

Church of God Facebook Page Nearing 50,000 'Likes'

The social media behemoth Facebook has its effects on churches and denominations and the Church of God is no exception, as more than 47,000 people "like" the Church of God.

The "like" feature indicates the number of unique individuals who have visited the Church of God page and clicked on the "like" button, thus connecting them with their Facebook page in the same fashion as connecting with people.

"This many 'likes' is a phenomenal number in social media circles," stated Cameron Fisher, coordinator of communications and internet ministries for the Church of God. "Businesses or retailers would see this kind of figure as a golden opportunity to reach consumers with direct advertising.

"Although we (Church of God) are not in the business of selling products or services, per se, this number represents a true cross-section of those who are interested in the Church of God and can be utilized to reach the harvest in a unique and modern style."

Fisher noted that the Facebook page has a daily Scripture posting and there is a regular group of people who "like" the post each day.

Statistics on the 47,654 (and counting) who like the Church of God page show a wide age demographic from ages 13-17 (10.2 percent) to 55+ (12.4 percent), with the largest age group being 18-24 with almost a fourth at 24.2 percent.

The United States has the most who "like" the page, but next in line is the Philippines. Dasmarinas, Cavite, Philippines is the city with the largest number of followers overall, at 1,114. The next closest city is Cleveland, Tenn., with 776.*

“The number of likes received on anything posted on Facebook reflects only a small percentage of those who actually read the information each day,” Fisher continued. “We have seen where the number of ‘likes’ increases significantly where there is breaking news posted, such as the recent visit of General Overseer Raymond Culpepper to Ecuador. The page has become another venue to keep our constituency plugged in to what’s happening in the Church of God.”

To “like” the Church of God Facebook page, simply type “Church of God” in the search option. The Church of God also maintains a social media presence on Twitter @COGHQ.

*NOTE: Statistics are based on data as of March 27.