



#LEGACYVISION2020

Social Media Insights

[FACEBOOK]

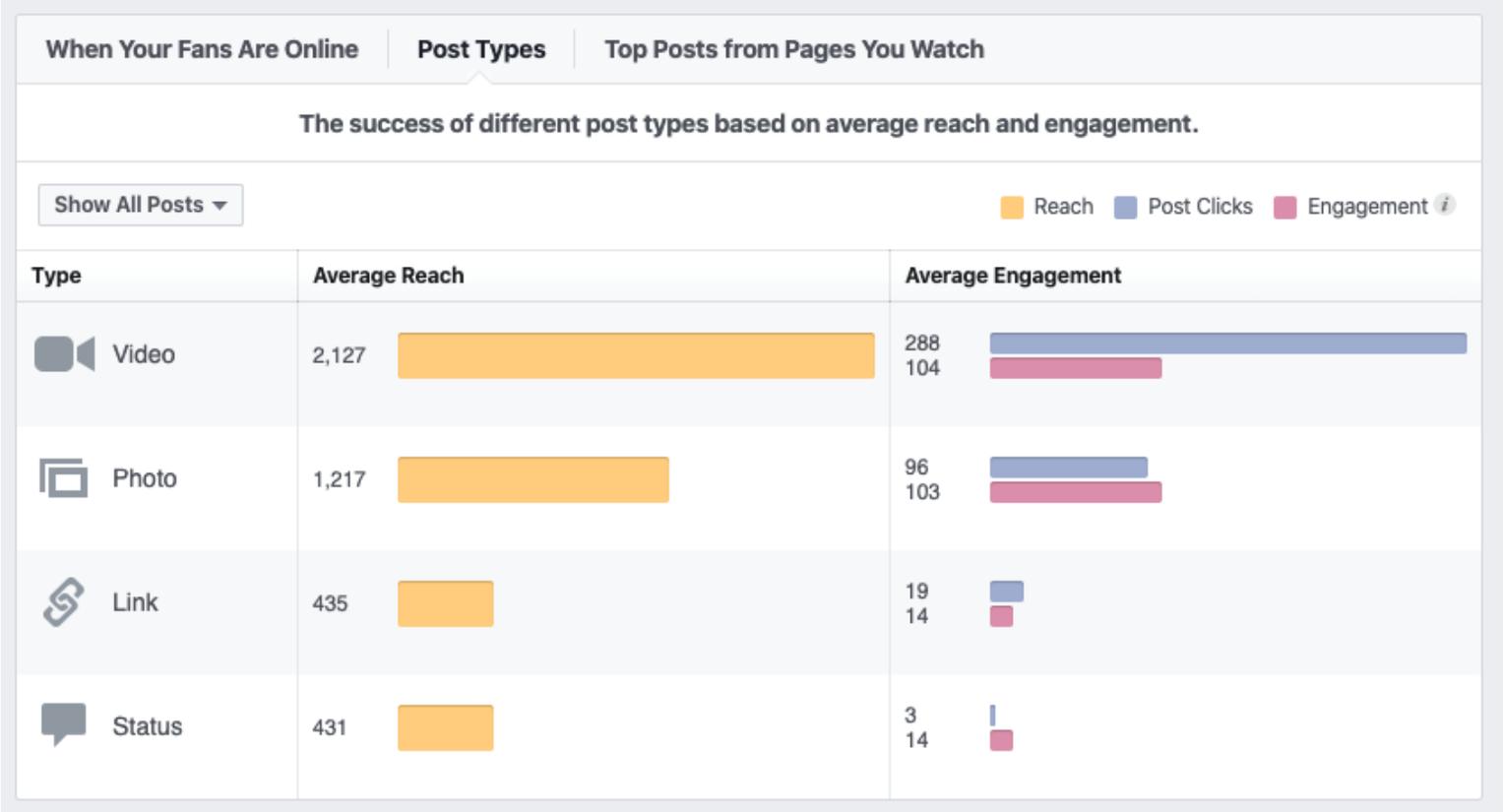
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Types of Postings and Engagement

The diagram below shows the types of Facebook content posts and activity results from the CSL Legacy Vision 2020 Convention. Video outperformed them all. It is the most essential media platform for effective digital marketing to cut through the “noise” algorithmically and experientially. Studies show that viewers retain 95% messaging when they watch video compared to 10% when reading it in text. The integration of live audio/visual, graphics, photos and motion allows online viewers to have a fuller experience. Through convention livestreaming/video uploads, the average reach (views) was over 2,000.



