

# Church of England digital evangelism update

**Chaired by Canon John Spence**

**Adrian Harris, Amaris Cole and Thomas Allain Chapman**



**THE CHURCH  
OF ENGLAND**

# Did you know? Some of the Alexa launch coverage



**BBC NEWS**

## Church of England offers prayers read by Amazon's Alexa

© 24 May 2018

The Church of England is offering worshippers the chance to use voice-activated virtual assistants to pray.

**Top Stories**

- Couple guilty of murdering French au pair
- Husband guilty of parachute murder attempt
- N Korea nuclear test tunnels 'destroyed'

**Features**

- Sex, lies and payday loans: The worldwide murder club



**The Economist**

## Alexa, who is God? A new app aims to win over agnostics

Theology and technology

The Church of England hopes to get more people hearing voices



Print edition | Britain

May 24th 2018



**The Guardian**

## Alexa, say grace: C of E launches prayer skill for smart-home devices

Church of England's Alexa skill offers prayers and answers questions such as 'who is God?'



Just ask: "Alexa, say a prayer"

Just ask: "Alexa, who is God?"

Just ask: "Alexa, who is the Holy Spirit?"

Just ask: "Alexa, who is the Father?"

Just ask: "Alexa, who is the Son?"



**MailOnline News**

## Alexa, please say the Lord's Prayer! Amazon's virtual assistant has been harnessed by the Church of England to help practising

- Amazon's Alexa can now help Christians pray as they go to bed or to eat dinner
- Alexa can now read out the Lord's Prayer or the Ten Commandments on request
- The Archbishop of York, Dr John Sentamu said he is 'thrilled' with the technology

By VICTORIA ALLEN  
PUBLISHED: 01:24, 25 May 2018 | UPDATED: 08:09, 25 May 2018

71 shares

20 View comments



**GMT**

## ARE SPEAKERS THE NEW PEWS?

Church reaches 1.2 million people online every month

WORLD NEWS: OMB' IN RESTAURANT • IRISH ABORTION REF...



**FOX & friends** @foxandfriends

Church uses Amazon's Alexa to spread its Christian message



7,022 views

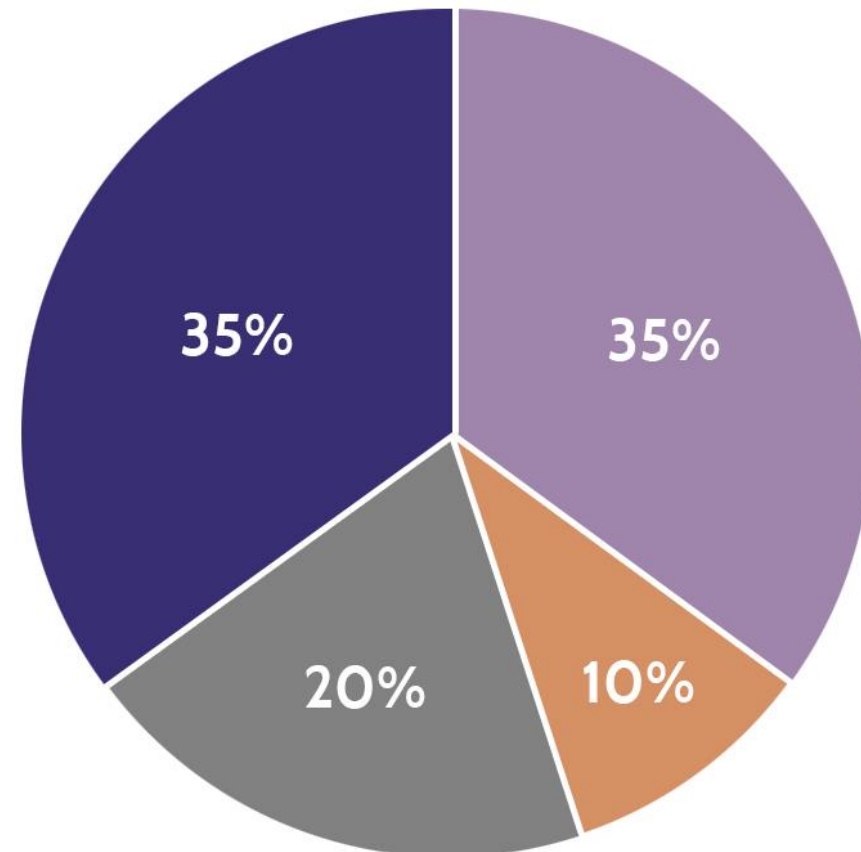
0:12 / 0:26

# Did you know? *Alexa launch*

## Church of England's Alexa skill usage



- Praying morning, evening, night and daily prayers
- Saying grace before a meal
- Finding a church
- Exploring Christianity



