St Fillan's Website & Facebook review for 2024

St Fillan's website went live on 1st April 2020 which luckily coincided with lockdown and so for the next two years the website was able to provide online services and be a means of communication with the community both near and far. 2022 saw an easing of restrictions, a return to 'normality' and Sunday peaks were reduced. In 2023 we celebrated our 900th anniversary and there were peaks of usage around important events such in February Any Questions? and in June the Historic Churches Working Group report.

In 2024 we joined with Dalgety, Inverkeithing, North Queensferry & Rosyth churches to form Fife: Forthview Parish Church of Scotland. The usage has reduced but its key function remains – to inform & inspire. In 2021 there were 13.8K pageviews, in 2022 16.8K and in 2023 20K, in 2024 16K.

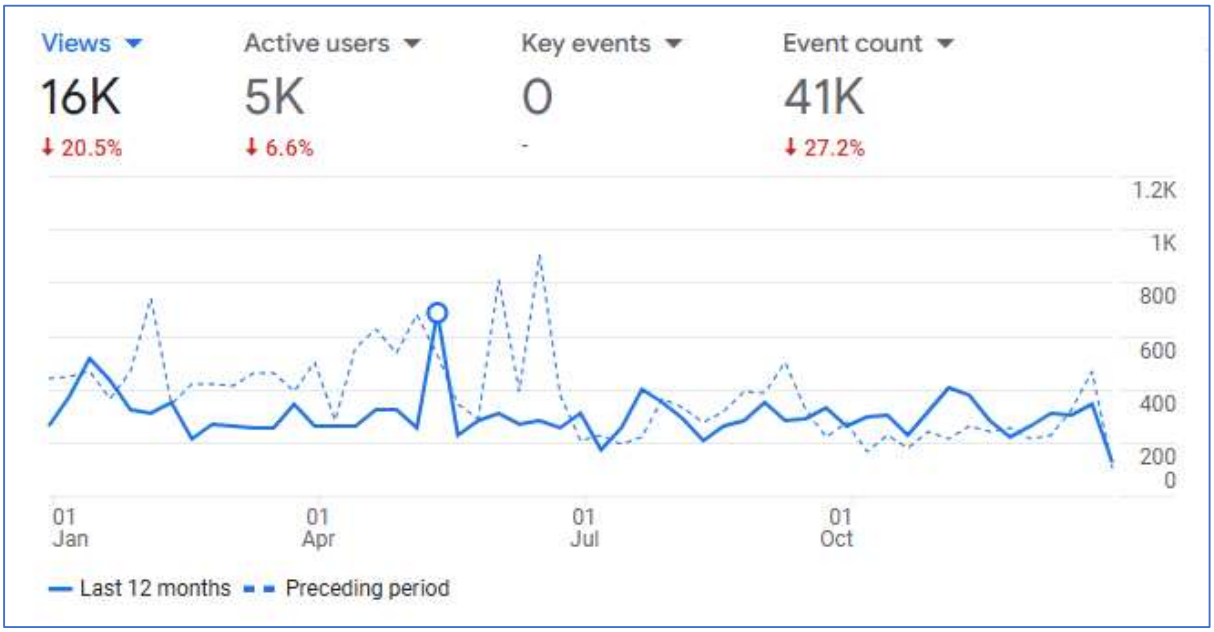


Figure 1 Website Users 2023/24

Only one page was added in 2024 – 'Who's Who' showing photos of the present and past Kirk Session.

The most popular pages by page views in 2024, after the home page, were Forthview Parish Church, Who's Who, News, Events, Worship, Contact, The Early Years, Church Hall Activities, Church Newsletters & Magazines.

The most popular posts by page views in 2024 were: Census 2022 (the same post was updated several times), Rev Andrea Fraser, Rev Dean Norby, Forthview News 7th Jan (statement from Fergus Duncan), Farewell to Peter Gerbrandy-Baird (this post was popular last year- it is his "only" online presence), Aberdour Art Festival.

