



# Marian Memorial Campaign Results

In honor of the first Feast of Mary, Mother of the Church on May 21, 2018

Angelus News in collaboration with Archdiocese of Los Angeles Marketing & Communications

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# Overview

The main goals of the Marian Memorial Promotion were to...

**Distribute Marian tapestries to contribute to Archbishop Gomez's vision for an image of Mary in every home**

**Increase Always Forward subscriptions by requiring newsletter signups to receive the Marian tapestries**

**Encourage the faithful of the Archdiocese and Catholic schools to attend the Cathedral Mass on May 21**

**Secure local media coverage about the new Marian Memorial and the Archdiocesan activities**

The efforts included a combination of online and offline marketing, editorial, and public relations support such as...

**Angelus News Editorial Features**

**Dedicated Landing Pages**

**Social Media Content & Advertising**

**Targeted Email Distribution**

**Local Media & Press Outreach**

**Catholic Schools Outreach**

About **3,000** people and **23** Catholic schools attended the Memorial Mass at the Cathedral on Monday, May 21

In honor of Archbishop Gomez's vision, there are now **3,582** Marian tapestries in homes throughout the Archdiocese of Los Angeles

The Always Forward subscriber list grew by **23%** during the month-long promotion — **1,809** new subscribers

**6** Angelus News articles and **45** features by print and digital media outlets covered the feast day celebrations

Social media content published by Angelus News, Archbishop Gomez, and various Archdiocesan departments exposed

more than **370,000** people to the Marian Memorial message and Archbishop Gomez's devotion

# Results

About **3,000** people attended the First Memorial Mass at the Cathedral

Over **1,300** students from **23** Catholic schools joined in uniform

Bishop Alemany High School

Holy Trinity School

Immaculate Conception

Louisville High School

Our Lady of Guadalupe School

Our Lady of Loretto Elementary School

Our Lady of the Assumption School

Precious Blood School

Saint Augustine School (SAS)

Saint Catherine of Sienna

Saint Cecilia School

Saint Gregory the Great School

Saint Joseph Elementary School

Saint Joseph High School

Saint Joseph the Worker School

Saint Marianne de Paredes School

Saint Mary Catholic School

Saint Mary's School

Saint Paul High School

Saint Robert Bellarmine School

Saint Teresa of Avila School

Santa Rosa Bishop Alemany

Santa Rosa de Lima





Contributing to Archbishop Gomez's vision for every home to have an image of Mary,  
there are now...

**3,582**

Marian tapestries in homes

throughout the Archdiocese of Los Angeles



People shared photos of the  
tapestries in their homes with  
Angelus News

Archbishop Gomez  
encouraged people to post  
photos of the tapestries  
using the hashtag  
#MaryAtHome



During the month-long promotion, the Always Forward subscriber list

increased by **23%**

**7,828**

**+**

**1,809**

**=**

**9,637**

Total Subscribers on May 15

New Subscribers Between May 15 and June 15\*

Total Subscribers on June 15

\*The gap between the 1,809 new subscribers and 3,582 tapestry requests is due to requests from current subscribers

**60%** of the **6,012 unique visitors** to the English and Spanish versions of the landing page submitted a tapestry request

**Facebook** (60%), **Twitter** (11%), and **Catholic News Agency** (2%) were the top three external referral sources



## A Special Gift from the Most Reverend Archbishop Gomez

A beautiful image of our Blessed Mother Mary for your home

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An email invitation from Archbishop Gomez launched the promotion, and an email of gratitude from Angelus News ended it

The **9.5% click-through rate** to request a Marian tapestry in Archbishop Gomez's email is far above average click-through rates: 2% to 3%

The **43% open rate** on the email of gratitude exceeded average open rates for Always Forward and publisher standards: 18% to 20%

 **A special gift for your home**

From Archbishop Gomez on May 15

**7,592** Total sends

**32%** Open rate

**2,429** Unique opens

**9.5%** Click-through rate

**722** Unique clicks

 **Your image of Mary, blessed by Archbishop Gomez**

From Angelus News on June 13

**3,389** Total sends

**43%** Open rate

**1,462** Unique opens

**3.8%** Click-through rate

**127** Unique clicks

Facebook and Instagram ads, live for two weeks of the promotion, resulted in **538** unique visits to the Angelus News landing page



