

# 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**

Total Subscribers on May 15

**+**

**1,809**

New Subscribers Between May 15 and June 15\*

**=**

**9,637**

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



 ANGELUS

## 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**



**Kathleen M Sekanina** · 0:00 Thank you Archbishop Gomez. Can't wait to put medallion in my new home. God Bless!

Like · Reply · Message · 4w

**Edna Nesser-Grimsley** · 0:00 Thank you, Archbishop Jose Gomez! What a blessing! God Bless you! 😊

Like · Reply · Message · 4w

**Jeanna Ferina** · 0:00 Beautiful addition to any home 🙏

Like · Reply · Message · 4w

**Effida Soto** · 0:10 Gracias ! Bellísimo regalo! Dios lo bendiga!

Like · Reply · See Translation · Message · 4w

**Barb Schelm-Crammond** · 0:00 Beautiful image of Our Mother!! Thank you.

Like · Reply · Message · 4w



**archbishopgomez** · Following

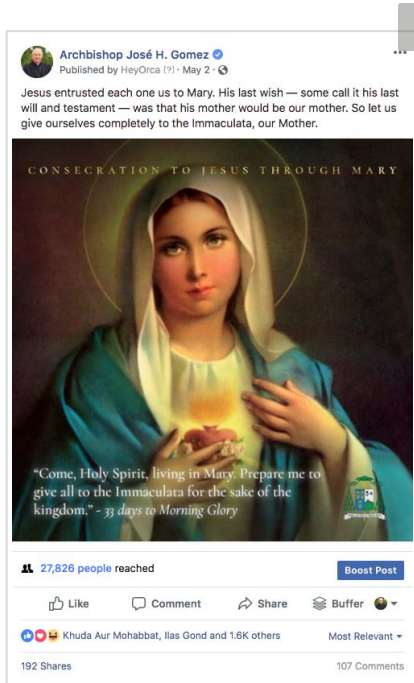
Friends, I blessed these images of Mary so you can invite our spiritual mother, mother of the church, into your hearts and homes. You can request one of these images through @angelusnews at marian.angelusnews.com. #MaryatHome  
 jasminegonzales07 Ave Maria 🙏🙏🙏  
 ruthagustin2010 Amen  
 gerardo7833 TY! Your Excellency.  
 martuchismm 🙏  
 fatherjustinocarm May Our Lady protect and keep Your Excellency  
 ana\_enjoylife 🙏  
 raquelgarson88 Amen  
 william\_agonda AMEN  
 nanajin07 Thank you!  
 church\_social\_tips I want one for sure!

1,148 likes

MAY 17

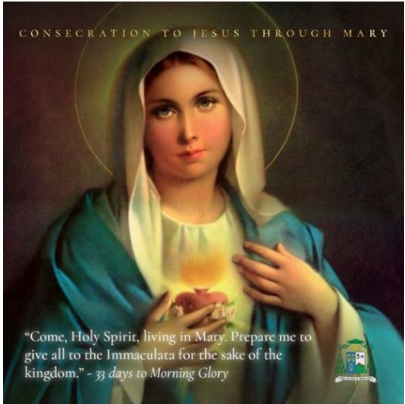
The Instagram album gained **1,148 likes** and **13 comments**

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 of 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.



“Come, Holy Spirit, living in Mary. Prepare me to give all to the Immaculata for the sake of the kingdom.” — 33 days to Morning Glory

27,826 people reached

Like Comment Share Buffer

Khuda Aur Mohabbat, Ilas Gond and 1.6K others

192 Shares 107 Comments

27,794 People reached

1,714 Reactions and comments



archbishopgomez



Liked by aleteia\_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 marian.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

