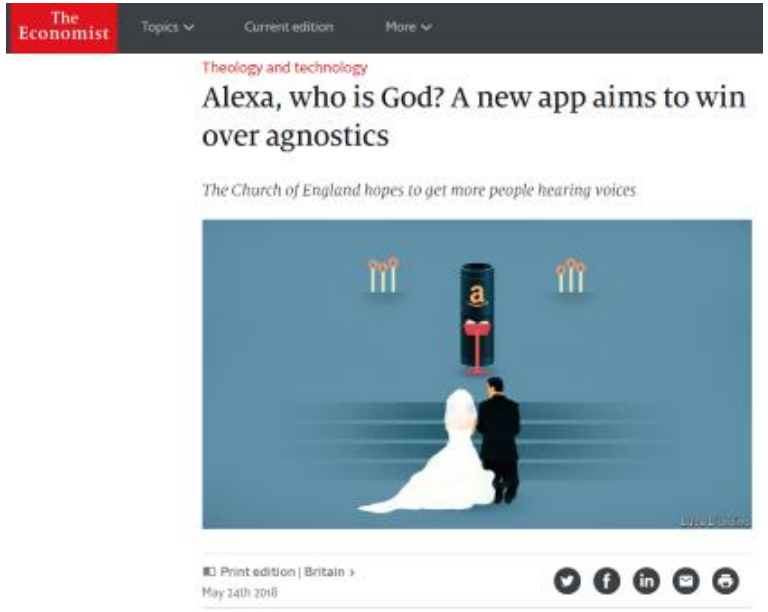
Church of England digital evangelism update

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*



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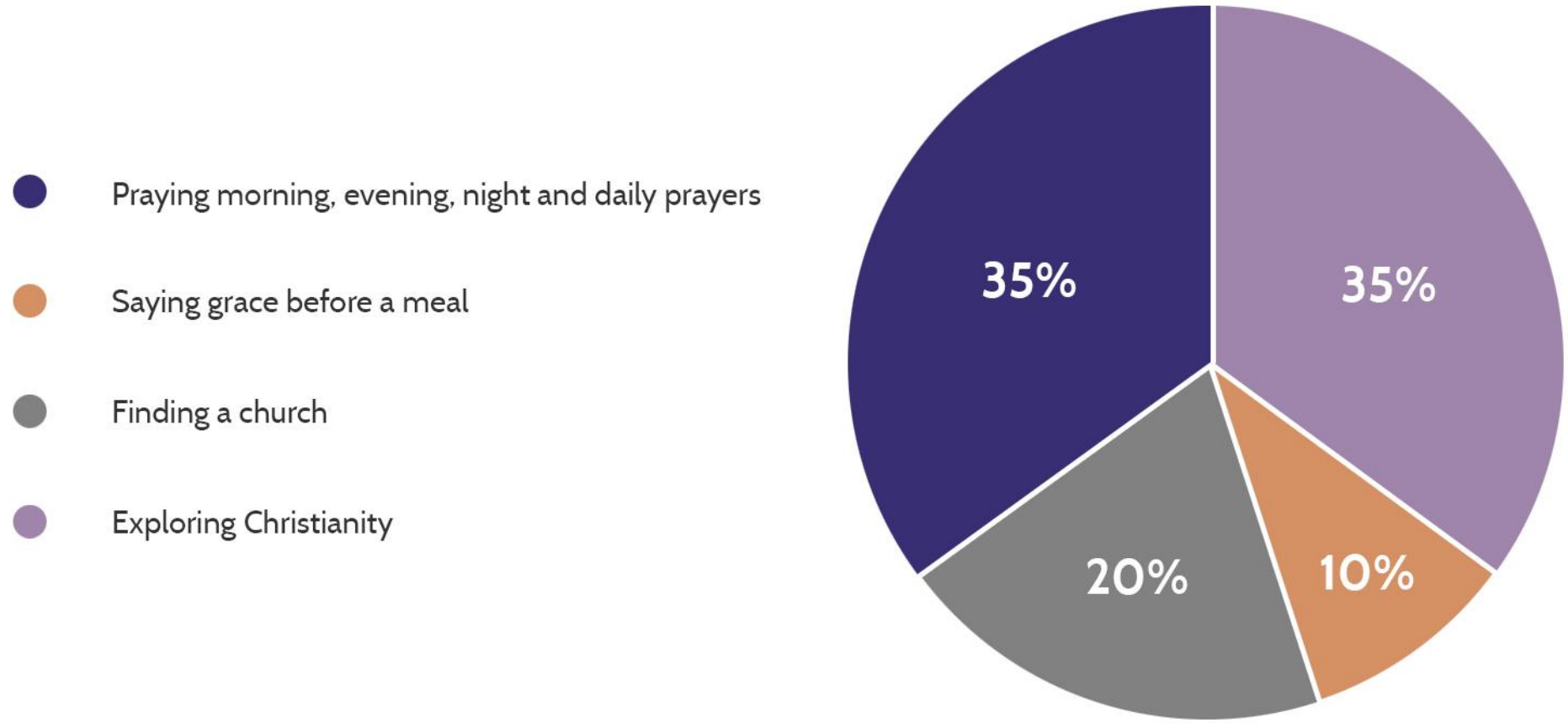
Did you know? *Alexa launch*

