

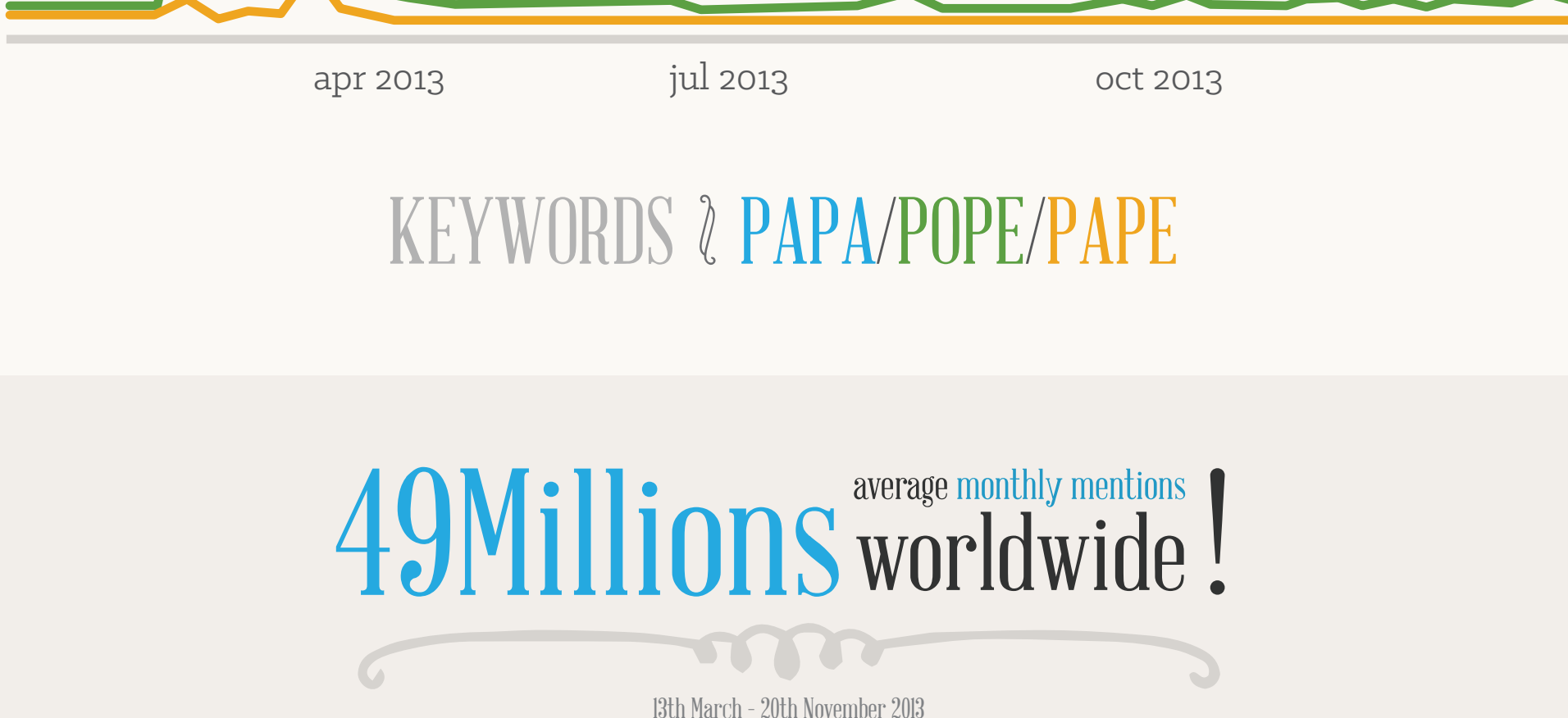
HOW COME THE POPE IS THIS POPULAR?



WHAT ABOUT THE DIGITAL WORLD?

