

How to Use Analytics as a Third-Party Content Creator

11/14/2025 11:35 am CST

You can now use the **Analytics section** in Catholic Social Media to track how your content performs across dioceses and parishes. This feature gives **third-party content creators** valuable insight into reach, engagement, and parish participation.

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How to Use 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 refine your data by:
 - a. Distribution groups
 - b. Content tags
 - c. Month or date range

Post Publish Tab

- Display your most popular content based on how many parishes published it.
- View the number of pages your content appeared on, organized by the social platform.
- Hover over the data to see which parishes shared your posts.
- Use this view to understand which pieces of content are most widely adopted.

Post Engagement Tab

- Shows aggregated metrics for impressions, reactions, and comments.
- Sort by impressions to identify top-performing posts.
- Click the magnifying glass icon to view the caption and post details.
- Use this data to evaluate content performance and guide future strategy.

Trends Tab

- Displays month-to-month comparisons for total posts, impressions, reactions, and comments.
- Helps visualize overall performance growth over time.
- Review data at the end of each month for the most accurate comparison.

Parish Post Engagement Tab

- Lists the parishes that have published your content.
 - View how many impressions your post received from each parish.
 - Identify which parishes or regions engage most actively with your materials.
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Best Practices

- Check analytics monthly to measure how your content is performing on a diocesan and parish level.
 - Focus on posts with the highest reach and engagement to refine your creative approach.
 - Use parish engagement data to identify strong partnerships or outreach opportunities.
 - Export data regularly to track long-term growth and content effectiveness.
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