SourceTech Solutions LLC

Social Media Report

Trustpilot Clutch DESIGNRUSH techreviewer

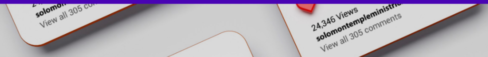
Solomon Temple Ministries International

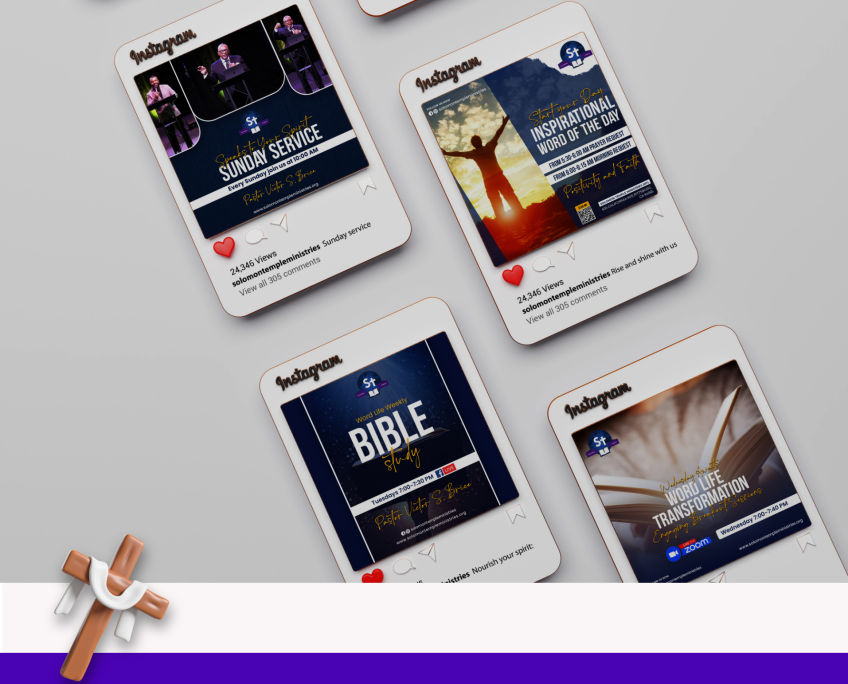
INTRODUCTION

The captivating world of Solomon Temple Ministries International, where faith and community intertwine to create a vibrant form of inspiration. Founded on December 6, 1950, in Bay Point, California, this spiritual haven has evolved from modest origins into a sanctuary of solace and connection.

Under the visionary leadership of Reverend P.N. Sumpter since February 1967, Solomon Temple exudes inclusivity, warmth, and an unwavering dedication to service. Nestled at 655 California Avenue, Pittsburg, their sanctuary transcends mere walls, offering spiritual nourishment and a sense of belonging to all who enter.

Join us on a journey through the sacred landscape of Solomon Temple, where each encounter brings solace, every moment fosters hope, and every step is guided by the divine presence of the Holy Spirit.


24,346 Views
solomontempleministries
View all 305 comments


Instagram
Speaks to Your Spirit
SUNDAY SERVICE
Every Sunday join us at 10:00 AM
Pastor Victor S. Brice
www.solomontempleministries.org
24,346 Views
solomontempleministries Sunday service
View all 305 comments
Instagram
Start your Day
INSPIRATIONAL WORD OF THE DAY
FROM 5:30-6:00 AM PRAYER REQUEST
FROM 6:00-6:15 AM MORNING REQUEST
Positivity and Faith
24,346 Views
solomontempleministries Rise and shine with us
View all 305 comments
Instagram
Word Life Weekly
BIBLE study
Tuesdays 7:00-7:30 PM
LIVE
Pastor Victor S. Brice
www.solomontempleministries.org
Nourish your spirit.
Instagram
Wednesday Awaits
WORD LIFE TRANSFORMATION
Engaging Breakout Sessions
Wednesday 7:00-7:40 PM
zoom
www.solomontempleministries.org

