

Topics and Trends Report - Social Media Edition

REPORTING PERIOD, JANUARY AND FEBRUARY 2021

For this month's Topics and Trends report, I would like to focus on our social media activities. Our team manages four primary accounts, which together reach 46,631 followers across all four accounts. The total reach of our social media activity in the months of January and February of 2021* was 385,172 people.

Twitter

JANUARY

January was our first full month of managing our social media accounts as a team. On Twitter, we prioritized material from FULLER dialogues: Spiritual Practices for Everyday Life, material related to Dr. Martin Luther King Jr. the week of the holiday celebrating his life and work, and, as always, material promoting the work of our faculty.

204K impressions, 3,067 profile views

Highest Performing Tweet - [Fuller Announces Dr. Soong Chan-Rah](#)

15,785 impressions, 578 total engagements



FEBRUARY

In February, we highlighted material about Black history in the United States as well as material featuring Black leaders from within the Fuller community and those who have honored us with their scholarship, as well as continuing to promote the work of our faculty.

122K impressions, 1,835 profile views

Highest Performing Tweet - [Drs. Janette Ok and Daniel D. Lee share about the PastoraLab for Asian American Women Ministers](#)



Facebook

Facebook's algorithm penalizes an organization that posts more than twice a day. They do this to encourage "promoted" posts which we pay to have FB share more broadly for us. As on Twitter, in addition to promoting the Integration Symposium, we focused on sharing material about Black history in the United States as well as material featuring Black leaders from within the Fuller community and those who have honored us with their scholarship.

Total post reach - 53,821 people

Total page views - 1772

Highest performing organic posts:

Mark Labberton's Friday Prayers on Facebook Live reach an average of roughly 1800 people per week.

The most popular piece of content we shared was Willie Jennings on Being a Christian Intellectual.

Boosting – paid promotion – of a post yields huge results on FB. We boosted one post in January and February, Fuller's statement condemning the insurrection at the capitol on January 6, and that post reached 30,432 people.

Instagram

We manage two Instagram accounts, one for Fuller Seminary and one for Fuller Studio. Using Instagram is a new enterprise for our team, and we are experimenting to see what works best. So far, our results have been better than we anticipated.

[@FullerSeminary](#) - 7046 followers as of the time of this report

We reached 4775 people with this account during the month of February.

490 people interacted with our posts.

Our most popular post, a two-image feature of Alexis Abernethy on Esther and Dwight Radcliff on Amos and Obadiah, garnered 2461 impressions.

Our most popular story promoted the Integration Symposium. It reached 546 people. The reach of our stories has been steadily increasing. Reach is 94% over the month.

[@FullerStudio](#) - 1214 followers as of the time of this report

We reached 576 people with this account during the month of February.

39 people interacted with our posts.

We only made one post in February, a video feature of the Pannell Center. It garnered 518 impressions.

Our most popular story featured alumna Naomi McSwain's work at the Wooten Center in South L.A.. It reached 90 people.

Faculty Featured on Social Media in the Months of January and February

In addition to material created by the Fuller Seminary community, we also feature work our faculty members are doing outside the seminary, such as articles they write for external publications, events they participate in, and times they are quoted or mentioned by news organizations. Faculty alert us to these outside-Fuller work by emailing our team at socialmedia@fuller.edu.

FACULTY (TIMES MENTIONED IN PARENTHESES)

Labberton, Mark (49)

Bantu, Vince (35)

Abernethy, Alexis (29)

Lee, Hak Joon (25)

Ebstyne King, Pamela (22)

Taylor, David (15)

Kaemingk, Matthew (14)

Hopkins, Dwight (14)

Fung, Joey (13)

Strawn, Brad (13)

Cormode, Scott (12)

Green, Joel (11)

Radcliff, Dwight (11)

Garcia Johnson, Oscar (10)

Tiersma Watson, Jude (9)

Eriksson, Cynthia (9)

Argue, Steve (9)

Cosse, Ted (9)

Ok, Janette (8)

Lee, Daniel (8)

Griffin, Brad (7)

Rah, Soong-Chan (6)

Armstrong, Tina (5)

Kärkkäinen, Veli-Mati (5)

Brown, Warren (4)

Pannell, William (4)

Roberts, Mark (3)

Salvatierra, Alexia (2)

Callaway, Kutter (1)

**Facebook and Instagram also only provide reports for the past 28 days. I just learned this, so this report will only include data from the month of February from Facebook and Instagram. I wish I could include January's data, as it would only increase our numbers.*