

Electronic Communications/Newsletter Annual Report 2021

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. No paper copies were mailed out this year due to Covid. Past editions can be accessed from the website's homepage.

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. Over 7 years, our space usage has gone from 47MB to 23GB! This led us to delete many old pages, video files, mp3 files, pictures, etc. that are no longer being used. We were able to reduce our space usage to 12GB which will lower the annual cost.

Facebook Pages: Lisa and Rev. Pam post to our public UUC Facebook page. We continue to post from the Soul Matters Social Media Toolbox which provides images related to our monthly theme. Images come both with words (a poem or quote pertaining to the theme) and without words. Also provided is a monthly Spotify playlist and posts for special days during the month. Events are posted as are selected posts from the UUA FB page. There is also a UUC New River Valley FB page administered by Rev. Pam for posting conversation. One needs to be approved as a friend to view the page.

Expenses: Finally after all these years, UUism Networks realized we hadn't ever paid our annual fee, although they had been contacted by us previously about this. We were generously given time to delete unwanted files from the website and were then charged just \$519 for 8 years through 9/22/22, \$8/month for *Calendar Wiz*, our online calendar charged to internet, and \$100 for the Soul Matters Social Media Toolkit charged to worship.

E-mail: LFD, newsletter and listserv announcements go out via MailChimp. Lisa updated the look of the weekly announcements to have more color and hopefully be easier to read. 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 711 with an open rate of 34%, the four-time weekly announcements go to 472 with an average open rate of 45%.

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

Achievements: During Covid, we were able to maintain communication with congregation. Positive feedback on newsletter and website.

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.