

Please be ready to take notes!

WHO IS MY AUDIENCE?

MEETING THEIR NEEDS AS PART OF YOUR MEDIA
MISSION

Debbie Cowden
Sr. Manager, EWTN Social Media

EWTN | Global
Catholic
Network



AGENDA

Please save your questions until the end. We'll have PLENTY of time!

1.

Begin, as we do all things, with prayer.

2.

What do you like viewing on social media?

3.

How do the algorithms work?

4.

Creating content that meets needs, adds value, and grows your audience.

5.

Q & A

6.

End with prayer.

DEFINING MOMENTS

Highlights from my career



Adam Wright did a great job engaging his audience and using the opportunity to evangelize! 10/10 would recommend.



WHO WANTS TO GROW THEIR AUDIENCE?

Social media isn't just a tool for reaching our audience. It's a direct line that influences what they think about and talk about.

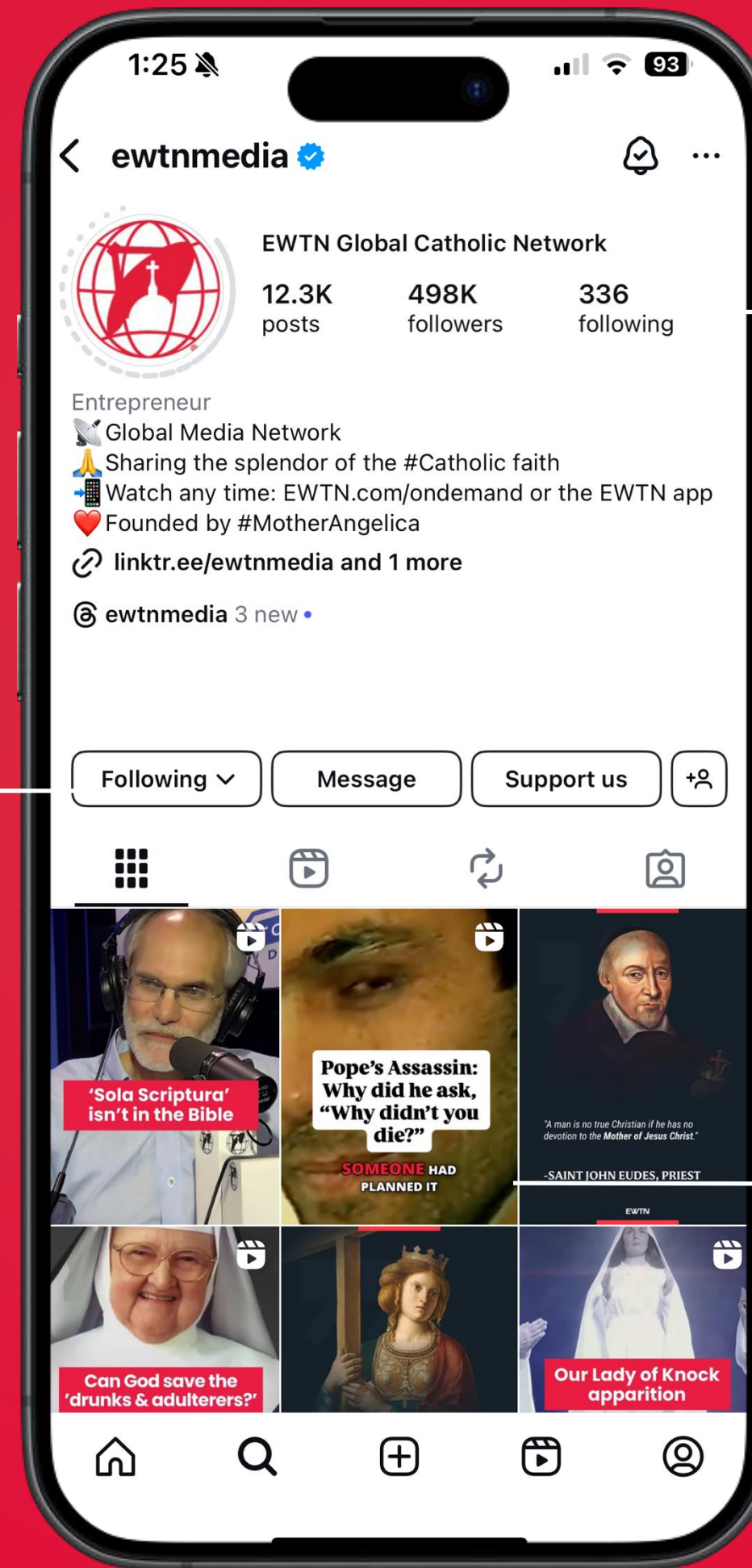
Over 5 billion people use social media daily. That's over 60% of the world's population.

Huge potential for you to reach souls and grow your audience, but how?

WHAT DO YOU DO ON SOCIAL MEDIA?

SCROLL, SCROLL, SCROLL

The average user spends 2 hours on social media daily, and the tech companies know this!



INTERACT W/ YOUR FAVE ACCOUNTS

Watching, liking, commenting on videos and posts that resonate with you. You likely share those posts too.

TAILOR YOUR ALGORITHM

Whether you realize it or not, your decisions about what to watch affect what you'll see in the future.



HOW DO THE ALGORITHMS WORK?

They're matchmakers, feeding you content based on your viewing history, accounts you follow, and making guesses about what you might be interested in.

Your feeds look different than the person sitting next to you, but they're all customized!

Example: My IG feed is full of crafting videos. My mother in-law's is full of puppies. My father-in-law's is classic cars.

