

## Communications Committee 2023 Annual Report

It's been a busy year for the Communications Committee! While Worship & Ministry lead the way with finding Sunday morning volunteers, the Communication Committee will continue to host the SignUp Genius account as this has been a successful way of structuring sign-ups for Child Care, Lasagna Supper, Simple Supper, Leaf Rake Day and Sunday morning volunteers. Our involvement with SignUp Genius began during the pandemic and is now done in concert with other committees.

The reason our committee exists is to get information and announcements out to those engaged with the Meeting. Over the years, we've revised our methods of delivery. Here are the highlights on the shifts we have made in how we do what we do:

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This past year we started a weekly email update called ***This Week at Newtown Meeting***. Increasing the frequency of our outreach improved our ability to deliver up to date information, especially when changes rapidly occur with ARE schedules. This format, sent out on Friday or Saturday, describes the upcoming schedule, with short descriptions of the first day programs or other Quaker or Quaker related programs. Occasionally, photos are included from meeting events. This shorter, more colorful communication tool has been warmly received. This led us to lay down the monthly newsletter.

This weekly update is powered by Mailchimp which can provide a series of analytics on the percentage of emails opened and can indicate what percentage 'often opens', sometimes opens, or rarely opens their email. (It's 58%, 8% and 33%). As I write this, the report indicates 338 people are on our mailing list and 213 folks opened it. That's 63%.

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**Facebook:** We took another look at our involvement with Facebook. There are 147 folks on Facebook and not all of them are our members. Some are known to us from NFS, George School or PYM. Others are friends and family or our members. There were big changes in our membership interfaces with our Facebook page. Very few are engaged with the content as measured by the number of 'likes' received, fewer still make any comments and the number of views has greatly declined. We have a suspicion as to why this has happened. We used to use Facebook to communicate last minute schedule changes. Now we use the weekly update. People no longer need to get their news about Meeting from Facebook so they no longer look. For that reason, we decided to step away from using Facebook as a communication venue. We will no longer be adding people to the group. Instead of disbanding it all together, we decided to leave it up to allow conversations to occur between those who remain. We will put up a post that indicates it is a retired forum and we'll direct folks to the Newtown Meeting website where the latest ***This Week at Newtown Meeting*** can be found. We are also archiving past updates on the website like we did with the newsletter.

**The Website and Committees:** The goal of our website is to provide up to date information and content meaningful to each committee. In the early years of our committee, we asked each committee to identify a website contact person. That person would be given a WordPress password and trained by Tim. They were tasked with keeping their own committee pages up to date. That held up for a while, but when the clerk and/or web contact person rotated off their committee, a replacement was **not** identified. We have come to find out several committees no longer have web contacts, nor can they identify someone willing or able to be trained. What to do? We will reach out to the clerks again and if necessary, will ask Nominating if they can find someone to join our committee who would serve as the liaison between all the committees and the website. If that person cannot be found, we'll need to go back to the drawing board.

**Succession Planning:** While many of the Communication Committee tasks are performed easily, without training, they may feel complicated to do at first. It is not ideal for one person to have extensive know-how on any given task. We decided we need to lean into developing a How-To manual for how we interface with SignUp Genius, Mailchimp and WordPress. This will take time, but it is necessary. The creation of a manual will grow the skills needed for others to continue what we're doing today.

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**Website: In need of an update.**

Our committee discussed interest in pursuing updating the look of our website. Given the enormity of creating a How-To manual and not knowing what our current WordPress analytics are, we decided to hold off and get that information first before starting a big project.

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Finally, a reminder when sending a message you want delivered in any forum: please use the [communications@newtownfriendsmeeting.org](mailto:communications@newtownfriendsmeeting.org) email address. Do not individually email any one person from the committee. In order for us all to be current on the messages flowing in and out, we all need to see it and that's only if everyone uses that designated email address. Thank you.

Let us know if you have any suggestions or want to become involved!

Sharon Hulihan, Clerk