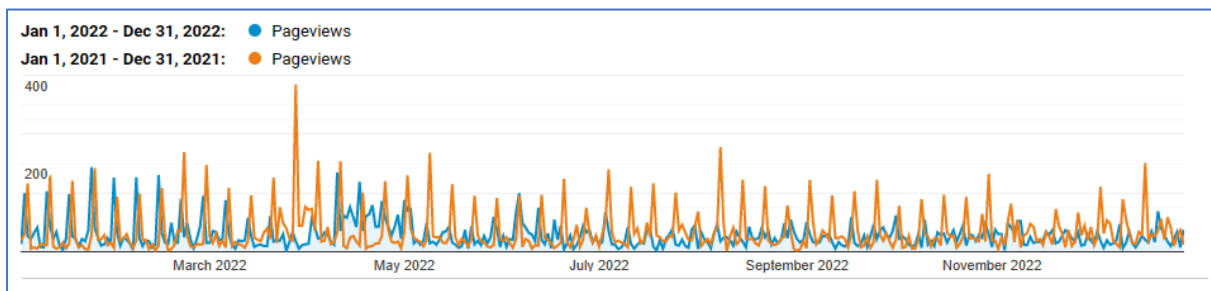


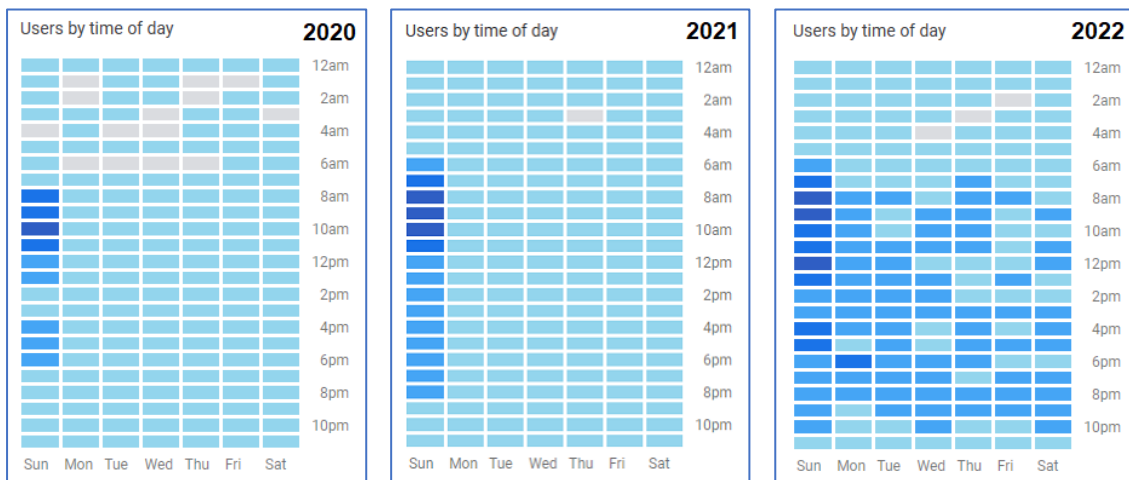
St Fillan's Website & Facebook review for 2022

After much planning, the St Fillan's website went live on 1st April 2020. This luckily coincided with the start of lockdown and so for the next two years the website was able to provide online services and be a means of communication with the community both near and far.

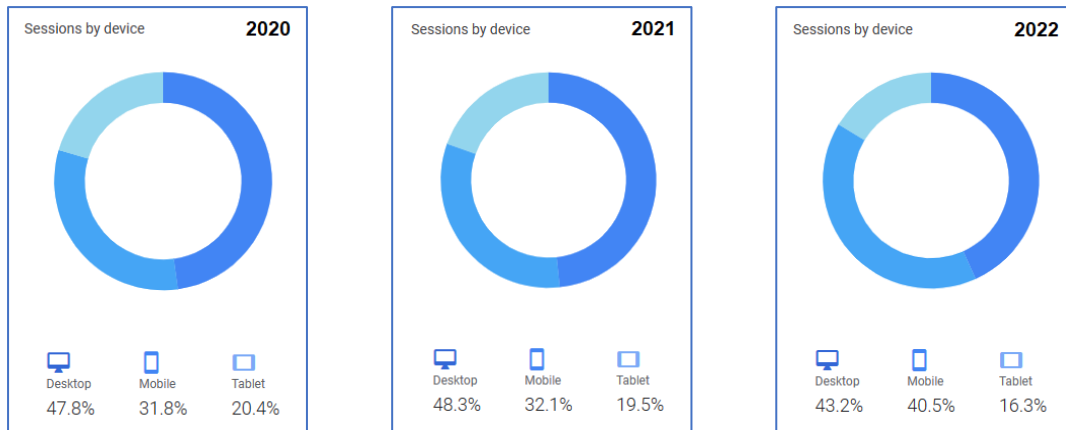
2022 has seen a change with the easing of restrictions and the return to 'normality', this is reflected in the change in use of the website. In the graph below; the 2021 page views are in orange, the 2022 in blue. You can see that as the year progressed the Sunday viewing peaks were reduced. Over the year the total number of users increased by 13% and the total number of pageviews decreased by 17%.



