

2013 Annual Meeting Metrics Report

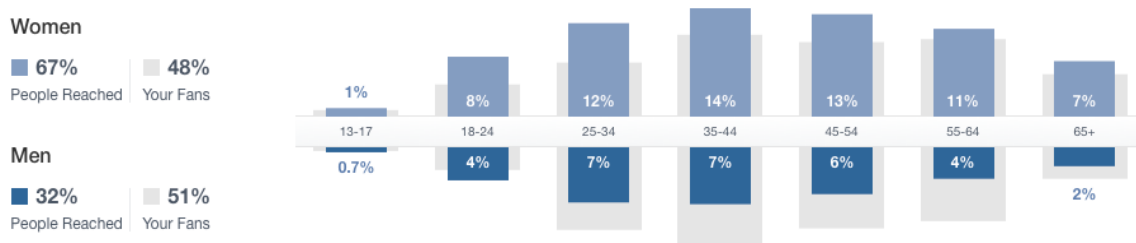
The 2013 Annual Meeting was a great success in terms of metrics. Numbers improved in nearly every area, and in many cases, they improved dramatically. These improvements are a reflection of the many mediums through which we have covered and promoted the Annual Meeting and to the increasing use of smartphones, tablets and computers by Missouri Baptists.

Facebook

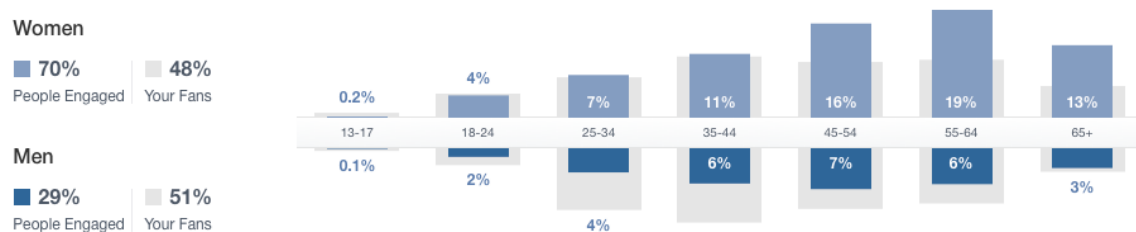
Our Facebook presence has expanded a great deal during the last year going from 426 Likes in August 2012 to 987 likes just before the 2013 Annual Meeting. This increased presence allowed us to reach a significantly larger audience at this year's Annual Meeting. In addition to this larger audience, we made a more concerted effort to drive people to our Facebook page by making it the means by which people could obtain our free samples at the CP booth. Those who allowed us to post their photo on Facebook were given a free CP mug, tumbler or bag of coffee.

Important numbers:

- 14,887 people saw a Missouri Baptist Facebook page post during the Annual Meeting compared to 3,956 in 2012 (an increase of 376%).
- 1,892 people engaged (liked, commented, shared, etc.) with Missouri Baptist Facebook page posts.
- Page likes for the Missouri Baptist Facebook page increased from 987 just before Annual Meeting to 1,053 at its conclusion (an increase of 6.7%). By the end of November, we will have passed the Baptist General Convention of Oklahoma in number of Likes so that we will only trail the Baptist conventions in Florida and Kentucky.
- Women were much more likely to be reached through our Facebook efforts:



- Women were much more likely to engage with our posts, particularly in those over the age of 45:



Twitter

Our Twitter account was essentially unused before August of 2012, and even now, we are just beginning to take advantage of presence that it offers. It is more difficult to reach Missouri Baptists through Twitter than other platforms because of the way in which Tweets are disseminated. That being said, our Twitter numbers have improved considerably and continue to be a valuable aspect of our communications during Annual Meeting.

Important Numbers:

- 73,828 people had a tweet with our official Annual Meeting hashtag (#mbc2013) appear in their Twitter feeds. There is no good means by which to measure how many of these people actually saw the Tweet as it appeared on their feed, but it is safe to assume that the number would be significantly smaller than 73,828.
- 438 Tweets with the hashtag #mbc2013 were posted by 119 users during the Annual Meeting, and @mobaptists Tweeted 106 of those.
- We grew from 411 followers to 435 during Annual Meeting (an increase of 6%).