OUR GOAL NEEDS TO BE TO GET
PEOPLE TO WATCH OUR VIDEOS,
INTERACT WITH OUR VIDEOS,
AND SHARE OUR VIDEOS,
SO FOLLOWERS AND POTENTIAL
FOLLOWERS CAN HEAR THE GOSPEL.

AND THEY'LL ONLY DO THAT IF THE VIDEOS ARE INSPIRING,
ENTERTAINING, OR EMOTION-EVOKING!

WHAT HAPPENS IF WE DON'T GET IT RIGHT?

THE NUMBERS AREN'T JUST NUMBERS - THEY'RE A CUE TO THE ALGORITHMS ABOUT WHETHER OR NOT TO SHOW YOUR CONTENT TO FOLLOWERS OR POTENTIAL FOLLOWERS



LOW ENGAGEMENT

Your followers don't like, comment on, or share your post. They don't watch more than a few seconds, and scroll past.



LOWER REACH

The algorithm sees your audience isn't interested, so they don't show your post to potential followers.



RINSE & REPEAT

The algorithm doesn't show your subsequent posts to followers or potential followers because it doesn't think it will be interesting.

HOW META DISTRIBUTES CONTENT

FROM INSTAGRAM, FACEBOOK, and ONLYSOCIAL

- Meta uses multiple AI-powered algorithms to analyze user behavior, content quality, and viewer engagement to personalize recommendations. They're predicting what is most relevant and meaningful to users.
- Viewer key factors: Past interactions; watch time; viewing history; audience loyalty to pages
- Video quality key factors: platform-native (without watermarks from competitors); trending elements; length; video resolution; metadata like captions and hashtags; production value.
- Audience key factors: Interactions - comments and shares have more weight than likes; viewer feedback ("see more" or "see less"); engagement from the creator; relationships (videos from friends, family, and accounts you interact with most are more likely to appear higher in feeds and stories).

WHAT HAPPENS IF WE DO GET IT RIGHT?

THE NUMBERS AREN'T JUST NUMBERS - THEY'RE A CUE TO THE ALGORITHMS ABOUT WHETHER OR NOT TO SHOW YOUR CONTENT TO FOLLOWERS OR POTENTIAL FOLLOWERS



HIGH ENGAGEMENT

Your followers like, comment on, or share your post. They watch the full video and might even share to their own page.



HIGHER REACH

The algorithm sees your audience is interested, so they show your post to potential followers. The more they're interested, the further the reach.



RINSE & REPEAT

The algorithm shows your subsequent posts to followers or potential followers. You'll likely gain new followers too!

SOOOO WHAT SHOULD WE POST?

IT DEPENDS.



DEVOTIONALS

These are “low-hanging fruit” for Catholic pages. They’re of widespread interest and easy to create, but unoriginal.

Example: @EWTNmedia



TEACHING/STORYTELLING

Speaking directly to the camera to convey a message or tell a story. Requires more planning and editing, but will set you apart from other pages.

Example: @GrassrootCatholic



COMMUNITY-BUILDING

Difficult to use to grow your audience, but if an engaged local community is your goal, go all-in building your fanbase through BTS, responding to comments, and making your audience feel seen and heard!

Example: @OurCatholicRadio



KEY TIPS

- Think about what resonates with YOU and what YOU are likely to engage with
- SHOW, don't TELL
- Resist the urge to post out of obligation, or in the name of "consistency."

Mother Angelica Title Card:
 Reach: 9,000
 Engagement: <1,000

Mother Angelica Reel:
 Reach: 359,000
 Engagement: 50,000



LEVELING UP

Once you know your audience, you can create content to meet their needs.

CONTENT CALENDAR

Brainstorm topics that are interesting to your audience

WORKFLOW

Determine how often to post and who will oversee production

TOOLS & STYLE

Decide which tools and styles to use.

