

Understanding Insights and Analytics online this Christmas

Jenny Wilkins, Ben Hollebon and Liz Morgan

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Free tools and resources to help churches with their digital communications



Digital Labs blogs, newsletter, webinar, conference

What will we cover today?

- What does **page views** really mean?
- What numbers should I track with **Google Analytics**?
- Are **video views** the same as people on seats?
- **Impressions, reach and engagement** - which really have value?



Websites, ACNY and Google analytics

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What is Google Analytics?



- A platform that **tracks** and **reports** website traffic
- Great way to understand what people are doing when they visit your website
- Completely free!



What data can I look at?



- Content – page views, session duration, pages/session
- Location
- Demographic – age, gender
- Devices and browser – desktop/mobile/tablet; Chrome/Safari/Firefox
- **What could you do with this data?**



How can I get Google Analytics?

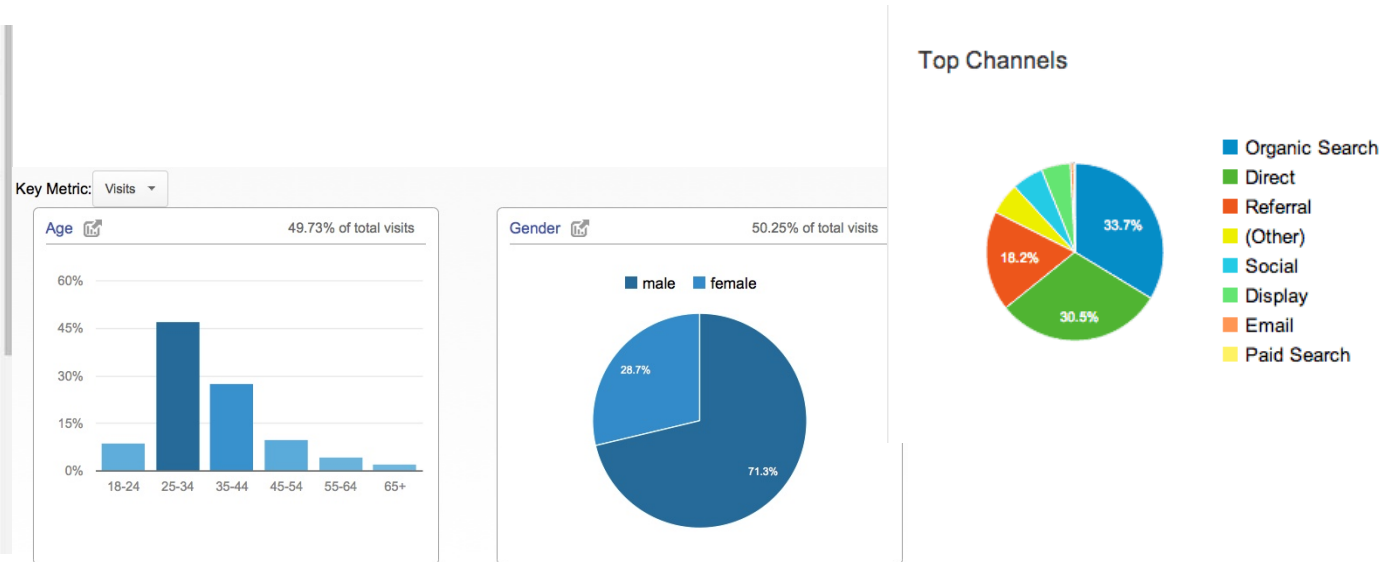
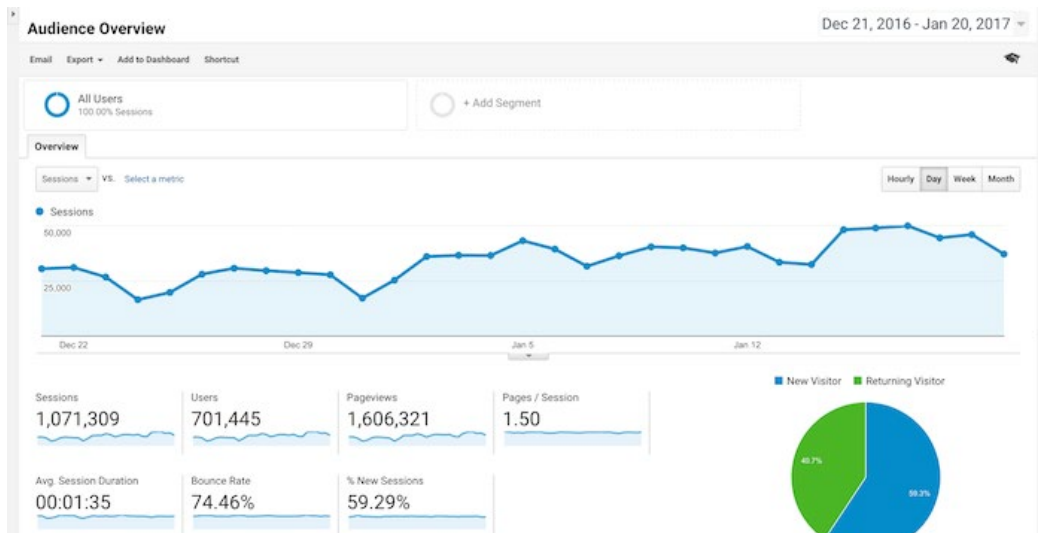


