

Digital Performance & Audience Overview

Our primary engagement remains strong across traditional social platforms, while niche messaging apps serve targeted community groups.

- **Platform Reach & Subscriber Base**
 - **YouTube: 1,700 (Primary video hub)**
 - **Facebook: 1,500 (Broad community base)**
 - **Instagram: 1,051 (Visual engagement)**
 - **Bluesky: 47 (Microblogging - New Platform for UUSF)**
 - **Signal/Meetup: Active groups with growth potential**
- **Content Frequency & Type**
 - **Cadence: Daily, Weekly, and Monthly cycles**
 - **Format: Balanced mix of long-form/short-form videos and static posts**

Strategic Roadmap & Growth Areas

To increase our impact and accessibility, we are prioritizing the following initiatives:

- **Infrastructure:** A **new website** is currently in the planning stages to serve as a central digital home.
- **Content Innovation:** Transitioning toward **daily video shorts** to capture shorter attention spans across multiple topics.
- **Inclusivity:** Implementing **multi-language support** for video content to reach a more diverse audience.
- **Creative Experimentation:** Moving beyond standard formats to test new types of **media posts** and interactive content.

Targeted Ministry & Community Channels

We utilize specialized platforms to foster smaller, high-intent communities:

- **WhatsApp:** Dedicated to **Family Ministry** and **Young Adults**.
- **Signal:** Facilitates **Young Adults** and focused **Social Justice** initiatives (coordinated by Vanessa, Laura, and Mark).

- **Meetup:** Primary tool for **Young Adult** event discovery and local gathering.

Implementation Best Practices

- **Language Strategy:** Record one base video and dub or add **multi-language captions** to increase reach.
- **Engagement:** Always end with a question (e.g., "How has faith impacted your week?") to move followers from an audience to a **community**.

PODCASTS

Pod and Country Podcast

Based on 14 ratings, the podcast has a perfect 5.0 out of 5-star rating on Apple Podcasts. It can be found on major platforms like Apple Podcasts, iHeart, and PodBean. We don't know how many downloads each show has, but industry standards say that to be in the top 50% of independent podcasts in the Society & Culture category, a show needs more than 28 downloads in the first week. The top 25% usually have more than 109-114 downloads. There are more than 838,000 active shows in this category, making it very competitive. The podcast, which is about social justice and Unitarian Universalist values, seems to fit with the trends seen in "News" and "Society" podcasts. About 61% of listeners are between the ages of 35 and 54, and more than 66% have a college degree or higher. Also, older listeners (55+) are more likely to listen to learn and stay up to date on current events.

UUSF WORSHIP SERVICE PODCAST

Since **2006**, we have been sharing our message through podcasting. As of March 2026, it had over 875 episodes, and new episodes come out every week after Sunday worship services. The average length of each sermon episode is 27 minutes, and the podcast has a high rating of 4.8 out of 5 stars on Apple Podcasts, based on 24 to 26 reviews. The society has two separate podcast feeds. One is for weekly sermons and reflections, and the other is for the whole 70-minute worship service, which includes organ music, choir performances, poetry, and meditations. The Unitarian Universalist denomination has about 1,000 congregations in the U.S., and UUSF serves a small but stable audience within that group. It reaches listeners all over the world, so people who can't go to church in person can still connect with their spiritual community.

Summary

Our digital engagement strategy is working well on both traditional social media sites and niche messaging apps. It focuses heavily on building communities. We have a wide range of subscribers on platforms like YouTube, Facebook, and Instagram. We are also looking into new platforms like Bluesky and specialized groups on WhatsApp and Signal. We're making a new website, switching to daily video shorts, and adding support for multiple languages to our content to reach more people and be more inclusive. Our podcasts, like the Pod and Country Podcast and the UUSF Worship Service Podcast, have also received high ratings and are important tools for connecting our global audience with Unitarian Universalist values and community.

UUSF.org is very involved with its community. It has regular updates and Sunday services that are streamed live. It has a lot of ways for visitors to get involved, such as signing up for community groups and newsletters for families and young adults. The group focuses on social justice projects and gives information on how to get to services in person. It is known for being a welcoming place and for being LGBTQ+ friendly. The First Unitarian Universalist Society of San Francisco (UUSF) has an Adult Spiritual Growth program that offers classes from 2025 to 2026 on lifelong religious exploration. These classes include the "Living Our UU Values Out Loud" series and themed Soul Matters small groups. In the spring of 2026, there will be a wide range of classes on topics like theology, personal growth, and social justice. People can take part in these classes either online or in person.