

Illustrated Statistical Addendum:

(Downloadable as PDF “*Ways We Gather*” under “ARCHIVAL” at: welcome2clc.com/other-documents)

Christ Lutheran Church, Menomonie WI: *Ways We Gather*

facebook.com/Welcome2CLC ... Welcome2CLC.com

A narrative historical and illustrated statistical overview of the use of audio-visual, Internet, and social media resources in this ministry.

Christ Lutheran has used Internet technology for communication since the mid-1990s, with one of the earlier church websites in the Menomonie area. During the late 1990s and early 2000s, the church began more extensive use of email and web documents for communications with members, both by email and through posting on the website.

Also in the early 2000s, we began utilizing the website as a way to “gather,” by providing Worship bulletins (PDF) and audio recordings of worship services playable on the site. Through the following years, as higher internet speeds, social network sites and smartphones became more ubiquitous, we began using typically brief internet accessible videos to show key moments of educational, service, and worship events. As more such tools became available, we recognized that these technology tools, like people, work better when they work together.

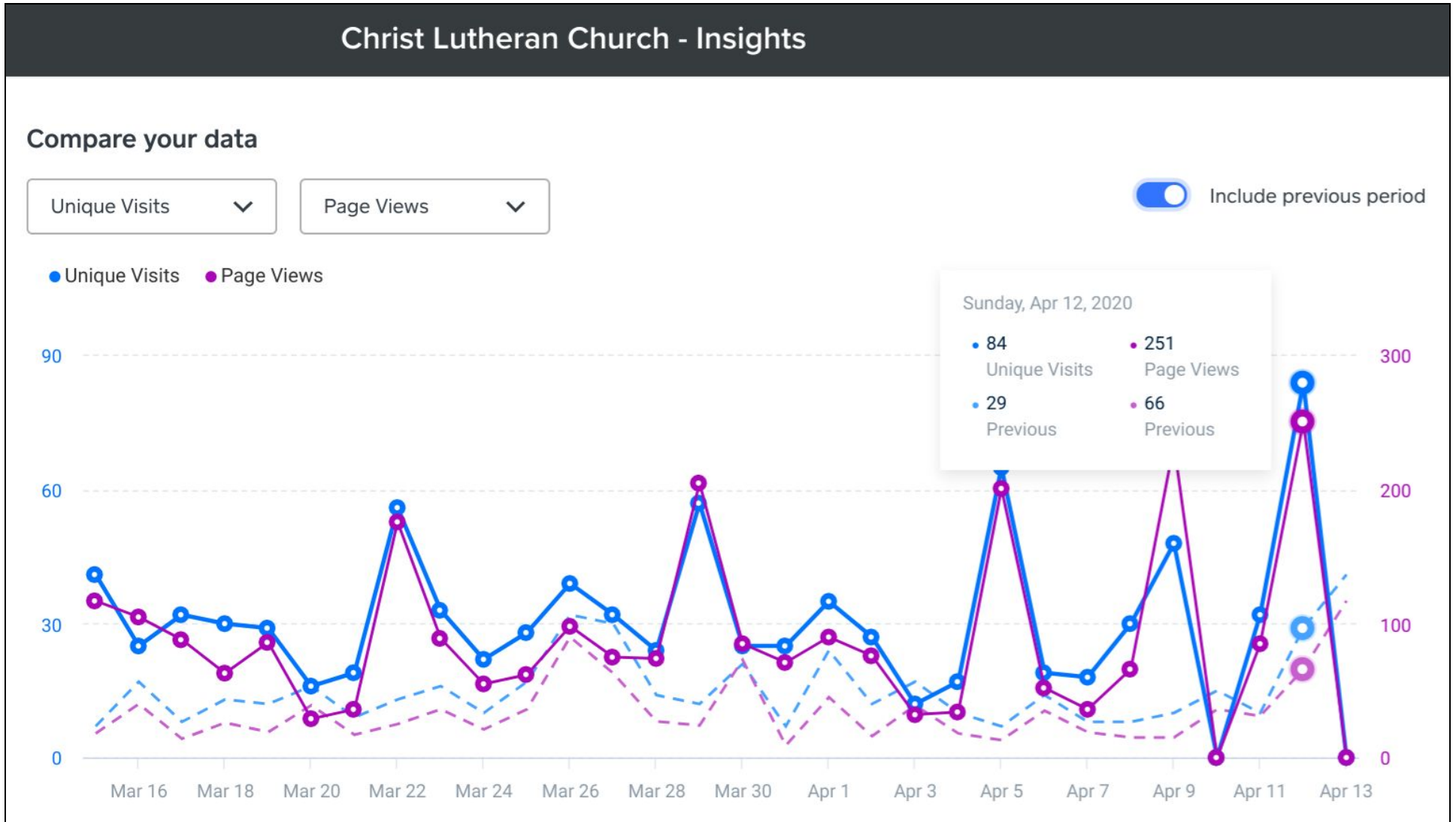
Being located in an economically diverse neighborhood, interspersed with public housing, we began to realize the opportunity and, perhaps, obligation that these newer communication tools offered us, to more effectively reach out, gather, serve and teach, not only within, but beyond our immediate north Menomonie neighborhood. Many specific ways we are doing this are covered on our website and the Facebook pages linked there, so they will not be detailed here. Here we seek only to summarize graphical measures of their effectiveness we have collected.