# Did you know? *Alexa launch*

★★★★★ 8

4.8 out of 5 stars ▾

★★★★★ **Alexa, let us pray...**

By [Scott Watts](#) on 24 May 2018

A great start by the C of E in engaging with the Alexa Community. Some great features. It would be lovely if, as this skill develops, Morning and Evening Prayer are added.

★★★★★ **Just a great skill**

By [simon](#) on 2 June 2018

Such a good way of starting the day and it doesn't sound like a robot either. Well done Church of England 😊

★★★★★ **Kids can learn from Alexia**

By [Mrs. Raj Fruzza](#) on 25 May 2018

Love it- great example to the kids on how to pray



# Did you know? *Royal wedding reach*

We reached **5 million+ people** on social media over the weekend.

 **The Church of England**  
Published by Adrian Harris [?] · 19 May · 🌐

"It just blew the place open!" - Watch Presiding Bishop Michael B. Curry and Archbishop Justin Welby speak about today's #RoyalWedding sermon and service #HarryAndMeghan: <http://bit.ly/2Lf2WG2>



**THE ROYAL WEDDING** PRESIDING BISHOP OF THE AMERICAN EPISCOPAL CHURCH MICHAEL CURRY READ AN ADDRESS DURING THE SERVICE  
1,722 GOOD STARS, SPORTS PERSONALITIES AND CHARITY GUESTS THOUSANDS OF WELL-WISHERS LINED THE STREETS OF W

🟢 Get more likes, comments and shares  
Boost this post for £100 to reach up to 34,000 people.

👤 199,036 people reached [Boost Post](#)

👍👎🗨️ Koltin Koehler, Judy Roche and 2K others 109 Comments 789 Shares

👍 Like 🗨️ Comment ➦ Share 🌐

 **The Church of England** @churchofengland · May 19

Congratulations to The Duke and Duchess of Sussex! Here is a prayer on their special day.  
Read a text version on our website: [bit.ly/2Gqil2D](http://bit.ly/2Gqil2D)  
#RoyalWedding #HarryandMeghan



**A PRAYER FOR PRINCE HARRY AND MEGHAN MARKLE**

*God* of love,  
send your blessing upon Harry and Meghan,  
and all who are joined in marriage,  
that, rejoicing in your will  
and continuing under your protection,  
they may both live and grow in your love  
all their days,  
through Jesus Christ our Lord.  
Amen

🗨️ 64 ➦ 1.1K 🌟 6.6K

 **Archbishop of Canterbury** · 2d

Congratulations to the Duke and Duchess of Sussex! May God pour out his blessings upon you in your new life together. #RoyalWedding 🙏



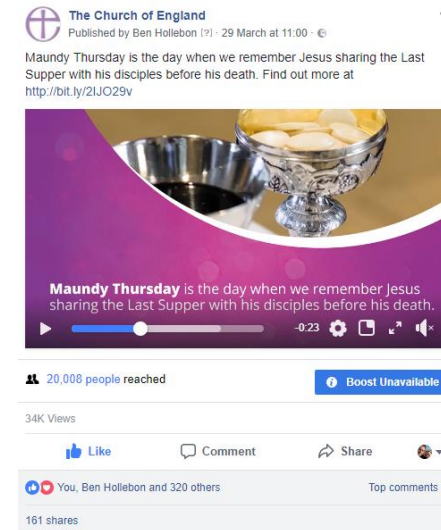
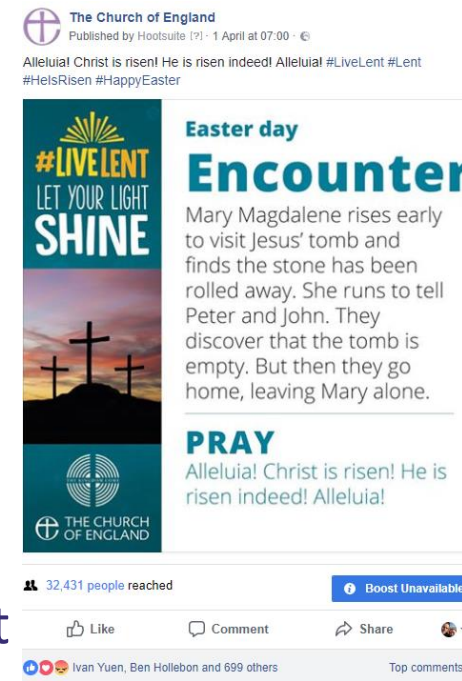
🗨️ 40 ➦ 504 🌟 2,824

