

River Run Church of the Nazarene
Supplemental Report
to the
2019 Maine District Assembly
Status and Accomplishments
for
**River Run Online
Organics**
Parent Affiliated Congregation [PAC]

Getting Real...

What is really happening?

Report for 2018 – 2019
Church Year

**What and how do we know what
we know?**

- **Facebook tracks** and reports information about pages
- **WordPress tracks** website statistics and emails messages when someone begins following the blog or when someone likes or comments on a blog post
- **River Run researches** and tracks our audiences' participation and characteristics
- **River Run** has **set up a database** to manage the information we know about our audiences

Public Facebook Page

www.facebook.com/riverrunchurch

- **Goal:** regularly post Christ-centered and spiritual formation related material
- For year ending March 2019
 - **199 page likes**; 189 followers, and 69 identifiable engagers to the page
 - **178 Unduplicated Identifiable Facebook Viewers & Engagers**

Shows a moderate increase in Page Likes

Total Page Likes as of Today: 199



What do we know about our Facebook Audience

- **194 from US**
- **5 from other countries** [Bangladesh, Canada, United Kingdom, India, South Africa]
- **111 women [56%], 87 men [44%]**
- **Ages:**
 - 6% less than or equal to 34
 - 15% from 35 to 44
 - 17% from 45 to 54
 - 27% from 55 to 64
 - 35% for 65 and over

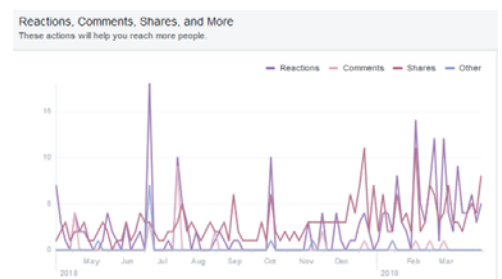
We are learning about those who like our page or engage with our posts.

- **At least 50%** of those who like the River Run Facebook Page are not “friends” of the Admin.
– We have a **broadier reach** than those involved
- About **36%** have **no known church affiliation**
- Of those **with a church affiliation**, about **83%** are **Nazarenes**
- About **51%** are from **Maine**
- Have **Followers from at least 27 other states**; most common being PA, KY, IL, KS, MI, OH

POST REACH: Uptick since Nov. 2018... was about 10 per day... **now many days over 40 per day**



ENGAGEMENT: reactions, comments, and shares were cumulatively about 3 to 4 per day, **now many days are cumulatively 8 to 10 per day**



Facebook Closed and Secret Groups

- 1 general related church closed group
 - Focus: announcements, discipleship, support
- 6 ongoing secret groups
 - Focus: discipleship, subject matter education, support
 - Health & wellness, crafters, music lovers worship, homesteaders, cowboy church, compassion & caring

Facebook Closed and Secret Groups continued

- 2 short term secret groups
 - Focus: discipleship, Bible study
- 1 seasonal closed group
 - Focus: support, outings, outreach
 - Camping & hiking

**Facebook Closed and Secret
Groups continued**

- Daily posts of encouragement and/or Scripture verses to groups
- Total group membership: 75
 - Unduplicated group members: 35

**Facebook Closed and Secret
Groups continued**

- Notable accomplishments:
 - **One More** Participant [from Virginia] taking leadership to initiate Positive/Uplifting Challenges - several throughout year.
 - **One More** Participant [from Pennsylvania] taking leadership to initiate devotional posts during Lent

River Run Church of the Nazarene Website and Blog

river-run-church.org

[formerly at riverrunchurch.wordpress.com]

Website and Blog

- Recent/New Blogger
Followers: 31
 - 169 from past
- Active Email Followers: 9
- Likers: 59 [not easy to do]
- Others – hits to page from search engines, etc.