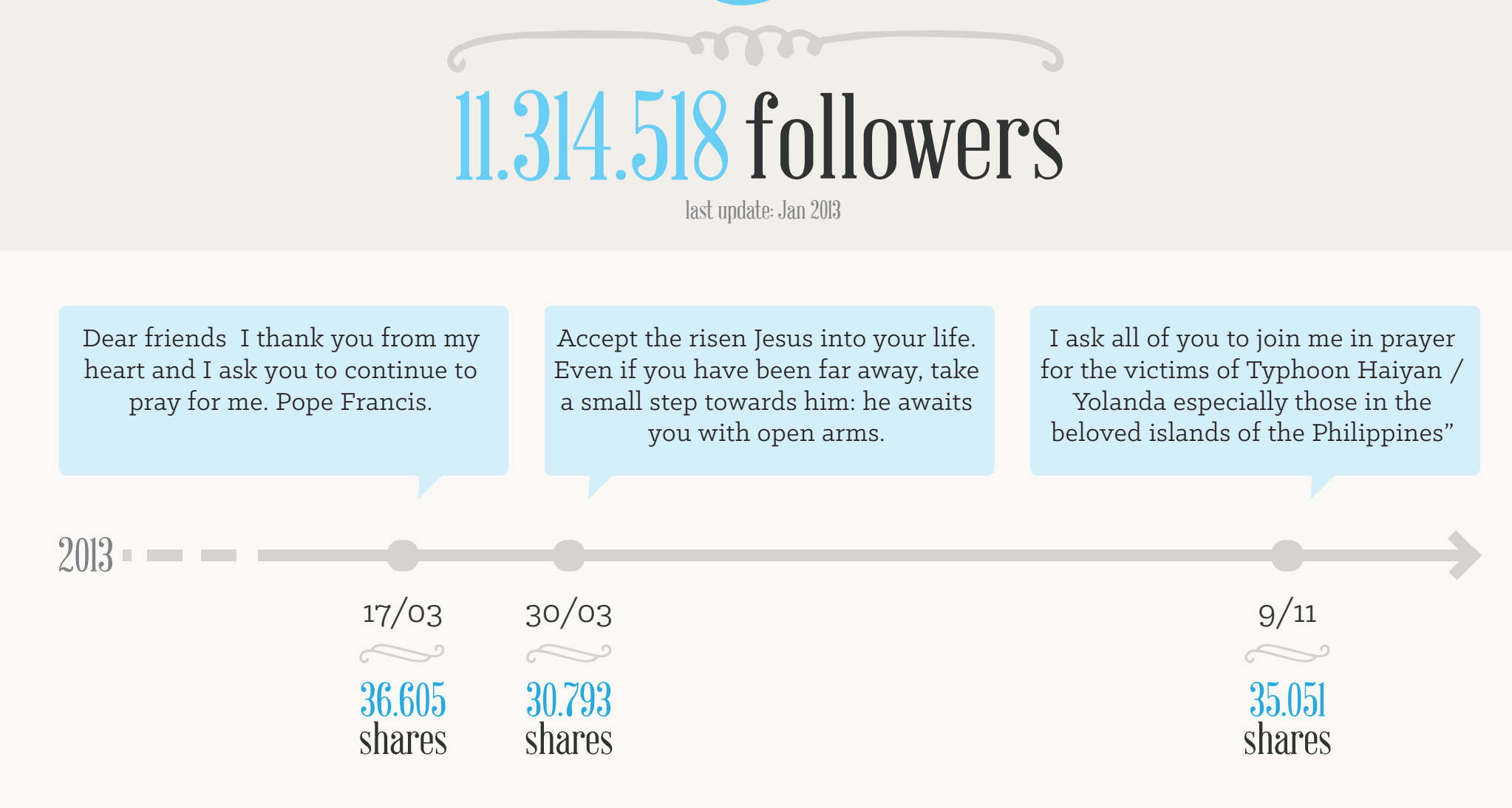
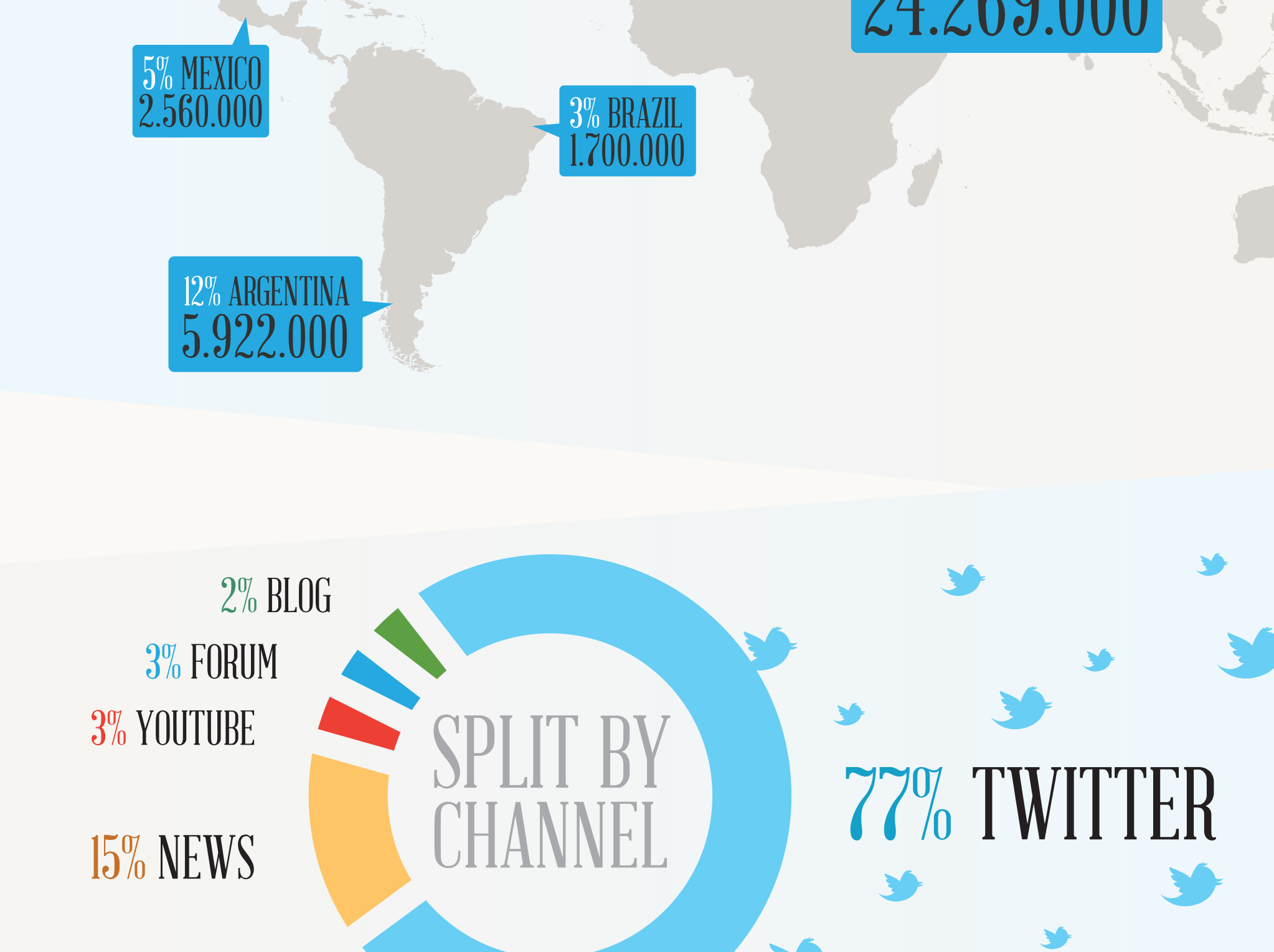
1.737.300 average monthly searches worldwide!