## Did you know? *New Church of England website*

- **79.6%** of users are new visitors
- **1 million** new people engaged with the website
- **5.35 million+** page views
- **210,000+** video views
- **45%** of users via a mobile or tablet.

# #LiveLent: What were the results of the campaign?

- Total targeted reach of 3.54 million on social media
- Good Friday and Easter Day prayers seen over 300,000 times
- More than 35,000 copies of the booklet sold
- 16,500 now on our email and text message list (from 0 at the beginning of December 2017)
- #LiveLent Android and iOS app downloaded to 11,000+ devices.



# #LiveLent research

- How helpful was #LiveLent in bringing you closer to God?
  - Moderately helpful – 18%
  - Very helpful – 54%
  - Extremely helpful – 23%
- Email open rates – average of 48% (double industry average)

Date	Email Open Rate (%)
Ash Wednesday	63.8
Palm Sunday	45.9
Maundy Thursday	44.1
Good Friday	46.6
Easter Day	46.8



# Independent #LiveLent research from Saltley Trust

- Accessibility and brevity combined with good graphics/ thought provoking content were the most common positive comments
- Established a daily routine of spiritual engagement among those who usually don't have one
- Some have continued to do so since Easter – a number had moved on to 'Thy Kingdom Come' resources
- Gentle encouragement to engage in some form of witness - many talked about being challenged / stimulated / inspired to act on what they'd read
- A sense of personal spiritual renewal, or refreshing in their spiritual life – often in conjunction with other events / activities over the Lent and Easter period
- A sense of being connected to the wider church.

Enter a tag

If you want to search for a particular service, event or facility at your local church, type words such as 'Easter', 'ramped entrance' or 'choir'

Postcode or place

Enter a postcode or the name of a village, town or city. By default, this field will try to use your current location.

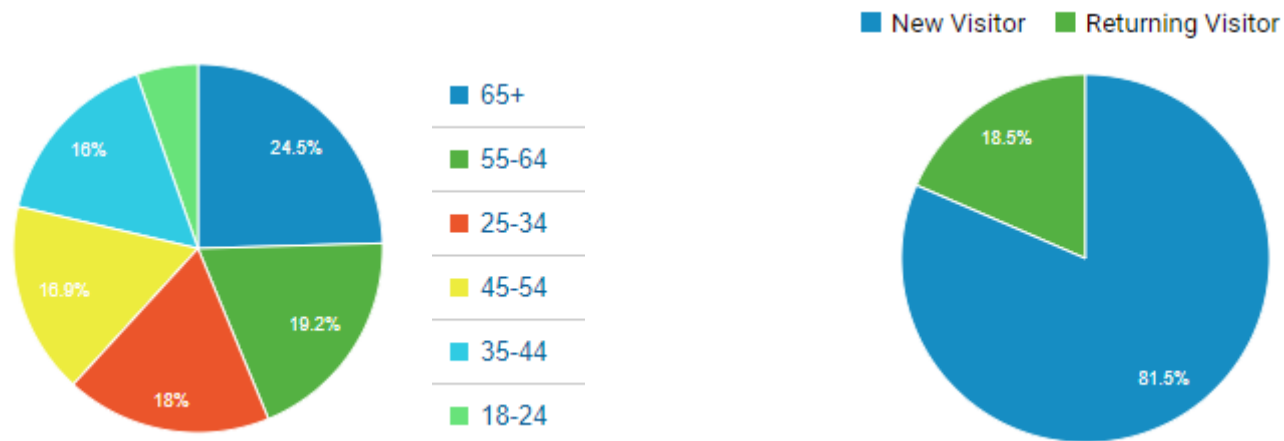


# A Church Near You

How churches can get the most out of the redesigned site – and what's next for the platform