Church of England's Alexa skill usage



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 eithor. 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

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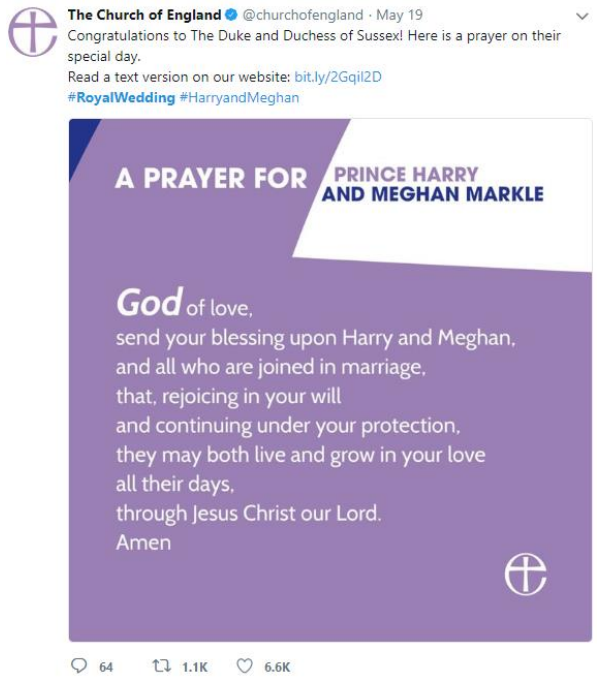
Did you know? *Royal wedding reach*

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



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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.

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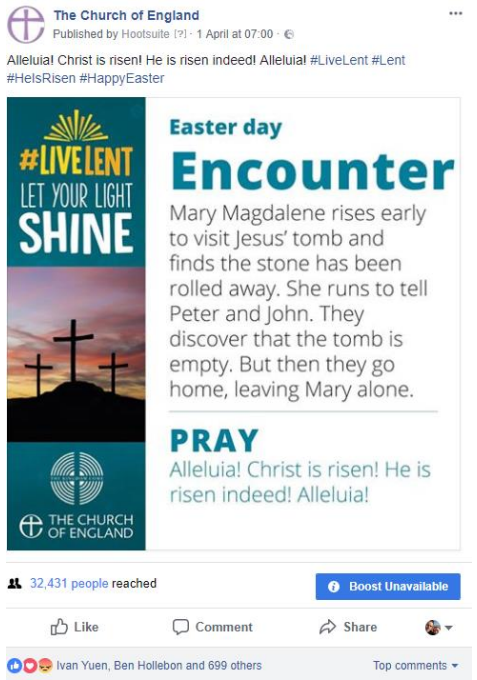
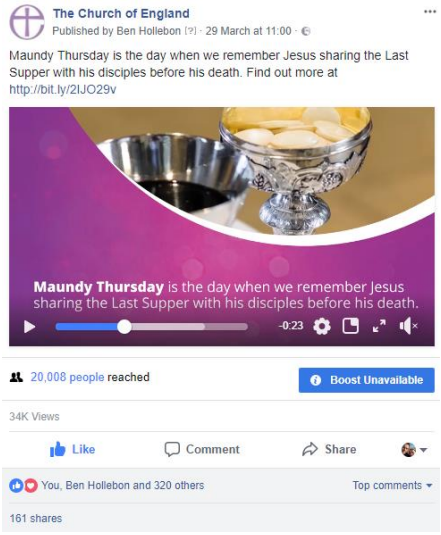
#LiveLent: What were the results of the campaign?

