

Annual Communications Report 2016-2017

Alyssa Church, Trustee for Communications (completing Rob Saxon's term)

Communications efforts are currently being maintained by the Communications Team:

- Monthly Newsletter
- Weekly eblast
- Program Promotion: via church website, Facebook page, monthly newsletter, weekly eblast, inserts in order of worship, flyers, and promotional materials
- Social Media: Facebook, Twitter
- Updates to website content as needed

Primary project for 2017:

Utilizing an NTUUC grant for the redesign and improvement of the church website, with the following objectives:

1. Updated design and functionality
2. Ease of use for site visitors
3. Ease of maintenance for web & communications team
4. Entice site visitors to learn about UU, CUUC, and attend services or activities

No final design, content, or platform decisions have been made as of yet.

Secondary:

Investigate and potentially implement an updated format for weekly eblasts, with a goal of improved clarity, visual appeal, and ease of use from content creation to reading/navigating.

Address the entirety of CUUC's communication needs and information portals and find the best means of integrating them.

Time & Resource permitting:

Increasing social media visibility:

- a. Better utilization of our Facebook presence
- b. Increased event promotion to drive attendance and membership
- c. Adding Instagram & Pinterest for more visual and practical content