# Who's using A Church Near You? *Activity over the last seven months*



Page Views

5,367,218



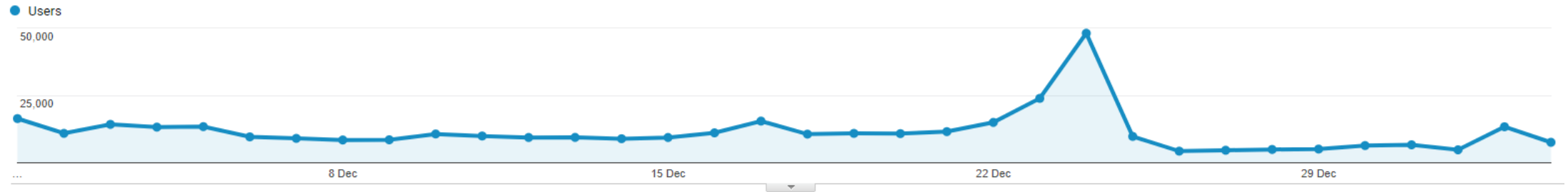
New Users

1,564,747

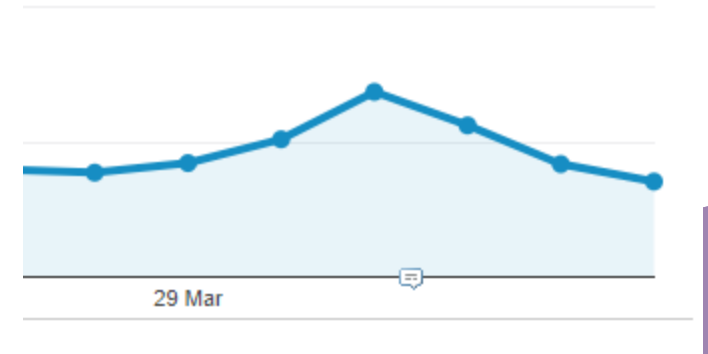


A Church Near You offers the Church an exciting evangelism opportunity – the vast majority of visitors are new and the age split is exciting.

# Interesting trends on A Church Near You



Users are most active in the 72 hours before a key calendar event – it's important to remember this and think about when we're leading people to our ACNY page. Are we inviting people to church on social on Christmas Eve?



# What phase one offers churches

- A mobile-first site
- A page with the look and feel of a modern-website
- Increased personalisation tools – you can now add your logo, a cover picture and a welcome message
- Ability to add up to 10 pages, which could be for more information on your children's activities, outreach projects, church history etc.
- Control has been returned to the churches
- A simpler editing experience
- A safe and secure site that sits behind three layers of protection.
- Users can now find not only the closest church to them, but the church closest to them offering the service or event that they're looking for – thanks to the tags.

The screenshot displays the 'a church near you' website interface. At the top, navigation links include 'THE CHURCH OF ENGLAND', 'A CHURCH NEAR YOU', 'THE ARCHBISHOP OF CANTERBURY', and 'THE ARCHBISHOP OF YORK'. Below this is a search bar with 'MY CHURCHES', 'MY ACCOUNT', and 'LOG OUT' options. The main content area features a header for 'St George' with a background image of a church service. A sidebar on the left lists navigation options: 'St George', 'About us', 'Add a page', 'Find us', 'Get in touch', 'Services and events', 'Facilities', 'More information', 'Manage editors', and 'Social'. The main text describes the church's location along the A453 and lists other churches in the group. It also mentions a Sunday Club for children and contact information for Revd Richard Coleman. A 'Get in touch' section includes a map of the church's location and contact details. The footer contains copyright information for '© 2018 The Archbishops' Council' and links for 'Accessibility', 'Terms', 'FAQ', 'Privacy', and 'Built by THE DEVELOPER SOCIETY\_'.



# What's coming in phase two? *Schools*

- Church of England schools will be listed on ACNY. You will be able to search for your nearest CofE school and read the SIAMS report
- For launch, we will just be using the static information about a school, but there's the ability for schools to use this to personalise their page in the future if there's demand for this
- This is a good tool for awareness – showing users how many schools the CofE runs.

THE CHURCH OF ENGLAND A CHURCH NEAR YOU THE ARCHBISHOP OF CANTERBURY THE ARCHBISHOP OF YORK

a church NEAR YOU THE CHURCH OF ENGLAND

MY CHURCHES MY ACCOUNT LOG OUT

Choir or disabled access

Hereford, UK

FIND →

Show results:

- 33 Churches
- 9 Church Schools

The centre of your search is within the parish of ST. PETER WITH ST. OWEN AND ST. JAMES, HEREFORD

**Hereford: All Saints**  
HR4 0BA, 0.1 MILES  
All Saints Church has been a focus of Hereford life for over 800 years. Its dramatic twisted spire dominates the skyline, and the medieval interior is an inspired meeting of the sacred and the secular: we aim to serve the human need for ...

