# Social media accounts analysis

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| --- | --- | --- | --- | --- | --- | --- | --- |
| Organization | Twitter | Facebook | Instagram | Pinterest | Google Plus | Flickr | YouTube |
| Wycliffe.org | ✓ | ✓ | ✓ | ✓ | ✓ |  | ✓ |
| Canadian Bible Society | ✓ | ✓ |  |  |  | ✓ | ✓ |
| American Bible society | ✓ | ✓ | ✓ | ✓ | ✓ |  | ✓ |
| Wycliffe associates | ✓ | ✓ | ✓ |  | ✓ |  | ✓ |
| Bible League Canada | ✓ | ✓ |  |  |  |  | ✓ |
| Wycliffe UK | ✓ | ✓ | ✓ | ✓ | ✓ |  |  |
| Wycliffe Australia |  | ✓ |  |  |  |  |  |
| Wycliffe Austria |  | ✓ |  |  |  |  |  |
| Wycliffe Denmark |  | ✓ |  |  |  |  |  |
| Wycliffe Finland |  |  |  |  |  |  | ✓ |
| Wycliffe France | ✓ | ✓ |  |  |  |  |  |
| Wycliffe Germany |  | ✓ |  |  |  |  |  |
| Wycliffe Russian Federation |  | ✓ |  |  |  |  | ✓ |
| Wycliffe Slovakia |  | ✓ |  |  |  |  |  |
| Wycliffe Spain |  | ✓ |  |  |  |  |  |
| Wycliffe Sweden |  | ✓ |  |  |  |  |  |
| Wycliffe Switzerland |  | ✓ |  |  |  |  |  |

**Wycliffe.org**

Their Google Plus account is not linked to on their website. The Google Plus feed is primarily videos of testimonies and projects. Wycliffe uses Pinterest to share images relating to holidays, quotes, travel tips and stats in the form of infographics. Facebook and Twitter are used for promoting events and posting bible verses/quotes.

**Canadian Bible Society**

Canadian Bible Society has Facebook, Twitter, YouTube and Flickr accounts. They use Flick instead of Instagram for sharing photos. Facebook and Twitter are used for promoting events and posting bible verses/quotes. They post regularly and post current events (ex Fort Mac fire) and their audience is most active on Facebook and Twitter. These platforms with the exception of Flickr provide the ability to engage their users and create the ability to have meaningful discussions.

**American Bible Society**

The only difference between Wycliffe Canada and American bible society accounts is that American Bible society uses Pinterest. They use it much like how Wycliffe USA uses theirs, but they have more followers and share more content.

**Wycliffe Associates**

Wycliffe associates have all the same accounts as Wycliffe Canada. YouTube is the most used, followed by Facebook and Twitter then Instagram and

**Bible league Canada**

Bible league Canada has Facebook, Twitter and YouTube. YouTube doesn’t have many views or videos. Facebook has the largest audience (14,148) followed by Twitter (1,811).

**Wycliffe UK**

Facebook (1417 likes) and Twitter (3,997 followers) are Wycliffe UK’s biggest platforms for talking to their followers/fans. Instagram and Pinterest accounts exist, but aren’t being used very much.

**Wycliffe Australia**

The only account they have is Facebook (1,928 likes).

# Wycliffe Europe

**Wycliffe Austria**

Facebook link doesn’t work (page is not found.) Links to YouTube and Vimeo link to Wycliffe Global alliance.

**Wycliffe Czech Republic**

No accounts.

**Wycliffe Denmark**

Has Facebook, and they post pictures and videos, but don’t interact with their audience with posts that users can participate in.

**Wycliffe Finland**

The only link they have for social media on their site is to Wycliffe Global Alliance YouTube channel.

**Wycliffe France**

Their Twitter feed is protected, so it is inaccessible and they have Facebook.

**Wycliffe Germany**

All they have is Facebook, but they have 2,216 likes.

**Wycliffe Hungary**

No accounts

**Wycliffe Italy**

No accounts

**Wycliffe Netherlands**

No accounts

**Wycliffe Norway**

They Link to Wycliffe Global Alliance. No accounts of their own.

**Wycliffe Poland**

They Link to Wycliffe Global Alliance. No accounts of their own.

**Wycliffe Romania**

No accounts

**Wycliffe Russian Federation**

Facebook is used to promote events and post images. Their YouTube channel has 4 videos but appears to be abandoned – most recent video is 2 years ago. The have a link to what appears to be a Russian version of Facebook, which has 837 members.

**Wycliffe Slovakia**

Facebook page has 439 likes and they typically reply to comments/questions within a day.

**Wycliffe Spain**

The Facebook page is someone’s personal profile.

**Wycliffe Sweden**

Post 1-2 times daily on Facebook.

**Wycliffe Switzerland**

Posts to Facebook consistently with a couple of days missed between each post. YouTube channel doesn’t exist even though it’s linked to on their website.

# Summary

All accounts allowed commenting and ways to share content. Someone is monitoring all these pages. As for the pages that have done well, I don’t know exactly makes some posts more popular than others. A common thread throughout all of the organizations is that they blast their audience with posts and information but don’t engage with them by giving them something to interact with.

# Recommendations

* Post regularly
* Use pictures in tweets/Facebook/Google Plus posts
* Use more video (higher engagement rate than just text or pictures)
* Tweet at least 10 times a day
* Find and share content relevant to your audience
* Use a social media scheduler like Buffer or Hootsuite
* Use hash tags
* Use polls/ ask questions to get your audience involved
* Utilize the Facebook call to action button [[1]](#footnote-1)
* On Facebook and twitter, show more behind the scenes and share project updates (Race to 2025, Word Alive magazine, etc.)

**According to Buffer, Your 10 optimal posting times for twitter:**

**12:12 am**

**04:06 am**

**09:09 am**

**10:00 am**

**11:42 am**

**01:18 pm**

**02:37 pm**

**06:29 pm**

**09:56 pm**

**11:54 pm**

1. The Call to Action (CTA) button is designed to bring a business' most important objective to the forefront of its Facebook presence. Call to action buttons link to any destination on or off Facebook that aligns with a business's goals Call to actions that are supported include visiting your website, shop, learn more, etc. [↑](#footnote-ref-1)