

Communications Department

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. We are working on expanding opportunities to include our neighbors. 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 readership over the last 12 months is 44% overall, which is 10% above industry average. In the past 90 days, this increased to 48%, and in the past 30 days, to 53% which is 19% above industry average. The Bridge runs between 50-60% open rate, while El Puente is 30-40%. As our readership among the English members continues to increase, we hope to boost the readership among our Hispanic members as well.

Facebook and Zoom reach many members and neighbors as well. We have approximately 10-15 people participating in virtual worship at this time. Our "click rate" for the recorded services and sermons is about 50% which is above average for this type of publication. Our website contains much information. Bill Cox works hard to keep it updated and interesting. Currently, there is a section for this Annual Meeting, which includes a video depiction of 2021 at St. John's.

The Pandemic has 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 during 2021. 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 my hope that you will continue to read and utilize all the communications we put out there for you. My email address is in The Bridge and El Puente, and I am open to suggestions. Thank you.

I am Fay Jones, communication director. I am excited that our readership is higher than the readership of most publications - 50%!

Our publications keep the St. John's community informed of our weekly services, weekly events and the special events you saw on the video.

Let me know if you have any suggestions or would like to submit material for publication.