**PREVIEW TEXT**

From a new audio magazine to TikTok videos and an interactive photo challenge, the Seeker Communications Team is reaching a multilingual audience of spiritual seekers.

**SEEKER  
COMMUNICATIONS**

The Seeker Communications Team reaches out to a multilingual audience of spiritual seekers with multimedia content that can be consumed through a variety of channels.

In 2022, the Seeker Communication Team created 57 English language articles, 52 Spanish language articles, 52 Portuguese language articles, 52 French language articles and 52 Korean language articles. The team's content is created and translated at nearly a perfect pace and made available in all the languages on UMC.org.

In an innovative new project, the Seeker Communications Team added audio versions of web articles at the top of web pages. As a result, about 25 percent of the total number of English language articles on the website are now audio-accessible. The various articles are compiled in one audio stream into an audio magazine, like a mini-podcast. The April 2022 audio magazine was the top Facebook post of the year, with a 14.5K reach. The team also began working with the Web Team on a playlist that can live on the website. Users could add articles to the playlist and listen to them back-to-back in their curated playlist.

On Tiktok, "What do United Methodists Believe about the Bible?" had 17.5k views. While our paid content gets into the millions of views, this also demonstrates good organic reach.

The [Photo-a-Day](https://www.umc.org/en/content/advent-photo-a-day-2022) challenge remained popular, accounting for two of the top five posts on Instagram.

**23,159**

Compass subscriptions

**30%**

Increase in  
Facebook engagement

**7.6%**

Increase in  
Instagram followers

**18,508**

YouTube views

<blockquote class="tiktok-embed" cite="https://www.tiktok.com/@theunitedmethodistchurch/video/7133629578135768362" data-video-id="7133629578135768362" style="max-width: 605px;min-width: 325px;" > <section> <a target="\_blank" title="@theunitedmethodistchurch" href="https://www.tiktok.com/@theunitedmethodistchurch?refer=embed">@theunitedmethodistchurch</a> What do United Methodists believe about the Bible? Rev. Adam Hamilton provides perspective. <a title="bible" target="\_blank" href="https://www.tiktok.com/tag/bible?refer=embed">#Bible</a> <a title="christiantiktok" target="\_blank" href="https://www.tiktok.com/tag/christiantiktok?refer=embed">#christiantiktok</a> <a title="methodist" target="\_blank" href="https://www.tiktok.com/tag/methodist?refer=embed">#methodist</a> <a title="umc" target="\_blank" href="https://www.tiktok.com/tag/umc?refer=embed">#UMC</a> <a title="unitedmethodist" target="\_blank" href="https://www.tiktok.com/tag/unitedmethodist?refer=embed">#unitedmethodist</a> <a target="\_blank" title="♬ original sound - The UMC" href="https://www.tiktok.com/music/original-sound-7135087815964085034?refer=embed">♬ original sound - The UMC</a> </section> </blockquote> <script async src="https://www.tiktok.com/embed.js"></script>