The change from the viewing of the website on a Sunday to viewing it at any time is well illustrated in the graphics below.

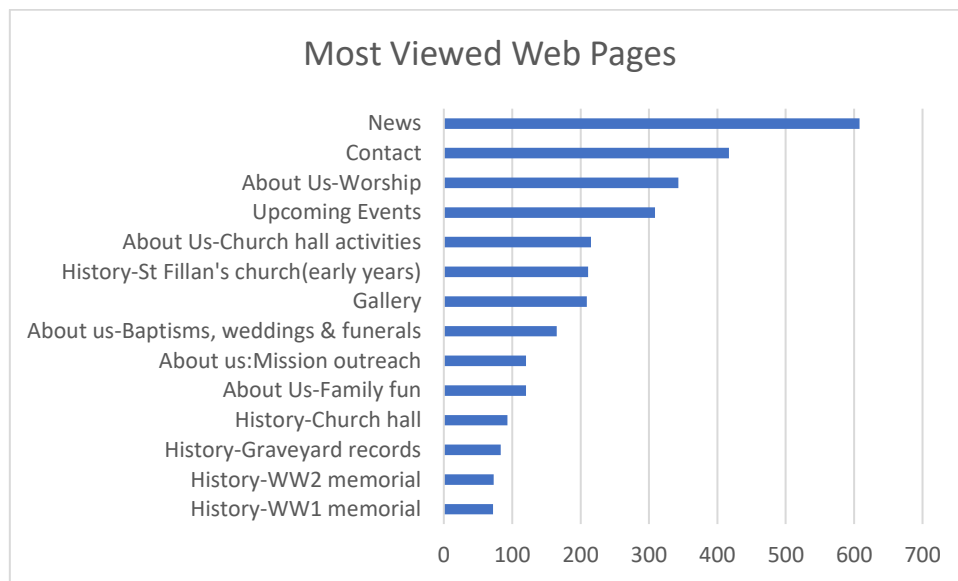


The graphics below shows how over the last year more people are now accessing the website from their mobile phone rather than a PC or tablet. I think this is true for other websites – mobile phones are how people access the internet.

