

# COMMUNICATIO N CHANNELS



## Flocknote

<https://BSPCmidland.flocknote.com/everyone>



## Facebook

[@blessed.sacrament.midland](#)



## Instagram

[@blessed.sacrament.midland](#)



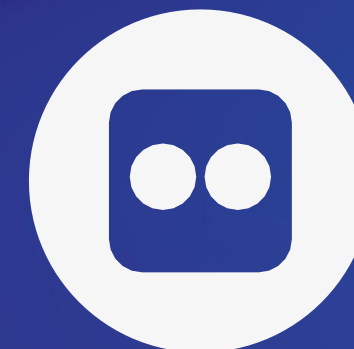
## YouTube

Blessed Sacrament Catholic  
Church - Midland, MI



## Website

[www.blessed-midland.org](http://www.blessed-midland.org)

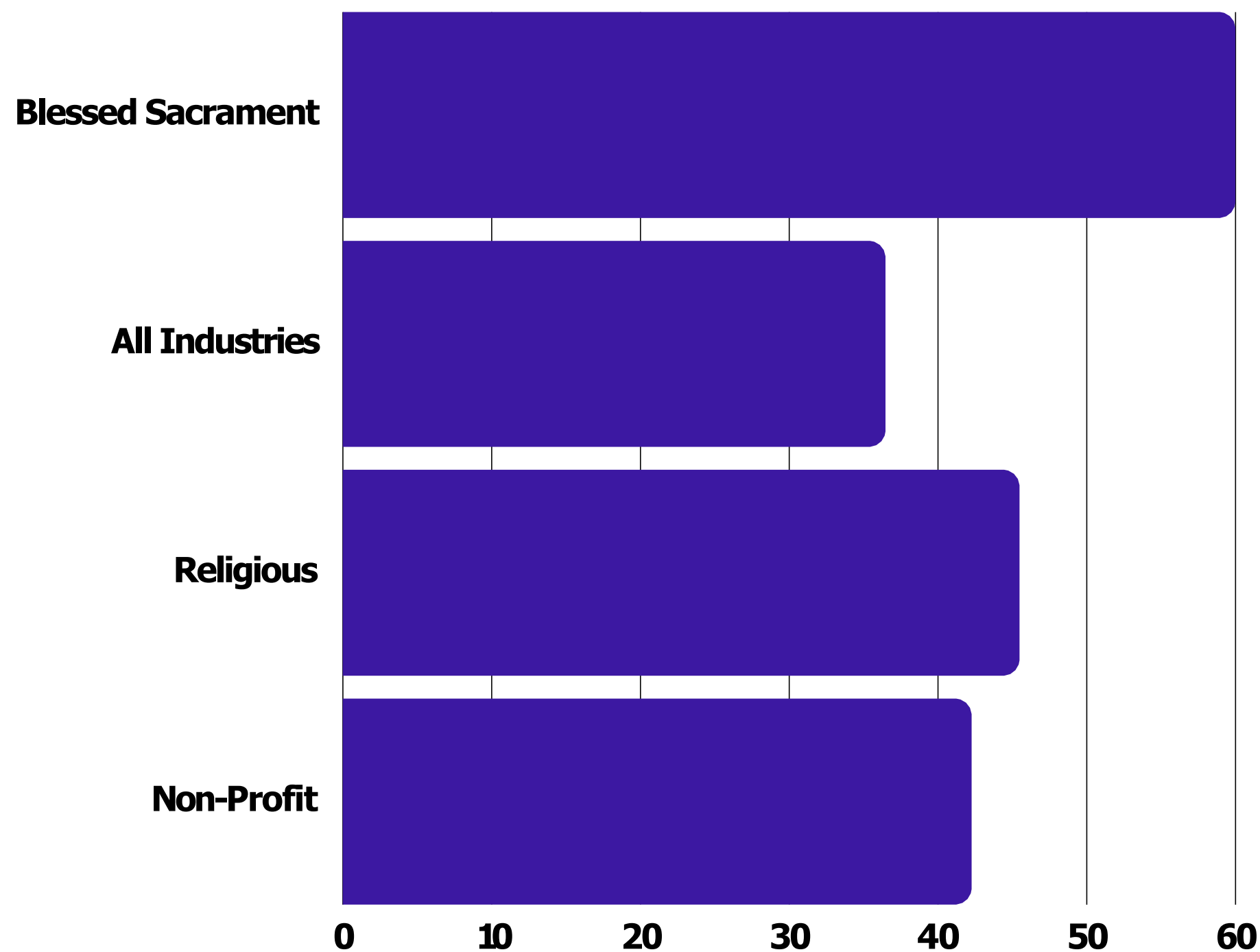


## Flickr

[www.flickr.com/photos/blessedsacramentmidland](http://www.flickr.com/photos/blessedsacramentmidland)

# FLOCKNOTE

## STATS



**OUR CLICK RATE  
REMAINS AROUND 5%.**

This means that 5% of the people who receive Flocknotes interact with the at least one of the links in the message.

