

How to Use the Analytics Tab for Diocese

10/21/2025 2:00 pm CDT

You can now use the **Analytics section** in Catholic Social Media to track engagement and performance across your entire diocese. This feature helps diocesan teams monitor parish activity, measure reach, and understand which content resonates most across all participating parishes.

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Accessing Analytics

1. **Log in** to Catholic Social Media.
2. Click the **Analytics tab** at the top of the page.
3. Use the **filters** on the left-hand side to narrow results by:
 - a. Content type (parish-created, CSM-created, or your own)
 - b. Distribution groups or content tags
 - c. Month or date range
 - d. Scheduled type or specific parishes

Overview Page

- Displays your most popular content for the selected month.
- Shows how many parishes published each post and on which platforms (Facebook, Instagram, Twitter)
- Hover over the metrics to see which parishes posted specific content.
- Click Export to CSV/Excel to download a report for internal use.

Post Engagement Tab

- Shows post-by-post performance in aggregate.
- Displays metrics such as publish date, impressions, reactions, and comments.
- Sort by impressions or reactions to identify top-performing posts.
- Toggle on parish content to include parish-created posts in your view.

Trends Tab

- Provides month-to-month comparisons for key metrics like impressions, reactions, and post counts.

- Helps visualize growth and engagement trends across your diocese.
- Use complete months for the most accurate data (for example, compare August to July).
- Includes insights like best-performing content and best time to post.

Parish Posts Engagement Tab

- Lists all parishes in your diocese with engagement metrics.
 - View monthly and all-time totals for impressions, reactions, and posts.
 - Sort columns to identify your most active or highest-performing parishes.
 - Use this data to recognize engagement trends or highlight top contributors.
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Best Practices

- Review analytics **monthly** to identify what content resonates most.
 - Export reports **regularly** to track progress and share results internally.
 - Use the Trends and Parish tabs to guide training and recognize active parishes.
 - Combine analytics insights with parish feedback to **improve** future content strategies.
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