**615**

Total clicks

**538**

Unique clicks

**2.34%**

Click-through rate

**\$0.81**

Cost per click

**26,273**

Total impressions

**5,970**

People reached

Throughout the promotion, Archbishop Gomez's social media content drove over **340,000 additional impressions**

The top-performing posts mentioned the Marian Tapestry Gift and Archbishop Gomez's vision for every home to have an image of Mary



**230,825**  
People reached

**44,138**  
Video views

**17,882**  
Reactions and comments

**11,287**  
Likes



**1,938**  
Likes

**20**  
Comments



**115,639**  
Total clicks

**3,964**  
Engagements

**1,637**  
Likes

**522**  
Retweets

Archbishop Gomez blessed all Marian tapestries, captured in a Facebook Live video and photo albums on Facebook, Twitter, and Instagram

The Facebook Live video received **20,740 views, 3,602 reactions and comments**, and **reached 63,842 people**



The Instagram album gained **1,148 likes** and **13 comments**

After the tapestry blessing posts, the top posts mentioned Marian consecration and his vision for every home to have an image of Mary

**Archbishop José H. Gomez** Published by HeyOrca! · May 2 ·

Jesus entrusted each one us to Mary. His last wish — some call it his last will and testament — was that his mother would be our mother. So let us give ourselves completely to the Immaculata, our Mother.

CONSECRATION TO JESUS THROUGH MARY

Come, Holy Spirit, living in Mary. Prepare me to give all to the Immaculate for the sake of the kingdom. - 33 days to Morning Glory

27,826 people reached

Boost Post

Like Comment Share Buffer

Khuda Aur Mohabbat, Ila Gond and 1.6K others Most Relevant

192 Shares 107 Comments

27,794 People reached

1,714 Reactions and comments

archbishopgomez

Liked by aletheia\_en, sheahanmolly and 788 others

archbishopgomez When we celebrate the new feast of Mary, #MotheroftheChurch on Monday, May 21, I will be offering a special gift through @angelusnews. I will be personally blessing and offering an image of our Blessed Mother for every family in the Archdiocese of Los Angeles who wants one. Visit mariam.angelusnews.com for information about how to receive this gift for your families. #MaryatHome #LACatholic

View all 7 comments

MAY 10

790 Likes

7 Comments

Abp. José H. Gomez @ArchbishopGomez Following

There should be an image of Mary in every home, a picture of our mother! My prayer is that families and individuals will place this image in a prominent place, and when they look at it they will remember to pray and make an act of love to our mother.

#MaryatHome

12:58 PM - 9 May 2018

158 Retweets 516 Likes

21 158 516

7,495 Impressions

206 Total engagements

## Archbishop Gomez's post requesting photos of the Marian tapestries in people's homes received **3,200** reactions

In the **171 comments**, people expressed gratitude for the gift and the significance of his blessing

**Fernando Mercado** Placed by the front door for everyone to see. Thank you so much 😊

Like · Reply · Message · 2d

**Lorraine Rosales- Lara** Thank you for the beautiful image and for the blessings.

Like · Reply · Message · 2d

**Lydia Reyes** I received mine and it hangs in my bedroom by my bed so that I see before I sleep and the first thing I see in the morning when I wake. Thank you Archbishop Jose Gomez. May God bless you always.

Like · Reply · Message · 1d

**Anna Ruiz** Thank you so much, it is absolutely beautiful I was so touched by it.

Like · Reply · Message · 2d

**JC A Cisneros** I received ours, Thank You. It is placed above our front door inside our home 😊❤️

Like · Reply · Message · 1d

**Elia Alonso Diaz** Mine is hanging in my kitchen next to our family calendar of daily activities so that Mary can bless our daily journey!

Like · Reply · Message · 1d

**Lisa Isabel Bernal** My mom has hers at her side in the hospital @archbishop jose gomez

Like · Reply · Message · 2d



**Archbishop José H. Gomez**  
Published by HeyOrca [?]- June 25 at 6:02 AM · 3

It is my hope for every home to have an image of our mother Mary. Many of you accepted the gift I offered during the month of May, a Marian tapestry that I personally blessed. Where did you place yours? I would like to see, so please send a photo of your Marian tapestry in your home to AlwaysForward@AngelusNews.com and upload to your social media with the hashtag #MaryAtHome.



