

Social Media and Online Ministries Director Report
November 2022

With God's help, work continues to build a second Online Church Campus to extend the reach of this church and transform the world. Sarah and her coach have mapped out a plan for the year (see above) that will keep goals on track. Sarah meets with her coach once a month in order to brainstorm ideas for online opportunities. Because the concept of an online church campus is so new, Sarah continues to experiment with offering various online activities to find out which activities people enjoy. Some of these opportunities have included watching recent movie releases via Zoom (4 attended), a sermon discussion series (2 attended), a mini workshop to discuss individuals' faith journey (9 attended), and interactive Facebook posts that ask participants a Bible trivia question, or their preference given a choice between 2 options. These interactive posts were hit or miss; posts that asked people quasi-religious icebreaker-like questions such as "What brings you joy?" or "What comes to mind when you hear the word 'grace'?" garnered 12 and 6 engagements, respectively. Other (mostly secular-themed) questions received no engagement at all, despite showing up in ~80 people's social media feed.

There has been a decline in Facebook participation since November 2021. Although our reach has increased 162% since November 16, 2021, there has been a decrease of 26% in visits to our Facebook page and 32% drop in Facebook page likes. More people are seeing our content, but fewer people are visiting our page and clicking the Like button. One reason for this phenomenon is an increase in users sharing our content with their Facebook friends. There may be several reasons for the decline in overall Facebook participation: Rising interest rates have slowed the economy which has meant a decline in digital advertising revenue. Users are looking elsewhere for their social media; Facebook now faces strong competition from other social media sites such as TikTok. Changes in Apple's privacy policy has also dented Facebook's profits. Facebook has recently renamed itself Meta and has begun prioritizing its vision of the virtual reality metaverse over social networking.

Seeing this decline in Facebook participation, Jeff L., Sam H., and Sarah have transitioned livestreaming via Facebook Live to Church Online Platform, a free streaming platform geared especially for churches. Church Online Platform's bar of participation is lower than Facebook; one does not need an account in order to participate in online chat. For the 2 weeks that we have livestreamed with Church Online Platform so far, we have had 41 and 46 participants, respectively. Worship services are archived on our YouTube channel which currently has 112 subscribers, a gain of 33 subscribers since last November.

The Online Church Campus Think Tank, consisting of Alex M., Devon D., Trevor N., (occasionally Laura R.) and Sarah has been reconstituted after a summer break. Work has focused on gearing online content (especially the website) towards our current mission field of families with young children and youth. We are also working on a style guide that will provide consistency in church communications. The social media policy is nearly finalized; retired attorney Terry S. has reviewed and revised the latest draft and Sol C. has approved it; the Staff Parish Relations Chair needs to review and sign off on it. The church has received a generous donation of \$50,000; \$20,000 of which will go towards hybrid worship and the Online Church Campus. May God continue to bless our work.

Submitted by Sarah Stribling