The following pages, therefore, seek to illustrate and briefly explain how effectively we have recently used video, social media, and website together in expanding the ways and effectiveness with which we gather, worship, teach and serve - even in extremely challenging times, often using the equivalents - relative to currently available technology - of “two tin cans and a string.”

Christ Lutheran Church, Menomonie WI: Ways We Gather

Website traffic, comparing the month Facebook LIVE streaming started with the prior month

(Dotted lines are for the prior 30-day period.)



The welcome2CLC.com website traffic clearly increased concurrent with live streaming of worship video.

Christ Lutheran Church, Menomonie WI: Ways We Gather


Easter Worship 2020 Facebook LIVE viewers

Post Details

Video Post Shares

Data is activity from when your post was live. Click to see all data.

Showing Live



Live Performance

Peak Live Viewers	75
Minutes Viewed	2,228
1-Minute Video Views	105
3-Second Video Views	320
Average Video Watch Time	4:39

How does this work?
This view shows viewer activity while your post was live.

Christ Lutheran Church Menomonie, Wisconsin...
41:10 · Was Live: 04/12/2020 · View Permalink · Copy Video ID

Christ Lutheran Church, Menomonie WI: Ways We Gather


Easter Worship 2020 Facebook viewers - ALL

Post Details

Video Post Shares [See Metrics for All Videos](#)

This data is recorded from all activity on your post. Click to see only live activity data.

Performance for Your Post [Showing All](#)







41:10 · Was Live: 04/12/2020 · [View Permalink](#) · [Copy Video ID](#)

Distribution	+5.2x
Peak Live Viewers	75
Minutes Viewed	3,238
1-Minute Video Views	172
10-Second Video Views	375
3-Second Video Views	769
Average Video Watch Time	2:41
Audience Retention	

Christ Lutheran Church, Menomonie WI: Ways We Gather

Selected recent Facebook ads showing dates, cost, reported reach (views) and engagement (clicks)

