

DIGITAL OUTREACH

PERCENTAGE OF U.S. PARISHES USING
POPULAR DIGITAL SOCIAL MEDIA PLATFORMS

U.S. ARMENIAN PARISHES COMPARED TO U.S. CHRISTIAN BENCHMARKS



DENOMINATION / GROUP	 TikTok	 Instagram	 YouTube	 Facebook	 X (Twitter)	 Telegram	 Website ⁽³⁾ Active
Armenians: 164 Parishes ⁽²⁾	1%	43%	45%	85%	9%	1%	32%
Protestants	28%	76%	81%	88%	22%	6%	94%
Catholics	18%	72%	79%	91%	18%	4%	96%
Top Quartile Orthodox (non-Armenian)	16%	69%	74%	90%	16%	5%	94%
Median Orthodox (non-Armenian)	7%	49%	55%	87%	11%	3%	84%
Bottom Quartile Orthodox (non-Armenian)	2%	27%	34%	79%	5%	1%	62%
Median Benchmark Comparison	18%	72%	79%	88%	18%	4%	94%

Notes:

(1) Non-Armenian figures are preliminary working estimates pending verification.

(2) Data gathered on 30 June 2026.

(3) Website updated in past 10 days.



DATA AS OF: 30 JUNE 2026
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DIGITAL OUTREACH BENCHMARKS

Mission: Reach 35,000 U.S. Armenian Women Ages 18–29

Benchmark Church: Top Decile U.S. Armenian Parish

Example: A parish in the top 10% for attendance, engagement, and outreach effectiveness.

These are the two most meaningful numbers that define our mission and our opportunity.



35,000
TOTAL

U.S. Armenian Women
Ages 18–29



246
ATTEND

Church Every Sunday
7 PER 1,000



34,181
DO NOT ATTEND

Church Every Sunday
993 PER 1,000



OUR MISSION

Empower Armenian Christian leaders, especially women aged 18 to 29, to transform our churches, strengthen our faith, and build a vibrant future rooted in Christ and our heritage.



FOLLOWERS / SUBSCRIBERS

Platform	% of Parish Digital Audience	Top Quartile (Top Decile)	Median (parish)	Bottom Quartile (25th Percentile)
TikTok – Followers	25%	2,500	1,250	500
Instagram – Followers	30%	3,000	1,500	600
YouTube – Subscribers	18%	1,800	900	350
Facebook – Followers	17%	1,700	850	300
Telegram – Subscribers	7%	700	350	150
X – Followers	3%	300	150	50
TOTAL	100%	10,000	5,000	1,950



WEEKLY VIEWS

Platform	% of Parish Digital Audience	Top Quartile (Top Decile)	Median (parish)	Bottom Quartile (25th Percentile)
TikTok – Weekly Views	35%	15,000	7,500	3,000
Instagram – Weekly Views	25%	10,500	5,250	2,100
YouTube – Weekly Views	18%	7,500	3,750	1,500
Facebook – Weekly Views	12%	5,000	2,500	1,000
Telegram – Weekly Views	6%	2,500	1,250	500
X – Weekly Views	4%	1,500	750	300
TOTAL	100%	42,000	21,000	8,400

HOW WE COMPARE: U.S. CHRISTIAN GROUPS PER 1,000 PEOPLE



PROTESTANTS
300
ATTEND



CATHOLICS
280
ATTEND



TOP QUARTILE
ORTHODOX CHRISTIAN
200
ATTEND



MEDIAN
ORTHODOX CHRISTIAN
150
ATTEND



BOTTOM QUARTILE
ORTHODOX CHRISTIAN
70
ATTEND



U.S. ARMENIANS RANK
NEXT TO LAST PLACE,
22ND OF 23
AMONG U.S. ORTHODOX
CHRISTIAN GROUPS.



Do not conform to the pattern of this world, but be transformed by the renewing of your mind.

— Romans 12:2



TARGET AUDIENCE:

U.S. Armenian women ages 18–29 are the primary focus of our outreach mission.



ABOUT THESE BENCHMARKS

Percentages reflect the distribution of our parish's digital audience across platforms. Benchmark values represent illustrative top decile, median, and bottom quartile parishes.



WHY TOP DECILE?

These benchmarks reflect parishes in the top 10% for attendance, engagement, and outreach effectiveness.



USE THESE KPIs TO IMPROVE

- ✓ Set measurable goals
- ✓ Track your progress
- ✓ Improve outreach impact
- ✓ Reach more souls for Christ



LEARN MORE

DIGITAL OUTREACH BEST PRACTICES

Mission: Reach 35,000 U.S. Armenian Women Ages 18–29

Benchmark Church: Top Decile U.S. Armenian Parish



PLATFORM	 TikTok	 Instagram	 YouTube	 Facebook	 X (Twitter)	 Telegram	 Website
 ESTIMATED SHARE OF DIGITAL ATTENTION ¹ (18–29 Armenian Women in U.S.)	VERY HIGH 	VERY HIGH 	HIGH 	MODERATE 	LOW 	LOW 	ESSENTIAL
 BEST PRACTICES	• 3-second hook • Authentic videos • Post weekly	• Reels & Stories • High-quality visuals • Build community	• Bible teaching • Leadership lessons • Evergreen content	• Promote events • Engage families • Share updates	• Timely news • Share insights • Join conversations	• Prayer groups • Ministry updates • Member comms	• Central information • Visitor-friendly • Update weekly
 MUST-USE FEATURES	• Vertical video • Captions • Trending audio	• Reels • Stories • Collaboration	• Shorts • Playlists • Thumbnails	• Events • Groups • Facebook Live	• Images • Polls • Threads	• Channels • Pinned posts • File sharing	• Mobile-first • Fast loading • Easy to navigate
 COMMON MISTAKES TO AVOID	 Only for dancing	 Posting is enough	 Videos must be long	 Young adults aren't here	 More posts = more impact	 Only a private messaging app	 Build it and they will come

¹ Source: Pew Research, DataReportal, Statista, and internal analysis of top decile church benchmarks.



Social media has the potential to significantly increase Sunday church attendance while generating an **Infinite Social Return on Investment (I-SROI)**.