AUDIENCE INSIGHTS

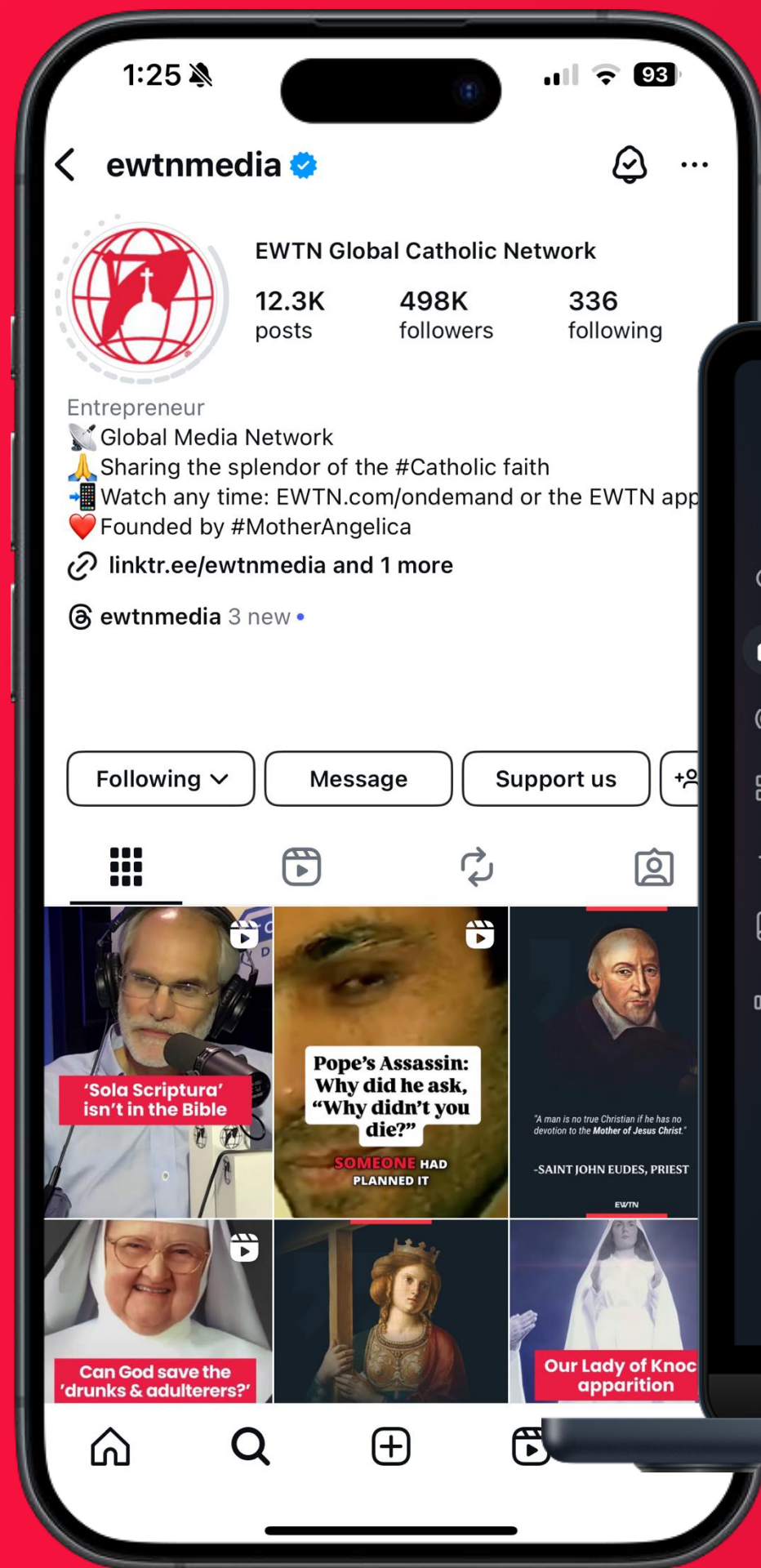
Dive in to insights offered on each platform re: reach, views, engagement, saves, etc.

DEMOGRAPHICS

Identify who your audience is on each platform. They're different!

OPTIMIZATION

Prioritize creating content to meet your audience's needs on specific platforms.



REMEMBER:

FOCUS ON PRODUCING
HIGH-VALUE, HIGH-QUALITY
MESSAGES THAT WILL RESONATE WITH
YOUR AUDIENCE, AND YOU WILL SEE
GROWTH AS A NATURAL
CONSEQUENCE OF PEOPLE ENJOYING
WHAT YOU'RE POSTING.