**Hereford: St Peter's**  
HR1 2HX, 0.1 MILES

**Hereford Cathedral**  
HR4 9BL, 0.1 MILES

**St Thomas Cantilupe CofE Academy**  
HR1 2DY, 0.3 MILES

INSPECTION REPORT

**Hereford: St Nicholas**

Map Satellite

Map data ©2018 Google Terms of Use

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# What's coming in phase two? *Free websites*

- Churches will be able to use ACNY as their website – pointing their domain name towards their ACNY page.
- Step-by-step instructions will guide editors through the process of redirecting their domain name to their ACNY page.
- This will save many churches around £500 per year as ACNY is free.
- This allows churches to have a mobile-first, modern website that sits behind three layers of protection, meaning it will still appear in search results after the Chrome update in October.

THE CHURCH OF ENGLAND | A CHURCH NEAR YOU | THE ARCHBISHOP OF CANTERBURY | THE ARCHBISHOP OF YORK

MY CHURCHES | MY ACCOUNT | LOG OUT

Church of England → A Church Near You →

## Custom domain setup

Sign-in to the 123 Reg control panel

Find the link to the control panel once you're logged in.

Sales: 0330 221 1007

Business Advice Centre **Control Panel** Log out Webmail Support

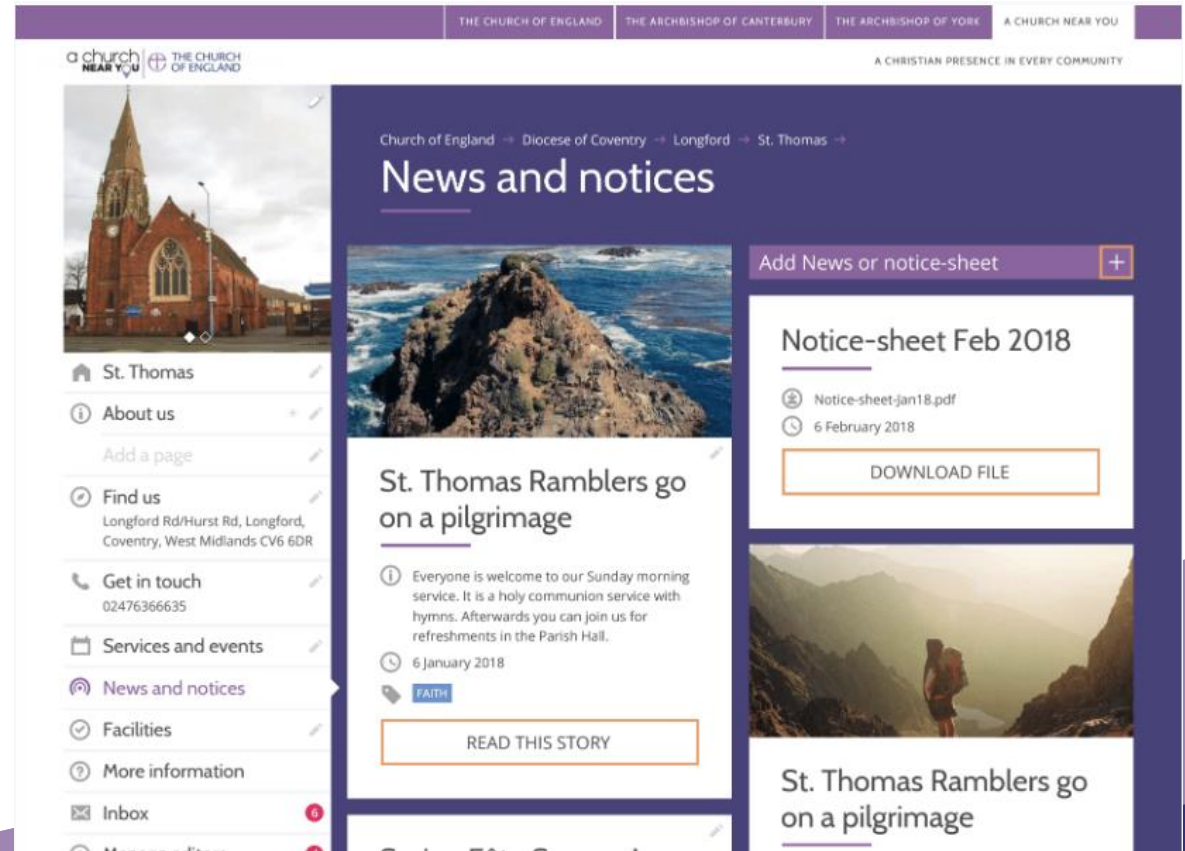
Market your site • Web Hosting • Office 365 • Servers • SSL • More