- 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.





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#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.

A Church Near You

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

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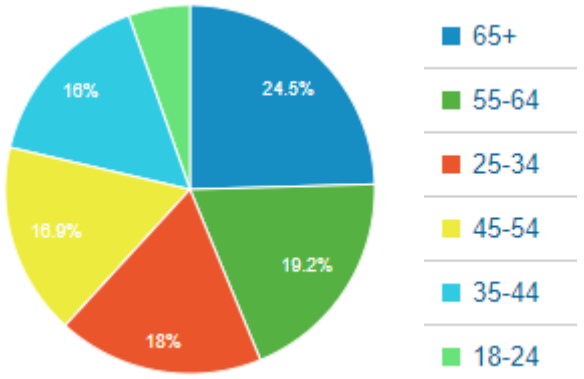
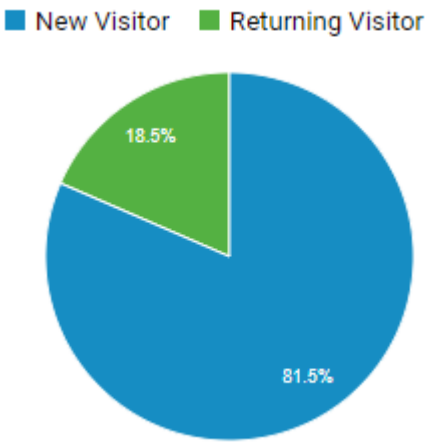
Who's using A Church Near You? *Activity over the last seven months*





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.

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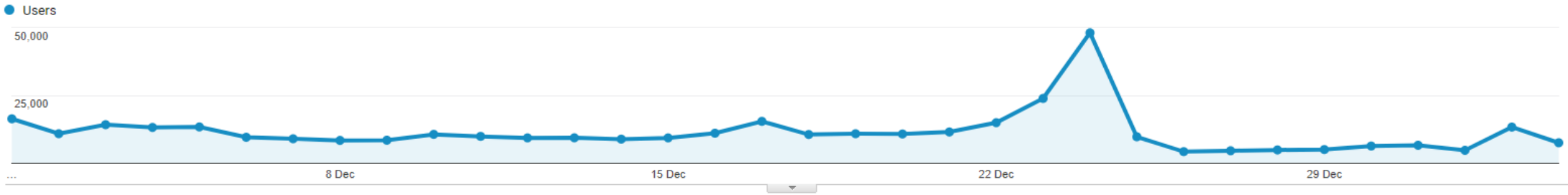
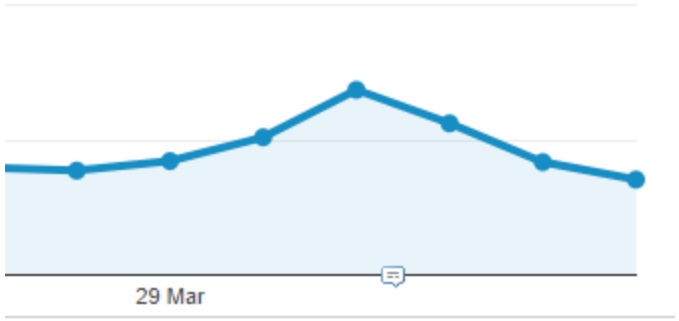
Interesting trends on A Church Near You



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?



