Annual Communications Report 2018

Alyssa Church, Trustee for Communications

Communications efforts are currently being maintained by the Communications Team:

- • Monthly Newsletter

- • Weekly eblast

- • Announcement slides prior to worship services

- • Program Promotion: via church website, Facebook page, monthly newsletter, weekly eblast, inserts in order of worship, flyers, and promotional materials

- • Social Media: Facebook, Twitter

CUUC website redesign:

Steady progress is being made on the redesign of Community Church's website. The new site will utilize a WordPress theme created and maintained by the UUA, and for which there is a robust support community and much documentation. We have a consultant available to assist us with technical issues as we build the new site. Content will be condensed and refreshed with input from relevant committee members.

The interface will be cleaner, less dense, more modern, and simple to navigate.

Target date to go live with the website is October 2018.

Future projects (time and resource permitting):

- Research and 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. Allows for better integrating with website and social media content.
- Create a Facebook group for CUUC: Facebook's algorithms are changing and "pages" will no longer show up as often or as high in user feeds the way that "groups" will. A group would not replace the church's page; where the page can serve as a public face of the church for announcements and events, a closed group (where a moderator admits only members and known visitors/friends) can allow for "semi-private" communications. Things like sharing books, authors, quotes, videos of interest as UUs; follow up discussions from the service; ideas for new projects, fundraisers, events; calls for volunteers, car pools, helpers; social action opportunities and projects.
- Address the entirety of CUUC's communication needs and information portals (such as Church DB) and find the best means of integrating or replacing them.