

# **PCC Media and Communications Report November 2021**

*(Ben Gaskin & Beth Collier)*

## **Live Streaming**

The church continues to livestream Sunday services weekly in order to ensure everyone has the opportunity to engage. The team has grown substantially over the last 12 months and has encouragingly been drawn primarily from the younger demographic. This provides the opportunity to empower and upskill our teenagers. It has also provided a space for them to develop links with the wider church community, whilst contributing to the life of the church.

We have been able to offer livestreaming services for funerals and weddings and although it is still in its infancy, our processes are becoming increasingly efficient. Our Operations Team has done a fantastic job of facilitating relationships with our customers (funeral directors and the bereaved, wedding couples and baptism families).

### **Next steps:**

- Identifying tech-confident members of the church community who are available for midweek events, to develop a livestreaming team. We will be looking to the PCC to help identify people who would be interested in learning how to livestream and would be available during the week.

## **Website**

We have updated several elements of the church website over the past 12 months, including the Outward Giving Page which we have renamed 'Partnerships'. We have also embedded the ChurchSuite giving module to facilitate personal giving and giving the option to choose which specific areas of support are required. We are regularly keeping an eye on the Home (landing) page where we know visitors make their initial judgements. We have been using the 'Slider' option to give us increased visual impact and are learning how to incorporate these into seasonal images and themes. We have been experimenting with updating contact forms with the intention of maximising ease of use for newcomers.

### **Next steps:**

- Looking to utilise an alternative platform for the church website as part of a revamp.
- We are incrementally updating the website so that content is accessible.

## **Social Media**

We have increased our output considerably; both the frequency and the volume, in order to signpost people to the events and activities in the life of the church. This continues to give people the best opportunity to engage with the most appropriate activities for their demographic. We are using Twitter, Instagram and Facebook. The content is being created centrally in our office, on Canva (a web-based graphics software system), thereby enabling consistent high-quality output. As we improve our overall strategic planning, we are able to dovetail publicity with calendar events and this is beginning to feel more manageable and efficient.

### **Next Steps:**

- To begin to publicise the activities of partner organisations (initially those we support via Partnership/Outward Giving).
- Enabling and facilitating all of our ministry leads to understand how to use all the above media to produce good quality and timely social media content.
- Thinking ahead to the departure of our Intern, in early summer 2022.