

# Report to the 118<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.

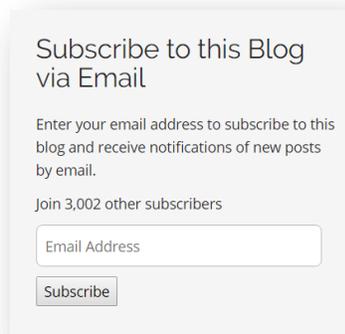
## Ministry as Communications Director

### 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
- Managing editor, and contributor for [ABUNDANT Times](#) magazine
- Content management 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 **3450 visits per month**
- Maintained double security with SiteGround and Sucuri – consequence of hack in 2015
- Supervised regular updates of WordPress as needed
- Managed content upload & security for The Bishop's Blog – **3,002 subscribers**



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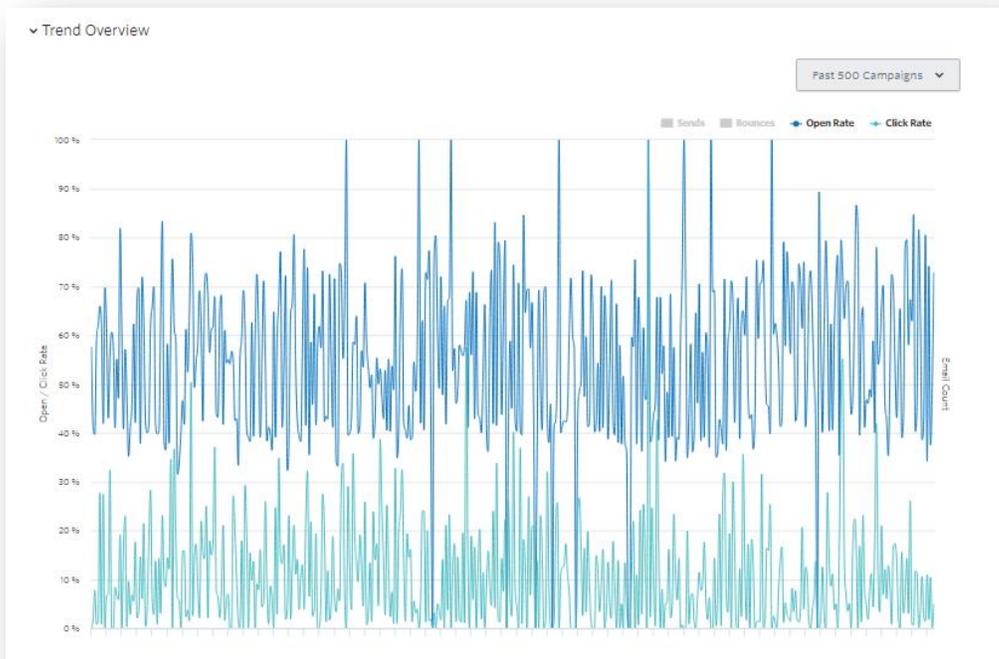
Join 3,002 other subscribers



ABOVE: Annual visits to website per month and top pages searched

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

- Post reach is **2426 (+174)**
- Annual average open rate: **39.3%** (w/ industry average religious: 28.02%)
- Trend overview for last 500 campaigns, assorted subjects indicate higher open rates and clicks (graphic below)



#### IV. “*ABUNDANT Times*” magazine

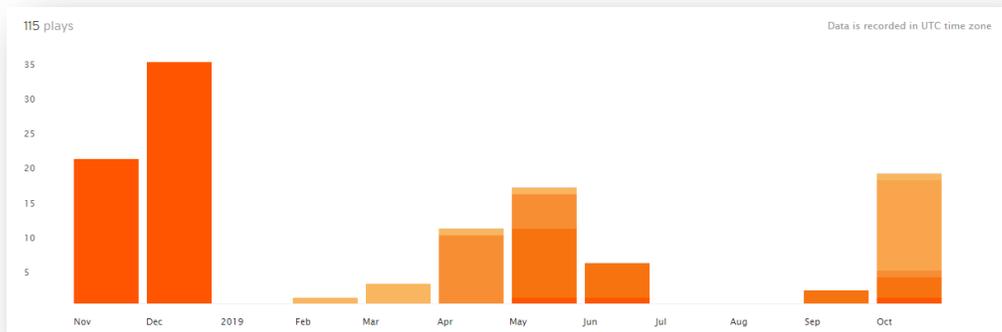
- Alison Gamache refreshed the AT database with input from thirty-three congregations.
- Alison, at 10 hours per week, serves as copy and layout editor.
- We produced two issues in the last program year: September, Winter/Spring
- Moved all issues to [ISSUU](#) – a digital platform for storing and retrieving
- Printer, **Tiger Press, Inc.**, continues to speed distribution and upgrade sustainable practices. We continue to 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