last update: Nov 2013 - monthly avg.



49Millions average monthly mentions worldwide!

18th March - 20th November 2013



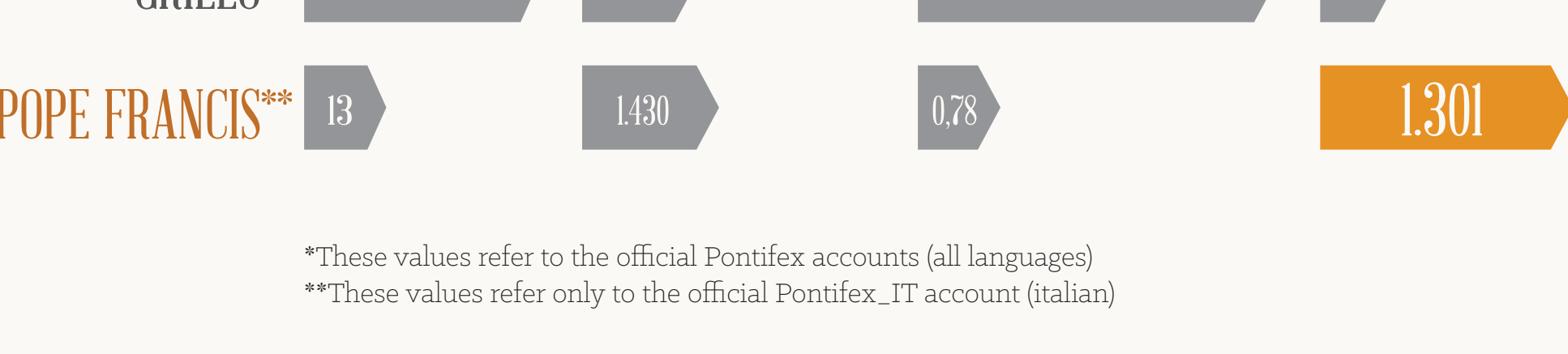
11.314.518 followers

last update: Jan 2013

Dear friends I thank you from my heart and I ask you to continue to pray for me. Pope Francis.

Accept the risen Jesus into your life. Even if you have been far away, take a small step towards him: he awaits you with open arms.

