

Communications Team – January 2023

We have had a very productive year with our church and community communications. The Bridge and El Puente newsletters continue to go out each week, as well as more targeted emails as needed, keeping you informed about worship and events at St. John's as well as in our broader community. We have also fruitfully utilized social media to spread the word about our activities. We have a public Facebook presence to invite our neighbors to such events as the Pet Blessing, Easter and Christmas services. Our internal Facebook group is focused on keeping you, the St. John's congregation, informed on a timely basis of happenings in the church and in the community. It is also an opportunity for you to post things to share with your St. John's friends.

Briefly, we have achieved a great deal with our newsletters! The average overall readership during 2022 was 58%, which is 15% above industry average. The Bridge runs between 55-65% open rate, while El Puente is 35-45%. As our readership among the English members continues to increase, we hope to boost the readership among our Hispanic members as well.

Facebook, YouTube, and Zoom reach many members and neighbors as well. We average 8-12 people participating weekly in virtual worship via Zoom, which is 15-20% of our average in-person attendance. Our Facebook public page has 477 followers, and we have 249 members in our private Facebook group. Our YouTube channel has 79 subscribers.

Our websites contain much information. We maintain both English and Spanish websites and we average over 500 unique visits and almost 1200 page views each month. Several visitors and new members have commented that they found out about St. John's by visiting our website.

The Pandemic years taught us just how important communications are, and we will continue to use the tools that we started using in 2020 and that have continued to serve us well through 2022. You will continue to see The Bridge and El Puente newsletters, and we will continue to enhance our web sites. Our Facebook presence will remain an important place for communication and online fellowship. We will continue to provide plain text materials for the visually impaired, and we will continue to use things like text messaging for folks who don't have email or Facebook accounts. We'll even continue to use the US Mail where appropriate.

It is our hope that you will continue to read and utilize all the communication products we put out there for you. We close this report by expressing our appreciation to Fay Jones, who retired as our Communications Director earlier this year. Fay laid the foundation for what we now do, and we are honored to continue her work.

The St. John's Communications Team

Maria Angie Hernandez, Parish Administrator

Bill Cox, Webmaster, Facebook and YouTube Administrator