

## Communications Vestry Report September 2021

Dear Clergy, Vestry Members, Ministry Leaders, and all St. Mary's Parishioners.

The following is the most up to date report on the status of St. Mary's Episcopal Church Communications. As we continue being a hybrid church (both in person and online) communications within our church and out into our communities is increasingly crucial.

**Here are the current usage/strategies.**

### **News and Events Publications**

Currently we release a new volume of our News and Events on a weekly basis. This news publication lives on our website and is distributed two ways, first – the electronic version is sent out twice a week in our weekly eblasts as links that direct the reader back to our website. The publication is also now given out each week in a paper format during all church services.

The good news daily is also published weekly and contains bible passages to be on each day of the week along with parishioner's birthday and anniversaries and daily event calendar. Similarly, to the News and Events this publication is also sent out in our weekly email blasts and a paper edition is also handed out during or after church services.

Both publications (news and events/good news daily) are also sent out and delivered with our Eucharistic visitors as they reach out to fellow parishioners and other homebound citizens we reach out to.

### **Weekly Email Blasts**

Currently lay leaders within our Church send out two email blasts weekly.

These email blasts are sent out to nearly 800 email addresses and have a 39% open rate and 23% click rate. Both statistics are well above the industry average.

The Friday eblast contains links to our News and Events Publications and guides for the upcoming Sunday services – basically anything one needs to get ready for Saturday/Sunday.

The Tuesday eblast contains our very popular T3T (the top three things one needs to know!) with upcoming events and invitations along with just the sermons from the previous weekend's church services.

Email blasts are also sent out with periodic messages from the clergy and in Memoria notifications for deaths of parishioners.

### **Social Media**

Currently St. Mary's utilizes the public social media sites of Facebook, Twitter and Instagram

The goal of these platforms is to inspire and inform our St. Mary's Family and the outer community.

We have content planned for each day of the week. Ashley Ciliberti was heading our social media strategy but has moved with her family to St. Augustine. Beth Schneider Has taken over the social media responsibilities and is exploring new ways of engagement. In addition, we are still seeking a T3T Captain to create and edit these weekly information videos. Previously Chris Gerbino recorded and edited these videos.

**The Communications Committee** has recently taken over responsibility for the News and Events and Good News Daily publications. Meeting weekly to review the upcoming calendar and determine what needs to be added/revised for the coming publications – these decisions also play a key role in developing the weekly eblasts. We have been experimenting with trivia in the New and Events publications to add more engagement.

**Website** – In a hybrid church our website has remained a pivotal tool. Our publications and eblasts tend to point parishioners back to the website. All publications can be found at the St. Mary's website including access to live feeds of events and services and past sermons. We are doing some minor updates. A new life group page is being created the sermon page has been updated so that sermons are automatically titled and described. This update will allow the sermons to be more searchable to outside seekers.

St. Mary's currently has over 50 ministries and communicating all the good we are doing within the church and local community is evermore crucial. Never underestimate our power to communicate changes, events etc within our own circles through personal phone calls and emails. I have seen the power of calls and emails to keep everyone engaged.

We are still seeking more volunteers to grow the communications ministry especially those with a calling for video editing and graphic art design.

Any questions or concerns about communications within the church should be addresses to

[Communications@stmarys-stuart.org](mailto:Communications@stmarys-stuart.org)

Thank you – with Peach and Love,

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