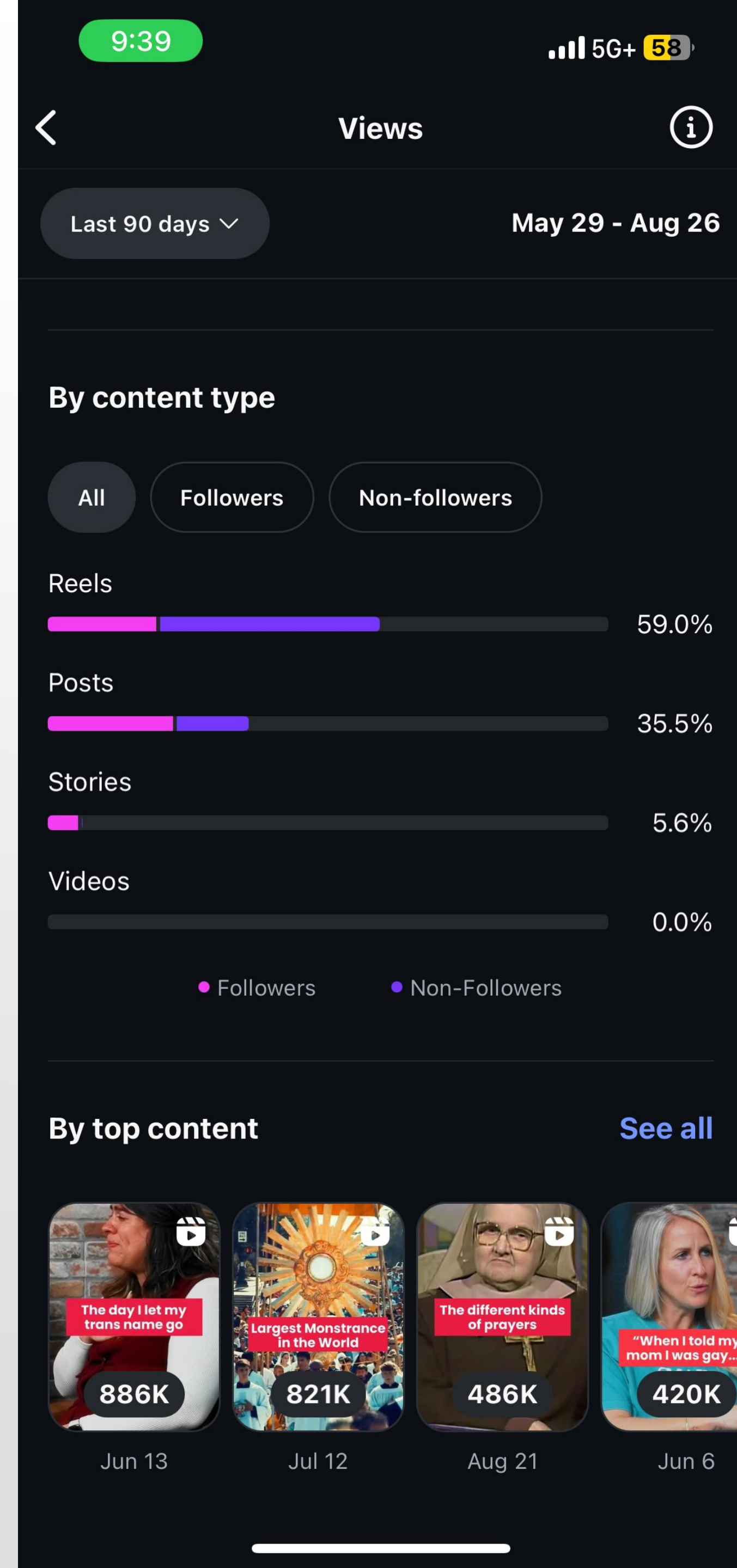
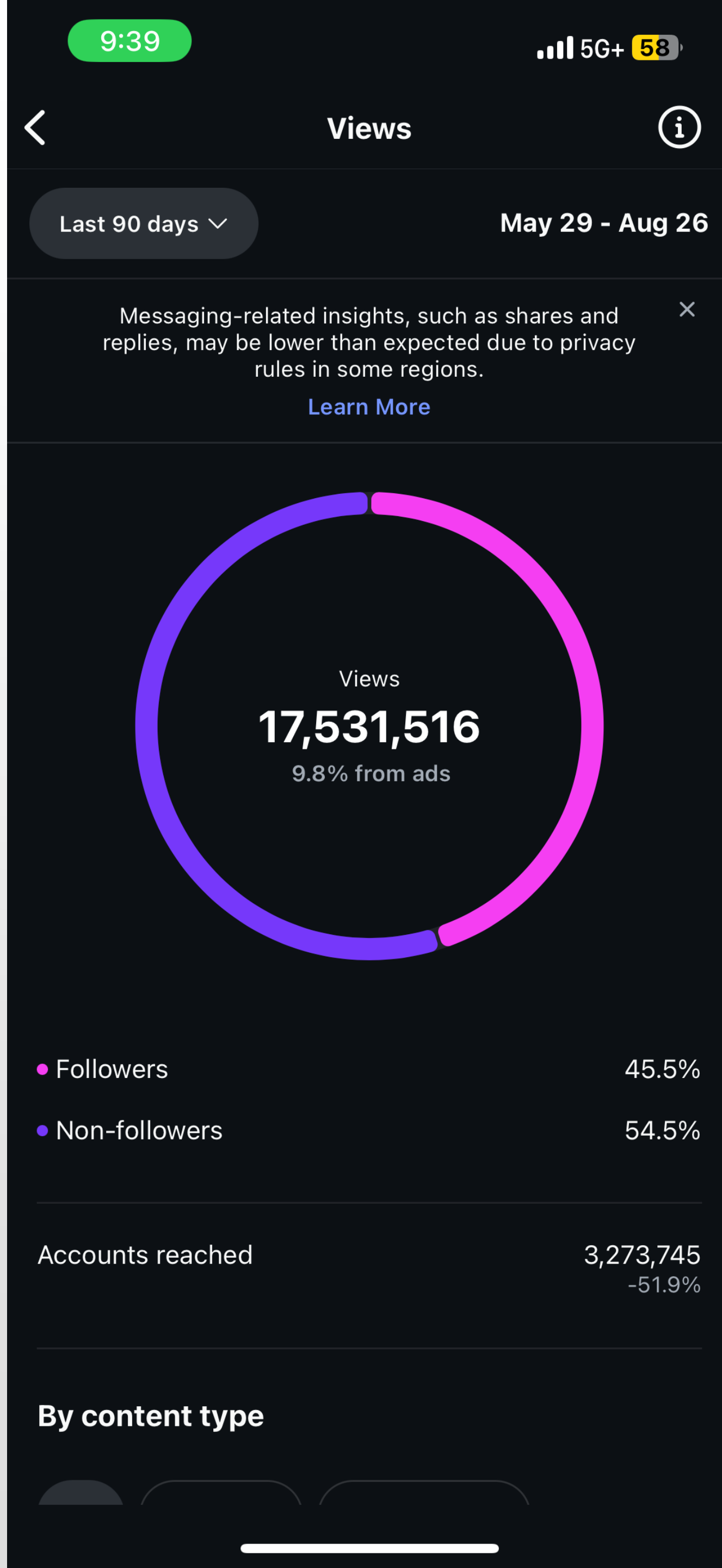