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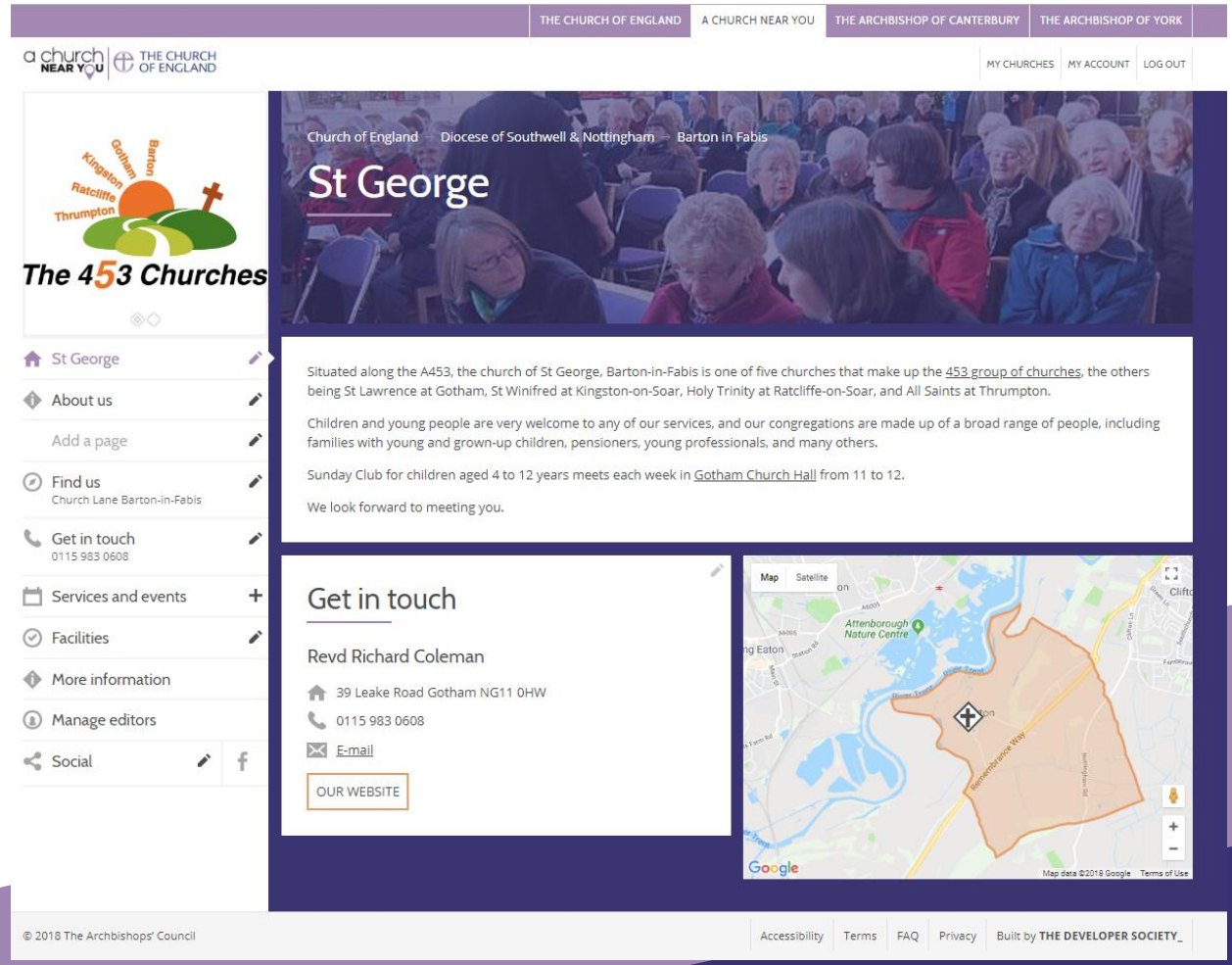
What phase one offers churches

- 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.