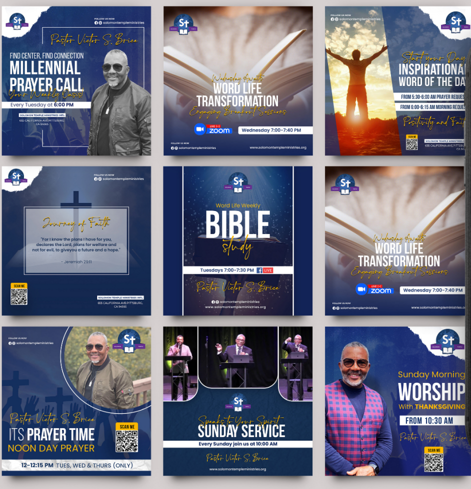
Objective

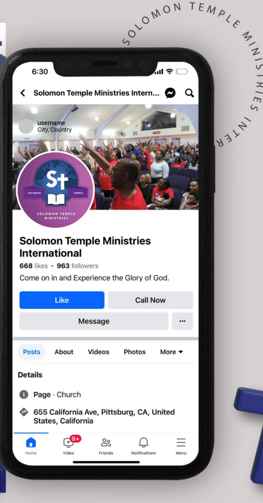
Solomon Temple Ministries International approached us with the goal of expanding their reach, increasing engagement, and boosting brand visibility across various social media platforms. The specific focus areas included, growing the audience for Facebook live sessions, enhancing overall page engagement, elevating Solomon brand visibility, and driving donations.

Brand Visibility

Audience Engagement

Consistency Across Platform


Pastor Victor S. Brice
FIND CENTER, FIND CONNECTION
MILLENNIAL PRAYER CALL
Your Weekly Oasis!
Every Tuesday at 6:00 PM
Wednesday Awaits
WORD LIFE TRANSFORMATION
Engaging Breakfast Sessions
zoom
Wednesday 7:00-7:40 PM
Start your Day
INSPIRATIONAL WORD OF THE DAY
FROM 5:30-6:00 AM PRAYER REQUESTS
FROM 6:00-6:15 AM MORNING REQUESTS
Positivity and Faith
Journey of Faith
"For I know the plans I have for you, declares the Lord, plans for welfare and not for evil, to give you a future and a hope."
- Jeremiah 29:11
Word Life Weekly
BIBLE study
Tuesdays 7:00-7:30 PM
LIVE
Pastor Victor S. Brice
Wednesday Awaits
WORD LIFE TRANSFORMATION
Engaging Breakfast Sessions
zoom
Wednesday 7:00-7:40 PM
Pastor Victor S. Brice
ITS PRAYER TIME
NOON DAY PRAYER
12-12:15 PM TUES, WED & THURS (ONLY)
SCAN ME
Speak to Your Spirit
SUNDAY SERVICE
Every Sunday join us at 10:00 AM
Pastor Victor S. Brice
www.solomontempleministries.org
Sunday Morning
WORSHIP
With THANKSGIVING
FROM 10:30 AM
Pastor Victor S. Brice
SCAN ME


SOLOMON TEMPLE MINISTRIES INTER

6:30

Solomon Temple Ministries Intern...

username
City, Country

Solomon Temple Ministries International

668 likes · 963 followers

Come on in and Experience the Glory of God.

