



DIOCESE OF PHILADELPHIA AND EASTERN PENNSYLVANIA

Diocesan Media Office • Rdr. Nicholas Hojnicky, Director of Communications

Your Eminence and esteemed members of the Diocese,

Glory to Jesus Christ! Glory be Forever!

2024 was a year of significant success and growth for the Diocesan Media Office and Communications Department of the Diocese of Philadelphia and Eastern Pennsylvania.

On May 6, 2024, Bright Monday, I was appointed as the Director of Communications for the Diocese of Philadelphia and Eastern Pennsylvania by His Eminence Archbishop Mark.

- **Instagram:** In May 2023, I revitalized the Diocesan Instagram account, which had originally launched in 2019. At that time, it had about 200 followers and nine posts. Currently, the account boasts approximately 750 followers and 393 posts, reflecting its steady growth and increasing impact.
- **YouTube:** On May 10, 2024, I also launched the official YouTube channel for the Diocese. By September, the channel had garnered 44 subscribers and 600 views with only three videos uploaded. Currently, the channel has five videos and 1,181 views. While I would like to use the channel more frequently, I am pleased with the progress so far. Producing high-quality videos requires considerable time and effort, and with the limited reach of our Diocesan Media Office, maintaining consistency has been a challenge. Nevertheless, I am committed to dedicating more effort to expanding the channel's presence and reach in the new year
- **Facebook:** On May 29, 2024, I launched the official Facebook page for the Diocese. By September 2024, it had grown to approximately 110 likes and 153 followers. As of now, it has reached 166 likes and 265 followers. I am optimistic that both our following and engagement will continue to grow over time.
- **Diocesan Website:** The data demonstrates that the website is active and continues to grow. I want to express my deep gratitude to Fr. John Parsells for his outstanding assistance and contributions. The most engaging content across all our platforms on social media and the website continues to be the postings regarding Hierarchical Visits, Ordination Anniversaries for diocesan clergy, and Memorials for priests and notable Orthodox Christians who have entered eternal rest.

As I look to the future, I aim to continue refining the diocesan website while maintaining and expanding initiatives like YouTube, Facebook, and Instagram. With many events and visits on the horizon, I remain committed to upholding the professionalism and officiality established in the Communications Department. If there are any questions, concerns, feedback, etc. please reach out so we can speak about it.

I am profoundly grateful for His Eminence's trust in me and humbly ask for your prayers as I continue this work for the Diocese.

Respectfully Submitted,
Nicholas Hojnicky
Director of Communications

Month	Total Visitors	Visitors per Day	Unique Visitors	Unique Ratio	Pages	Hits	BW
January 2023	11,686	377.0	6,161	53%	127,957	479,716	22.9G
February 2023	8,562	305.8	4,786	56%	95,884	329,876	14.5G
March 2023	12,531	404.2	6,892	55%	118,544	444,982	18.7G
April 2023	9,817	327.2	5,100	52%	105,643	384,901	21.0G
May 2023	11,396	367.6	5,087	45%	91,112	321,084	20.7G
June 2023	11,970	399.0	5,357	45%	87,040	242,609	12.6G
July 2023	11,260	363.2	6,290	56%	86,604	221,715	13.2G
August 2023	11,606	374.4	5,995	52%	92,125	217,235	14.7G
September 2023	9,883	329.4	5,073	51%	90,182	230,019	15.4G
October 2023	12,053	388.8	6,813	48%	79,688	200,638	15.4G
November 2023	17,287	576.2	8,199	47%	120,283	243,893	14.9G
December 2023	16,071	518.4	5,502	34%	115,061	257,498	18.1G

Month	Total Visitors	Visitors per Day	Unique Visitors	Unique Ratio	Pages	Hits	BW
January 2024	23,776	767.0	6,283	26%	167,211	357,475	25.8G
February 2024	18,218	628.2	6,293	35%	130,673	286,061	19.4G
March 2024	23,945	772.4	7,344	31%	258,434	510,079	32.3G
April 2024	20,444	681.5	9,261	45%	213,559	464,773	47.5G
May 2024*	49,052	1,582.3	31,427	64%	181,539	425,519	28.4G
June 2024	42,942	1,431.4	28,802	67%	137,306	272,809	29.0G
July 2024	39,411	1,271.3	26,496	67%	193,249	627,794	72.6G
August 2024	25,554	824.3	16,202	63%	147,106	328,913	36.4G
September 2024	26,987	876.3	15,909	60%	168,793	328,781	44.2G
October 2024	48,359	1,560.0	24,081	50%	190,491	432,355	65.7G
November 2024	25,151	838.4	13,250	53%	148,231	324,785	41.7G
December 2024**	9,973	1,200.8	6,271	63%	50,772	92,317	10.7G

*Appointment of new Director of Communications

**As of Writing

For Reference:

Total Visitors: This represents the total number of visits to the website during the month. Each time a person visits, even multiple visits by the same individual, is counted. A higher number indicates frequent access to the website.

Visitors per Day: This metric shows the average number of visitors to the website each day. It is calculated by dividing the total visits by the number of days in the month, offering insight into daily traffic.

Unique Visitors: This reflects the number of distinct individuals who visited the website during the month. Even if someone visits multiple times, they are counted only once. This metric provides a clear indication of how many new visitors are engaging with the site.

Unique Ratio: This percentage compares unique visitors to total visits. A higher ratio signifies a larger proportion of first-time visitors, while a lower ratio suggests that repeat visitors are returning frequently.

$$\text{Unique Ratio} = (\text{Unique Visitors} \div \text{Total Visitors}) \times 100$$

Pages: This counts the total number of pages viewed on the website during the month. For example, if one person views three different pages, it adds three to this total. This shows how much of the website's content is being explored by visitors.

Hits: Hits refer to the total number of requests made to the website, including page views and requests for files (such as images or scripts). While hits measure server activity, they are less indicative of visitor engagement.

BW (Bandwidth): Bandwidth measures the total amount of data downloaded by visitors. Websites with more media content, such as images or videos, typically experience higher bandwidth usage. This metric reflects both the volume of content consumed by visitors and the potential impact on website performance and costs.