2020 Opening Session (Livestream)

Centers for Spiritual Living was live.
Published by Ty Andrews [?] · February 17 at 8:11 PM · 🌐

Opening session Ft. Executive Director Rev. **Sonia Byrne** and Dr. **Kenn Gordon's** last talk as CSL Spiritual Leader. #legacyvision2020



Watch together with friends or with a group Start

5,264 People Reached **1,124** Engagements Boost Post

👍❤️ You and 67 others 48 Comments 21 Shares 2.2K Views

❤️ Love 💬 Comment ➦ Share ❄️

The livestream Opening Session of the convention ft. Executive Director Rev. Sonia Byrne and Dr. Kenn Gordon's last talk as Spiritual Leader ranked 3rd highest in reaching over 5,000 people and 1,124 engagements.

Centers for Spiritual Living
Published by Ty Andrews [?] · February 19 at 1:08 AM · 🌐

We were blessed by the dynamic and radically inclusive wisdom of **Bishop Yvette A. Flunder**, "If there ever was a time that we who believe in the power of love and light need to take the risks to bear our transparency, that time is now."

Direct Video Upload



Watch together with friends or with a group Start

1,938 People Reached **284** Engagements Boost Post

👍❤️ 37 2 Comments 15 Shares

Legacy A Capella (Music Livestream)

Centers for Spiritual Living was live.
Published by Ty Andrews [?] · February 18 at 9:49 PM · 🌐

The amazing sounds of the vocal group Legacy A Capella! #legacyvision2020



Watch together with friends or with a group Start

1,584 People Reached **387** Engagements Boost Post

❤️👍 You and 44 others 5 Comments 10 Shares 991 Views

❤️ Love 💬 Comment ➦ Share ❄️

Centers for Spiritual Living was live.
Published by Ty Andrews [?] · February 19 at 10:01 AM · 🌐

Honorary Doctorate Ceremony #legacyvision2020



Watch together with friends or with a group Start

1,604 People Reached **352** Engagements Boost Post

👍❤️ 32 16 Comments 2 Shares 890 Views

The Honorary Doctorate Ceremony was livestreamed per feedback from our First Time Attendees meeting and resulted in great response of reaching over 1,000 people.

**“WHAT THOUGHT
HAS PRODUCED,
THOUGHT CAN
CHANGE.”**

-Ernest Holmes

Get More Likes, Comments and Shares

This post is performing better than 80% of other posts on your Page. Boost it to get more great results.

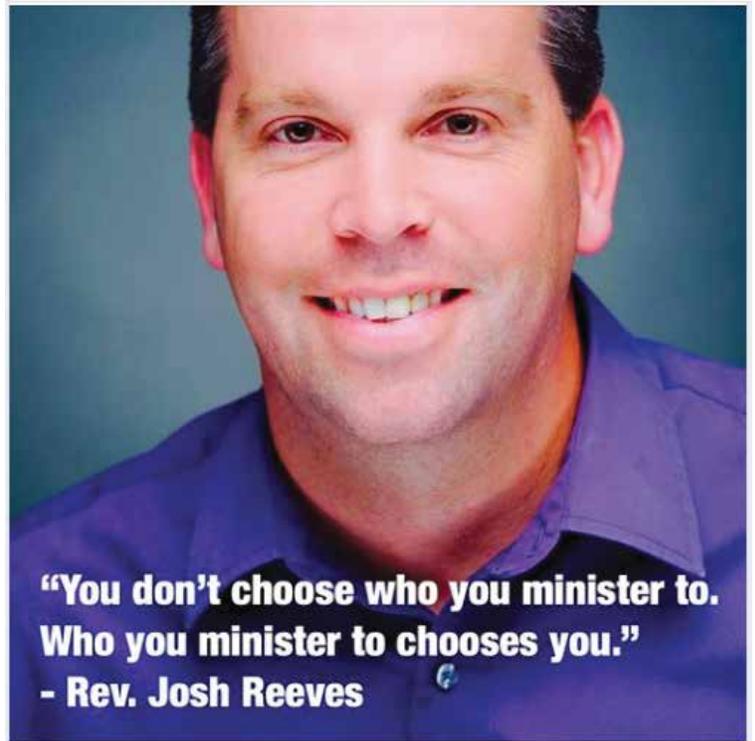
2,052
People Reached

206
Engagements

Boost Post

68

28 Shares



**“You don't choose who you minister to.
Who you minister to chooses you.”
- Rev. Josh Reeves**

709
People Reached

71
Engagements

Boost Post

40

3 Comments 1 Share

2020 Convention Facebook Photo Album

Visual, emotionally appealing Memes/Photos are still strong for engaging target online viewers. Attendees from the CSL Legacy Vision 2020 convention were photographed with mostly mobile devices and uploaded to a photo album on the CSL Facebook page. This posting method is great for archiving purposes and also allows multiple people tagging, which organically gets CSL's content in front of their followers.