Like
Call Now
Message
···
Posts
About
Videos
Photos
More ▾

Details

Page · Church

655 California Ave, Pittsburg, CA, United States, California

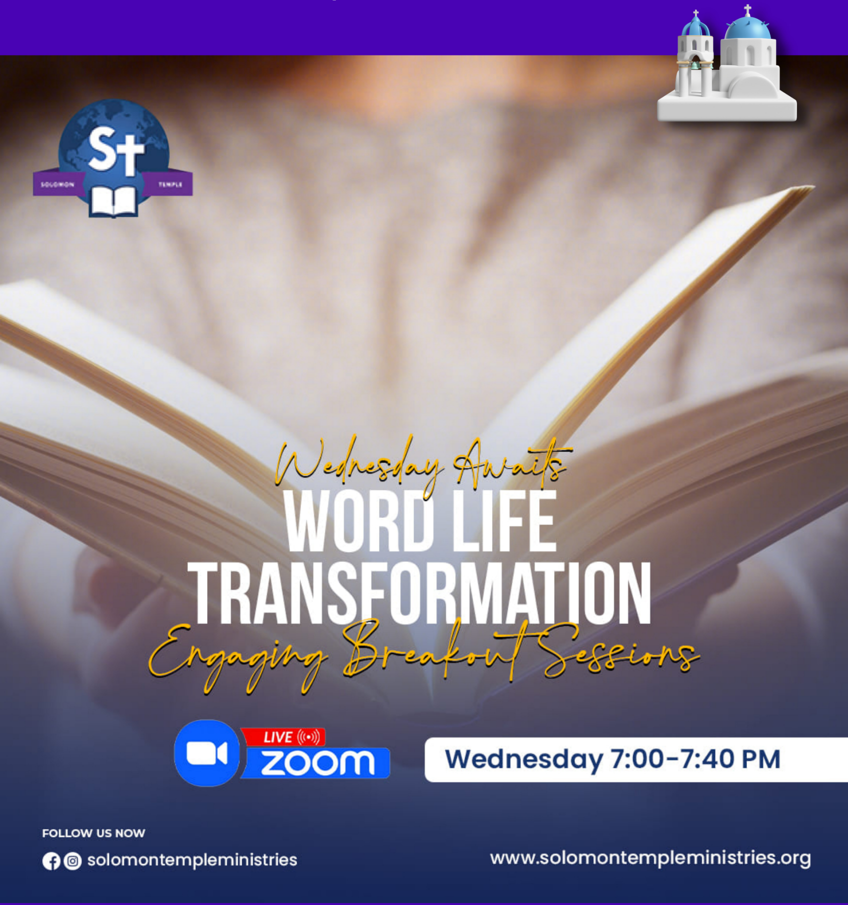
Home
Video
Friends
Notifications
Menu

Summary

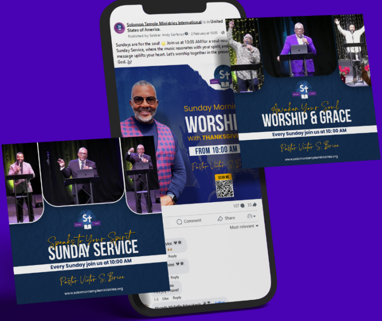
Solomon Temple Ministries International faced challenges with low engagement on Facebook, minimal growth on Instagram and YouTube, and a need to boost overall brand visibility and donations. Through a strategic approach, we achieved remarkable results, including a 30% growth in Facebook page visits, a 404% increase in Facebook Live session reach, and substantial gains in followers across platforms. For donations we have already devised the strategy that is yet to be implemented. The utilizing emotive storytelling. Visually appealing infographics, before-and-after collages, testimonials, and engaging videos were employed for an impactful presentation, showcasing the organization's transformation and ongoing commitment to community engagement.

Initial Assessment

Before our intervention, Solomon Temple's social media metrics were modest, with limited reach and engagement. Facebook live sessions had a reach of 979, Instagram and YouTube showed minimal growth.


SOLOMON TEMPLE
Wednesday Awaits
WORD LIFE TRANSFORMATION
Engaging Breakout Sessions
LIVE
zoom
Wednesday 7:00-7:40 PM
FOLLOW US NOW
solomontempleministries
www.solomontempleministries.org

Strategic Approaches


Sunday Morning
WORSHIP
With THANKSGIVING
FROM 10:00 AM
Awaken Your Soul
WORSHIP & GRACE
Every Sunday join us at 10: 00 AM
Pastor Victor S. Brice
www.solomontempleministries.org
Speaks to Your Spirit
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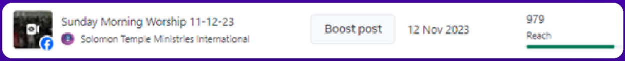


Sunday Morning Worship 11-12-23
Solomon Temple Ministries International

12 Nov 2023
979
Reach

Content Diversification

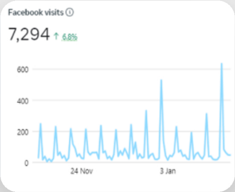
Introduced a mix of static posts, eye-catching visuals, and engaging reels across Facebook, Instagram, YouTube, and TikTok. Utilized varied content formats, including images, videos, texts, and links, to cater to different audience preferences.