Recent WordPress Followers & Likers

- They are **bloggers**
- **Only about 1/3rd** appear to have any known **affiliation with Christianity**
 - Of those that do, some appear to be pastors
- **Very diverse** interests and professions
- Appear to be **younger audience** than those using Facebook
- From **multiple states** [at least 9] and some **international followers [15-20%]**
- Need to research further

Global Reach – 2018-2019 Church Year

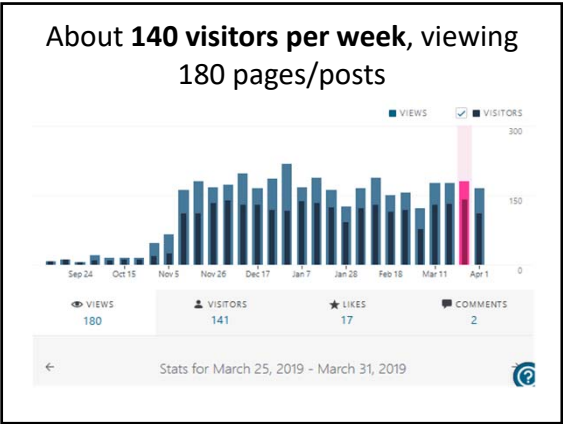
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[formerly at riverrunchurch.wordpress.com]

- had traffic from **28 different countries** [including US]
 - US: 88%
 - Other countries: 12%
- **Repeat traffic from 17 different countries**
 - mostly Ireland, Canada, Germany, India, and Cameroon







421 visitors viewing 723 page/posts in March 2019... 50 likes and 4 comments



Sharp increase in views since November...
over 400 visitors/month, over 700 page views/month
by adding a 2nd post and weekly online service

| | Months and Years | | | | | | | | | | | | Average per Day | | | | | | | | | | | |
|------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----------------|--|--|--|--|--|--|--|--|--|--|--|
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | | | | | | | | | | | | |
| 2011 | 143 | 6 | 44 | 119 | 94 | 14 | 3 | 19 | 5 | 11 | 32 | 8 | | | | | | | | | | | | |
| 2012 | 22 | 171 | 186 | 41 | 18 | 93 | 57 | 56 | 37 | 188 | 103 | 222 | | | | | | | | | | | | |
| 2013 | 98 | 114 | 156 | 110 | 139 | 56 | 91 | 78 | 59 | 35 | 33 | 45 | | | | | | | | | | | | |
| 2014 | 47 | 127 | 74 | 41 | 23 | 15 | 49 | 30 | 18 | 9 | 33 | 235 | | | | | | | | | | | | |
| 2015 | 55 | 33 | 19 | 12 | 16 | 41 | 26 | 14 | 21 | 16 | 4 | 21 | | | | | | | | | | | | |
| 2016 | 3 | 10 | 34 | 21 | 21 | 45 | 69 | 23 | 36 | 6 | 4 | 52 | | | | | | | | | | | | |
| 2017 | 5 | 26 | 16 | 20 | 31 | 25 | 6 | 20 | 8 | 5 | 13 | 1 | | | | | | | | | | | | |
| 2018 | 9 | 89 | 8 | 57 | 16 | 12 | 70 | 74 | 41 | 68 | 547 | 799 | | | | | | | | | | | | |
| 2019 | 777 | 651 | 723 | 164 | | | | | | | | | | | | | | | | | | | | |

Audience Summary

| River Run Online Organics Unduplicated Breakdown | |
|--|---|
| 35 | Unduplicated Closed or Secret Facebook Group Members |
| 178 | Unduplicated Identifiable Facebook Viewers & Engagers [face-to-face possible for about 50%] |
| 79 | Current Unduplicated Identifiable WordPress Blog Trackers |
| 292 | TOTAL [conservative estimate] |

Other Thoughts

- River Run Online Organics, through WordPress blog and Facebook Page, has **grown significantly in less than 6 months**
 - This has been without a specific plan, with limited promotion, and through the efforts of two people with a desire to grow God's kingdom
 - We have a plan for the short term

Other Thoughts continued

- Our prayer is that God would continue to use us, through River Run Online Organics
 - that He would send workers to help us grow... because the field is ripe and ready for harvest.