**Agapita Lobdell** I received mine and it's absolutely beautiful, thank you Archbishop Jose Gomez!

Like · Reply · Message · 2d



**Dolores Galvan** Thank you very much archbishop, for mailing me one! It's a great gift for my home. God bless you!

Like · Reply · Message · 1d

Across all Angelus News social media channels, **17,900** people saw the related posts and **1,805** people interacted with them



**12,343**  
People reached

**1,018**  
Post clicks

**570**  
Reactions and comments

**431**  
Video views



**5,557**  
Total impressions

**178**  
Engagements

**25**  
Likes

**14**  
Retweets

## The top-performing posts mentioned the Marian Tapestry Gift and Archbishop Gomez's vision for every home to host an image of Mary

**Angelus News**  
Published by Angelus News (7) · May 16 · 3

VOICES | "It's not a holy day of obligation, but we might make the effort to go to Mass anyway.

And we should celebrate with all the usual trimmings of our festivals — special music, food and a bit of wine perhaps. Mother would want it that way."

CATHOLIC LA | Invite Mary into your home this May. Sign up to receive a Marian image blessed by Archbishop José H. Gomez: <http://marian.angelusnews.com/#MaryatHome>



ANGELUSNEWS.COM  
Why we need a new day to honor the Virgin  
Monday, May 21, marks a new celebration in the... [Learn More](#)

**6,479** People reached

**211** Reactions and comments

**407** Post clicks



**1,499** People reached

**103** Reactions and comments

**221** Post clicks

**Angelus News**  
@AngelusNews

Following

VOICES | Why we need a new day to honor the Virgin: [buff.ly/2lkZxYd](http://buff.ly/2lkZxYd) | This May, @ArchbishopGomez is giving away blessed images of Mary to place in your home. Sign up to receive yours: [buff.ly/2rTKObV](http://buff.ly/2rTKObV) #MaryatHome



6:43 PM - 16 May 2018

**2,822** Total impressions

**97** Engagements

**11** Likes

**Angelus News**  
@AngelusNews

Following

CATHOLIC LA | @ArchbishopGomez wants you to have this beautiful image of our Blessed Mother Mary for your home. Click on this link to sign up and receive yours: [buff.ly/2rTKObV](http://buff.ly/2rTKObV)

The images will be distributed through Priority Mail starting this week! #MaryatHome



8:40 PM - 4 Jun 2018

**1,031** Total impressions

**39** Engagements

**5** Likes

**6** Angelus News articles discussing the Marian Memorial resulted in **3,263 unique views** and an average of **3:39 minutes spent reading**

Archbishop Gomez's piece adapted from his homily performed best in terms of readership, with **2,418 unique readers**

**Voices**

## Go to Jesus through Mary

Archbishop José H. Gomez May 22, 2018

[SHARE](#) [TWEET](#) [COMMENT](#)



(Victor Alemán/Angelus News)

Kathryn Jean Lopez's reflection had the most engagement, with an average of **over 5 minutes spent reading**

**Faith**

## How Jesus' mother holds the key to living Pentecost like a true apostle

Kathryn Jean Lopez May 18, 2018

[SHARE](#) [TWEET](#) [COMMENT](#)



"Pentecost" by Jean II Restout, oil on canvas, 1732. WIKIMEDIA COMMONS

The Marian Memorial and the Archdiocese of Los Angeles' activities gained **global and local media coverage**

Across digital, print, and television over **4 million** potential people were reached, the equivalent of over **\$80,000** in advertising value



SAN GABRIEL VALLEY TRIBUNE



Whittier Daily News



California Catholic Daily



Los Angeles Daily News

BEFORE IT'S NEWS





**29** digital features generated over **2 million** potential views of earned exposure

This amount of reach is equivalent to over **\$3,780** in advertising spend

**CNA Catholic News Agency**

Editors Service About us Advertise Donate Italian Spanish Portuguese German NCregister  
News Resources Columns Mama Needs Coffee CNA Blog RSS Feeds CNA Video  
Custom Search

Look who's reading the **REGISTER**

Home > News > US

## Take Mary into your home, LA archbishop says on new Marian feast

Free email newsletter Subscribe

Archbishop Jose Gomez. Credit: Daniel Ibanez/CNA

May 21 will mark the memorial of Mary, Mother of the Church, added to the Roman calendar this year by Pope Francis.