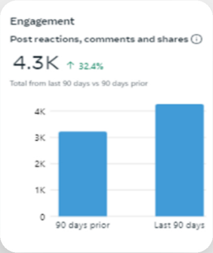
Data-Driven Strategy

Regularly analyzed performance metrics to identify successful content types and optimize future strategies. Focused on organic traffic growth, enhancing engagement rates, and leveraging data insights for continuous improvement.

Cross-Platform Sharing

Leveraged the power of cross-platform sharing to maximize visibility and reach on different social media channels. Ensured content consistency across platforms while adapting it to suit the nuances of each platform.

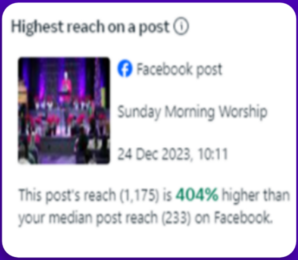




RESULTS ACHEIVED

Highest Live Session Reach
Increased by 404%

Highest Live Session Comments
Surged by 18,500%



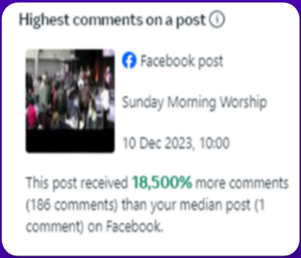
Highest reach on a post ⓘ

Facebook post

Sunday Morning Worship

24 Dec 2023, 10:11

This post's reach (1,175) is **404%** higher than your median post reach (233) on Facebook.



Highest comments on a post ⓘ

Facebook post

Sunday Morning Worship

10 Dec 2023, 10:00

This post received **18,500%** more comments (186 comments) than your median post (1 comment) on Facebook.

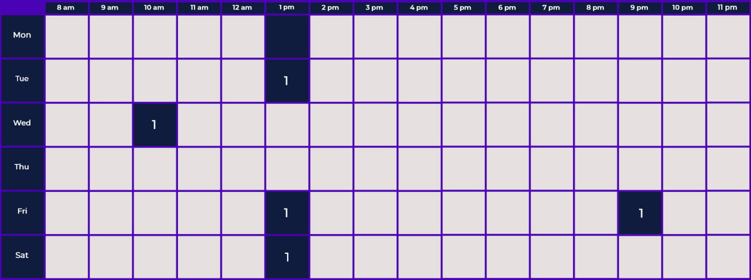
Effective Time to Post Content (Static Post)

While 10 am on weekdays is a decent starting point for static posts on platforms like Facebook, recent studies suggest a shift towards evenings. To maximize engagement, consider tailoring your posting schedule.

	8 am	9 am	10 am	11 am	12 am	1 pm	2 pm	3 pm	4 pm	5 pm	6 pm	7 pm	8 pm	9 pm	10 pm	11 pm
Mon			1													
Tue			1													
Wed																
Thu			1													
Fri			1													
Sat																

Effective Time to Post Content (Reels)

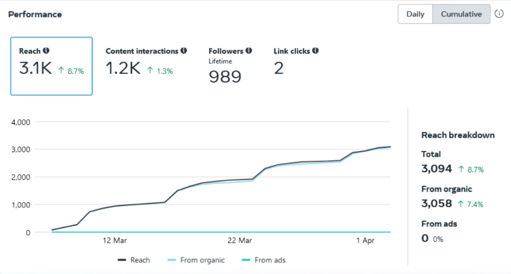
While 10 am on weekdays is a decent starting point for static posts on platforms like Facebook, recent studies suggest a shift towards evenings. To maximize engagement, consider tailoring your posting schedule.



	8 am	9 am	10 am	11 am	12 am	1 pm	2 pm	3 pm	4 pm	5 pm	6 pm	7 pm	8 pm	9 pm	10 pm	11 pm
Mon																
Tue						1										
Wed			1													
Thu																
Fri						1								1		
Sat						1										

Performance

The total reach is 3,094, which is an increase of 8.7%. Most of the reach, 3,058, came from organic sources and also saw an increase of 7.4%. There were 1.2K content interactions, up 1.3% from the previous period.