NEXT STEP

© 2018 The Archbishops' Council | Accessibility | Terms | FAQ | Privacy | Built by THE DEVELOPER SOCIETY\_

# What's coming in phase two? *News stories and notice sheets*

- Churches will now be able to add short news stories about upcoming events and services and notice sheets.
- News pages can have documents attached and an image at the top of the story. These pages can also be tagged, so will be easy to find for users.
- The 10-most recent stories and news sheets will appear, with older posts being saved should editors need to refer to this at a later date. Expired services and events will also be saved here.



The screenshot displays the Church of England website interface. At the top, navigation links include 'THE CHURCH OF ENGLAND', 'THE ARCHBISHOP OF CANTERBURY', 'THE ARCHBISHOP OF YORK', and 'A CHURCH NEAR YOU'. The main header features the Church of England logo and the tagline 'A CHRISTIAN PRESENCE IN EVERY COMMUNITY'. The page is for 'St. Thomas' in the Diocese of Coventry, Longford. The main content area is titled 'News and notices' and features a large image of a rocky coastline. Below the image is a news story titled 'St. Thomas Ramblers go on a pilgrimage' with a 'READ THIS STORY' button. To the right, there is a section for 'Notice-sheet Feb 2018' with a 'DOWNLOAD FILE' button. A sidebar on the left contains navigation links: 'St. Thomas', 'About us', 'Add a page', 'Find us', 'Get in touch', 'Services and events', 'News and notices', 'Facilities', 'More information', and 'Inbox'.

# What's coming in phase two? *Campaign tools and homepage editing*

- Churches will now be able to opt in to receive national campaign branding on their ACNY page. For example, at Christmas, by just ticking a box a church could receive a Christmas skin on their profile with the logo, images and an events box appearing on the homepage, taking users straight to their Christmas events and services.
- Editors will also be able to choose one event and one news story to appear on their homepage, making each church's page unique and giving greater control to the look and feel of the site.

The screenshot shows two panels from a web editor. The top panel is titled 'Campaigns' and has a progress indicator '7/7'. It contains three checkboxes: 'Getting married?' (checked), 'Want prayer?' (checked), and 'Thy Kingdom Come' (unchecked). To the right of these checkboxes is a text block: 'Sed ut perspiciatis unde omnis iste natus error sit voluptatem cusantium doloremque audantium, totam rem aperiam lorem ipsum.' The bottom panel is titled '"What's on" panel' and has a progress indicator '5/7'. It contains two radio buttons: 'Use the next upcoming event' (selected) and 'Use this event...'. Below the radio buttons is a dropdown menu with the text 'Pick an event' and a downward arrow icon. To the right of the dropdown is the same text block as in the top panel.

