

Electronic Communications/Newsletter Annual Report 2019

Purpose: To provide appropriate, accurate, timely, and thorough communication within the UUC community, as well as to the outside world. The Communications Committee has responsibility for following the Website Policy, for establishing procedures, and for establishing priorities for uucnrv.org, as well as the content and design of the website.

Members: Lisa Evanylo, chair – newsletter editor, public website, e-mail listservs, Facebook administrator; Karen Hager – LFD listserv, LFD webpages administrator; Arthur Snoke – newsletter copy editor, member area website administrator; Pam Philips, minister – helps with decisions on all aspects of communications and posts to Facebook.

Newsletter: The 10-12 page newsletter is published once per month and available on the website's homepage mid-week before the first Sunday of the new month. An e-mail is sent with the link to those requesting notification. Currently 16 paper copies are also mailed out. Past editions can be accessed from the website's homepage. No expenses for the electronic version.

Website: Kelly Eagan serves as website advisor and updates needed plug-ins monthly. Lisa manages the public site which is updated as needed. Arthur manages the member area which has both password and non-password protected pages. Karen manages pages pertaining to Lifespan Faith Development.

Facebook Page: Lisa and Rev. Pam Philips post to our UUC Facebook page. This year we purchased the Soul Matters Social Media Toolbox which provides daily images related to our monthly theme to post to FB – both with words (a poem or quote pertaining to the theme) and without words. Also provided is a monthly Spotify playlist, Monday meditations, and posts for special days during the month.

Expenses: approx. \$100/year to *UUism Networks* to host our website although we have never been billed and inquiries are not answered, \$10/year for our domain name (uucnrv.org), \$8/month for *Calendar Wiz*, our online calendar, and \$100 for the Soul Matters Social Media Toolkit.

E-mail: LFD, newsletter and listserv announcements go out via MailChimp. MailChimp has easy reporting for each email sent showing number that opened the email, what links were opened, etc. People can self-unsubscribe, if desired. The monthly newsletter announcement goes out to 885, the twice-weekly announcements go to 429.

Goals: Achieve higher readership of all the forms of communication. To have an active Twitter account and increased number of visitors to Facebook page. To communicate better with young people.

Achievements: Number of those on all listservs continues to increase.

Contribution to Our Mission: By using all forms of communication, we are hopefully getting the word out to the community (both members and the public) about our good work and inspiring congregants and the public to get involved.