Performance
Daily
Cumulative

Reach 3.1K ↑ 8.7%

Content interactions 1.2K ↑ 1.3%

Followers Lifetime 989

Link clicks 2

4,000
3,000
2,000
1,000
0
12 Mar
22 Mar
1 Apr
Reach
From organic
From ads

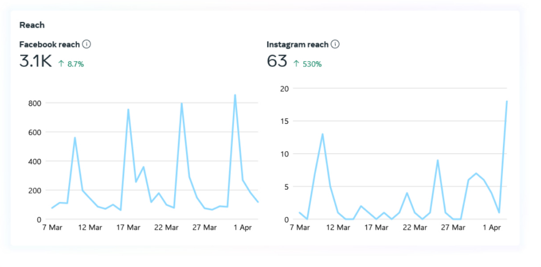
Reach breakdown

Total 3,094 ↑ 8.7%

From organic 3,058 ↑ 7.4%

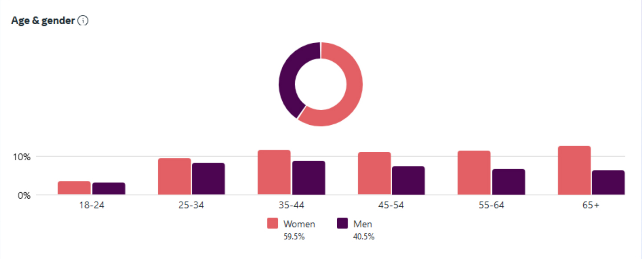
From ads 0 0%

Organic Reach



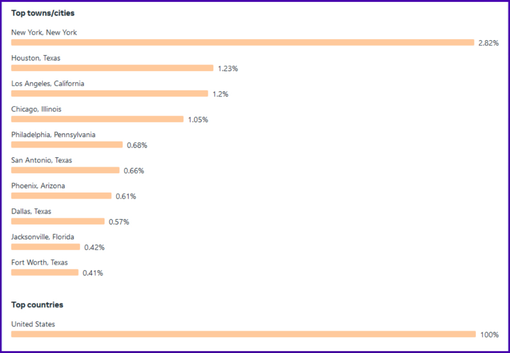
The Audience Breakdown

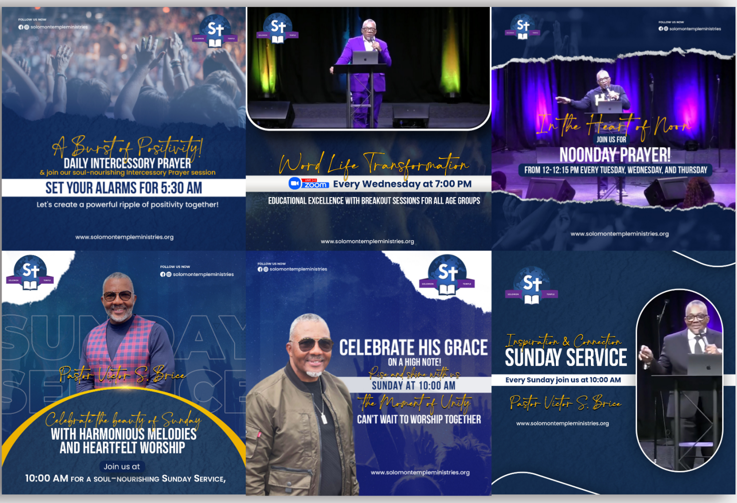
The audience breakdown reveals a significant female majority, nearly 60%, suggesting a product or service geared towards women. However, a substantial male demographic, around 40%, remains. This highlights the importance of crafting inclusive messaging that resonates with both genders, potentially using gender-neutral language



Top Town / Cities

It reveals a concentration in major US cities. New York, Houston, Los Angeles, and Chicago appear to be well-represented. This suggests an audience spread across large metropolitan areas.




