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.
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.
Our Royal wedding prayer and videos for The Duke and Duchess of Sussex were seen more than 5 million times on social media.
We reached 3.54 million across Lent 2018, up from 2.5 million in Lent 2017
78% found the #LiveLent reflections very helpful or extremely helpful in bringing them closer to God and supporting their Christian faith.
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
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.

“Alexa!”

The Church of England

Renewal & Reform
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.
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.