Outreach Strategies In 2020

The next communications director will have to create a digital outreach strategy to keep in line with the popular trends in 2020. The most successful organizations in the world all have mastered digitization of their messages to capture the hearts and minds of their audiences. Some popular trends many modern churches have implemented include...



Clear social responsibility: Creating a plan and goals for social responsibility such as poverty alleviation gives a clear purpose and vision for a church to exist.



Podcasts episodes: With the total cost of podcasts being zero dollars, modern organizations are turning to the modern version of radio communications.



Online ticket sales: (Cost to run: \$50-\$100 flat fee, or an extra \$1 per ticket sale) Our Pyrohy Supper reached over 10 000 people who did not have access to purchase tickets online.



Specific blog content articles: (Cost to run: \$0) Limiting the number of web pages as much as possible and instead focusing on posting content on a blog format is one of the most effective methods of digital outreach and will help improve our search engine optimization.



Email marketing improvements: 2000 subscribers are completely free with services like Mailchimp. Email marketing is the most effective source of online outreach.

A communications position is an extremely large job for one volunteer. As an example, MacEwan University's marketing association has an entire team dedicated to communications. The communications team is comprised of 5 executives with the following roles:

1. Social Media Executive
2. Email Marketing Executive
3. Digital Marketing Executive (Website Manager)
4. Branding and Events Executive
5. Podcast Lead Executive

It is suggested that St. Josaphat's divides up the roles in a similar way, as what may seem like a simple task can sometimes take days to complete.

Feel free to get in touch!

Questions or comments about digital outreach or marketing?

Email: Benjacobwindsor@gmail.com

Instagram: [@ben_j.windsor](https://www.instagram.com/ben_j.windsor)

LinkedIn: [Ben Jacob Windsor](https://www.linkedin.com/in/BenJacobWindsor)

Phone Number: 780-405-2778

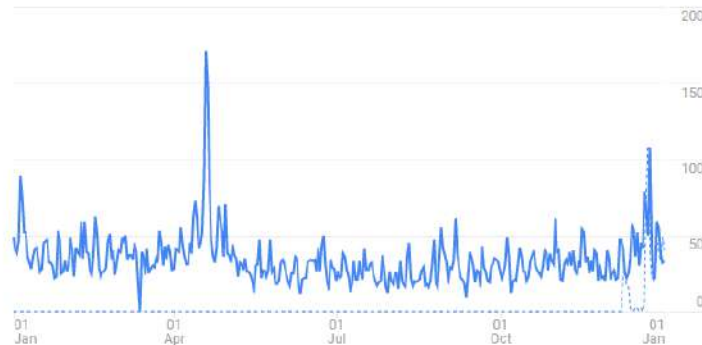


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