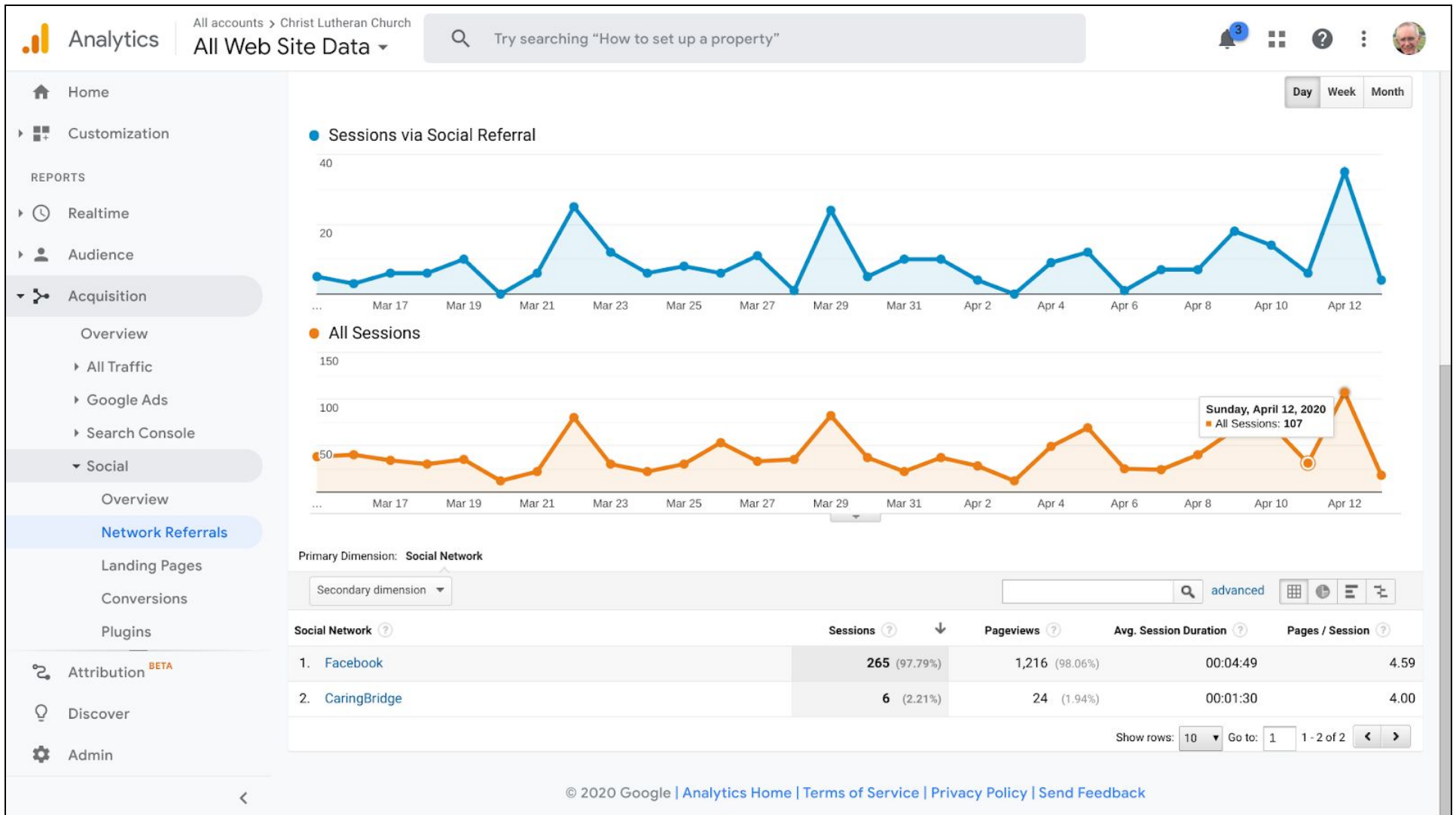
<p>✔ Completed • Dec 12, 2019 View Results ⋮</p>			
<p>Post Engagements At Christmas ... https://www.welcom...</p>	<p>1,264 Reach</p>	<p>255 Post Engagements</p>	<p>\$25.00 Spent of \$25.00</p>
			
<p>✔ Completed • Aug 6, 2019 View Results ⋮</p>			
<p>Post Engagements To paraphrase an early cell phone c...</p>	<p>282 Reach</p>	<p>56 Post Engagements</p>	<p>\$15.98 Spent of \$16.00</p>
			
<p>✔ Completed • Apr 30, 2019 View Results ⋮</p>			
<p>Event Responses Spring - Thrift, Quilt and Homemade...</p>	<p>685 Reach</p>	<p>19 Event Responses</p>	<p>\$10.00 Spent of \$10.00</p>
			
<p>✔ Completed • Mar 30, 2019 View Results ⋮</p>			
<p>Event Responses EASTER @ Christ Lutheran, Meno...</p>	<p>1,284 Reach</p>	<p>18 Event Responses</p>	<p>\$30.00 Spent of \$30.00</p>
			

All ads shown were before the church was live streaming video.

(Easter and Christmas services following those two ads experienced attendance increases over the prior year.)