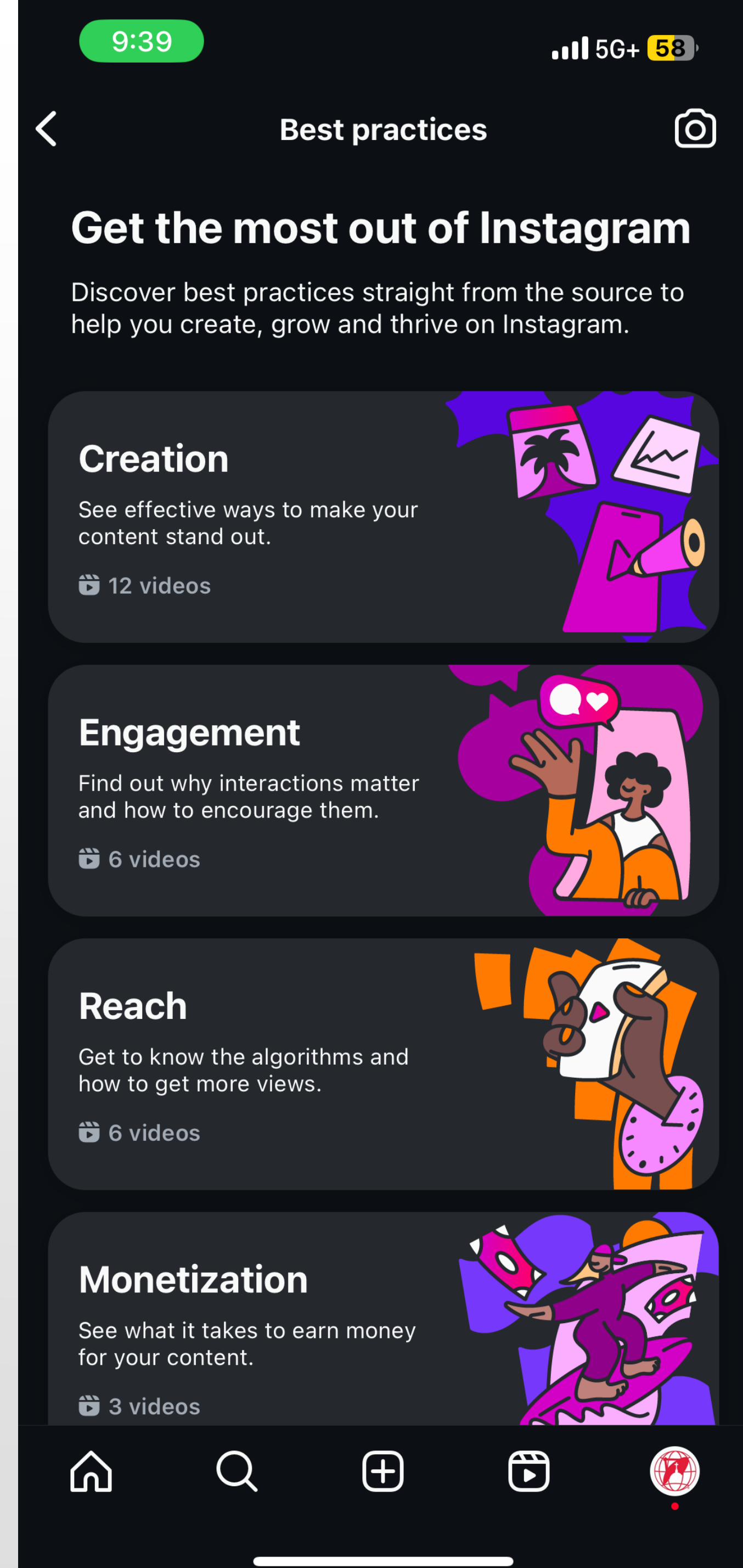
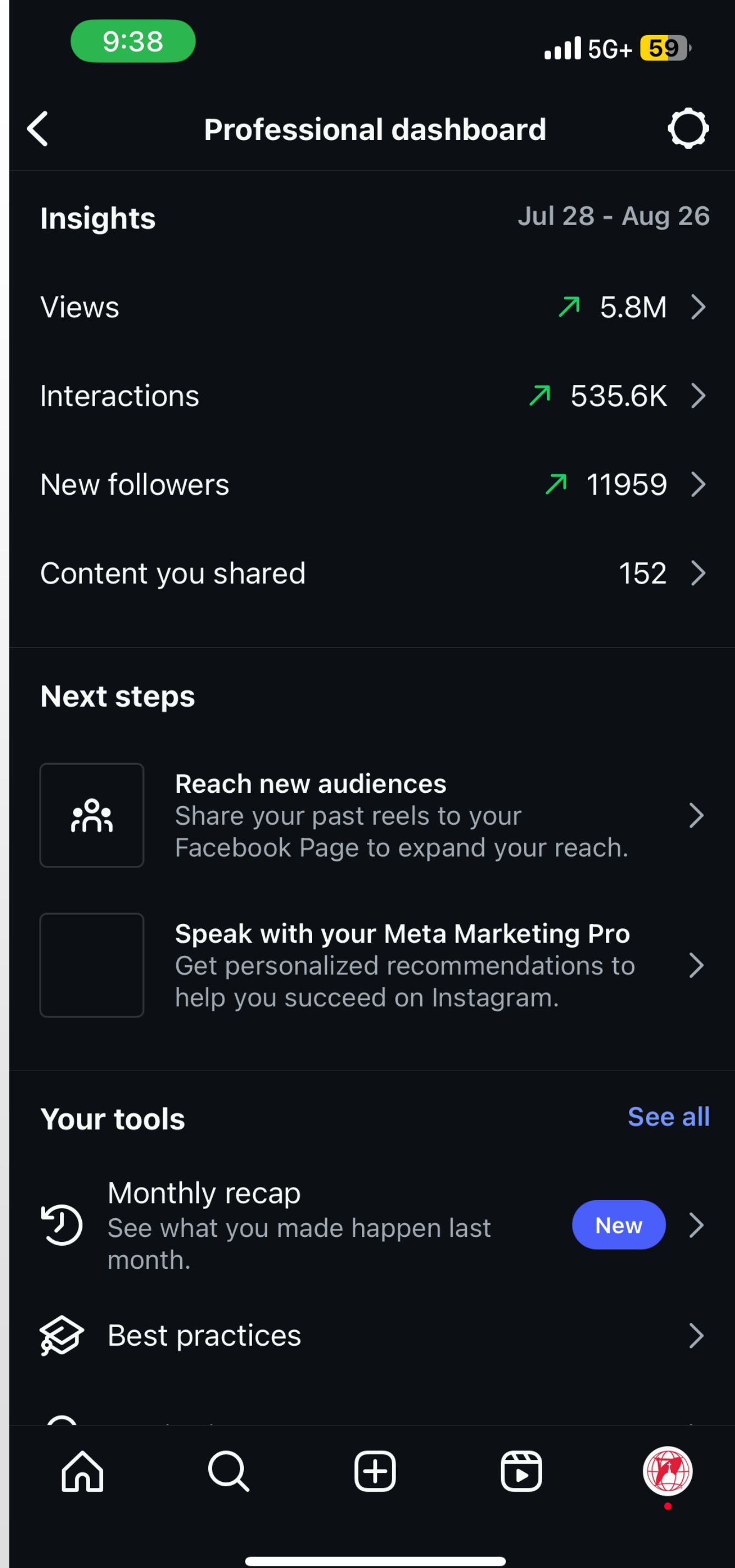