Videos

In 2013, we have seen our video plays grow to 10,199 (an increase of 391%) and our video downloads grow to 2,498 (a 444% increase); so, it is no surprise that our video plays at Annual Meeting grew, as well. The “Drawing hands video” was a huge success at last year’s Annual Meeting and led to the majority of our plays in 2012. In terms of metrics, we did not have a standout video like that this year, but we did have a broad selection of videos and an audience that was more accustomed to watching our videos.

Important Numbers:

- 1,198 video plays (an increase of 164%) and 333 downloads (an increase of 149%).
- Top-seven most popular videos in terms of plays:
 1. Don Hinkle interviews Naghmeh Abedini (225 plays)
 2. ARG Report (120 plays)
 3. Fred Luter sermon (98 plays)
 4. D.A. Carson’s first message (72 plays)
 5. Eddie Bumpers (46 plays)
 6. Kids Talk CP (40 plays)
 7. Thomas Schreiner (38 plays)
 7. John Yeats (38 plays)
- Top-seven most popular videos in terms of downloads:
 1. Fred Luter sermon (48 downloads)
 2. Thomas Schreiner (46 downloads)
 3. Wesley Hammond (37 downloads)
 4. Robert Coleman at CORE (21 downloads)
 5. ARG Report (17 downloads)
 6. D.A. Carson 2nd message (17 downloads)
 7. D.A. Carson 1st message (17 downloads)

Streaming video

Live streaming of the Annual Meeting will never reach a particularly large audience, but for those that do view it, it is immensely valuable. Unfortunately, we do not have solid data from 2012, but the information that we do have suggests that we are reaching a similar number of viewers as last year, but that the amount of time spent viewing the stream has increased.

Important Numbers:

- 206 people viewed the stream on 918 occasions for an average of 66.7 minutes per viewer and 15 minutes per visit.
- Of those who viewed the stream, 53% used Windows, 17% used an iPad, 13% used an iPhone, 12% used a Mac and 5% used some other device/operating system.
- 74% of viewers were watching from somewhere in Missouri, 5.1% from Kansas, 4.5% from Illinois and the remainder were spread out evenly among other states.

Mobaptist.org

Since the launch of our new website, mobaptist.org has grown a great deal. While our numbers have increased, they are actually a deceptively low at this point in relation to the same time last year. Our navigation system has improved in such a way that it is significantly easier to find content, which leads to fewer pages viewed in pursuit of the desired content. The same applies for our Annual Meeting metrics, so while the numbers look good, they are actually even better than what is represented here.

Important Numbers (all numbers are for the week of Annual Meeting and exclude the mobaptist.org homepage unless otherwise noted):

- We had 12,664 views (an increase of 52.67%) and 2,705 visitors (an increase of 13.61%).
- In Missouri, page views increased by 61%.
- 60% of visitors were males vs. 40% female.
- Mobile users visited mobaptist.org 1,560 times (an increase of 85%).
- For the entire month of October, we had 38,616 page views (an increase of 75%).
- The Holy Way was downloaded as a PDF 480 times. The number of downloads in other formats is unknown at this time.
- In 2013, mbLIVE was viewed 1,306 times vs. 1,822 times in 2012 (a decrease of 38%). While the exact cause for this decrease is unknown, several factors contributed:
 1. This year was the third time that the “mbLIVE” branding has been used, so Missouri Baptists were more familiar with what would be included on the mbLIVE webpage.
 2. Last year it was not clear where one could find video downloads, so there may have been some that went to mbLIVE expecting to find them there. This year, we clearly communicated and promoted the video download page.
 3. In 2012, we had frequent downtime for the video stream, and the Twitter feed failed to refresh at a reasonable rate. This likely led to increased refreshing of the page, and each refresh would count as a page view. This is supported by our number of visitors decreasing by only 32% vs. a 38% decline in visits.
 4. Ultimately, the above reasons do not completely explain the drop in page views or visitors, which leads to the final reason: Missouri Baptists simply did not value mbLIVE as much this year as they did last year.

Mbcpathway.com

The new mbcpathway.com has only been live for a short time, so we really have not reached a point where we can make a solid judgment regarding its success or failure. A few numbers are already of value, however, and they point toward a bright future.

Important Numbers:

- Articles read during the 2013 Annual Meeting amounted to 1,172 vs. 1,149 in 2012 (an increase of 2%).
- Average time spent on a page in 2013 was 2:27 vs. 1:48 in 2012, indicating that more people were actually reading the article that was loaded.
- During the three weeks that the new mbcpathway.com has been live, there have been 2,674 articles read vs. 2,396 in 2012 (an increase of 11.6%).