

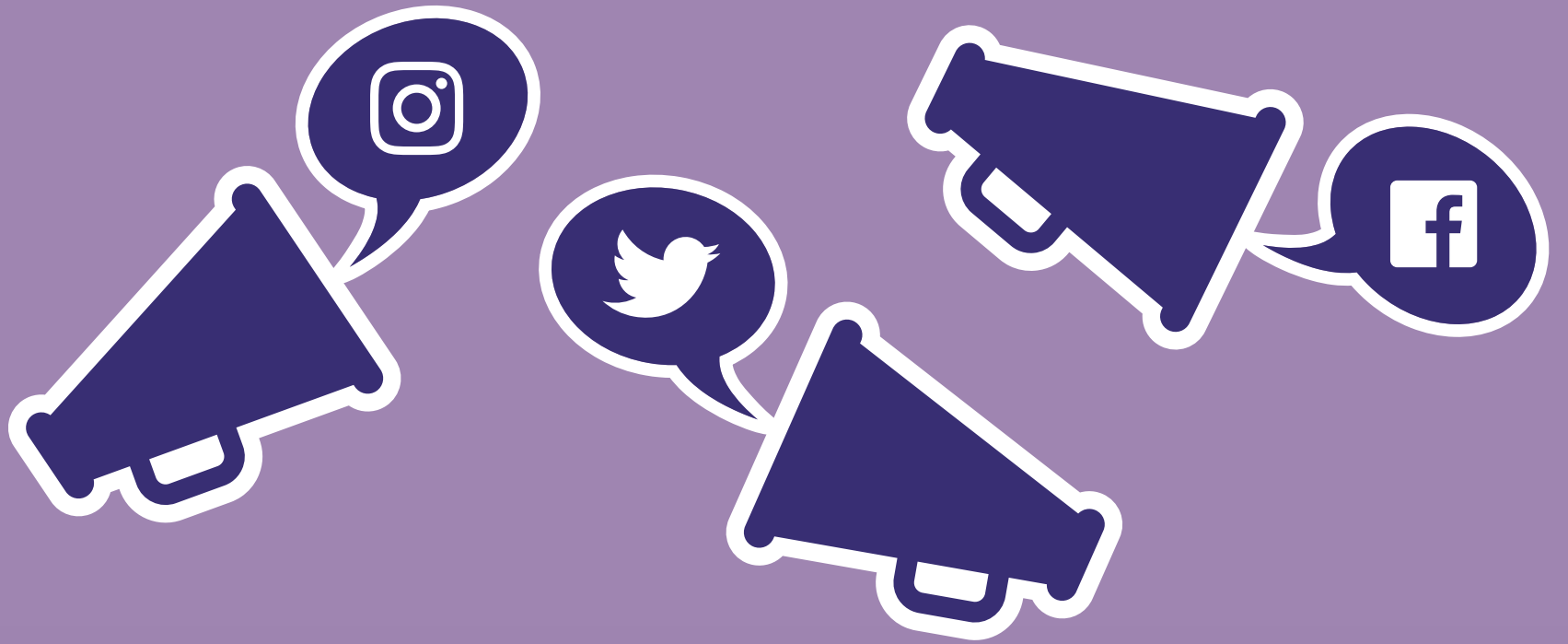
A year in numbers: 2018 digital report



THE CHURCH
OF ENGLAND



Renewal & Reform



We have more than doubled
the **monthly reach of content** we
post on Instagram, Twitter and
Facebook from 1.2 million in 2017
to **2.44 million in 2018**