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

Like · Reply · Message · 2d

**Lydia Reyes** I recieved 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 · 2d

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

Like · Reply · Message · 2d

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

Like · Reply · Message · 2d

**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!

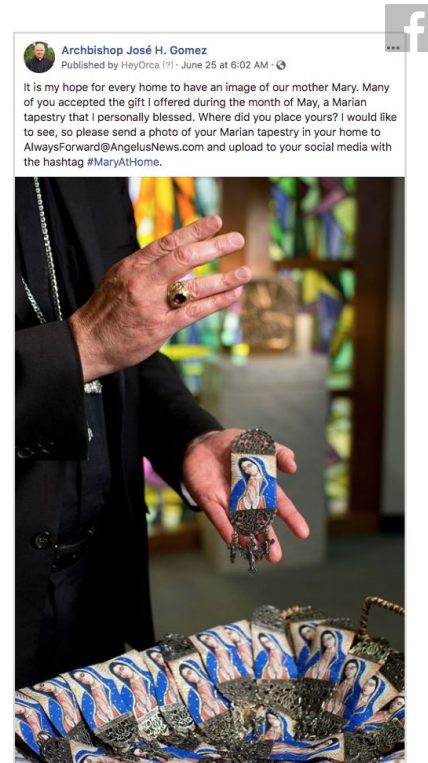
Like · Reply · Message · 1d

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

Like · Reply · Message · 1d

**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 [?] · May 16 ·

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

**Angelus News**  
Published by Angelus News [?] · June 4 at 6:28 PM ·

Archbishop José H. Gomez 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: <http://marian.angelusnews.com/>  
The images will be distributed through Priority Mail starting this week!  
#MaryatHome



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/2IkZxYd](http://buff.ly/2IkZxYd) | 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



6:40 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

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



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



Global Catholic Network

Whittier Daily News



California Catholic Daily

Los Angeles Daily News

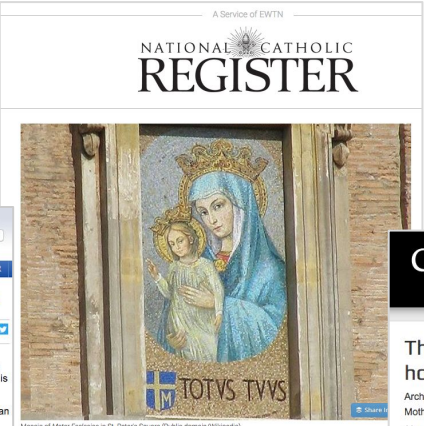
BEFORE IT'S NEWS





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



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

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



"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



See slide 30 of Appendix for all print media results



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	
			<b>Total / Average</b>	<b>3,571</b>	<b>3,263</b>	<b>82.15%</b>	<b>3:39</b>

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
<b>Total</b>			<b>2,011,221</b>	<b>\$3,780</b>

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
		<b>Total</b>	<b>935,282</b>	<b>\$1,758.22</b>

# 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.436979466326974.100708.117956358229288/1911721795519393/?type=3&amp;theater">https://www.facebook.com/AngelusNews/photos/a.436979466326974.100708.117956358229288/1911721795519393/?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.436979466326974.100708.117956358229288/1890628594295380/?type=3">https://www.facebook.com/AngelusNews/photos/a.436979466326974.100708.117956358229288/1890628594295380/?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
	<b>Total</b>	<b>12,343</b>	<b>570</b>	<b>1,018</b>	<b>431</b>



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/999078147047022592">https://twitter.com/AngelusNews/status/999078147047022592</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
	<b>Total</b>	<b>5,557</b>	<b>178</b>	<b>25</b>	<b>14</b>

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=19832481917175">https://www.facebook.com/pg/archbishopgomez/photos/?tab=album&amp;album_id=19832481917175</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
<b>Total</b>		<b>230,825</b>	<b>17,882</b>	<b>11,287</b>	<b>44,138</b>

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
	<b>Total</b>	<b>1,938</b>	<b>20</b>

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/999749898915532800">https://twitter.com/ArchbishopGomez/status/999749898915532800</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

<b>Tweet</b>	<b>Date</b>	<b>Impressions</b>	<b>Total Engagement</b>	<b>Likes</b>	<b>Retweets</b>
<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/99863253127522752">https://twitter.com/ArchbishopGomez/status/99863253127522752</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/993916627656691712">https://twitter.com/ArchbishopGomez/status/993916627656691712</a>	5/9	5,014	119	50	18