# What's coming in phase two? *Analytics*

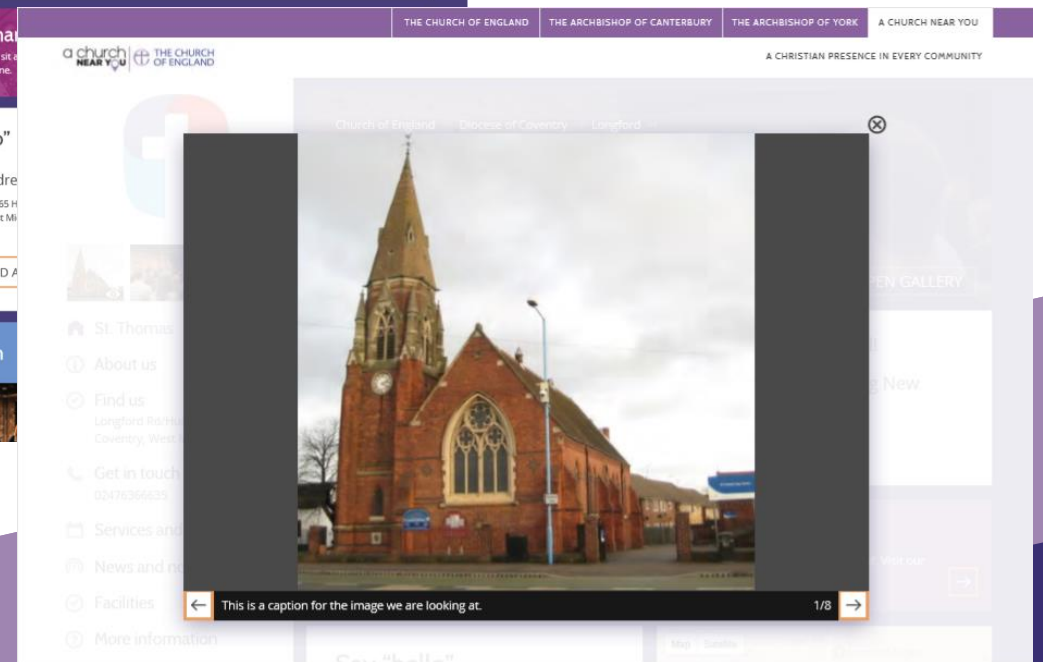
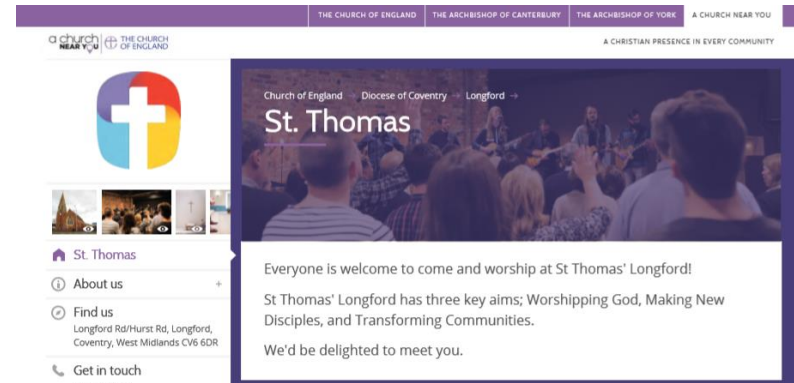
- For the first time, ACNY will show editors the page's analytic information, including the views for this week, month and year.
- This is useful for planning what to post on your page and explaining trends in your church – if you have a particularly busy Christmas, could it be due to an increased number of hits on your ACNY of users looking for events and services?
- This has been a popularly requested feature, and we're thrilled that so many churches are thinking so strategically about this resource.

The screenshot displays the ACNY website for St. Thomas' Longford. The top navigation bar includes 'THE CHURCH OF ENGLAND', 'THE ARCHBISHOP OF CANTERBURY', 'THE ARCHBISHOP OF YORK', and 'A CHURCH NEAR YOU'. Below this, there are links for 'MY CHURCHES', 'MY ACCOUNT', and 'LOG OUT'. The main content area features a large image of the church building and a banner for 'St. Thomas' with an 'OPEN GALLERY' button. A purple analytics bar shows 'Views this week: 102', 'This month: 2,897', and 'This year: 37,305'. Below the analytics, there is a welcome message: 'Everyone is welcome to come and worship at St Thomas' Longford! St Thomas' Longford has three key aims; Worshipping God, Making New Disciples, and Transforming Communities. We'd be delighted to meet you.' Two call-to-action boxes are present: 'Getting married?' and 'Want prayer?'. At the bottom, there is a 'Say "hello"' section and a map showing the church's location.



# What's coming in phase two? *Gallery*

- We know many editors will be thrilled to hear that the gallery feature is back. Churches will now be able to add up to 20 images.
- These can have a caption and show the life of your church – from special services to church away weekends.
- We're setting a limit on the number that can be uploaded to encourage churches to keep these up-to-date and fresh.



# When will this be available for churches to try?

- **July – development begins.**

The agency will start building this increased functionality during a two-week sprint.

- **August – our focus group of churches will begin testing.**

We have a group of churches that have volunteered to test the new website functionality.

Feedback from our focus group will then be implemented for launch.

- **September – launch phase two of A Church Near You.**

Sign up on the slips on your chairs and follow us on Facebook and Twitter to find out more. ACNY editors will be the first to hear about this exciting development in the regular emails we sent out.