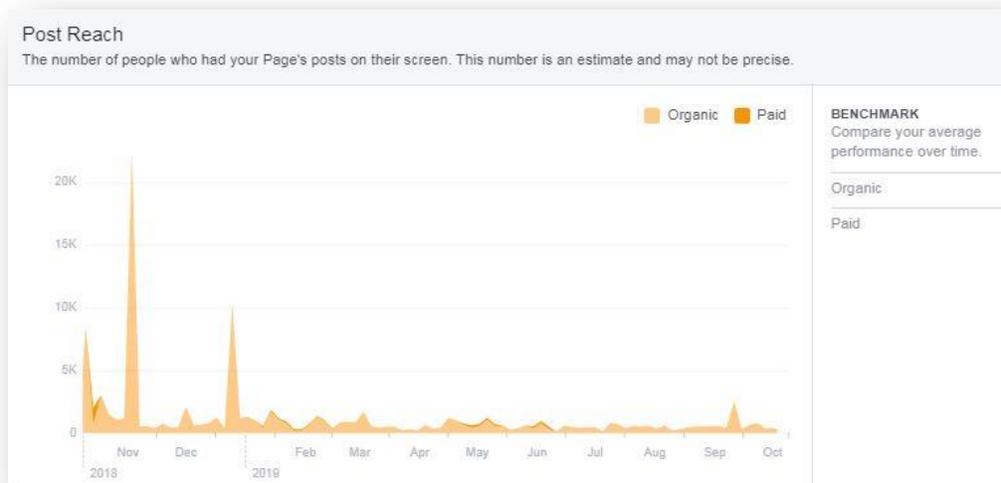
- **SoundCloud** is our newest platform for [“The Bishop and The Rabbi” podcast](#)
- **115 plays** since launch
- Listeners beyond US: 2 Canadian, 1 Ghana
- Also available on iTunes



Below: graph of activity November 2019-October 2018



- Facebook “likes” have gone from 1358 to **1544**
- **FB post reach 10/08/18 – 10/08/19** shows growth from 623 – **835**.
- Biggest spike in November 2018: 22,372.



- **Twitter** feed has grown from 981 “followers” to **1062**.



- [Instagram](#) shows growth in spite of sporadic use: **427**



- 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: 22

(-15 over previous year which included revival)

*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*

## Special Projects

- Member, [WMA Disaster Preparedness Team](#) & liaison to **US Disaster Program** at Episcopal Relief and Development
- Administrator of the [Episcopal Asset Map](#)
- *Ex officio* member of the Social Justice Commission

## Ministry as Missioner

### I. Parish Support for Digital Ministers

- Assistance/advice on website issues
- Consult with parish communicators, as needed
- Coverage of ordinations
- Press Releases for Bishop's visitation – as requested
- Lead communications workshops for 2-3 parishes, as invited

### II. Support for Diocesan Missioners

- Constant Contact email communications for: **Creation Care, Social Justice** and **Servant Leadership**
- **Creation Care**: webpage maintenance and annual refresh for Creation Season

### III. Support for Diocesan Commissions

- Annual revision of webpage and flyer for the **Commission on Ministry** – “Living the Questions”

## Goals for the Ministry of Communications: 2019-2020

- Produce two expanded issues of ABUNDANT Times in 2020 as we evaluate, concurrently, a move to an exclusively digital publication. Current pattern of Summer/Fall & Winter/Spring will remain.
- Move from Constant Contact to Eventbrite for event management.
- Move to Survey Monkey for event evaluation.
- Integrate the maintenance needs of Human To Human into our communications portfolio.
- Research options for refreshing the diocesan website. Last template revision was in 2015. Site construction to begin in 2020.
- Increase our coverage by external media – especially for the public witness of prayer and advocacy.
- Continue to 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