ChristLutheran Church, Menomonie WI: Ways We Gather

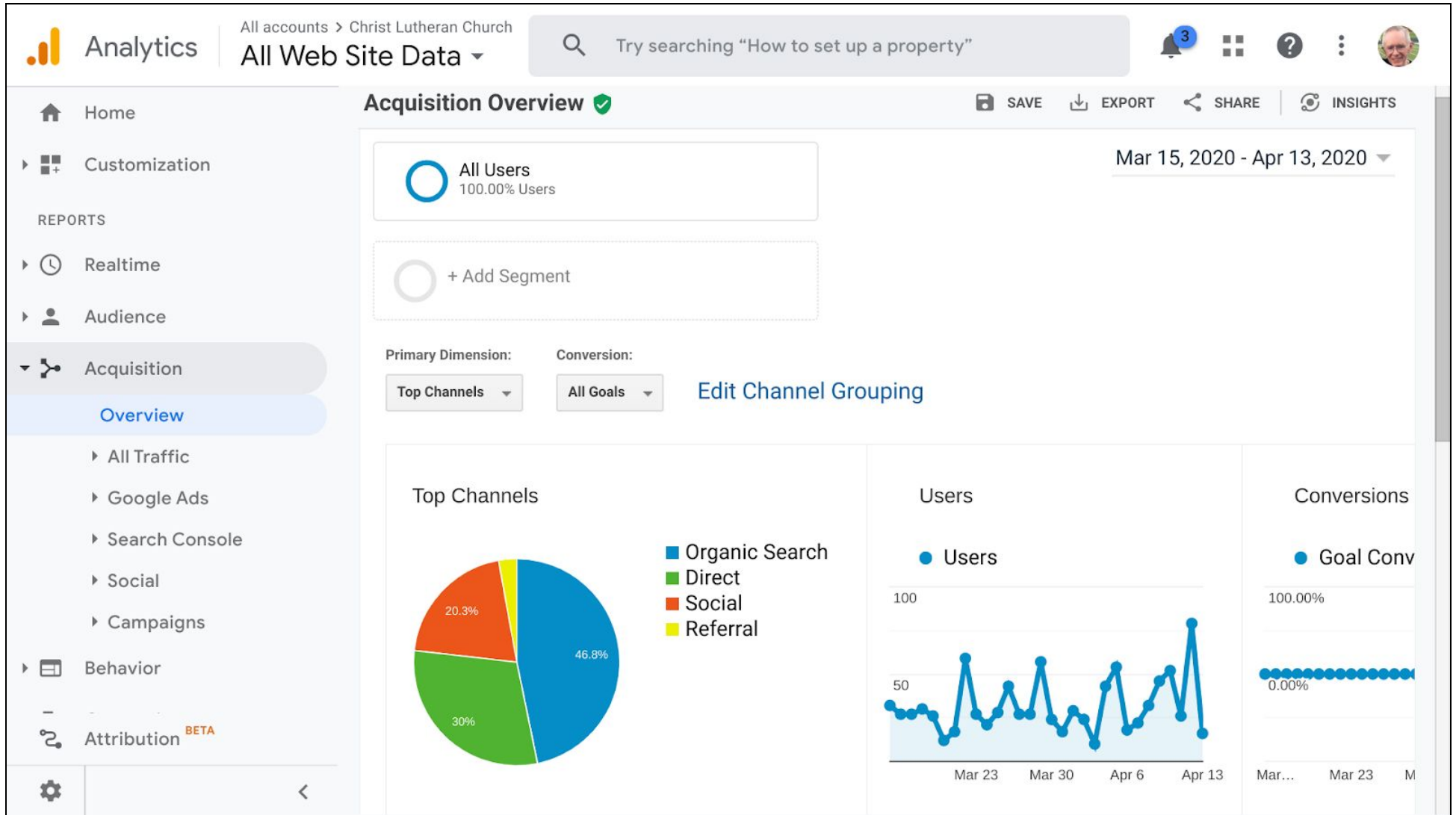
A total of 265 visitors were referred via Facebook for this March-April period.



(Some Easter 2020 website visitors were not Facebook members, but watched the embedded Facebook Worship video.)