The annual memorial is intended to foster Marian devotion among Catholics. Cardinal Robert Sarah, head of the Congregation for Divine Worship and the Discipline of the Sacraments, said this celebration will help promote affection for Christ and his mother.

"This celebration will help us to remember that growth in the Christian life must be anchored to the Mystery of the Cross, to the oblation of Christ in the Eucharistic Banquet and to the Mother of the Redeemer and Mother of the Redeemed," he said in a March 3 letter.

For the inaugural celebration of the memorial – which will be held annually on the Monday after Pentecost – some dioceses are planning special Masses, processions and prayer services.

The Archdiocese of Detroit has invited Catholics to 5:30 p.m. Mass at Old St. Mary's Catholic Church. Auxiliary Bishop Michael Bonin will concelebrate. Major Seminarian Bishop Gerard Batterson will also participate.

**EWTN News**

EWTN HOME VATICAN U.S. AMERICAS WORLD PRO-LIFE RESOURCES MOST POPULAR

## How US churches are celebrating Mary, Mother of the Church

Los Angeles, Calif., May 19, 2018 / 05:03 pm (EWTN News/CNA) Share

Latest Videos:

Virgin Mary by Bassanofermo, Public Domain

Related news:

- What's the secret to 70 years of religious life? The Virgin Mary, this nun says
- The history of the Assumption -- and why it's a Holy Day of Obligation
- Save for Mary? How a Catholic art project engaged the world
- Looking to Fatima, Pennsylvania bishops to dedicate dioceses to Mary



Mosaic of Mater Ecclesiae in St. Peter's Square (Public domain/Wikipedia)

NATION | MAY 23, 2018

**Archbishop Gomez: 'Take Mary Into Your Homes, Into Your Lives and Into Your Hearts'**

## California Catholic Daily

There should be an image of Mary in every home

Archbishop Jose Gomez: "I will be personally blessing and offering an image of our Blessed Mother for every family in the Archdiocese of Los Angeles who wants one"

MAY 11, 2018 BY 3 COMMENTS



"Pentecost" by Jean II Restout, oil on canvas, 1732. (Wikimedia Commons)



**9** newspaper features generated over **2 million** potential views of earned exposure

This level of media coverage and exposure is equivalent to over **\$3,780** in advertising spend





**5** television spots on NBC-4, Telemundo, and Univision reached **553,000** potential viewers

This visibility would have cost over **\$78,880** in advertising spend



## Recommendations

## **When planning and executing future feast day promotions, we suggest...**

Replicating success by pairing marketing goals with relevant religious celebrations to successfully drive action

Continuing incentivized approach and personal invitations for Always Forward subscription growth

Using Facebook as the primary social media channel for future promotions as the top-performing channel

Creating opportunities to integrate schools in events highlighting key liturgical celebrations

Identifying stories that can be pitched to outside media to increase outreach of promotion

# Appendix

Article	Author	Publication Date	Total Views	Unique Views	Bounce Rate	Time on Page
Go to Jesus through Mary	Archbishop Gomez	May 22, 2018	2,522	2,318	89.79%	3:52
Why we need a new day to honor the Virgin	Mike Aquilina	May 16, 2018	687	635	87.40%	4:01
Watch live today — Archbishop Gomez to celebrate Mother of the Church Mass	Angelus News Staff	May 21, 2018	127	105	77.03%	3:22
How Jesus' mother holds the key to living Pentecost like a true apostle	Kathryn Jean Lopez	May 18, 2018	107	91	83.33%	5:17
How US churches are celebrating Mary, mother of the Church	Catholic News Agency	May 19, 2018	87	79	72.00%	2:59
Pope Francis: Like Mary, the Church is a mother	Elise Harris, Catholic News Agency	May 21, 2018	41	35	83.33%	2:27
		Total / Average	3,571	3,263	82.15%	3:39

