

# 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

