

# Report to the 117<sup>th</sup> Diocesan Convention From Communications Director | Missioner

In the past twelve months I have been blessed to interact with many people throughout the diocese who are engaged in the mission of the Gospel. The longer I serve in this capacity the more I believe that all ministry is communications. It is my joy to be in so many circles of good work and Good News. Here is some of what we did together as Church in the digital age.

## Ministry as Communications Director

### I. General

- Facilitate quarterly communications review w/ canons
- Webmaster & content manager for [diocesewma.org](http://diocesewma.org)
- Content manager for social media feeds
- Coverage of Bishop's ministry and major events
- Videographer for Bishop's Office, "Special Orders" at convention
- Editor, contributor and layout for [ABUNDANT Times](#) magazine
- E-news communication ([Mission Matters](#)) and announcements from Bishop Fisher
- Presence at annual Episcopal Communicators Conference

### II. Website: [diocesewma.org](http://diocesewma.org)

- We average 2500 – 3700 visits per month
- Created a tighter, better-organized, more intuitive menu for diocesan website with input from lay & clergy constituencies
- Maintained double security with **SiteGround** and **Sucuri** – consequence of hack in 2015
- Supervised regular updates of WordPress as needed
- Managed content upload for [The Bishop's Blog](#)

### III. *Mission Matters* e-newsletter

- Post reach is 2252 (+385)
- Contact growth from 2014 is **approximately 40%**
- Annual average open rate: **40.1%** Industry average religious: 28.02%

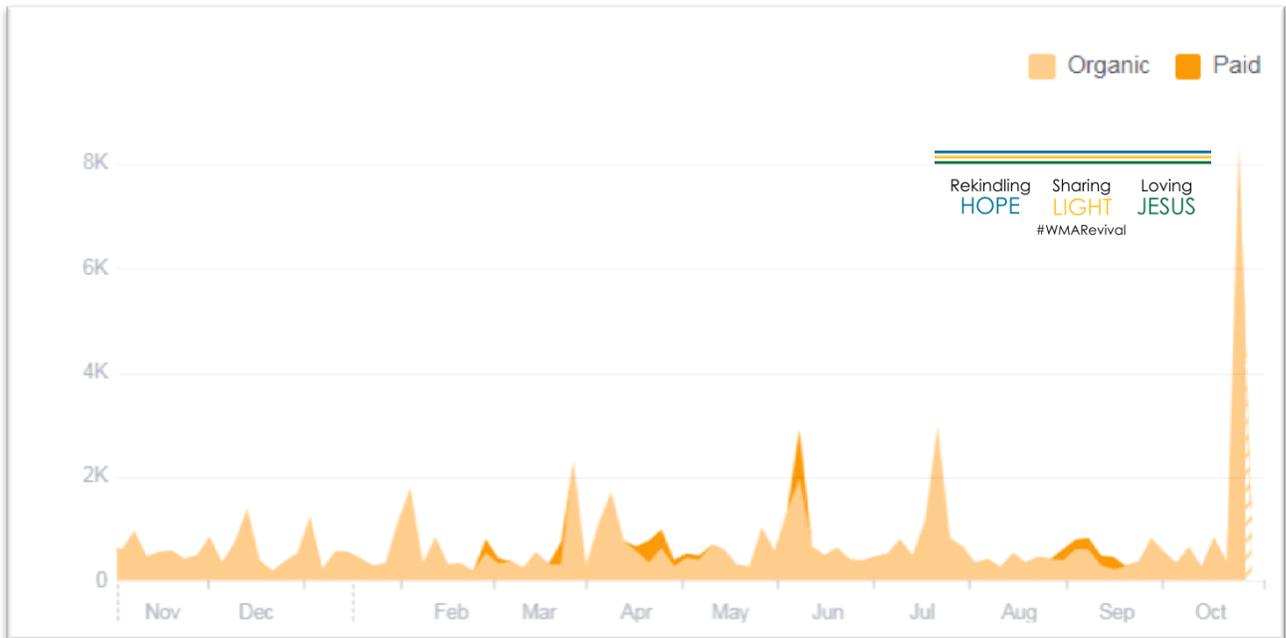
### IV. "*ABUNDANT Times*" magazine

- Produced three issues in the last program year: September, January, May.
- Moved all issues to [ISSUU](#) – a digital platform for storing and retrieving

