

Social Media Report

USMB Convention 2020

Submitted by J.L. Martin, USMB Social Media Coordinator

Facebook

As of June 1, 2020, the USMB Facebook page has a total of **828** likes, up from 674, or nearly 19%, from October 2018. This is due to inviting people, like church staff, who are actively involved in USMB churches as well as a huge boost because of live streaming study conference in Phoenix and inviting people who like our posts on Facebook. Our highest interaction on Facebook typically involves photos, USMB events, USMB people (promotions, recognition, etc.) or current events in our conference or culture commented on by Don Morris, our National Director.



Twitter

As of June 1, 2020, the USMB Twitter account has a total of **893** followers. Twitter is our largest social media platform and continues to be a good platform for interacting with USMB churches and the people in those churches.

Instagram

With a new post March 25, 2019, during the National Pastors' Orientation, our Instagram account was reactivated. Currently, we have **281** followers and **162** pictures have been posted. This platform has been reaching our younger USMB family. Since 2019, daily posts have been shared on one of our social media platforms (Facebook, Twitter or Instagram.)

LEAD Pods






Currently, potential guests are being contacted and scheduled for our latest initiative, LEAD Pods. This required coordinating with our host, Matt Ehresman, scheduling the recordings and contacting USMB agencies for sponsorship opportunities. This new endeavor has been very time consuming, especially in the initial stages, but results show it is a worthwhile resource for our USMB family. Here are the current stats from the released LEAD Pods.

TOP EPISODES (All Time)

001 Praying during COVID-19 (Stephen Humber and Kelly Pankratz)	134
002 Becoming a House of Prayer (Esther Leonard)	113
Teaser	76
003 Leading Well When No One Can See You (Ben Connelly)	61
004 Living with Gospel Fluency (Ben Connelly)	58

[See All Episodes](#)

TOP APPS (Last 5 Episodes)

 Apple Podcasts	69%	285
 Your Buzzsprout Site	12%	50
 Web Browser	4%	17
 Spotify	3%	14
 Unknown Android App	2%	9

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You have

109 Listeners

What's a listener? This number displays how many unique downloads we expect your next episode to have within its first 90 days of life. [Learn more about listeners.](#)

Last 7 Days	Last 30 Days	Last 90 Days
24	175	489

All Time Total Downloads

489