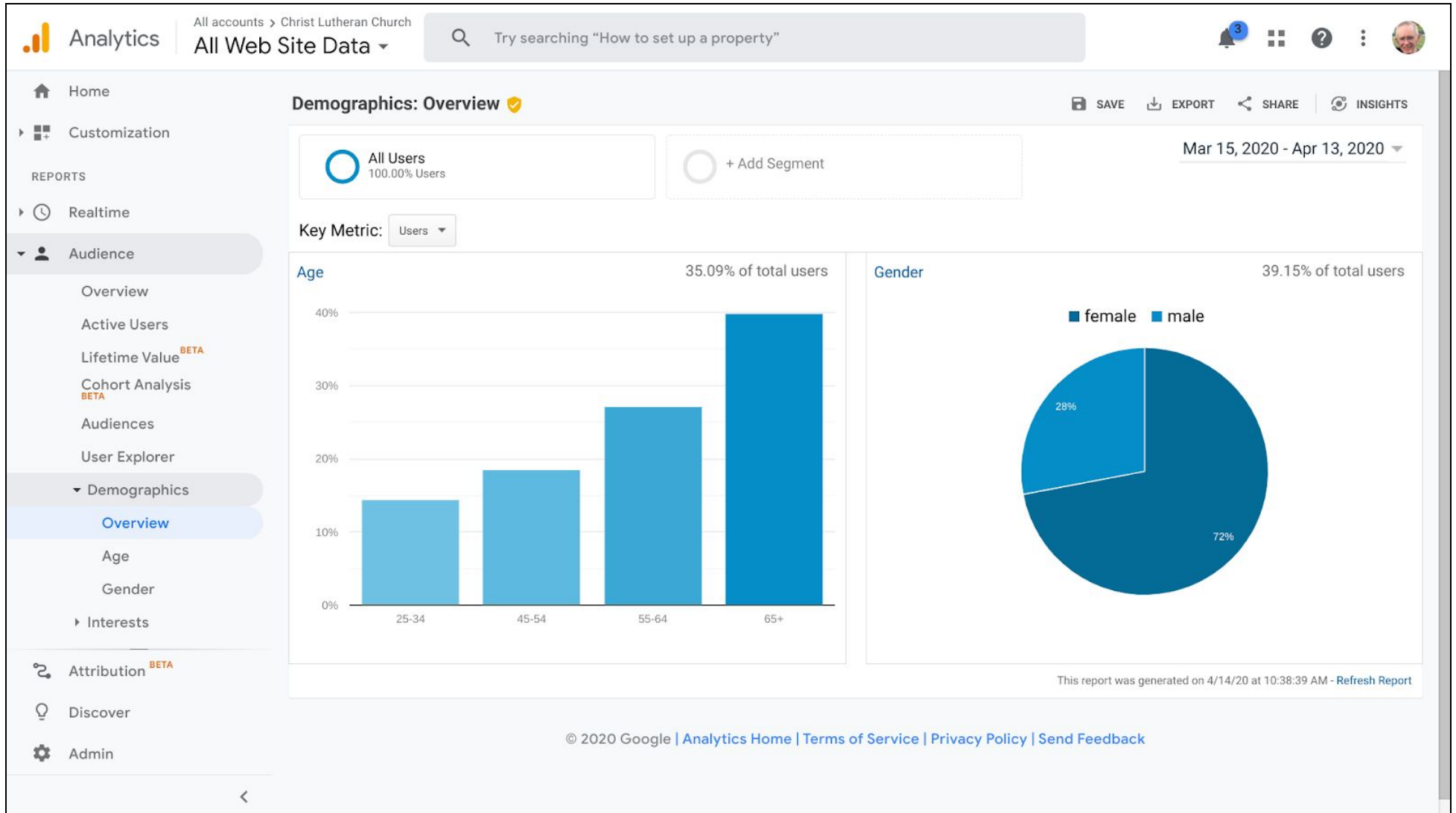
Christ Lutheran Church, Menomonie WI: Ways We Gather

How people find the CLC website. "Social" percentage has increased steadily over the past decade due largely to Facebook.



