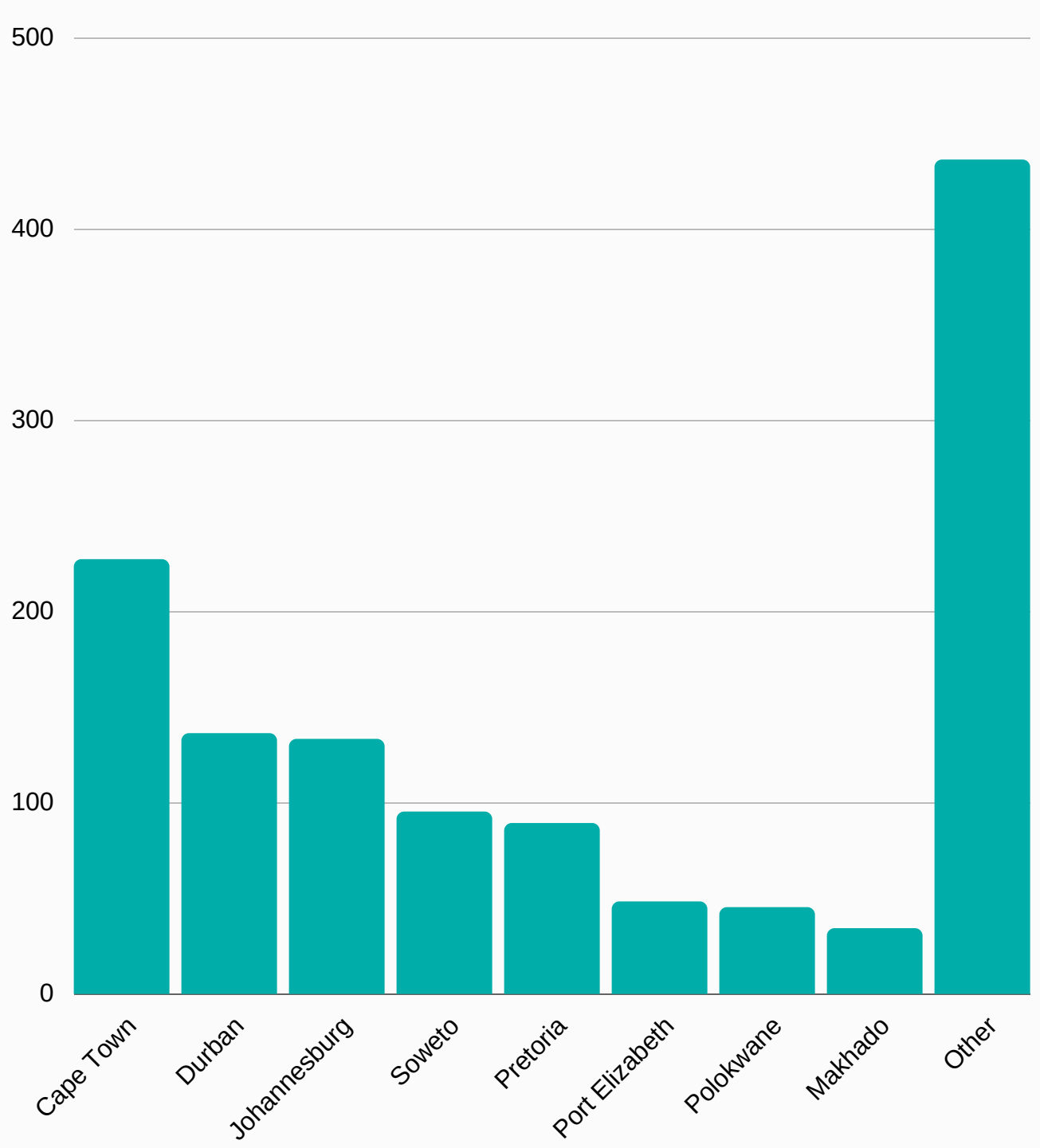
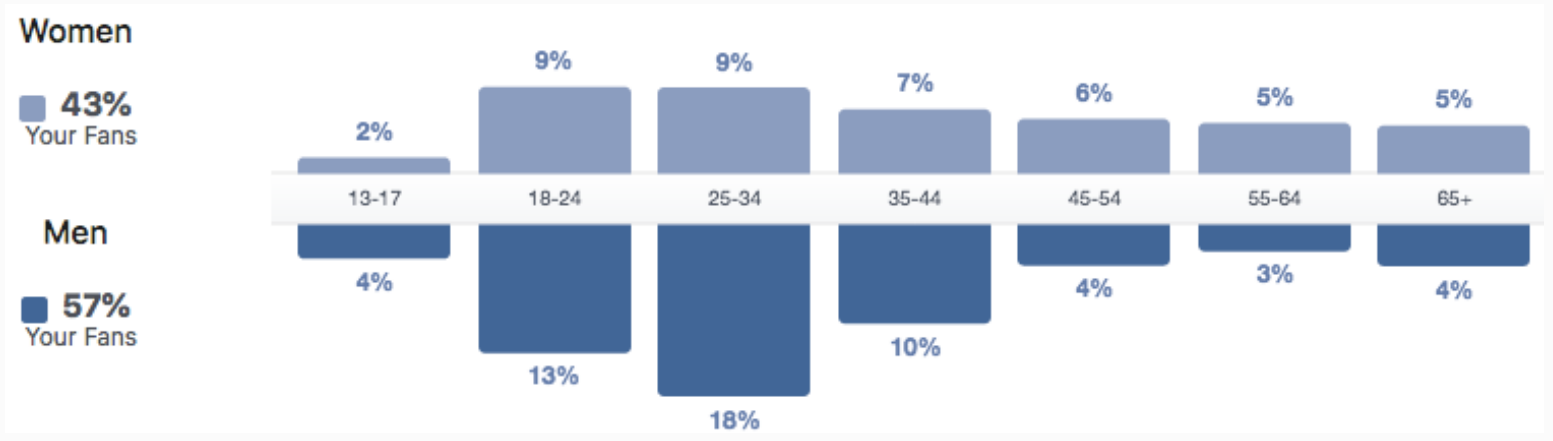




