

# Electronic Communications/Newsletter Annual Report 2022

**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 (through Nov. 2021 only) – 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; Lucas Machi, AV chair and website advisor.

**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 mailed out. Past editions can be accessed from the website's homepage.

**Website:** Kelly Eagan (through February 2022) or Lucas Machi (March 2022-present) serve as website advisor and update plug-ins as needed. 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 managed pages pertaining to Lifespan Faith Development through November 2021. Our space usage is now at 26GB despite our deleting many old pages, video files, mp3 files, pictures, etc. that are no longer being used. Not sure why it's so high.

**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.

**Instagram:** Ashely Dugan started an Instagram account for UUC and posts pictures that are sent to her. Does not seem to be widely used yet.

**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 693 with an open rate of 35%, the three-time weekly announcements go to 462 with an average open rate of 46%.

**Expenses:** I imagine we will receive an invoice from UUism Networks in the next few months. We also pay \$8/month for *Calendar Wiz*, our online calendar charged to internet, and \$100 for the Soul Matters Social Media Toolkit charged to worship.

**Goals:** Achieve higher readership of all the forms of communication. To communicate better with young people.

**Achievements:** New Instagram account started and maintained by Ashley Dugan. Committee met several times to work toward goals laid out by Strategic Planning Committee.

**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.