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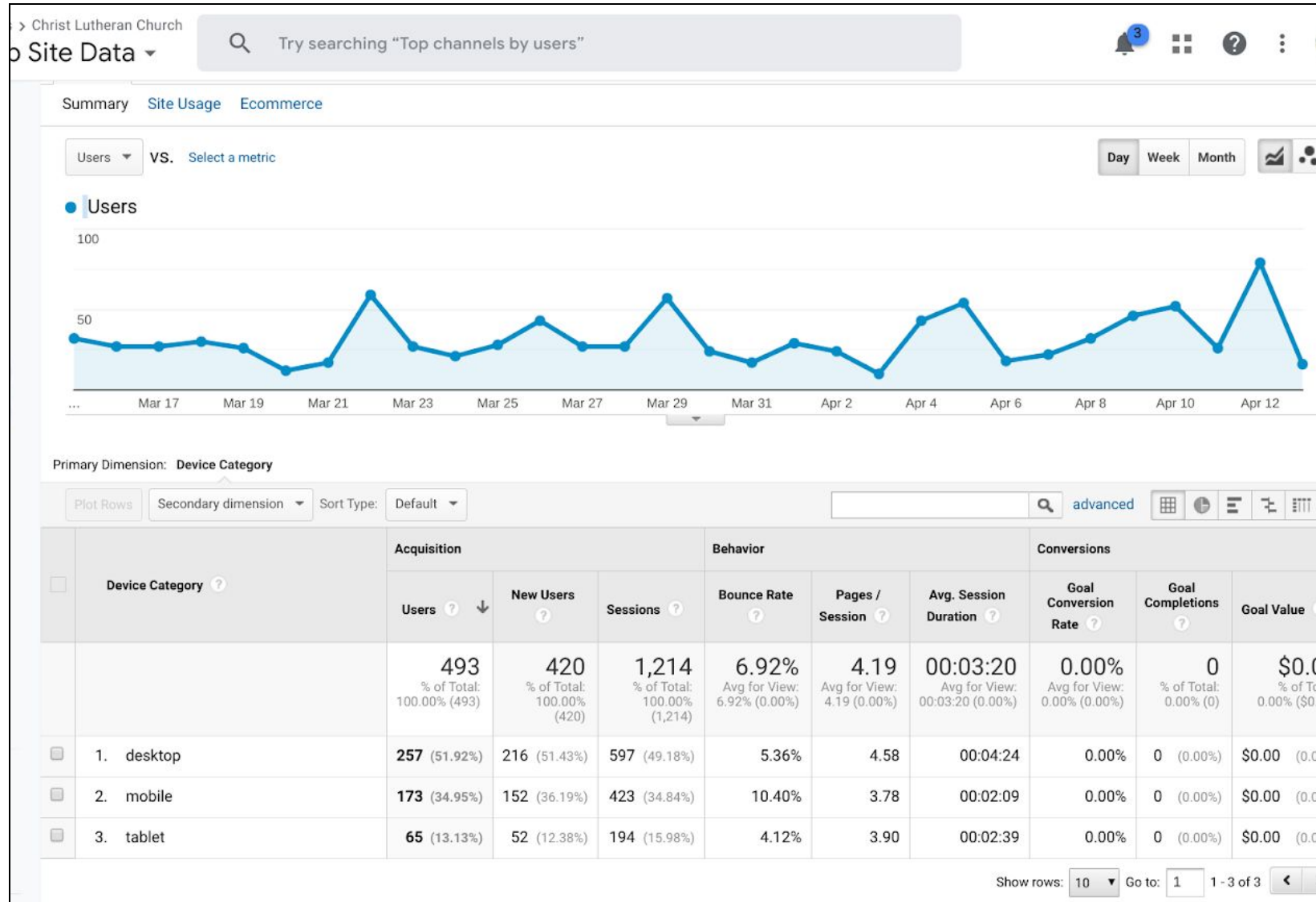
Age and gender cohorts of CLC website visitors.



Christ Lutheran Church, Menomonie WI: Ways We Gather

What access devices did CLC website visitors use?

The continuing high percentage of desktop visitors may be related somewhat to a higher average age, but mobile access percentage has continually increased.



Christ Lutheran Church, Menomonie WI: Ways We Gather

This chart of website traffic January 2020 through Easter, shows how, months before live streaming of worship videos, significantly fewer people were “gathered” to learn more about Christ Lutheran or contact us via our website.