# One more thing...

- By the end of July, ACNY editors will have access to the new ACNY Resource Hub.
- This provides a central hub for high quality imagery and video resources for use on your ACNY page, website, print campaigns and church TVs.
- More content to follow, including the Christmas 2018 campaign!

The screenshot shows the ACNY Resource Hub website. At the top, there is a navigation bar with links for 'THE CHURCH OF ENGLAND', 'A CHURCH NEAR YOU', 'THE ARCHBISHOP OF CANTERBURY', and 'THE ARCHBISHOP OF YORK'. Below this, there are links for 'MY CHURCHES', 'MY ACCOUNT', 'RESOURCE HUB', and 'LOG OUT'. The main content area features a large banner with the text 'Welcome to the new ACNY Resource Hub!' and a background image of colorful folders and pens. Below the banner, there is a paragraph explaining the purpose of the hub: 'The aim of this is to provide you with high quality images and video resources to use on your A Church Near You page, website, print campaigns and on church TVs. You can currently access these resources using the **Downloadable Assets** link on the left-hand menu. We plan to add much more in the months ahead, including for the 2018 Christmas campaign:'. This is followed by three bullet points: 'Faith in action videos' (A series of 20 short films looking at how churches serve their local communities.), 'Our faith videos' (A series of 13 short films looking some of the basics of the Christian faith.), and 'Photography' (Sets of photos we've put together under a [Creative Commons license](#) for you to use online.). Below these, there is another bullet point: 'National branding' (How to get the most from the Church of England logo.). At the bottom of the page, there is a footer with '© 2018 The Archbishops' Council' on the left and 'Accessibility Terms FAQ Privacy Built by THE DEVELOPER SOCIETY\_' on the right. A 'Help' button is also visible in the bottom right corner.

# Christmas 2018: our audiences

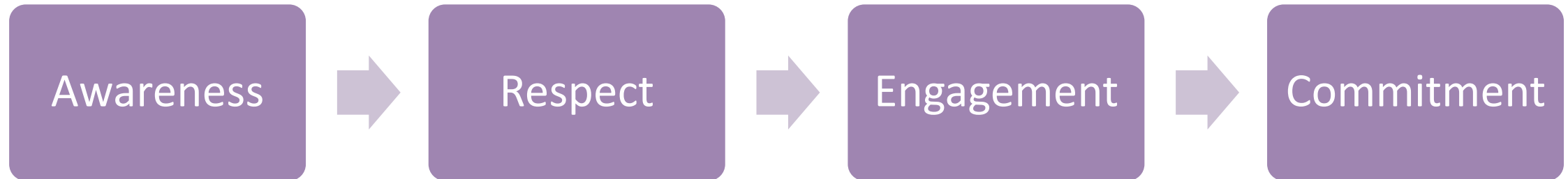
- Equip **regular churchgoers** to share with family and friends the joy of:
  - Going to a local church Christmas service or event
  - Join in the *Twelve Days of Christmas* reflections
- Allow **regular churchgoers** to take the Advent journey with weekly reflections
- Enable those **exploring faith** to:
  - See content that encourages them into a local Christmas service or event
  - Grow in faith by reading reflections and praying.

# This is part of the Church's wider communications strategy

We want to encourage everyone to go further on their Christian journey.

## Exploring faith

## Regular churchgoers







# FollowTheStar



THE CHURCH  
OF ENGLAND

# Christmas 2018: Resources for local churches

- Videos – a range of formats and lengths
- Local church resources – Christmas cards, posters, family resources and logo
- Weekly Advent reflections – for regular CofE churchgoers
- *Twelve days of Christmas* journey – aimed at those exploring and open to faith
- Media campaign – stars on churches and cathedrals across the country
- Advertising will point to A Church Near You
- Audio.

# Christmas 2018: *Twelve days of Christmas* booklet



# How can your church reach more people this Christmas?

1. Order the booklets, download posters, logos and other resources
2. Have a star on the local church building – and tag this on A Church Near You
3. Share the Christmas videos and social media posts through your accounts
4. Encourage your congregation to download the app
5. Update your A Church Near You pages with local services & events.

# Christmas 2018: Key 2018 milestones

- July – General Synod digital sessions
- September – share the campaign with local churches:
  - Social media targeted ad campaign
  - ACNY editors
  - CofE website
  - ACNY resource hub.
- September – film the #FollowTheStar adverts
- October – Church House Publishing mailing
- December – campaign launches!