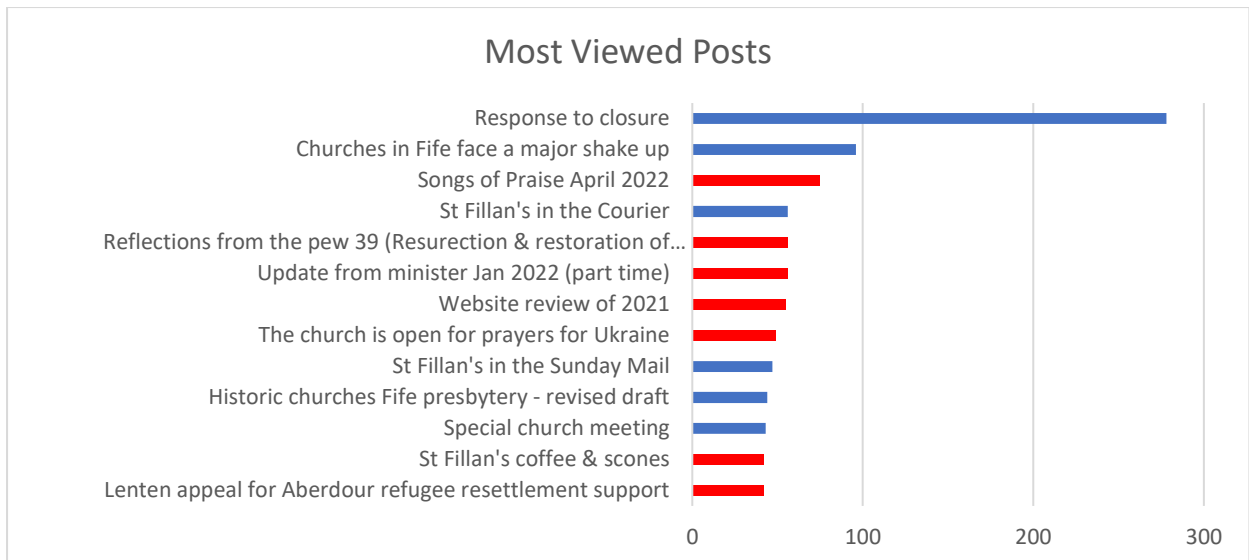


During 2022 three new pages were added; Pilgrims, Church Silver and Rev Robert Johnstone. A lot of information was also added to the Graveyard page.

The bar chart below shows the most popular webpages in 2022 (viewing figures for the home page have been omitted).



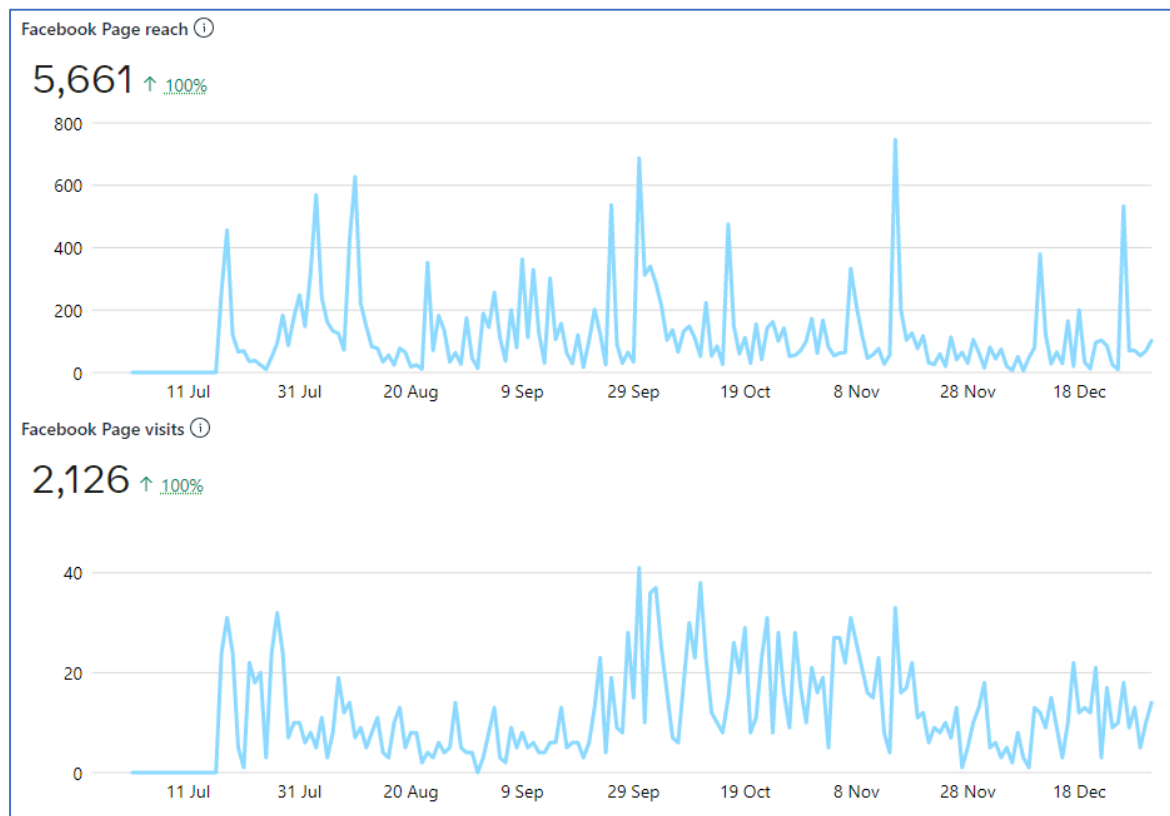
The bar chart below shows the most viewed posts in 2022. Those in blue are related to the proposed 'closure' of the church, the others are in red. There were still online services during January, since then there have been weekly 'notices', these posts have been omitted from the chart.



'Reflections from the Pew' is a weekly post started in June 2021 on a variety of (hopefully) inspirational topics connected to St Fillan's. During 2022 they have included; asking if St Fillan's is the oldest church, the stories behind the stained glass windows, and the primary school tapestries.

During 2022 the website has been viewed by users in 48 countries, including 83.6% from the UK, 8.3% from the US, 1.1 % from Canada and 1.0% from Ireland.

