

## Our Fans and Followers.

Facebook offers some interesting insights into McAllister Memorial's Facebook page fans and followers.

First, let's understand what makes someone a "fan" or a "follower." According to Facebook a fan is a person who has chosen to "like" and thereby attach their name to McAllister's Facebook page. A follower is a person who has chosen to receive updates that are posted on McAllister's page in their news feed (subject to the Facebook algorithm).

### Fan or Follower, You Choose

When one likes a facebook page that person automatically becomes a "follower."

However, someone who likes a page can choose to "unfollow" that page and still like it. The two things are independent. You can choose to like a page even though you don't want to receive or see every new post to that page. Similarly, someone could choose to follow a page and get the posts on his/her newsfeed because they want the content, but for whatever reason they do not want their name associated publicly with the page.

For the reason that when someone likes a page they automatically become a follower you might expect the number of McAllister's followers and fans to be the same. But that's not the case because some people who have liked our page have elected to unfollow.

What's important is that the numbers be close. We want people to like our McAllister Memorial Facebook page and we hope our messaging and content also has them following.

A recent peak at Facebook's insights shows that 296 or 63% of McAllister's 469 current facebook page followers are from Covington. Forty-two of our followers are from Clifton Forge. Twenty-two are from Roanoke and Daleville. Eight are from the Hot Springs area. White Sulphur and Lewisburg account for 5. Followers in Selma, Low Moor, and Iron Gate number 5.

### McAllister's Followers in the Alleghany Highlands

296	Covington
42	Clifton Forge
22	Roanoke and Daleville
8	Hot Springs
5	White Sulphur and Lewisburg
5	Selma, Low Moor, Iron Gate

Outside of our immediate area and the cities and towns already mentioned, McAllister's followers hail from 18 further cities and towns in Virginia. Our fans hail from these 18 cities and towns plus 7 more.

### Out-of-State Followers

Outside Virginia, McAllister's followers check-in from 10 different states (WV, SC, NH, NC, MA, NJ, OH, NY, FL, and RI). Our fans add PA and MN for a total of 12 states. Virginia would make it 13.

You may be surprised to know that McAllister Memorial has at least one follower in 5 countries outside the United States. These include Chile, Italy, Canada, Brazil, and Bangladesh.

### Reaching People of Different Languages

Content on McAllister Memorial Presbyterian Church's Facebook page reaches people speaking some 10 different languages including:

English (US)  
English (UK)  
French (France)

Bengali  
Portuguese (Brazil)  
German  
Telugu  
Italian  
Spanish  
Swedish

Likely this information does not include individuals who speak two or more languages.

McAllister's fans and followers are quite a geographically diverse and far-reaching group and we thank them for their interest in us as a congregation.

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**Bengali** or Bangla is the language native to the region of Bengal, which comprises present-day Bangladesh and the Indian states of West Bengal, Tripura and southern Assam. It is written using the Bengali script. With about 170 million native and about 210 million total speakers worldwide, Bengali is one of the most spoken languages, ranked seventh in the world.

Source: <https://en.wikipedia.org/wiki/Bengalis>

**Telugu** is a Dravidian language spoken by Telugu people predominantly living in the Indian states of Andhra Pradesh and Telangana, where it is also the official language. It stands alongside Hindi and Bengali as one of the few languages with primary official language status in more than one Indian state.

With nearly 82 million speakers, Telugu language is the 4<sup>th</sup> most spoken in the Republic of India and the 15<sup>th</sup> most spoken language in the world. It is the most widely spoken member of the Dravidian language family and one of the twenty-two scheduled languages of the Republic of India. It is also the fastest-growing language in the United States, where there is a large Telugu-speaking community.

Source: [https://en.wikipedia.org/wiki/Telugu\\_language](https://en.wikipedia.org/wiki/Telugu_language)

### Bengali saying-

Ekti bhasha jôtheshto nôy which means "One language is never enough".

## How to Manage Sound Settings in Windows 10

A few people have reported low volume on their devices when viewing McAllister's livestream Sunday Worship Service. Others report no issues.

We are continuing to refine our understanding of all the variables involved in capturing and delivering sound through our broadcast.

At the same time members experiencing low volume issues on laptops and desktops with Windows 10 may want to check out this link:

<https://orhelp.osu.edu/support/index.php?/Knowledgebase/Article/View/223/41/How-to-manage-Sound-settings-in-Windows-10>

It will take you step by step through how to set, manage, and troubleshoot Windows sound options using Settings.

An auxiliary set of speakers might also help.



These Logitech S120 Stereo Speakers at Highland Computer sell for under \$20.00. If you think a set of speakers might be an answer, there are a lot of options available online or locally.

## Thank you for your faithful support of McAllister Memorial Presbyterian Church!



We have several ways to support the many ministries at McAllister Memorial. Please pick the one that is most convenient for you. Thank you!

### GIVE ONLINE

It's easy to give online at McAllister. You can make a one-time gift or a recurring gift using tithe.ly. Go to this link <https://tithe.ly/give?c=898167>

### GIVE IN-PERSON

Simply stop by the office any weekday to drop off your check. Collection plates can also be found at the back of the sanctuary.

### GIVE BY MAIL

If you would like to give by mail, you can mail your checks to the following address:

McAllister Memorial Presbyterian Church  
900 N. Alleghany Avenue  
Covington, VA 24426



Tithe.ly

Good news! We are returning to in-person worship on Sunday, March 7<sup>th</sup> at 11:00 AM. We look forward to seeing familiar faces in the church sanctuary again!

...and we will continue to livestream our Sunday Worship Service for those fans and followers who are unable to join us in the sanctuary. We will be happy to see you too!

### Also join us for these Livestreamed sessions!

Sunday school – Sundays at 9:45 am  
Youth Bible Lesson – posted on Sunday afternoon  
Five-Minute Bible Study – Wednesdays at 6:00 pm