I ask all of you to join me in prayer for the victims of Typhoon Haiyan / Yolanda especially those in the beloved islands of the Philippines*



	activity period (months)	reach (millions of followers)	frequency (average tweet per day)	engagement (average share per tweet)
OBAMA	72	40.980	7.76	2.309
POPE FRANCIS*	13	11.314	0.79	6.637
GRILLO	60	1.362	53	88
POPE FRANCIS**	13	1.430	0.78	1.301

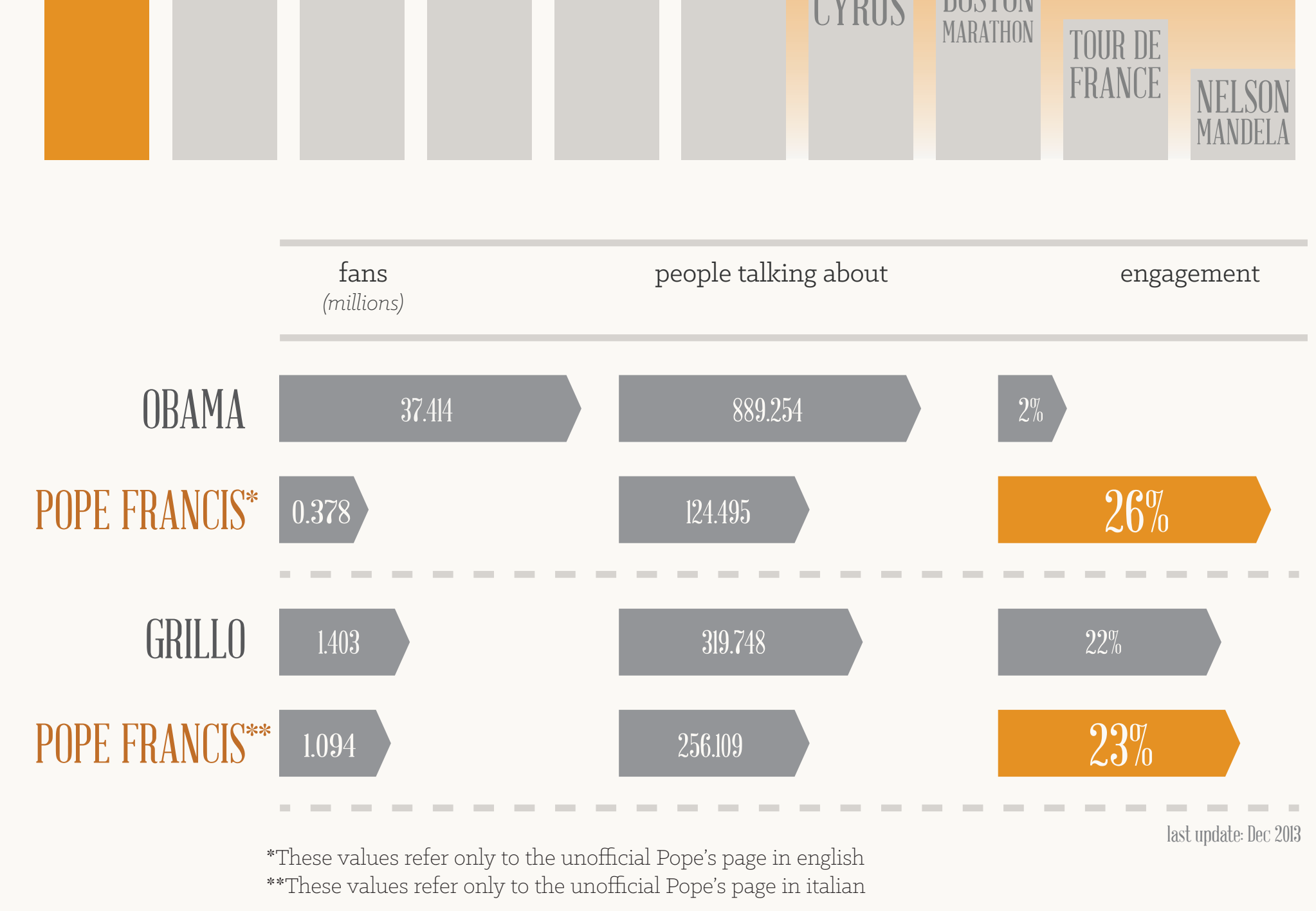
*These values refer to the official Pontifex accounts (all languages)

**These values refer only to the official Pontifex_IT account (italian)

facebook

most talked about topic 2013

A Year in Review 2013



	fans (millions)	people talking about	engagement
OBAMA	37.411	889.254	2%
POPE FRANCIS*	0.378	124.495	26%
GRILLO	1.403	319.748	22%
POPE FRANCIS**	1.094	256.109	23%

*These values refer only to the unofficial Pope's page in english

**These values refer only to the unofficial Pope's page in italian

last update: Dec 2013

English mentions

18th May - 20th November 2013