- Simple and completely free to set up an account.
- Go to google.com/analytics and click on the 'Start for free' button
- Set up a Property in your new Analytics account. A Property is a website (or other online application) that belongs to you and you wish to collect data about).
- Set up a Reporting View for your new Property. A Reporting View is simply what data you wish to capture about one of your Properties.
- Add the Tracking Code to your website.

How does it work?



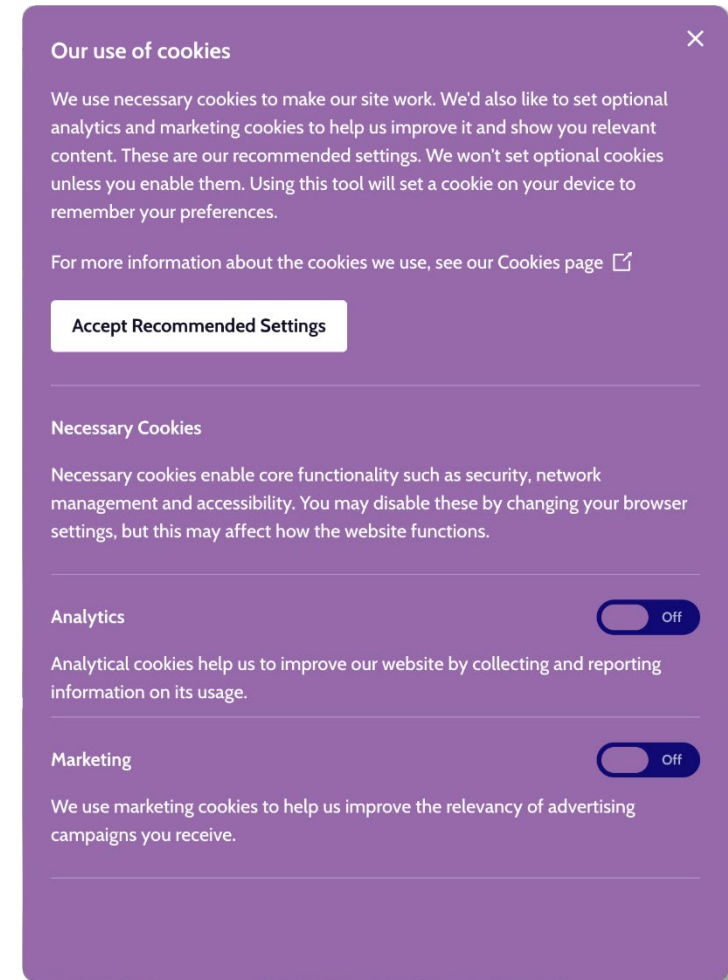
- Google Analytics Academy has fantastic [free video courses](#) that take you through the basics of the application and how to act on the data.



This is dummy data, not from the Church of England

GDPR and cookie considerations

- Under the [General Data Protection Regulation](#) (GDPR) and [Data Protection Act 2018](#) (DPA 2018), in order to start logging a session using a cookie, we must specifically ask the visitor if they wish this to be set using something called a cookie notice. If they say no or do not say yes, we cannot set the cookie and therefore cannot record any information. Read more about cookies on the [Information Commissioners Office](#) (ICO) website.
- Download WordPress or Drupal plugins



Why is it a good platform to be on?