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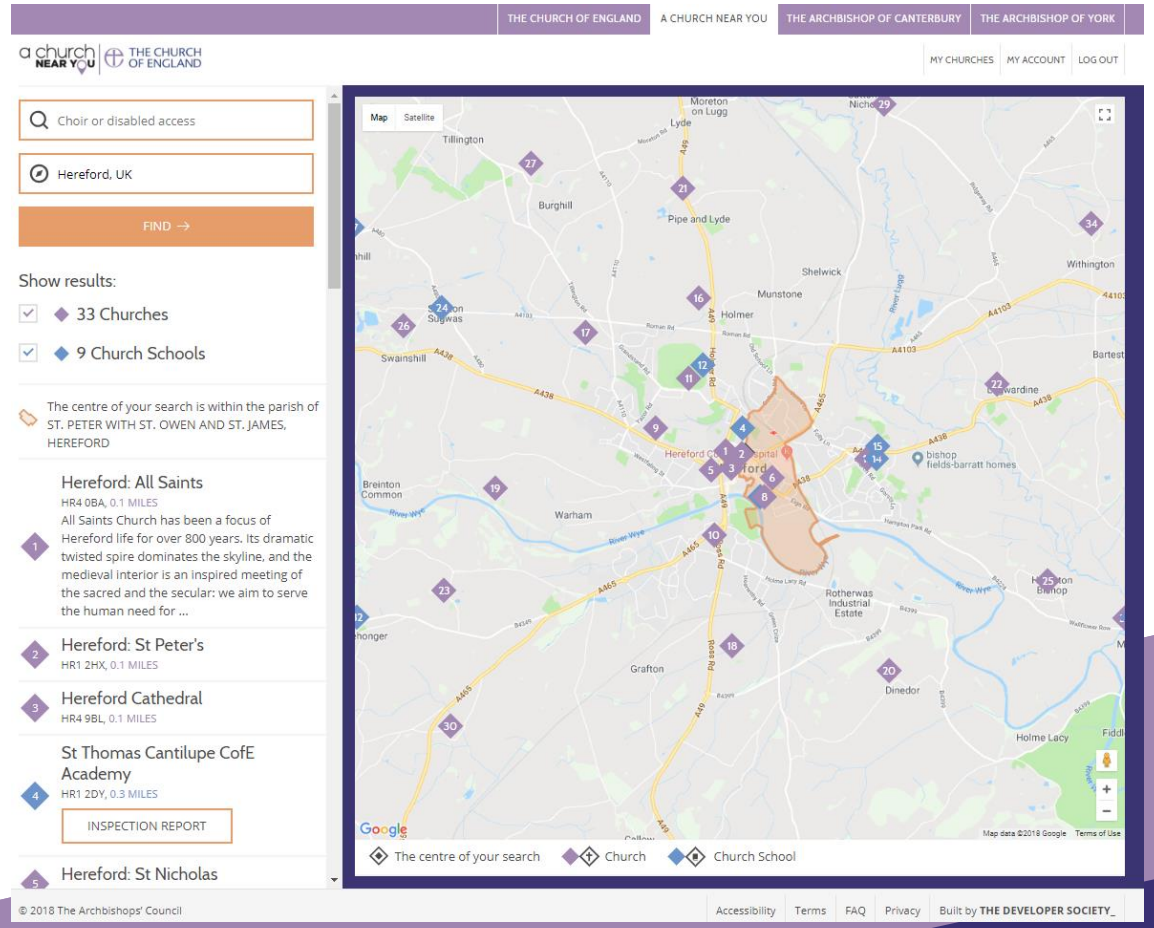
What's coming in phase two? *Schools*

- 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.



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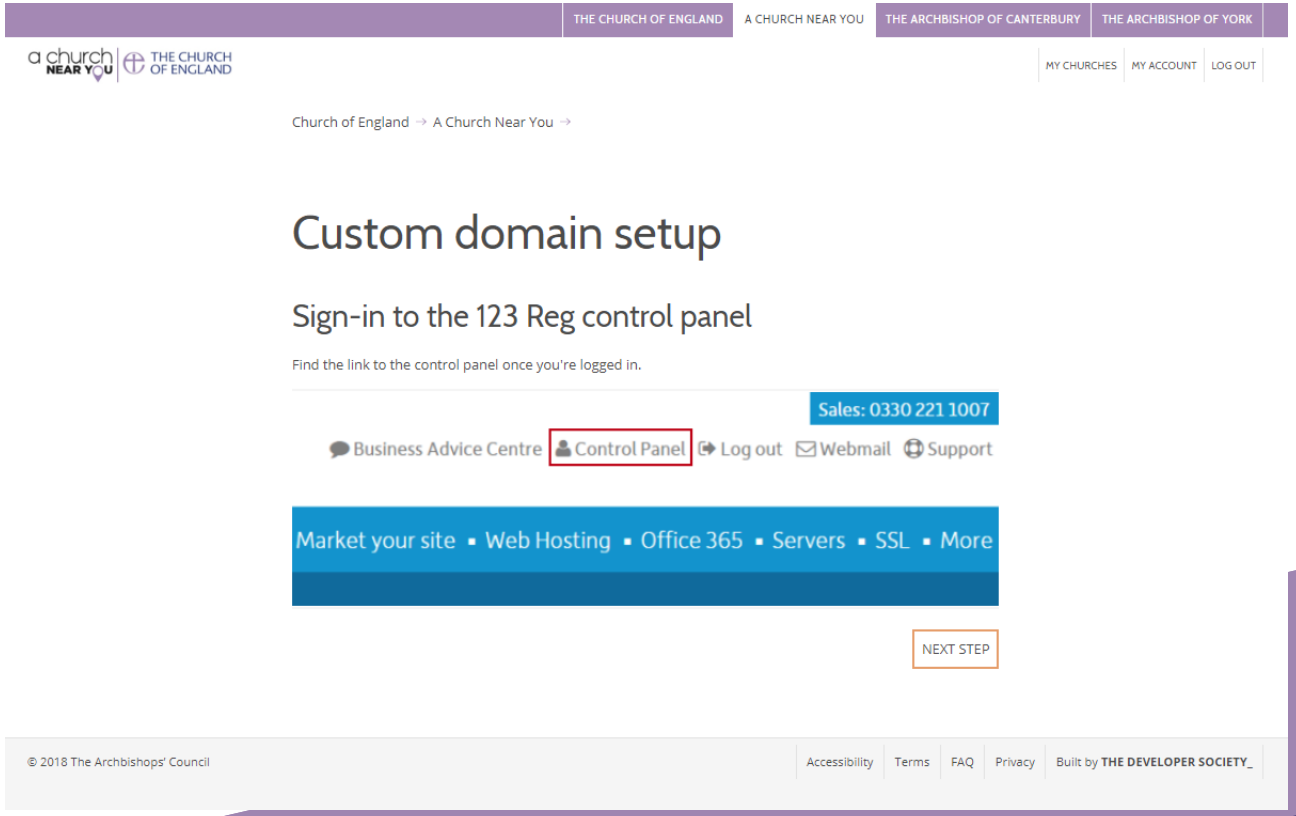
What's coming in phase two? *Free websites*