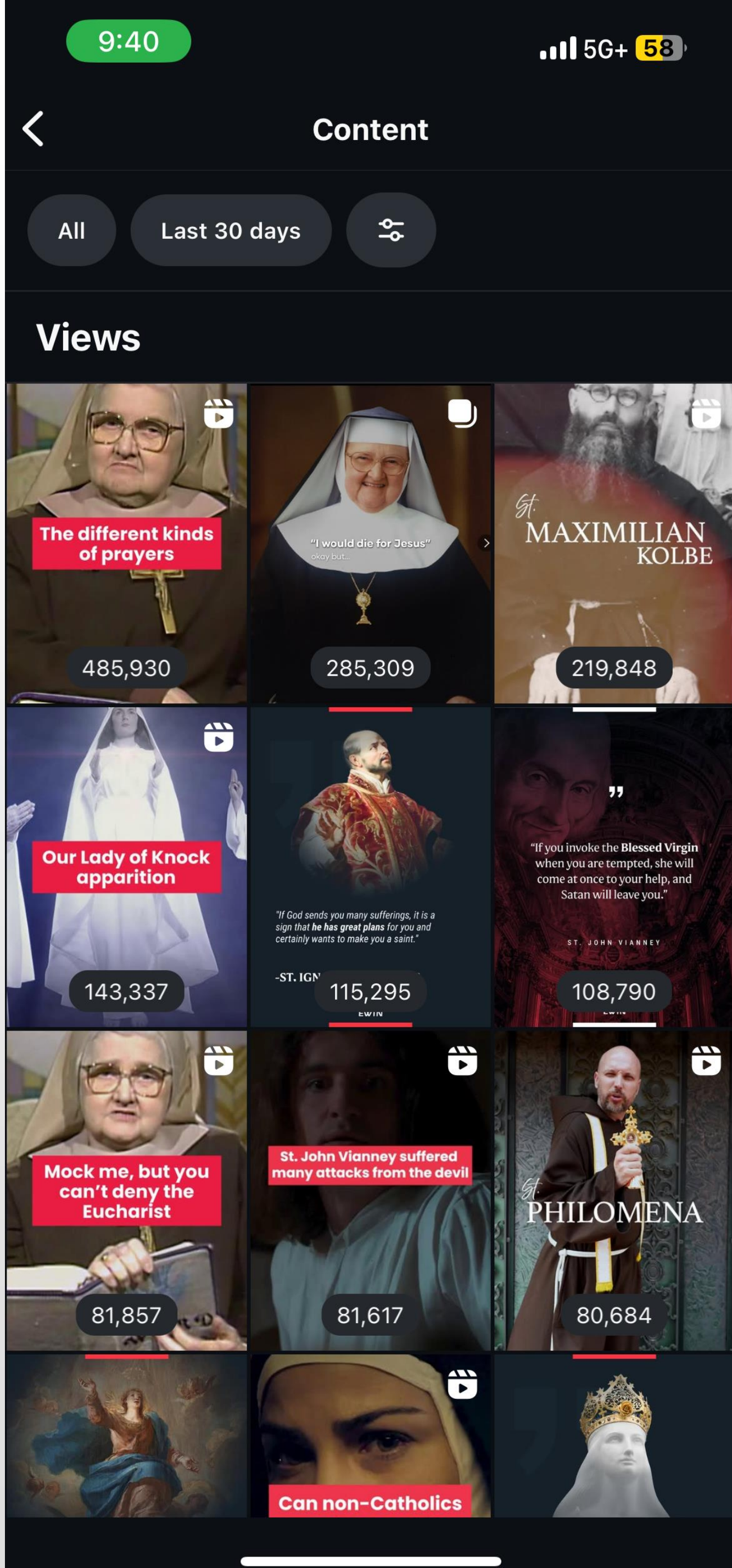
THANK YOU