Article	Publication	Date	Potential Views	Ad Value
The LA Archdiocese is about to celebrate a Mass decreed by Pope Francis	Los Angeles Daily News	May 21, 2018	547,705	\$1,030
Take Mary into your home, LA archbishop says on new Marian feast	Catholic News Agency	May 12, 2018	371,422	\$698
Catholics celebrate first Memorial of the Blessed Virgin Mary, Mother of the Church	Catholic News Agency	May 19, 2018	371,422	\$698
How US churches are celebrating Mary, Mother of the Church	Before It's News Syndicated from Catholic News Agency	May 19, 2018	360,336	\$677
Take Mary into your home, LA archbishop says on new Marian feast	Before It's News Syndicated from Catholic News Agency	May 22, 2018	360,336	\$677
		Total	2,011,221	\$3,780

## Print Media Coverage

Title	Newspaper	Publication Date	Potential Views	Ad Value
The LA Archdiocese is about to celebrate a Mass decreed by Pope Francis	Los Angeles Daily News	May 21, 2018	547,705	\$1,029.69
The LA Archdiocese celebrates new Virgin Mary Mass decreed by Pope Francis	Daily Breeze	May 21, 2018	124,439	\$233.95
The LA Archdiocese celebrates new Virgin Mary Mass decreed by Pope Francis	Pasadena Star News	May 21, 2018	99,919	\$187.85
The LA Archdiocese celebrates new Virgin Mary Mass decreed by Pope Francis	Press Telegram	May 21, 2018	89,755	\$168.74
The LA Archdiocese celebrates new Virgin Mary Mass decreed by Pope Francis	San Gabriel Valley Tribune	May 21, 2018	73,464	\$138.11
			Total	935,282
				\$1,758.22

## Television Media Coverage

Spot	Channel	Date	Time	Potential Viewers	Ad Value
New Feast of the Virgin Mary	NBC-4	May 21, 2018	6:00 p.m.	95,000	\$7,060.56
Dia de la Virgen Maria Bendecida	Telemundo	May 21, 2018	5:30 p.m.	80,000	\$16,298.56
Se Celebra Dia de la Virgen	Telemundo	May 21, 2018	6:00 a.m.	80,000	\$16,298.56
21 de Mayo es el Dia de la Virgen Maria	Telemundo	May 21, 2018	12:00 p.m.	80,000	\$16,298.56
Honor a la Virgen Maria	Univision	May 21, 2018	6:00 a.m.	218,000	\$22,929.92
				<b>Total</b>	<b>553,000</b>
					<b>\$78,880</b>

Post	Date	Reach	Reactions/Comments/Shares	Post Click	Views
<a href="https://www.facebook.com/AngelusNews/photos/a.436979466326974.100708.117956358220288/1911721795519393/?type=3&amp;theater">https://www.facebook.com/AngelusNews/photos/a.436979466326974.100708.117956358220288/1911721795519393/?type=3&amp;theater</a>	6/4	1,499	103	221	N/A
<a href="https://www.facebook.com/AngelusNews/posts/1894790170545889">https://www.facebook.com/AngelusNews/posts/1894790170545889</a>	5/22	1,098	56	38	N/A
<a href="https://www.facebook.com/AngelusNews/posts/1894288953929344">https://www.facebook.com/AngelusNews/posts/1894288953929344</a>	5/22	500	20	10	N/A
<a href="https://www.facebook.com/AngelusNews/posts/1893056760719230">https://www.facebook.com/AngelusNews/posts/1893056760719230</a>	5/21	486	15	30	N/A
<a href="https://www.facebook.com/AngelusNews/posts/1891656367525936">https://www.facebook.com/AngelusNews/posts/1891656367525936</a>	5/20	599	19	26	N/A
<a href="https://www.facebook.com/AngelusNews/photos/a.436979466326974.100708.117956358220288/1890628594295380/?type=3">https://www.facebook.com/AngelusNews/photos/a.436979466326974.100708.117956358220288/1890628594295380/?type=3</a>	5/19	1,448	64	73	N/A
<a href="https://www.facebook.com/AngelusNews/posts/1888259287865644">https://www.facebook.com/AngelusNews/posts/1888259287865644</a>	5/17	234	82	213	431
<a href="https://www.facebook.com/AngelusNews/posts/1887056621319244">https://www.facebook.com/AngelusNews/posts/1887056621319244</a>	5/16	6,479	211	407	N/A
	Total	12,343	570	1,018	431