- 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.



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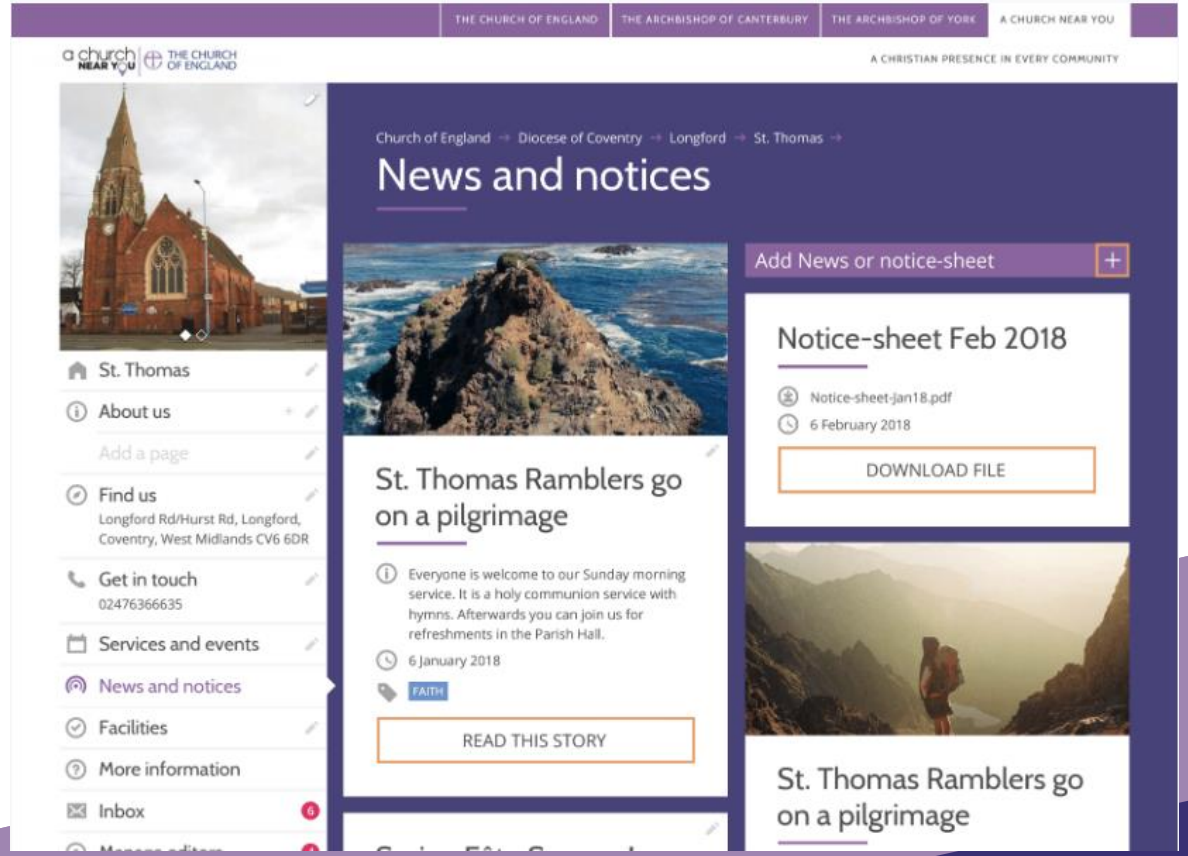
What's coming in phase two? *News stories and notice sheets*

- 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.