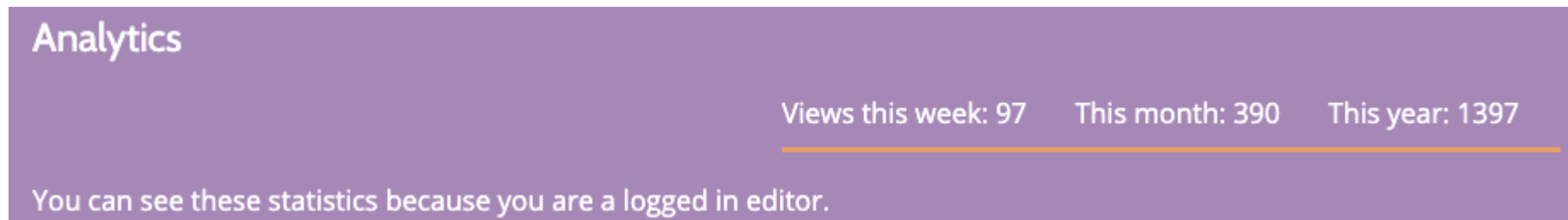
- 44 million page views in 2020 already.
- Responsive in design and mobile friendly, constantly updated.
- Safeguarding information, help and prewritten text is available.
- Cookie notice already in place.
- Resource hub



What is available to view?



- ACNY Analytics:
 - Weekly, monthly and yearly
 - Only those who have accepted cookies
 - Only viewable to those logged in, editors etc.



How do I get access?



- Create the account via, edit this church
- Register for editor account
- Send a link to verify password, then login
- Request to edit the church
- Incumbent must authorise – manage editors

[HELP DESK](#)



ACNY developments

- Life Events Diary
- New resource hub
- Comfort and Joy branding
- ACNY webinar every month



Summary reports and data dumps

- **Why?**
- Compare with previous reports or data to show growth or the reason behind decisions made.
- **How?**
- Download reports from Google Analytics or create your own template in Excel to store any data from GA, ACNY.
- Repeat monthly or weekly.



Make those changes

- What are the most important things
- Prioritise
- Timeline – build in regular time to review and then implement
- Make sure the work is done and has visibility from others in church if needed



Communicate those changes and findings

- Communicate to **colleagues**
- Communicate to those in charge of the **website**
- Communicate to those who can **make the changes**
- Communicate to your **local community**



Video and Social media insights

Liz Morgan

MacBook

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Are video views the same as people on seats?

What counts as a view?

Facebook

3 seconds or more

YouTube

30 seconds or more

Instagram

3 seconds or more

Twitter

2 seconds or more

Guide to social video metrics:

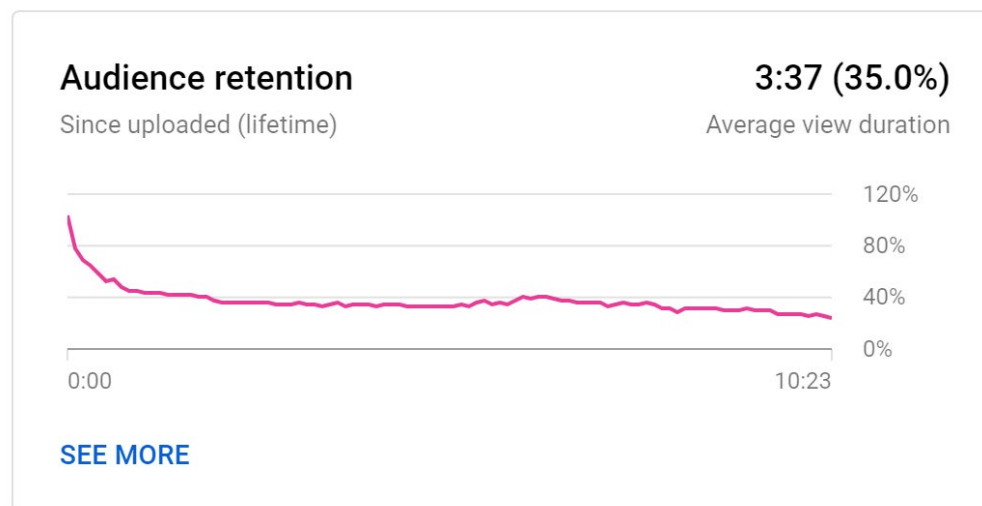
<https://blog.hootsuite.com/social-video-metrics/>



Are video views the same as people on seats?

You may have seen something like this:

High volume at the beginning, and then dropping off...





Are video views the same as people on seats?