1,501
People Reached

414
Engagements

Boost Post

27

2 Comments 5 Shares

Highest Performing Posts

Centers for Spiritual Living
Published by Ty Andrews [?] · February 20 at 6:16 PM · 🌐

CONGRATULATIONS to our new Spiritual Leader Rev. Dr. Edward Viljoen! See and hear him via livestream TONITE at the #legacyvision2020 convention. 7:40 PT / 8:40 MT / 10:40 ET



**Rev. Dr. Edward Viljoen,
CSL Spiritual Leader**



8,333 People Reached 2,338 Engagements [Boost Post](#)

[You and 290 others](#) 57 Comments 65 Shares

New CSL Spiritual Leader: Livestream Announcement

The announcement Rev. Dr. Edward Viljoen as new Spiritual Leader was the **MOST ENGAGING** post of the convention week. Engagement buzz skyrocketed when online viewers were also provided a special opportunity to watch his talk at the Convention via CSL's Facebook livestream the same day.

Centers for Spiritual Living was live.
Published by Ty Andrews [?] · February 20 at 10:40 PM · 🌐

Message From Our Newly Elected Spiritual Leader Rev. Edward Viljoen, DD (hon.) #legacyvision2020



Watch together with friends or with a group [Start](#)

7,543 People Reached 1,221 Engagements [Boost Post](#)

[You and 119 others](#) 33 Comments 38 Shares 3K Views

[Love](#) [Comment](#) [Share](#) [More](#)

Message From CSL Spiritual Leader: Livestream

The livestream talk by new Spiritual Leader Rev. Dr. Edward Viljoen was the **SECOND MOST ENGAGING** post of the convention week. Content value and anticipation of Edward's talk was also enhanced by showcasing live performances by the music team prior to the talk.

Presentation Announcement

It's Like You're My Mirror
 Presentation prepared by the Ministerial Students in the Regeneration Program: Dan Granda, RScP; Evan Dow-Williamson, RScP; Kristen Ashley Moore, RScP; Lydia Joy Ayers, RScP; Audra Nichole, RScP; Russ Legear, RScP Presented by Rev. Dr. Kenn Gordon
<https://youtu.be/IDhBC3e3mL4...> See More



YOUTUBE.COM
February 23, 2020 - It's Like You're My Mirror
 February 2020 Monthly Theme: All the Colors of Love

436 People Reached **20** Engagements [Boost Post](#)
 6 Shares

Behind the Scenes/ Testimonials Video

Centers for Spiritual Living
 Published by Ty Andrews [?] · February 21 at 11:30 PM · 🌐

"This was the greatest conference ever!" - Tracy Brown, RScP, Leadership Council Chair #legacyvision2020



463 People Reached **40** Engagements [Boost Post](#)
 You and 23 others
 Love Comment Share

Music (Direct Video Upload)

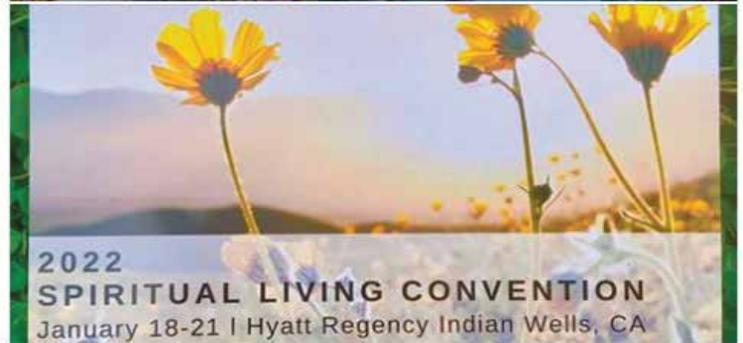
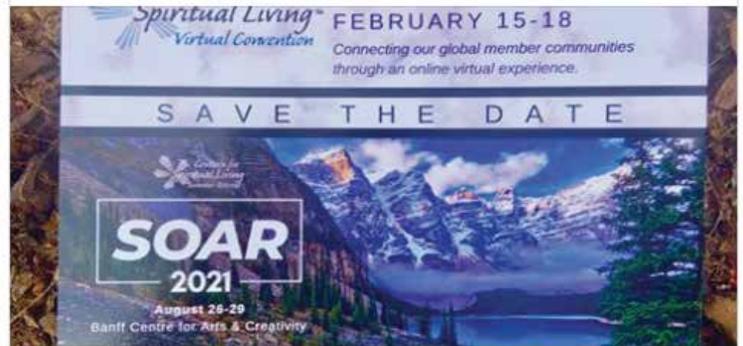
Centers for Spiritual Living
 Published by Ty Andrews [?] · February 23 at 10:39 AM · 🌐