Through 2024 the 'Reflections from the Pew' weekly post has concentrated on bible stories and characters – they were not as popular as last years. As new ministers will soon be in place therefore, they have finished as they were to provided inspiration when we were without a minister.

During 2024 the website has been active users in 61 countries, including 77.3% from the UK, 11.0% from the US, 2.6% from Germany, 1.2 % from Ireland and 1.3% from Canada. The proportion from outside the UK has risen compared to last year.

Once again 2024 has seen the 'users by mobile' exceed 'users by desktop' 48.7% to 44.7%, 'users by tablet' has continued to fall to 6.6%.

With the formation of Forthview Church the five individual websites are combining into one. Inverkeithing, North Queensferry & Rosyth websites have already joined, St Fillan's website will become part of the Forthview website later in January. Most of the content has been transferred and news from St Fillan's will still be available, but it will be easier to find out about the other churches. See **forthviewchurch.org.uk**

The **St Fillan's Facebook page** went live on 21st July 2022 (in preparation for the 900th anniversary). At the end of 2022 there were 129 followers, in 2023 207 and now there are 273. The graph below shows the reach and interaction in 2024, this is less than 2023 when there was the 900th anniversary – a reach of 28.3K in 2023 and now 17.5K in 2024. There were spikes in reach for the Inchcolm pilgrimage, Coffee & Scones (several spikes) and the Remembrance service. There was a spike in interactions for McTaggert's donating the hall chairs, Sale of Work, Wedding photos, Christian Aid coffee morning, LEGO mosaic & the Royal party at the Coffee & Scones. Photos of people are always popular.

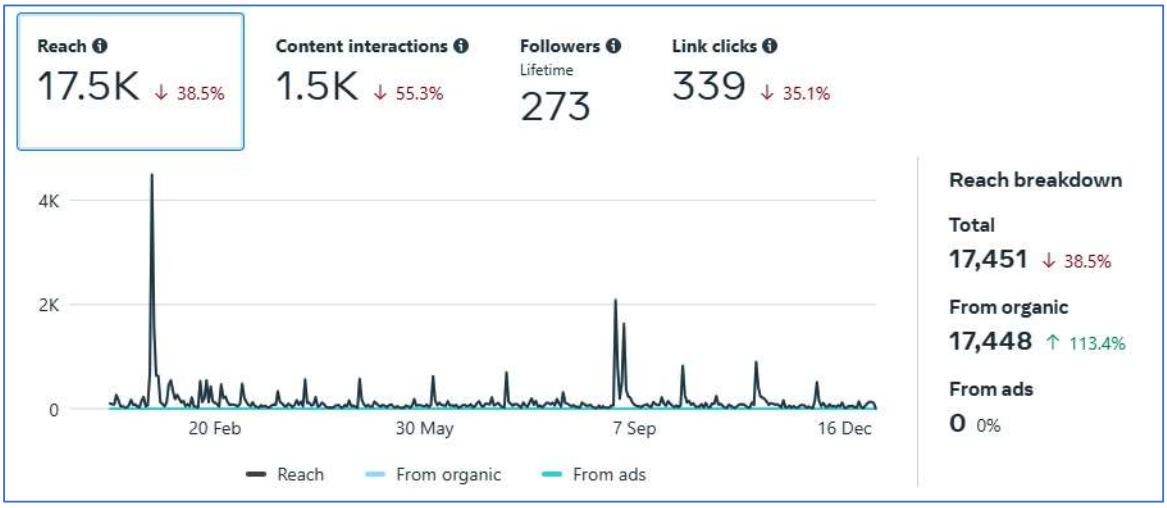


Figure 2 Facebook Reach &linteractions 2024

In 2023 there were 351 posts, in 2024 there have been 231 posts which equates to about 4.4 per week.

Facebook has a more local reach than the website: 96.3% of followers in the UK, 1.5% in the USA, with a few in Australia, Canada & India. 72% are women, 28% are men, most are aged 45 and over. (Globally the split is 57% male, 43% female, and the peak age is 25-34.)

Feedback, comments, and suggestions are welcome on both the Website and Facebook. Send to StFillansChurch@gmail.com

David Graham 1st January 2025