Post	Date	Impressions	Total Engagement	Likes	Retweets
<a href="https://twitter.com/AngelusNews/status/996899088154185728">https://twitter.com/AngelusNews/status/996899088154185728</a>	5/16	2,822	97	11	7
<a href="https://twitter.com/AngelusNews/status/997939831656378369">https://twitter.com/AngelusNews/status/997939831656378369</a>	5/19	351	13	4	2
<a href="https://twitter.com/AngelusNews/status/998392189255331840">https://twitter.com/AngelusNews/status/998392189255331840</a>	5/20	558	8	1	2
<a href="https://twitter.com/AngelusNews/status/998611714601037825">https://twitter.com/AngelusNews/status/998611714601037825</a>	5/21	248	5	0	0
<a href="https://twitter.com/AngelusNews/status/998950835223715841">https://twitter.com/AngelusNews/status/998950835223715841</a>	5/22	268	4	2	0
<a href="https://twitter.com/AngelusNews/status/999078147047922592">https://twitter.com/AngelusNews/status/999078147047922592</a>	5/22	279	12	2	1
<a href="https://twitter.com/AngelusNews/status/1003813698551640064">https://twitter.com/AngelusNews/status/1003813698551640064</a>	6/4	1,031	39	5	2
Total		5,557	178	25	14

Post	Date	Reach	Reactions/Comments/Shares	Clicks	Views
<a href="https://www.facebook.com/archbishopgomez/photos/?tab=album&amp;album_id=1991152380926756">https://www.facebook.com/archbishopgomez/photos/?tab=album&amp;album_id=1991152380926756</a>	5/23	15,141	1,631	997	N/A
<a href="https://www.facebook.com/archbishopgomez/posts/1988469397861721">https://www.facebook.com/archbishopgomez/posts/1988469397861721</a>	5/21	3,867	1,409	1,009	4,561
<a href="https://www.facebook.com/archbishopgomez/videos/1988333404541987/">https://www.facebook.com/archbishopgomez/videos/1988333404541987/</a>	5/21	17,506	965	622	3,795
<a href="https://www.facebook.com/pg/archbishopgomez/photos/?tab=album&amp;album_id=1983248191717175">https://www.facebook.com/pg/archbishopgomez/photos/?tab=album&amp;album_id=1983248191717175</a>	5/17	10,351	519	611	N/A
<a href="https://www.facebook.com/archbishopgomez/videos/1983014258407235/">https://www.facebook.com/archbishopgomez/videos/1983014258407235/</a>	5/17	63,842	3,602	4,128	20,740
<a href="https://www.facebook.com/archbishopgomez/videos/1981087721933222/">https://www.facebook.com/archbishopgomez/videos/1981087721933222/</a>	5/16	9,369	803	470	2,707
<a href="https://www.facebook.com/archbishopgomez/videos/1972017626173565/">https://www.facebook.com/archbishopgomez/videos/1972017626173565/</a>	5/9	23,104	1,554	842	12,335
<a href="https://www.facebook.com/archbishopgomez/photos/a.357579307617413.81067.202701146438564/1970704182971576/?type=3&amp;theater">https://www.facebook.com/archbishopgomez/photos/a.357579307617413.81067.202701146438564/1970704182971576/?type=3&amp;theater</a>	5/8	15,898	913	290	N/A
	Total	230,825	17,882	11,287	44,138

Post	Date	Likes	Comments
<a href="https://www.instagram.com/p/Bim2XSRnYVC/?taken-by=archbishopgomez">https://www.instagram.com/p/Bim2XSRnYVC/?taken-by=archbishopgomez</a>	5/10	790	7
<a href="https://www.instagram.com/p/Bi5biO4n1GX/?taken-by=archbishopgomez">https://www.instagram.com/p/Bi5biO4n1GX/?taken-by=archbishopgomez</a>	5/17	1,148	13
Total		1,938	20

