

Communications Committee 2022 Annual Report

Over the last six years, the Communications Committee has worked to enhance our communication networks, so folks engaging with our meeting can do so with ease. The pandemic brought our committee challenges and opportunities. We continue to hone how we use our website, emails sent via Mailchimp, our private Facebook page and craft announcements. The use of the meeting's website has grown with the need to access the Zoom link to attend Sunday morning programs. Folks are using the website to refer to the calendar of events, the first day schedule, or locate the documents related to the parking situation.

Last year, we sent 40 important emails achieving a 50.9% open rate. (According to [Mailchimp](#), the average email open rate for religious institutions is 27.6%!) When reviewing our Facebook analytics, we discovered the most popular day folks went on our Facebook site was Saturday, with the most frequented times being 10am, 1pm & 7pm. The second most popular day was Thursday at 8pm. Knowing this information will inform the timing of the messages we send so we can maximize our connections. There are 143 people in the Facebook group, of which 93 are designated as active. An active member is someone who has viewed, posted, reacted, or commented on group content. The number of posts ebbs and flows but the most recent report was that frequency had increased 136% over the previous month. The newsletter numbers have held steady at 245 sent via email and 40 copies printed with 36 being mailed. We are reaching across all venues, layering messages, to ensure we have a well-informed community.

One of the first signs that the pandemic was resolving was when the meeting opened its doors to in-person worship last September. Scott Hoskins & Richmond Shreve worked diligently to bring us the option of hybrid worship. Our Zoom hosts adjusted, and we were asked to recruit volunteers to fortify our tech team. A few volunteers stepped up to assist the tech team (note: we can always use more) to learn the audio and visual components of bringing together those who worship in person with those who do so virtually. Their contributions cannot be overstated. Volunteering for this is ministry. They keep us connected as one community and we owe them a debt of gratitude. While there have been a few glitches along the way, with non-working links or other technological issues, our community has been patient and for that we are grateful.

Up until last week, only meeting for worship was hybrid, our adult first day speakers remained virtual. Having our speakers appear in person presents a new set of technology issues which we are addressing. Because the broadcast equipment is expensive, sensitive, and must stay in place, the adult class is held in the worship room. Friends are encouraged to put their phones in Airplane mode or log off entirely while in the meeting room. The meeting's bandwidth is not unlimited so we need to do what we can to preserve it for those who are speaking. We will promote this message across all our venues. It is important to the success of this hybrid experience to keep in mind the person listening to what you have to say. So, whether you're in the meetinghouse or on Zoom, whether sharing vocal ministry or an announcement; speak up, speak clearly, and speak slowly – for in this instance, we are all part of the Communication Committee!

Finally, a note about a new project we are working on we think you all will enjoy. Many of the First Day classes have been recorded on Zoom. We're planning to take those videos, re-package them, and post them on the Adult Religious Education Committee page for all to see. Stay tuned.

Respectfully submitted, Sharon Hulihan, Clerk