Debbie Cowden















SR. MANAGER, SOCIAL MEDIA | dcowden@ewtn.com

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Content

Schedule, publish and manage posts and stories, and more.

Content

Posts & reels

Stories

A/B tests

Feed & grid

Mentions & tags

Clips

Unlabelled content

Collections

Playlists

Series

Creative assets

Ready-made reels

Videos you can crosspost

Published

Scheduled

Drafts

Expiring

Expired

Post type: 1 selected

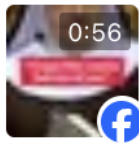
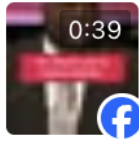
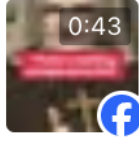
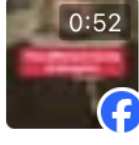
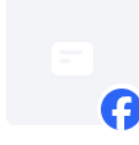
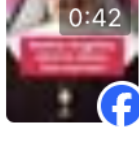
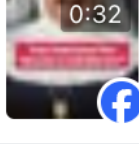
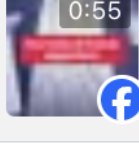
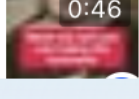
Filter

Clear

Search by ID or caption

Last 90 days: May 29, 2025 – Aug 26, 2025

Columns

	Title		Date published	Views	Reach	Comments	Likes and reactions	Shares	Watch time	Average wa time
<input type="checkbox"/>	<div><div>0:56</div><div></div><div>The only certain things in life are death a...</div><div>Video · EWTN</div></div>	<div>Boost</div> <div>...</div>	Tue Aug 26, 7:00am	102.2K	80.6K	196	6K	879	16d 3h	0:17
<input type="checkbox"/>	<div><div>0:39</div><div></div><div>"Did you pick up your cross and follow m...</div><div>Video · EWTN</div></div>	<div>Boost</div> <div>...</div>	Sat Aug 23, 1:00pm	48.9K	41.2K	184	2.3K	369	5d 10h	0:11
<input type="checkbox"/>	<div><div>0:43</div><div></div><div>🌟 "There's nothing in the day compared ...</div><div>Video · EWTN</div></div>	<div>Boost</div> <div>...</div>	Fri Aug 22, 7:00am	108.2K	90.2K	268	7K	709	12d 18h	0:12
<input type="checkbox"/>	<div><div>0:52</div><div></div><div>From prayers of faith and thanksgiving to...</div><div>Video · EWTN</div></div>	<div>Boost</div> <div>...</div>	Thu Aug 21, 7:00am	1.4M	1.1M	1.8K	72.1K	9.3K	214d 22h	0:16
<input type="checkbox"/>	<div><div></div><div></div><div>This post has no text</div><div>Video · EWTN</div></div>	<div>Boost</div> <div>...</div>	Wed Aug 20, 5:00...	--	4.5K	2	147	0	--	--
<input type="checkbox"/>	<div><div>0:42</div><div></div><div>"We're not orphans." Mother Angelica w...</div><div>Video · EWTN</div></div>	<div>Boost</div> <div>...</div>	Wed Aug 20, 1:00p...	28K	24.2K	93	1.4K	148	3d 7h	0:13
<input type="checkbox"/>	<div><div>0:32</div><div></div><div>"God wants your salvation more than you...</div><div>Video · EWTN</div></div>	<div>Boost</div> <div>...</div>	Mon Aug 18, 3:00pm	155.5K	125.7K	235	6.5K	559	19d 13h	0:14
<input type="checkbox"/>	<div><div>0:55</div><div></div><div>Our Lady of Knock refers to the apparitio...</div><div>Video · EWTN</div></div>	<div>Boost</div> <div>...</div>	Sun Aug 17, 9:10am	1.2M	850K	1.5K	57.4K	4K	275d 4h	0:26
<input type="checkbox"/>	<div><div>0:46</div><div></div><div>Mother Angelica has had many ridiculers...</div><div>Video · EWTN</div></div>	<div>Boost</div> <div>...</div>	Fri Aug 15, 10:42am	278.7K	204.8K	555	13.9K	1.3K	49d 15h	0:21

EWTN

Global Catholic Network

Overview

This reel received **more views** compared to your recent Facebook reels.

Views ⓘ

7,408,801

Reach ⓘ

5,555,462

Watch time ⓘ

1184d 3h

Reactions, comments and... ⓘ

489,773

Time	Views
15m	~0
4h	~0
9h	~0.5M
16h	~2M
1d 6h	~4.5M
3d	~7.4M

From non-followers

97%

From followers

3%

Viewer activities

Reel followers ⓘ

0

Average watch time ⓘ

17s

Audience retention ⓘ

Most of your audience dropped off at the 0:05 mark and your average watch time is 0:17.

Time	Retention
0:00	100%
0:05	~75%
0:10	~50%
0:15	~40%
0:20	~35%
0:25	~30%
0:30	~15%
0:35	~15%
0:40	~15%
0:45	~15%
0:50	~15%
0:52	~15%

Feed preview

EWTN

Reels · Loading...

441,993

5,093

42,687

From prayers of faith and thanksgiving to prayers of patience and even desperation, Mother...

EWTN · Original audio

Copy link to reel

Copy Post ID

View reel on Facebook

EWTN

Global Catholic Network

Content

Schedule, publish and manage posts and stories, and more.