Tweet	Date	Impressions	Total Engagement	Likes	Retweets
<a href="https://twitter.com/ArchbishopGomez/status/999768269379776514">https://twitter.com/ArchbishopGomez/status/999768269379776514</a>	5/24	7,497	206	143	42
<a href="https://twitter.com/ArchbishopGomez/status/999750400923365376">https://twitter.com/ArchbishopGomez/status/999750400923365376</a>	5/24	7,179	274	64	17
<a href="https://twitter.com/ArchbishopGomez/status/999749808915532800">https://twitter.com/ArchbishopGomez/status/999749808915532800</a>	5/24	2,953	50	29	5
<a href="https://twitter.com/ArchbishopGomez/status/999698564069634048">https://twitter.com/ArchbishopGomez/status/999698564069634048</a>	5/24	3,102	94	46	19
<a href="https://twitter.com/ArchbishopGomez/status/999345328464642048">https://twitter.com/ArchbishopGomez/status/999345328464642048</a>	5/23	2,927	70	48	10
<a href="https://twitter.com/ArchbishopGomez/status/998670782225113089">https://twitter.com/ArchbishopGomez/status/998670782225113089</a>	5/21	5,099	134	75	17
<a href="https://twitter.com/ArchbishopGomez/status/998666756108496897">https://twitter.com/ArchbishopGomez/status/998666756108496897</a>	5/21	6,001	177	105	40
<a href="https://twitter.com/ArchbishopGomez/status/998662735239024640">https://twitter.com/ArchbishopGomez/status/998662735239024640</a>	5/21	2,283	44	22	6
<a href="https://twitter.com/ArchbishopGomez/status/998658957836251137">https://twitter.com/ArchbishopGomez/status/998658957836251137</a>	5/21	3,326	87	47	21
<a href="https://twitter.com/ArchbishopGomez/status/998654698881191936">https://twitter.com/ArchbishopGomez/status/998654698881191936</a>	5/21	2,263	47	26	11
<a href="https://twitter.com/ArchbishopGomez/status/998648399334445056">https://twitter.com/ArchbishopGomez/status/998648399334445056</a>	5/21	3,192	46	24	11
<a href="https://twitter.com/ArchbishopGomez/status/998642847422337025">https://twitter.com/ArchbishopGomez/status/998642847422337025</a>	5/21	2,694	54	26	20

## Archbishop Gomez Social Media – Twitter – Continued

Tweet	Date	Impressions	Total Engagement	Likes	Retweets
<a href="https://twitter.com/ArchbishopGomez/status/998632791012184064">https://twitter.com/ArchbishopGomez/status/998632791012184064</a>	5/21	1,830	31	16	7
<a href="https://twitter.com/ArchbishopGomez/status/998632531275722752">https://twitter.com/ArchbishopGomez/status/998632531275722752</a>	5/21	2,255	37	19	8
<a href="https://twitter.com/ArchbishopGomez/status/998626490567798784">https://twitter.com/ArchbishopGomez/status/998626490567798784</a>	5/21	2,563	41	25	6
<a href="https://twitter.com/ArchbishopGomez/status/998610656097132544">https://twitter.com/ArchbishopGomez/status/998610656097132544</a>	5/21	2,002	31	19	4
<a href="https://twitter.com/ArchbishopGomez/status/998603906056949760">https://twitter.com/ArchbishopGomez/status/998603906056949760</a>	5/21	4,278	108	72	14
<a href="https://twitter.com/ArchbishopGomez/status/998578955459416064">https://twitter.com/ArchbishopGomez/status/998578955459416064</a>	5/21	2,683	189	34	8
<a href="https://twitter.com/ArchbishopGomez/status/997292212710002688">https://twitter.com/ArchbishopGomez/status/997292212710002688</a>	5/17	5,980	697	117	24
<a href="https://twitter.com/ArchbishopGomez/status/994317544390447105">https://twitter.com/ArchbishopGomez/status/994317544390447105</a>	5/9	2,251	116	11	4
<a href="https://twitter.com/ArchbishopGomez/status/994290854083756032">https://twitter.com/ArchbishopGomez/status/994290854083756032</a>	5/9	6,407	184	98	41
<a href="https://twitter.com/ArchbishopGomez/status/994275374073692160">https://twitter.com/ArchbishopGomez/status/994275374073692160</a>	5/9	27,345	1,035	517	158
<a href="https://twitter.com/ArchbishopGomez/status/994271402894114816">https://twitter.com/ArchbishopGomez/status/994271402894114816</a>	5/9	4,515	93	40	11
<a href="https://twitter.com/ArchbishopGomez/status/993916627656601712">https://twitter.com/ArchbishopGomez/status/993916627656601712</a>	5/9	5,014	119	50	18