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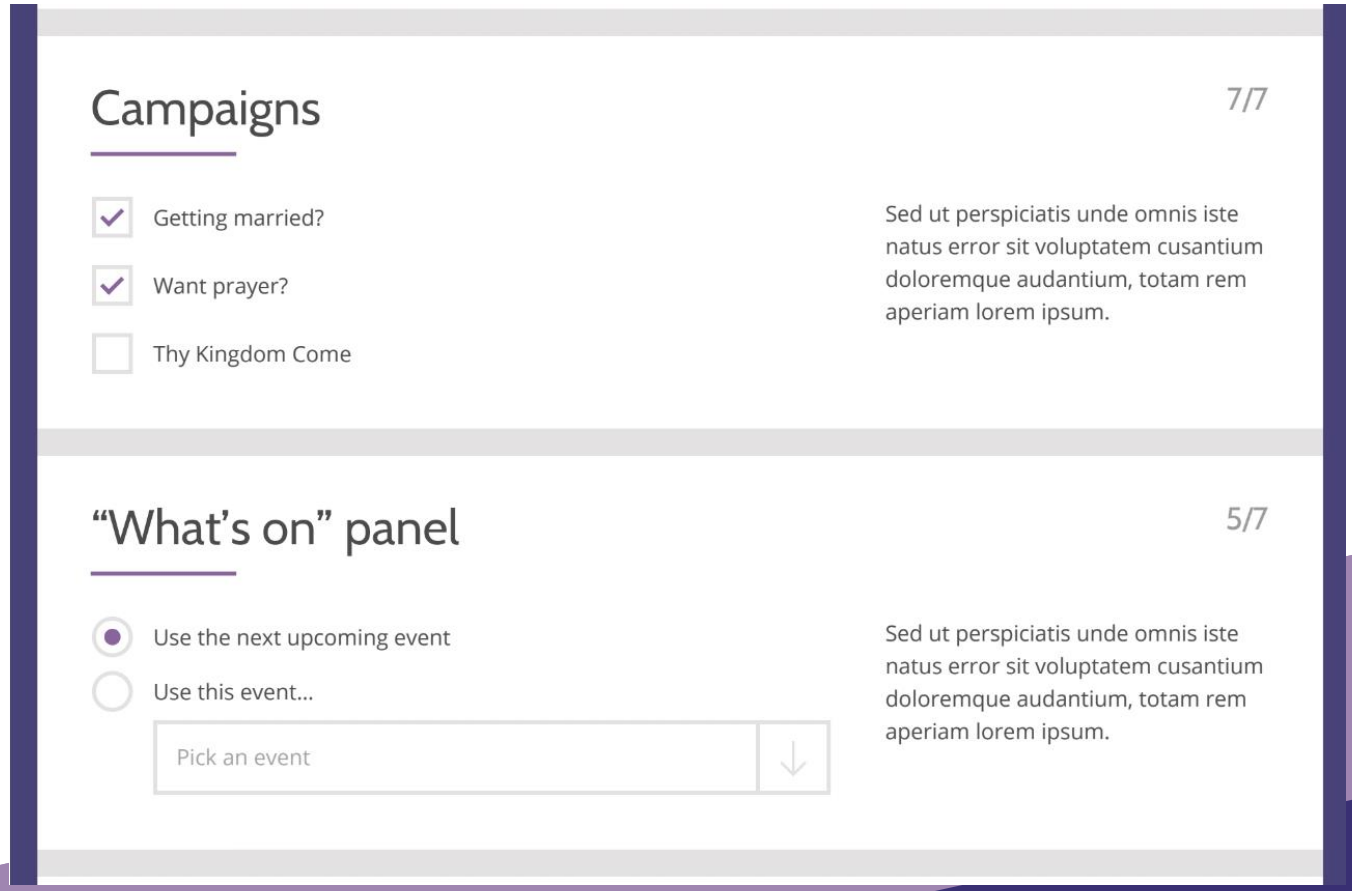
What's coming in phase two? *Campaign tools and homepage editing*

- 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 chose 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.