# HEARTLINES

# INSIGHTS

## CHURCH IN ACTION





HEARTLINES  
**INSIGHTS**  
CHURCH IN ACTION

FOLLOWERS



**1 575**

**REACH**



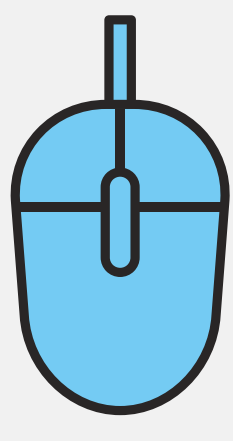
**182 948**

**IMPRESSIONS**



**498 717**

**LINK CLICKS**



**3 135**

**UNIQUE CLICKS**



**2 869**



HEARTLINES  
**INSIGHTS**  
CHURCH IN ACTION

LIKES   **1 560**

**LANDING PAGE VIEWS**







**1 643**

**POST ENGAGEMENTS**



**15 624**



POST CLICKS	REACTIONS	COMMENTS	SHARES
 <b>8 233</b>	 <b>2 051</b>	 <b>76</b>	 <b>264</b>





HEARTLINES  
**INSIGHTS**  
 CHURCH IN ACTION



**STORIES**

OF HOPE

Story Name	Post Engagements	Cost Per Engagement
Mom to many	57	
Hall for the homeless	262	
Teddy's connect groups	*11	
Adam's story	414	
Thuma Mina	**14	
Collaboration is key	267	
Round the clock prayer	**31	

\*messaging conversations  
 \*\*landing page views



HEARTLINES  
**INSIGHTS**  
 CHURCH IN ACTION



**RESOURCES**

Resource Name	Post Engagements	Cost Per Engagement
WhatsApp Hi	17	
Caring for caregivers	141	
Caring for your community	134	
Choose faith	193	
Funerals	**80	
Food Security	**22	
Food vouchers	**51	
Money Management	**61	
Tips for love	**32	
Face Masks	**162	
WhatsApp 2	*544	

\*messaging conversations  
 \*\*landing page views



HEARTLINES  
**INSIGHTS**  
CHURCH IN ACTION



**MESSAGING  
CONVERSATIONS STARTED**

**51**



**+(544)**

**VIDEO VIEWS**

**30 763 VIEWS**

**10 400 MINUTES**





HEARTLINES  
**INSIGHTS**  
 CHURCH IN ACTION



**VIDEOS**

Resource Name	Post Engagements	Cost Per Engagement
South African Blessing	*17	
Empathy	*6	
Child protection	4 854	
<b>Meet Sam</b>		
English	2 032	
Sotho	459	
Zulu	1 333	
Afrikaans	964	
Venda	162	
Ndebele	214	
Swati	328	
Tswana	514	
Xhosa	858	
Tsonga	314	

\*messaging conversations  
 \*\*landing page views