THE CHURCH
OF ENGLAND



Renewal & Reform



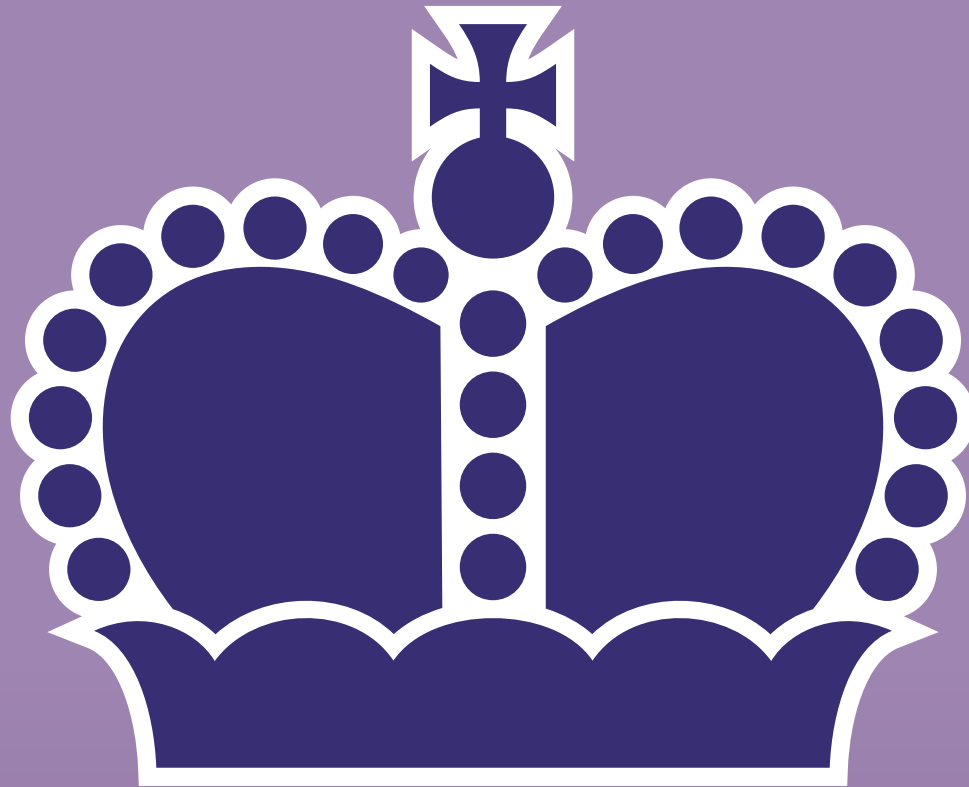
6.8 million

We quadrupled the reach of our **2017 Advent and Christmas campaign** to 6.8 million from 1.5 million for Advent and Christmas 2016



THE CHURCH
OF ENGLAND





Our **Royal wedding** prayer and videos for The Duke and Duchess of Sussex were seen more than **5 million times** on social media



THE CHURCH
OF ENGLAND



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We reached

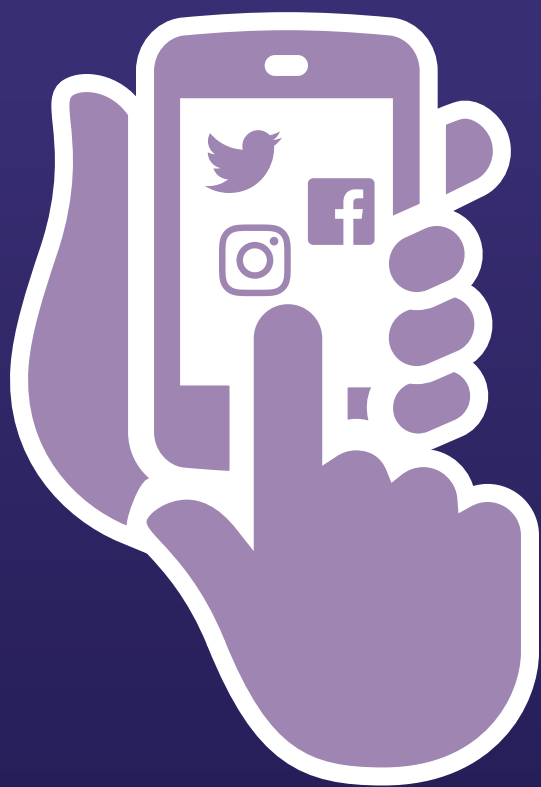
3.54 million

across Lent

2018, up from

2.5 million in

Lent 2017



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78%

found the **#LiveLent**
reflections very helpful
or extremely helpful in
bringing them closer to God and
supporting their Christian faith



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Over 2 million new

visitors have engaged with the
Church of England website since
relaunching in November 2017