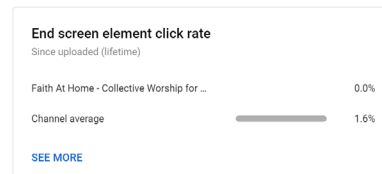
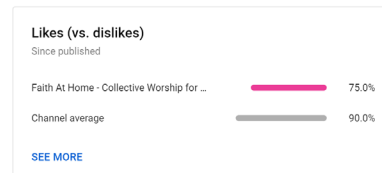
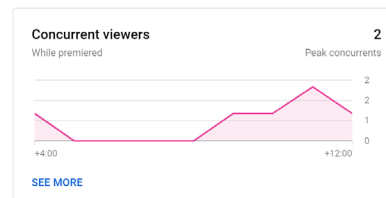
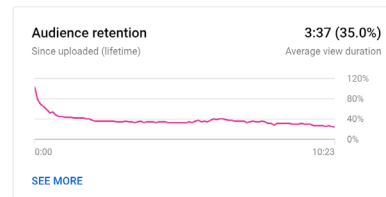
Check video your analytics:

Your YouTube channel > videos > click analytics icon beside each video

Your Facebook page > creator studio > click on the video

Look at:

- Average view duration
- Audience retention
- End screen click rate
- Comments



Understanding your audience retention

Percent can be greater than 100% as viewers may rewind to watch a sequence more than once.



When the line on the chart is flat, it means that viewers are watching that part from start to finish.



Gradual declines mean that viewers are losing a bit of attention over time.



Spikes appear when more viewers are watching, rewatching or sharing a moment or moments of a video.



Dips mean viewers are skipping or leaving your video at that specific part.

Look beyond views



Average view duration

How long are people watching on average?



Audience retention

When does it drop off or pick up?



End screen click rate

Are they responding to your invitation?



Comments

How is your community engaging with your video?



Reach

Are your videos reaching more people?

Look at the past month – What can you learn?



Social media insights

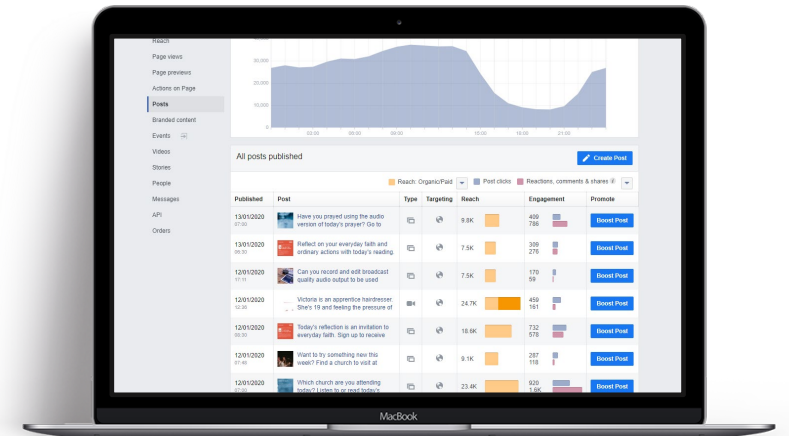
Find your analytics

Twitter: <https://analytics.twitter.com/about>

Facebook: Facebook page > Insights > posts

Instagram: Convert your profile to a business profile > Edit Profile > change to business account

Then Your profile > three lines > Insights





Social media insights

Reach

Individual numbers who have seen a post

Impressions

Times the post was seen in a newsfeed

Engagements

Likes, reactions, comments, clicks and shares

Post Clicks

Expanding the post, clicking anywhere on it

Link Clicks

Clicking the link shared with the post

Negative feedback

Hide post, unfollow, unlike page, Hide all posts

Twitter

Impressions

times people saw this Tweet on Twitter

3,526

Total engagements

times people interacted with this Tweet

134

Detail expands

times people viewed the details about this Tweet

51

Profile clicks

number of clicks on your name, @handle, or profile photo

50

Likes

times people liked this Tweet

25

Retweets

times people retweeted this Tweet

6

Replies

replies to this Tweet

2

Facebook

Reported stats may be delayed from what appears on posts

Performance for your post

12,637 People Reached

588 Reactions, comments & shares

368 Like	341 On post	27 On shares
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65 Love	60 On post	5 On shares
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1 Wow	1 On post	0 On shares
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64 Comments	64 On Post	0 On Shares
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90 Shares	89 On Post	1 On Shares
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159 Post Clicks

20 Photo views	0 Link clicks	139 Other Clicks
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NEGATIVE FEEDBACK

16 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

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Social media insights

Reach – Is this going up or down over a month? Are we reaching more or less people? Is there a reason? What can we tweak?

Engagements – How is our community interacting with us? Is it positive? What do they react to? What don't they? How can we improve for next time?

Post Clicks – Are they interested in seeing more?

Link Clicks - When we have invited, how has our community responded? Is this the best platform to use for sharing links?

Negative feedback – Don't worry, everyone gets negative feedback! Is this going up? Did one post cause a reaction? What can we learn? Is there a better platform to share this on?



How to share this with others

Highlight
numbers

Include
person-centred
stories

What have we learnt?
How does it contribute
to the church community?