

COMMUNICATIONS

The Communications team supports Cordova Bay United Church as it strives to realize its vision of “an inclusive community living out Christ's love and care for the world.”

It does that by helping to inform and build community within Cordova Bay United Church and by reaching out to our neighbours and extending an invitation to join us.

The team members include Jane Shumka, Bill Cantelon, Nancy Walker and myself. This year, Fay Melling joined the team on an ad hoc basis.

The team created two major social media advertising campaigns in 2021: one during Lent/Easter and the other during Advent/Christmas. The campaigns used Facebook, Instagram, and Messenger.

The campaigns cost a total of \$400. The first campaign ran from Feb. 25 to March 27 and featured five different ads promoting the church's Lenten, Holy Week and Easter services and activities.

Fay agreed to draw a chalk labyrinth in the church parking lot as part of Lenten spiritual practices. The labyrinth turned out to be an overwhelming success with both church members and the Cordova Bay community. As a follow-up, on April 12, Fay with help from Laurie-Anne K. and her daughter, drew a second chalk labyrinth.

Fay's work on the labyrinth was part of the Communications Team's support for the church's Lenten and Easter activities. The team developed and implemented a strategic campaign making use of the church website, scheduled Facebook posts, and ads on Facebook and Instagram.

Jane Shumka put in place a comprehensive Lenten devotional program for the church website and Facebook using the Again & Again materials that were also used in the Lenten worship services. The complete package of daily devotionals was posted to the church website and every day during Lent a daily devotional was posted to Facebook.

We then promoted the daily devotionals through an ad campaign using Facebook and Instagram. The theme was: Cordova Bay United is on a Lenten journey toward Easter. Jane designed the ad as well as all of the ads we ran during Lent.

The devotional ad cost \$50 and ran for 10 days. It was targeted at people aged 35+ within 20 kilometres of Cordova Bay. It reached 2,071 people and had 151 engagements.

A second ad promoted the chalk labyrinth. It cost \$50 and ran for six days. It was targeted at people aged 17 and older. It reached 2,278 people and had 206 engagements.

Because of the great response to the labyrinth, we decided to extend the ad campaign, but change it up. Jane designed a new ad, and we ran it for four days. We spent \$40. It reached 1,101 people and had 52 engagements.

We ran a fourth ad promoting our Holy Week services. It cost \$50 and ran for six days. It reached 1,723 people and had 104 engagements. It was again targeted at people 17 and older.

The Holy Week recorded services averaged 61 viewers a day — far greater than the number who historically attended in person. The Good Friday service had 176 viewers: 97 on Facebook and 79 on YouTube.

Our fifth and final ad of the campaign ran for five days and cost \$50. It promoted the Stations of the Cross that Nancy erected in the Memorial Garden. The ad had a strong response. It reached 2,146 people and had 266 engagements. It was again targeted at ages 17 and older.

Jane prepared some metrics on viewership of the various Lenten services and online activities. Nancy's Easter in the Garden video had 137 views on Facebook and 75 views on YouTube and was the most watched item during Lent. It was also one of the shorter items at just over four minutes.

The Communications Team also prepared a series of three videos entitled How to Pray. The videos feature members of the church Prayer Group, Jean Hazemi, Valerie Armstrong, and Jennifer Hastings. Thanks to each of them for so graciously volunteering. The videos were posted to the church YouTube page and then featured on the church website and Facebook page.

The second ad campaign ran from Nov. 17 - Dec.23 and invited people to come in-person to our Advent/Christmas services or watch the livestream or recorded versions. The four ads cost \$175.

In total, the four ads reached more than 2,400 people.

In terms of viewership, the Nov. 28 livestreamed service recorded the most views at 234, followed by the Dec. 12 service at 228 views and the Christmas Eve service at 210 views.

*Respectfully submitted,
Ron Norman*