Traffic to A Church

Near You was up

50% in December

2017 from

December

2016



THE CHURCH
OF ENGLAND

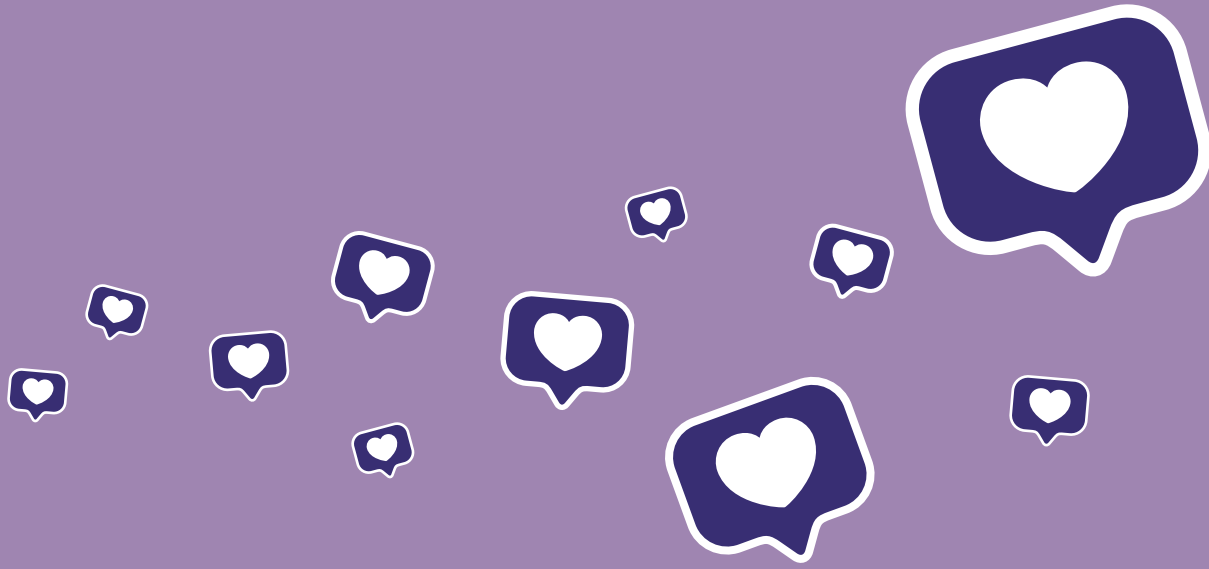


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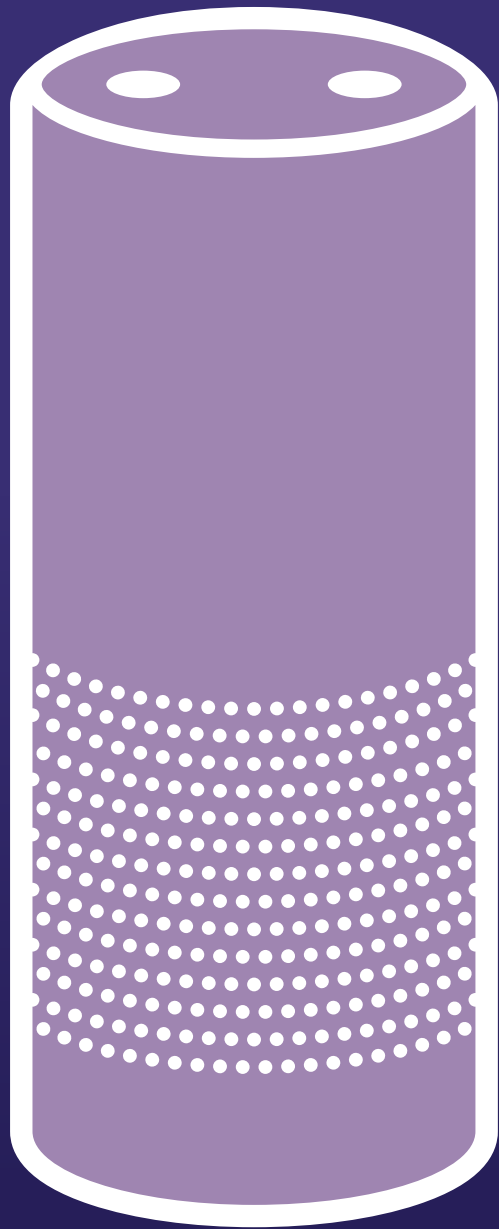
We're reaching **new audiences**