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Post type	Filter	Clear	Search by ID or caption	Last 90 days: May 29, 2025 – Aug 26, 2025	Columns
Title	Date published	Views	Reach	Comments	Likes and reactions
<div><div><div><div></div><div></div><div></div></div><div><div></div><div></div><div></div></div></div><div><div>LIVE Eucharistic Adoration on EWTN</div><div>Video · EWTN</div></div></div> <div><div>Boost</div><div>...</div></div> <div>Mon Aug 18, 9:00am</div> <div>84K</div> <div>67.4K</div> <div>2.6K</div> <div>6.9K</div>					
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<div><div><div><div></div><div></div><div></div></div><div><div></div><div></div><div></div></div></div><div><div>"What our clergy need most is support, ...</div><div>EWTN</div></div></div> <div><div>Boost</div><div>...</div></div> <div>Sun Aug 17, 11:00am</div> <div>45.1K</div> <div>28.4K</div> <div>174</div> <div>928</div>					
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<div><div><div><div></div><div></div><div></div></div><div><div></div><div></div><div></div></div></div><div><div>01:10:05</div><div>LIVE from Albano Pope Leo XIV's Holy ...</div><div>Video · EWTN</div></div></div> <div><div>Boost</div><div>...</div></div> <div>Sun Aug 17, 3:23am</div> <div>21.1K</div> <div>18.6K</div> <div>542</div> <div>838</div>					

 **Our Lady of Knock refers to the ...**
August 17, 2025, 9:10 AM

12,371 likes138 comments

Boost...X

Overview Performance Feed preview

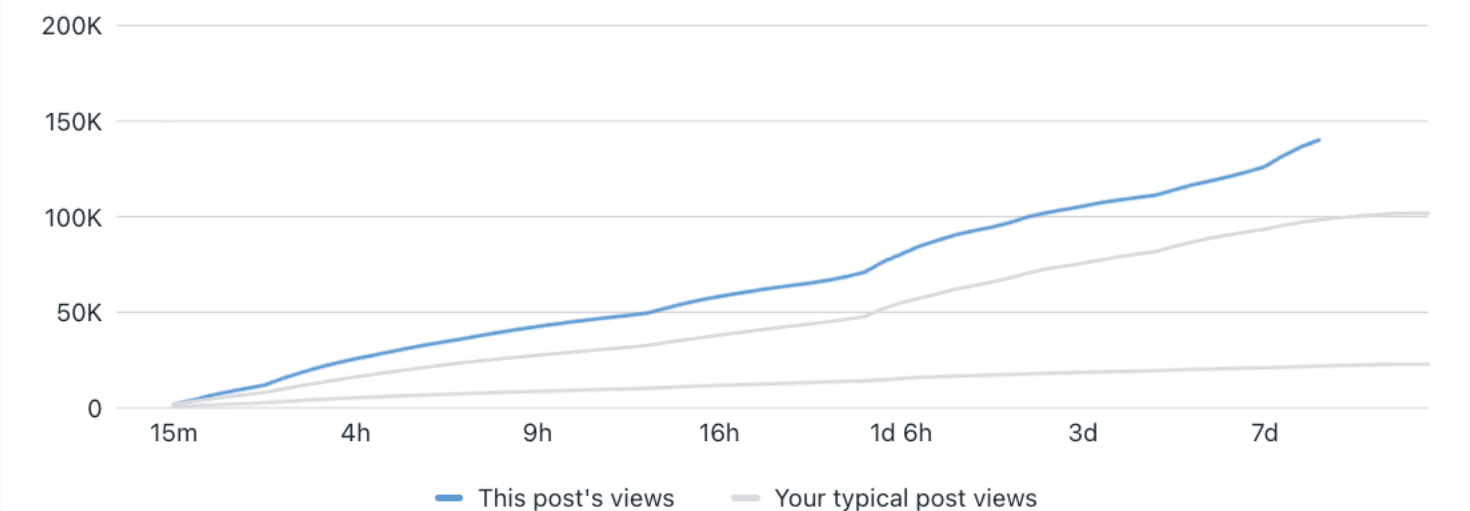
Overview

Views144,406Reach98,931Interactions15,155Watch time26d 7h

This reel received more views compared to your recent Instagram reels.

Views144,406

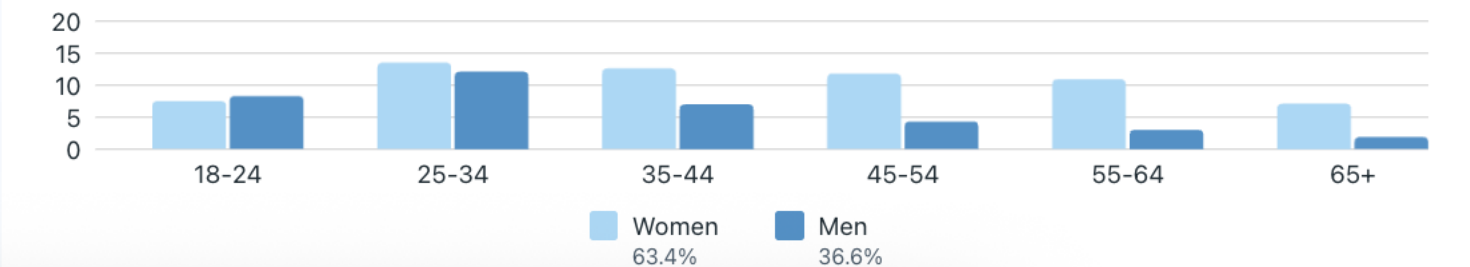
Total Followers



This reel received more reach compared to your recent Instagram reels.

Reach98,931

AudienceAge & gender





Homepage

Analytics

Overview

Audience

Video

Creative Hub

Activity & support

TikTok For Business

TikTok Shop

Message settings

Labels

Settings

Business registra...

Audience

Download data

Last 7 days, Last 28 days, Last 60 days, Custom

New followers	Total followers	Reached audience	Engaged audience
11,721	34,187	1,229,499	228,816
+4.8K (+69.26%) ↑	+11.1K (+49.14%) ↑	+320K (+35.19%) ↑	+91.7K (+66.84%) ↑