Be the place where God shows up! "I Am the Place Where God Shows Up" ft. Eddie Watkins Jr. with Amy Bishop, Lisa Ferraro, Gary Lynn Floyd, Amber Darland, and John Olsson.



Watch together with friends or with a group [Start](#)
716 People Reached **100** Engagements [Boost Post](#)
 You and 23 others 1 Comment 6 Shares

Save the Dates 2021-2022



969 People Reached **121** Engagements [Boost Post](#)
 18 Shares 7 Shares

Post Reach and Engagement

Your 5 Most Recent Posts							Create Post	
Published	Post	Type	Targeting	Reach	Engagement	Promote		
02/24/2020 6:26 PM	"The truth is that you already are what you are seeking." - Adyashanti I			1.2K	43 69	Boost Post		
02/23/2020 2:40 PM	As you may or may not know, we are now hosting our in-person			969	81 40	Boost Post		
02/23/2020 10:39 AM	Be the place where God shows up! "I Am the Place Where God Shows Up"			716	65 35	Boost Post		
02/21/2020 11:30 PM	"This was the greatest conference ever!" - Tracy Brown, RScP,			463	16 24	Boost Post		
02/21/2020 8:16 PM	Photos from Centers for Spiritual Living's post			1.5K	365 49	Boost Post		
02/21/2020 1:59 PM	It's Like You're My Mirror Presentation prepared by the			436	11 9	Boost Post		
02/20/2020 10:40 PM	Message From Our Newly Elected Spiritual Leader Rev. Edward Viljoen,			7.5K	884 337	Boost Post		
02/20/2020 6:16 PM	CONGRATULATIONS to our new Spiritual Leader Rev. Dr. Edward			8.3K	1.1K 1.2K	Boost Post		
02/20/2020 4:35 PM	Congrats to newly elected CSL leadership council member Rev. Dr.			1.1K	155 128	Boost Post		
02/20/2020 10:23 AM	Special thanks to CSL Practitioner Kat Kim for her inspiring power talk			822	118 50	Boost Post		
02/20/2020 8:10 AM	"You don't choose who you minister to. Who you minister to chooses			709	22 49	Boost Post		
02/19/2020 8:58 PM	SPECIAL LIVESTREAM UPDATE: We're joining our friends at Mile Hi Church for their			534	36 14	Boost Post		
02/19/2020 4:44 PM	Enter the portal...			942	229 264	Boost Post		
02/19/2020 2:32 PM	CSL Teens represent! #legacyvision2020			583	25 33	Boost Post		
02/19/2020 12:40 PM	Why do you...			625	31 7	Boost Post		

CSL Facebook Page Summary - Feb 18-Feb. 24

Page Summary [Last 7 days](#) ↕

[Export Data](#) ↓

Results from Feb 18, 2020 - Feb 24, 2020

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid

Actions on Page

February 18 - February 24

12

Total Actions on Page ▲1100%



Page Views

February 18 - February 24

1,143

Total Page Views ▲241%



Page Previews

February 18 - February 24

147

Page Previews ▲465%



Page Likes

February 18 - February 24

83

Page Likes ▲159%



Post Reach

February 18 - February 24

21,539

People Reached ▲224%



Story Reach

February 18 - February 24

Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn More](#)

Recommendations

February 18 - February 24

Post Engagement

February 18 - February 24

Responsiveness

As of February 22, 2020

Recommendations

February 18 - February 24



We have insufficient data to show for the selected time period.

