

# ANNUAL CONFERENCE MEDIA BY THE NUMBERS

From Facebook to Flickr and beyond, digital media provided several access points with Annual Conference 2011. Notice how many people from other parts of the state checked in on Conference (bottom right) via <http://wvumc.org>.

Another highlight are the much higher than average 'open' and 'click' rates for emails sent during Annual Conference. Nearly 44% of those receiving emails from Conference opened them; almost double the national religious organization average.

# 5,100


Number of Daily Journals printed during Conference



**4,540**  
Number of e-mails sent

**43.9%**  
Average number of e-mails opened

**22.4%**  
other religious organizations average



**62.5%**  
Average number of links clicked

**9.8%**  
other religious organizations average



**94** Number of AC 2011 photos uploaded to Flickr

**8,993** number of views (and counting)



more than **947** hours viewed – that's more than one month!

Visit <http://wvumc.org/conference> for more of "Conference by the numbers."

On Facebook, links, photos, and videos were liked

# 84 times

and people made

# 13 comments



**30** new people liked the page during Annual Conference; 2 unliked it.

**254** people viewed the Facebook page

**822** times



# 1,154

visited the website 2282 times

VISITS FROM AROUND THE STATE



**38** visits from New York

