



#gorgeous2god

THE FIRST YEAR 2017

FACEBOOK/INSTAGRAM



2.6M Impressions
196,000 Interactions
40,000 Clicks
163,000 Video Views

CONTENT PRODUCED

15 Videos
73 Blogs
19 Q&A posted
190 Facebook posts
131 Instagram posts



WEBSITE



12,600 Sessions
8,900 Unique Visitors
64% from social media
70% on mobile devices

OUR AUDIENCE

116+ Countries (Google Analytics)

75% United States

8.7% Canada

3.1% Guam

AGES 13-24

84%

43%

33% website

FOLLOWERS

6,271

649

56

PARTNERSHIPS

iBelieveBible, IssuesIface, thelife.com, Amy's Corner, That Christian Blogger, Multiple Guest Bloggers, 10+ mentors for Confidential Q&A

FOCUSING ON MEMBER CARE

Promoting Christian values, tackling real-life issues, facilitating honest conversations, and providing Christian mentorship.

Aimed at Adventist young women 13-24 living in the United States, Canada, Guam, and Bermuda. An estimated 16.5% of a potential 36,000 identified on Facebook/Instagram have liked our page.

"This resonated with me on a such a deep level. It's as if this question and response was written just for me. Please keep me in prayer too as I struggle with the same temptations."

Erica Jones and Jamie Domm