Post Engagement

February 18 - February 24

8,852

Post Engagement ▲429%



Responsiveness

As of February 22, 2020

40%

Response Rate ▲0%

11 days 1 hr

Response Time ▼6 days 10 hrs

Videos

February 18 - February 24

8,414

3-Second Video Views ▲401%



Page Followers

February 18 - February 24

106

Page Followers ▲202%



Orders

February 18 - February 24

0

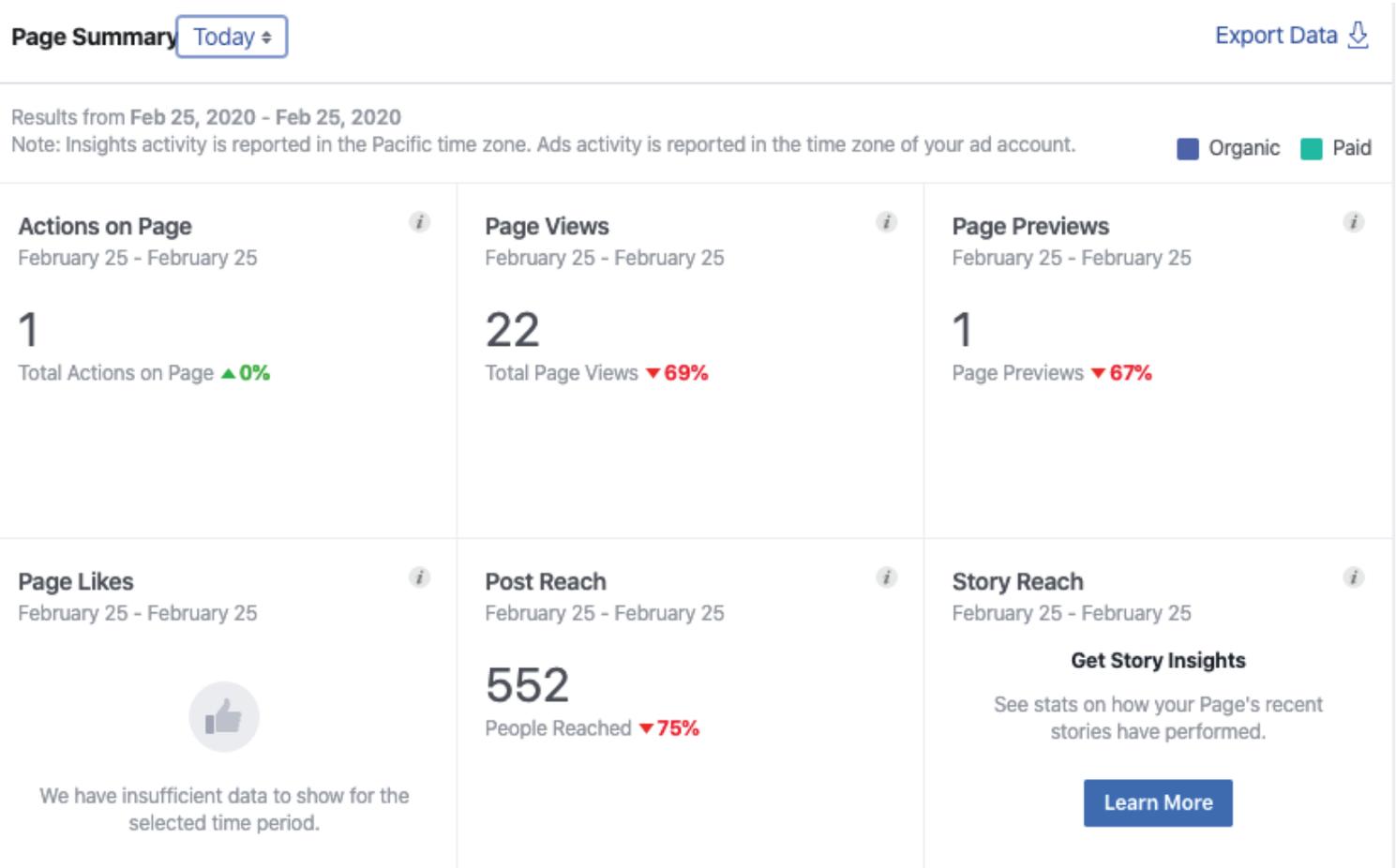
Number of Orders ▲0%

0

Earnings from Orders ▲0%

CSL Facebook Page Summary - Feb. 25

Major brands post social media content on an average of 1.5 times or more per day. CSL, even though a non-profit, currently has close to 17,500 followers and falls into the same category. Approximately 24 hours after 2020 convention activity reduced on Facebook, Page Views and Post Reach DECREASED by up to 79%.



ASSESSMENT AND RECOMMENDATIONS

1. CSL increases their reach by posting at least 1.5 or more times per day.
2. CSL has an increase in online traffic when posting livestreamed special events, announcements and community spotlights.
3. It helps to align content with target audience, ie. women, CSL ministers, practitioners, lay members, partners, spiritual seekers, etc.
4. Strong messaging encourages comment engagement and conversation.
5. Revive YouTube Channel for more reach and educational opportunities.