- Printer, **Tiger Press, Inc.**, continues to speed distribution and upgrade sustainable practices. We now use soy-based ink and FSC paper from responsible sources.
- *ABUNDANT Times* continues to be a ministry requiring **no subscription fee** to members of our 50+ congregations

**V. Social Media Benchmarks**

- **Facebook** “likes” have gone from 1166 to **1358**.
- **FB post reach 10/17/17 – 10/17/18** averaged between **1,000-3,000** w/ spike at 8,364 (revival)



- **Twitter** feed has grown from 818 “followers” to **981**.



- [Instagram](#) shows growth in spite of sporadic use: **328**
- Our [Vimeo](#) channel houses all WMA video productions which reduces stress on the diocesan network and protects our work from alteration or advertisements
- [YouTube](#) channel currently features, [“The Bishop and The Rabbi.”](#)

## External Media

### Coverage resulting from press releases and pitches: 38 (+17 over previous year)

*The Republican, Greenfield Recorder, Worcester Telegram & Gazette, Hampshire Gazette, Episcopal News Service, WWLP Channel 22, Western Mass News, The Berkshire Eagle, WGBY Connecting Point, NEPR, WBUR 90.9, The New York Daily News, Episcopal News Service*

## Special Projects

- Member, The Steering Committee for [#WMARevival](#)
  - Created strategic plan for communicating revival
  - Liaison with Office of Public Affairs and Digital Evangelism @ Church Center
  - Designed collateral: postcards, prayer cards, fliers, lawn signs
  - Email campaign for revival updates
  - Wrote copy for The Episcopal Church blog re: revival
  - Supported revival teams, as needed
  - Produced [promo video](#)
  
- Onsite coverage of the 79<sup>th</sup> General Convention of The Episcopal Church
  - Daily posts to social media
  - Updates to the diocese via email
  - 3 videos: Bishop's Message, Deputies Wrap Up, and T. Don Hutto Detention Center
  
- Member, [WMA Disaster Preparedness Team](#) & liaison to **US Disaster Program** at Episcopal Relief and Development
- Administrator of the [Episcopal Asset Map](#)

## Ministry as Missioner

### I. Parish Support for Digital Ministers

- Assistance/advice on website issues
- Consult with parish communicators, as needed
- Coverage of several celebrations of New Ministry & ordinations to diaconate and priesthood
- Press Releases for Bishop's visitation – as requested

## II. Support for Diocesan Missioners

- Videography and post production for [“Loving the Questions.”](#) COM discernment program
- Constant Contact email communications for: **Creation Care, Social Justice** and **Servant Leadership**
- **Creation Care:** webpage maintenance and annual refresh for Creation Season
- Produced business cards for **Missioner for Latino/Hispanic Ministries**

## III. Support for Diocesan Commissions

- Annual revision of webpage and flyer for the **Commission on Ministry** – “Living the Questions”
- Created webpage for the [Beloved Community Commission](#)
- *Ex officio* member of the **Social Justice Commission**

## Goals for the Ministry of Communications: 2018-2019

- **Alison Gamache** has joined the Bishop’s Staff. We will shift several aspects of digital communications to Ali who is giving 10 hours to diocesan communications. As we explore her skill set, we hope to make communications 10-20 hours in the coming program year.
- We will produce two expanded issues of ABUNDANT Times in 2019 as we evaluate, concurrently, a move to an exclusively digital publication.
- We will convert “The Bishop and The Rabbi,” a video series for preachers, into our first diocesan podcast.
- We hope to see a more specialized targeting of information to specific cohorts within our parish leadership. Subscription options will be reevaluated based on platform changes at Constant Contact.
- We hope to increase our coverage by external media – especially for the public witness of prayer and advocacy.
- We will evaluate the efficacy of diocesan FB groups & pages with a focus on intentional digital community.

Most importantly, and in every aspect of this ministry, I hope to follow where the Spirit is leading our congregations and our bishop. There is only one story to be told – the good news of God’s love for us in Christ. It continues to be my privilege to serve in support of that mission.

Respectfully submitted,  
The Rev. Vicki Ix  
Communications Director | Missioner