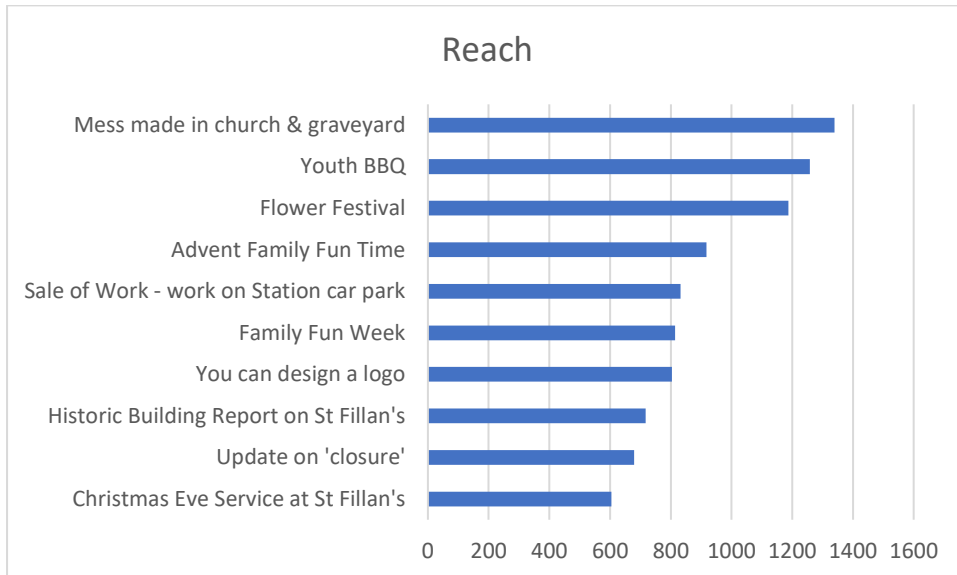
The St Fillan's Facebook page went live on 21st July 2022. Currently there are 129 followers, and the graphs below show the reach and visits. The maximum reach is about 750 people/day and a maximum of 40 visits/day.



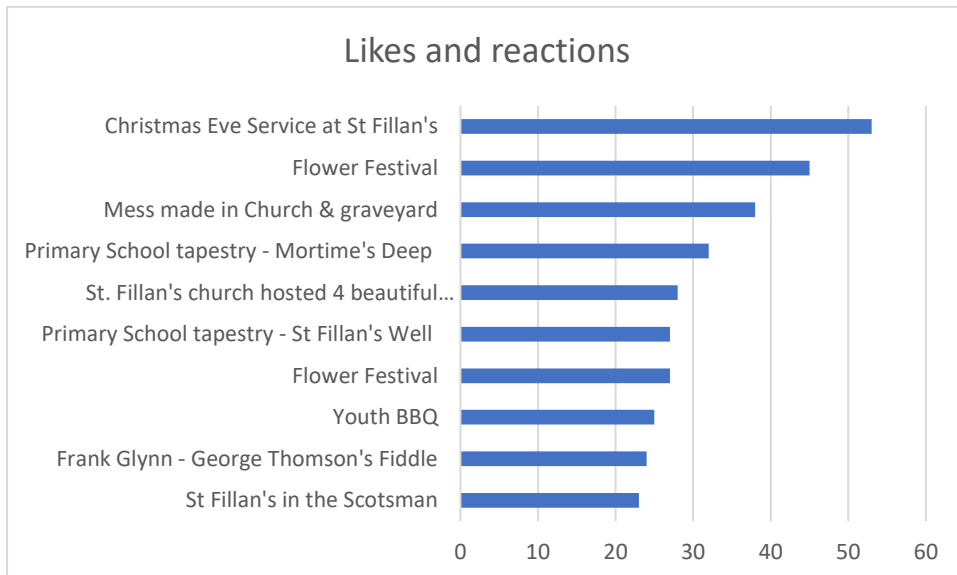
Facebook has a more local reach - 95.3% of viewers are in the UK, 1.6% in the US. 60.2% are in Burntisland & Dunfermline. 70% are women, 30% are men – I wonder if this is true for Facebook in general?

Since July there have been 123 posts, which is about 5 per day.

The posts with the greatest reach are shown in the bar chart below.



The posts with the greatest number of likes and reactions are shown in the bar chart below.



Feedback, comments and suggestions are welcome on both the Website and Facebook. Send to StFillansChurch@gmail.com

David Graham 1st January 2023