Digital Evangelism

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Head of Digital Communications
The Church of England

@AdrianHarris  #Synod
#GodWithUs – Christmas 2017 – Christingle film
#GodWithUs – Christmas 2017

#GodWithUs reached 6.8 million in 2017
#JoyToTheWorld reached 1.5 million in 2016
#GodWithUs – Christmas 2017 – The results

- 2 million reflection video views
- 98,000 copies of the printed reflections booklet distributed
- 844,000 views of Your Christmas Journey reflections
- 1.5 million views on the new A Church Near You
#GodWithUs – Christmas 2017 – Feedback

“It has brought me closer to God and made me determined to get back to church.”

“Thoroughly enjoyed the reflections, it gave me an opportunity to sit and spend time with God. Thank you”

“Back problems prevent me going to Church every week so it very helpful to receive reflections such as yours, thank you.”
Why are digital and social media important?

89% use internet

66% use mobile phones for web

57% use social media regularly

Source: 2017 Ofcom report
Twitter – monthly active users
330 million

Instagram – monthly active users
800 million

Facebook – monthly active users
2 billion
The Digital Communications Strategy

Evangelism

Discipleship

Common Good

Growing social media presence

Transformed national websites
Audiences – built from research with 2,000 people

- PCC member
- New parents
- Lay leaders
- Churchgoer
- Clergy
- Exploring faith
- Irregular churchgoer
- Non-Christian
- Wedding couple
A Christian presence in every community

A Church Near You: Schools Search
Find Your Local Church

- Postcode or town/city: [field]
- Enter postcode or town/city
- View www.churchofengland.org

Uses this popular website for service times, seasonal events, contact details and more.

Releases
13 November 2017: Homebuilding, housing and transport
20 November 2017: Spirituality in schools
21 November 2017: Prevention of self-harm
29 November 2017: New guidance for Church schools

In The News
- Media enquiries: 0207 818 1026 / out of hours 07774 600 012
- Steel and cement companies facing shift to a low-carbon economy
- Number of women in ordained ministry at record high
- Independent Reviewer's report on case of Sheffield Cathedral

Blogs
- "Life end for me is a hopeful vision. It's been the most difficult things about being a priest"
- "It might seem easy, but no one benefits from it because they gave it up for love"

What is the point of REP?" Forgiven and Reconciled in the

Safeguarding
The Church of England is committed to safeguarding, care and nurture of everyone within our church community.

Recording concerns and findings support
News of Bishop Policy & Practice Guidance

Follow on Twitter

Archbishops

Join Us in Prayer

Renewal and Reform
Rural church growth at the heart of national round of funding for dioceses

Stories Worth Sharing
- Video: Bishop of Liverpool on vocations
- A peaceful prayer, chapel, musical, and devotions
- Videos Playlist of the month
- Recent blogs:
  - View more on Renewal and Reform

Watch our faith in action videos

A video series capturing short stories from across the Church looking at how we work with and serve local communities.

Watch our videos from across the Church
Find out how local Christian communities live out our faith

WATCH NOW
New CofE website analytics

- 20% increase in page views

- Age range data encouraging

<table>
<thead>
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<th>Age Range</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>65+</td>
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<tr>
<td>18-24</td>
<td>17.5%</td>
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</table>
A Church Near You – before and after
A Church Near You – December 2017 vs December 2016

- 1.5 million page views – up 50%
- 56,000 church services listed – up 22,000
Phase two of A Church Near You

- Switching on church website capability – for free!
- Improving the editor experience
- Greater sharing of analytics so that churches can see how their site is performing
- Making it easier to add new churches.
Equipping local churches – social media training
#LiveLent 2018

Visit www.churchofengland.org/lent for more information.
Church of England Digital Labs

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