

Archdiocese of Washington

Social Media Analytic Overview (January – May 2016)

The Archdiocese of Washington remains the leading archdiocesan social media presence in North America.

The statistics below highlight our engagement levels across three of our social media platforms.

Facebook

Average interactions across all U.S. diocesan accounts = 6,988

Interactions from Archdiocese of Washington's Facebook page = 140,688

Twitter

Average interactions across all U.S. diocesan accounts = 1,103

Interactions from Archdiocese of Washington's Twitter account = 36,031

Instagram

Average interactions across all U.S. diocesan accounts = 4,383

Interactions from Archdiocese of Washington's Instagram account = 74,715