69% of people who use A Church Near You and **79%** of Church of England visitors have **never been on the websites before**



**Our Instagram
engagement has
quadrupled over
the last 12 months**



Thousands of people are opening our **Alexa skill** each month, with **60%** using it to say prayers

410,000

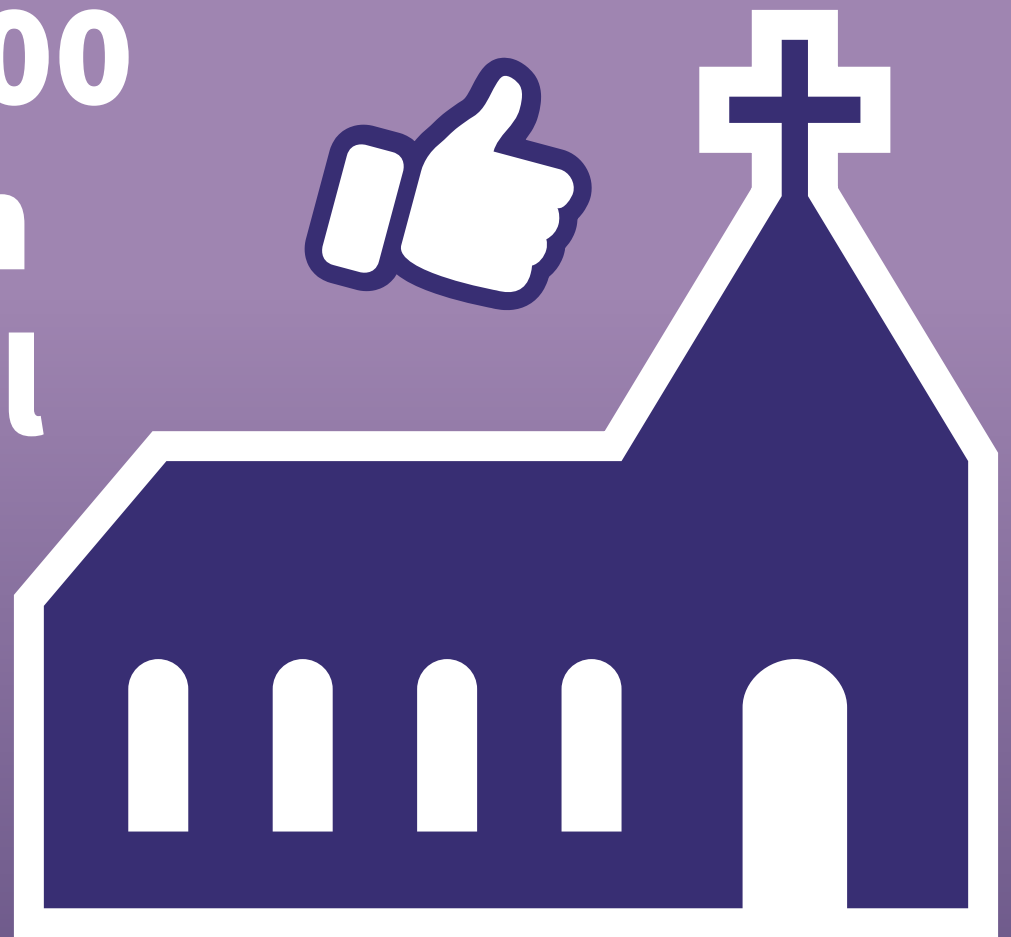
There have been more than 410,000 downloads of the **Church House Publishing apps**, up 350,000 from 2017





The majority of people
we reach on Instagram
are under the **age of 34**

We will have
trained **1,000**
churches in
using social
media by
Christmas
2018



THE CHURCH
OF ENGLAND



Renewal & Reform



Our social media profiles are helping us to **explain** the work of the Church and **share** the Good News of Jesus Christ in a way that just wasn't possible before