All Industries - 1.40%

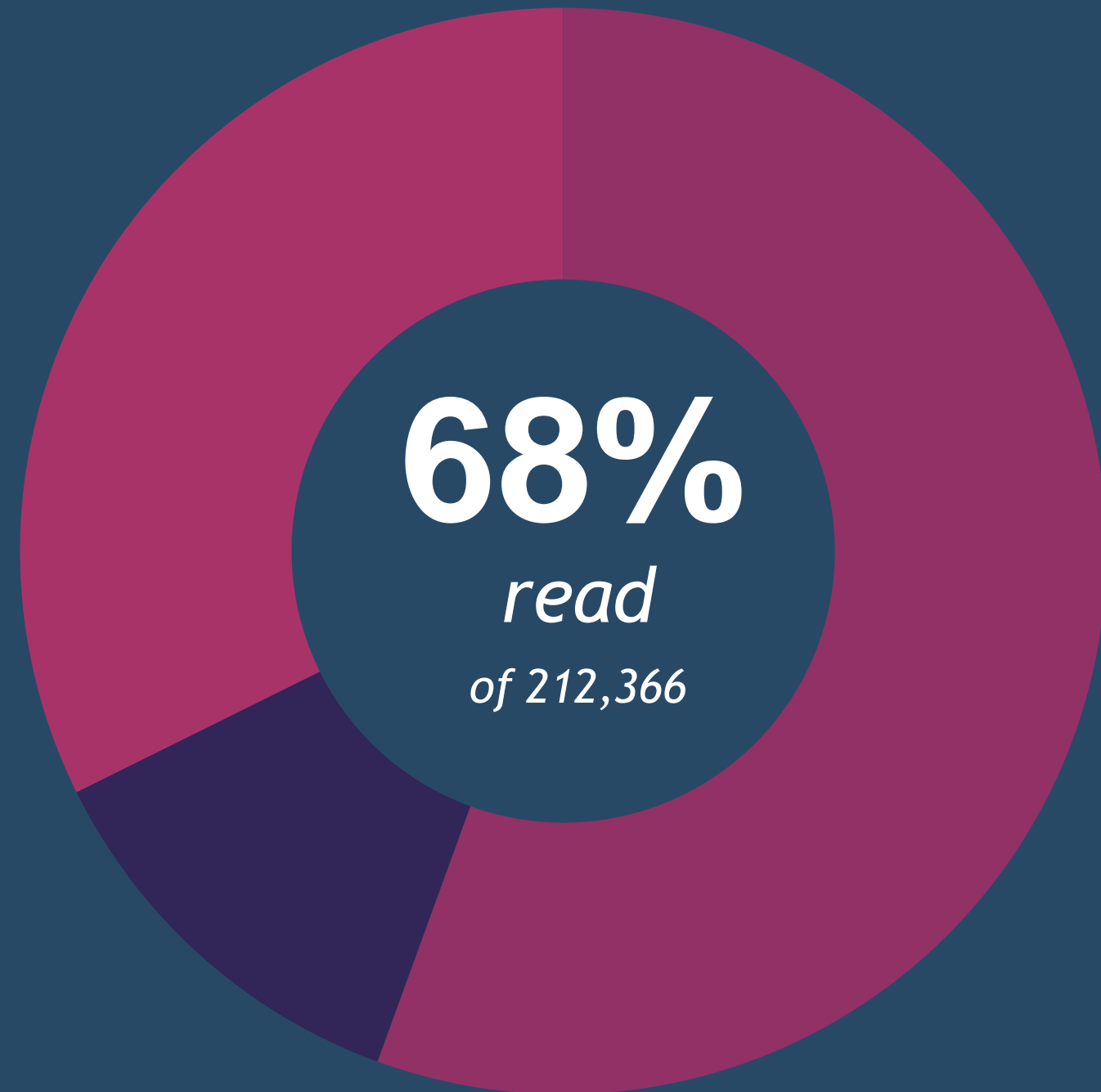
Religious - 2.46%

Non-Profit - 1.86%

Source: Constant Contact Data through November 2023

# FLOCKNOTE

STATS CONT.



- +76 new subscribers (2,090 total)
- 17 groups utilizing Flocknote
- 89% of subscribers reached

Since December  
2022



# SOCIAL

## MEDIA



### YOUTUBE

- +73 subscribers
- 15.6K total views
- 3.6K hours watched
- Average 35 live viewers per livestream
  - 6 volunteers who livestream 8:30 am Mass and Holy Day Masses

### FACEBOOK

- +141 followers
- 44,429 reached
- reached
- Typical Content
  - Parish Updates
  - Saint of the Day
  - Day Words of Wisdom Gospel Reflections Homily Reel

### INSTAGRAM

- +59 followers
  - 1,803 reached
  - reached
  - Typical Content
    - Parish Updates
    - Content to engage
    - Youth Ministry
    - participants Saint of the Day
    - Words of Wisdom Gospel Reflections Homily Reel
-

# GOOGLE

## INSIGHTS

01

### Profile Interactions

3,524 profile interactions from July 2023.  
Interactions are when people call, ask for directions from the Google Profile.

02

### Search Terms

What people searched and found our page:

- blessed sacrament catholic church, swede avenue, midland, mi - 479
- blessed sacrament - 474
- midland church - 468
- catholic church near me - 345
- blessed sacrament midland mi - 306

03

