

When Posts Go Viral

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To highlight the power of a post "going viral," we like to introduce you to Patrick Sharkey. When he first checked out a free trial of Catholic Social Media, Patrick was the pastoral assistant for administration at St. Nicholas Catholic Church in Gig Harbor, Washington.




Back in August 2021, Patrick signed up for a trial of Catholic Social Media. At the time, his parish's social media posts were reaching 100 – 200 people a day. He thought that was a decent number – not too bad, but not great.

Then he tried out some content from Catholic Social Media:

Post Details

St. Nicholas Catholic Parish
August 26 · 🌐

What prayer do you go to, no matter the circumstances?



22,713 People Reached 2,216 Engagements Boost Unavailable

10 Comments 10 Shares

Like Comment Share

Performance for Your Post

22,713 People Reached

1,100 Reactions, Comments & Shares

329 Like	6 On Post	323 On Shares
100 Love	5 On Post	95 On Shares
1 Wow	0 On Post	1 On Shares
661 Comments	10 On Post	651 On Shares
10 Shares	10 On Post	0 On Shares

1,116 Post Clicks

22 Photo Views	1 Link Clicks	1,093 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

He posted the image above, and within 24 hours it had been shared 10 times, commented on 661 times, and reached 22,713 people. (St. Nicholas also picked up an additional 56 followers that month.)

And here's the thing: it didn't require weeks of planning and hours of staff time to reach all those people. It took Patrick about two minutes to log in to Catholic Social Media and post it.

But it gets even crazier. Do you know how many of those 22,000+ people were within driving distance of the parish? **Eighty percent.** That's because Facebook in particular takes geography into account when someone shares a post. You can learn more about it here: [Reach Your Neighbors with Facebook's Sharing Algorithm](#)