FOLLOW US NOW
solomontempleministries
A Burst of Positivity!
DAILY INTERCESSORY PRAYER
& join our soul-nourishing Intercessory Prayer session
SET YOUR ALARMS FOR 5:30 AM
Let's create a powerful ripple of positivity together!
www.solomontempleministries.org
Word Life Transformation
zoom
Every Wednesday at 7:00 PM
EDUCATIONAL EXCELLENCE WITH BREAKOUT SESSIONS FOR ALL AGE GROUPS
www.solomontempleministries.org
FOLLOW US NOW
solomontempleministries
In the Heart of Noon
JOIN US FOR
NOONDAY PRAYER!
FROM 12-12:15 PM EVERY TUESDAY, WEDNESDAY, AND THURSDAY
www.solomontempleministries.org
FOLLOW US NOW
solomontempleministries
SUNDAY SERVICE
Pastor Victor S. Brice
Celebrate the beauty of Sunday
WITH HARMONIOUS MELODIES AND HEARTFELT WORSHIP
Join us at
10:00 AM FOR A SOUL-NOURISHING SUNDAY SERVICE,
FOLLOW US NOW
solomontempleministries
CELEBRATE HIS GRACE
ON A HIGH NOTE!
Rise and shine with us
SUNDAY AT 10:00 AM
The Moment of Unity
CAN'T WAIT TO WORSHIP TOGETHER
www.solomontempleministries.org
Inspiration & Connection
SUNDAY SERVICE
Every Sunday join us at 10:00 AM
Pastor Victor S. Brice
www.solomontempleministries.org

Youtube

With strategic utilization, YouTube has yielded tangible results, with increased impressions, engagement, and subscriber growth. By harnessing the power of hashtags, captivating captions, and diverse content formats, we have established a compelling online presence poised for further expansion. As we continue to innovate and adapt, we remain committed to delivering impactful content that resonates with audiences, driving growth and engagement across their digital platforms.

The Creative Strategies We used are

Optimized Hashtags

Leveraging the power of hashtags, we strategically increased traffic to their videos, resulting in 707 impressions with an impressive 1.3% impression click-through rate. This strategic use of hashtags amplified their video's visibility and reach across the platform.

Compelling Captions

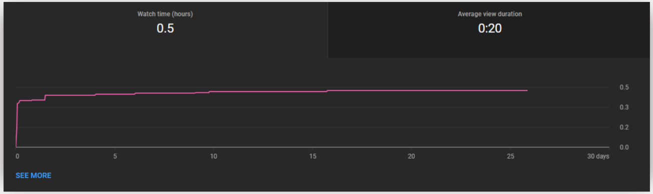
Crafting eye-catching captions proved pivotal in captivating viewer attention. By enticing audiences with captivating captions, we succeeded in retaining viewer interest, leading to longer watch times and increased engagement with their content.

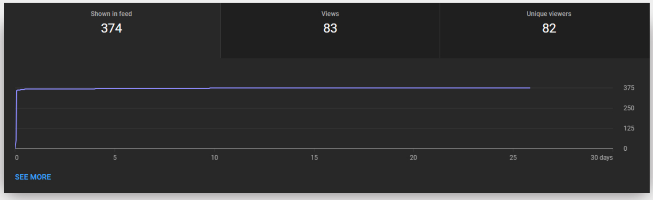
Shorts and Videos

Embracing the rising trend of YouTube Shorts, we garnered 150 views from short-form content, demonstrating adaptability and responsiveness to evolving viewer preferences. Our commitment to delivering diverse content formats contributed significantly to audience engagement and retention.

Results & Growth

Embracing the rising trend of YouTube Shorts, we garnered 83 views from short-form content, demonstrating adaptability and responsiveness to evolving viewer preferences. Our commitment to delivering diverse content formats contributed significantly to audience engagement and retention.


Watch time (hours)
0.5
Average view duration
0:20
0.5
0.3
0.2
0.0
0
5
10
15
20
25
30 days
SEE MORE



Shown in feed 374

Views 83

Unique viewers 82

Some Top Performing YouTube Reels

From pain to progress: Channeling hardship into...

83 views

Some things

Life's journey is filled with mistakes, but in the end,...

56 views

Step into the light of God's love ★ ❤ ...

42 views

VERSE NUMBER 21.

🔥 Breaking Chains, Changing Minds 🔥

40 views

ThankYou!