### Website Clicks

Google is the #1 referrer to the website.  
Over the past year, 16,161 references have come from Google.



# SYNOD

## Updates

We held three listening sessions in March 2023 in response to the working document “Enlarge the space of your tent” Working Document for the Continental Stage. Participants were asked to reflect on the questions:

• Where do you think the Church has been welcoming and hospitable?

• Where do you think the Church can improve being welcoming and hospitable?

We had 44 participants ranging in age from 10-90+.

THE ONLY WAY  
TO **SEE** THE  
CHURCH YOU  
WANT IS TO **BE**  
THE CHURCH  
YOU WANT.



# HIGH SCHOOL YOUTH MINISTRY



## NCYC

Nine students who participate in our youth ministry programming went to NCYC in Indianapolis November 16-19. They had an amazing time. One student shared about his experience in a witness talk at XLT & adoration on December 4.

## Outreach

Thank you to everyone who has supported the Outreach Team at the Chili Cook-off and through Wreath Sales. The team is excited to continue preparing for their mission trip to Knoxville, TN in the new year!

## Youth 2 Youth

The Y2Y team is busy planning their April retreat. Last Monday, they hosted their first-ever Friendsgiving, where 30 high schoolers came together for food, fun, and fellowship. The team hopes to see all these students on the retreat in April!