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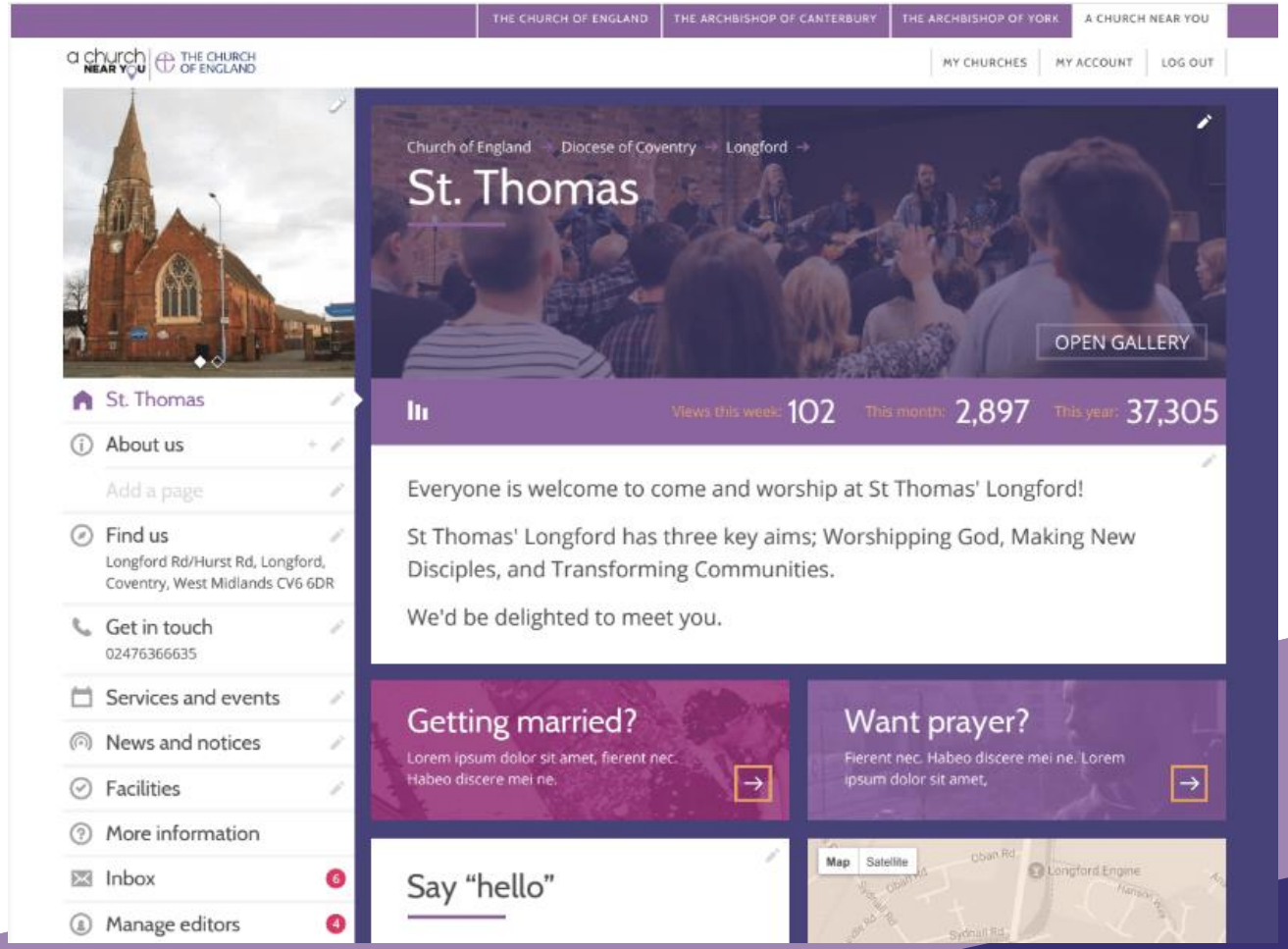
What's coming in phase two? *Analytics*

- 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 particular 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.



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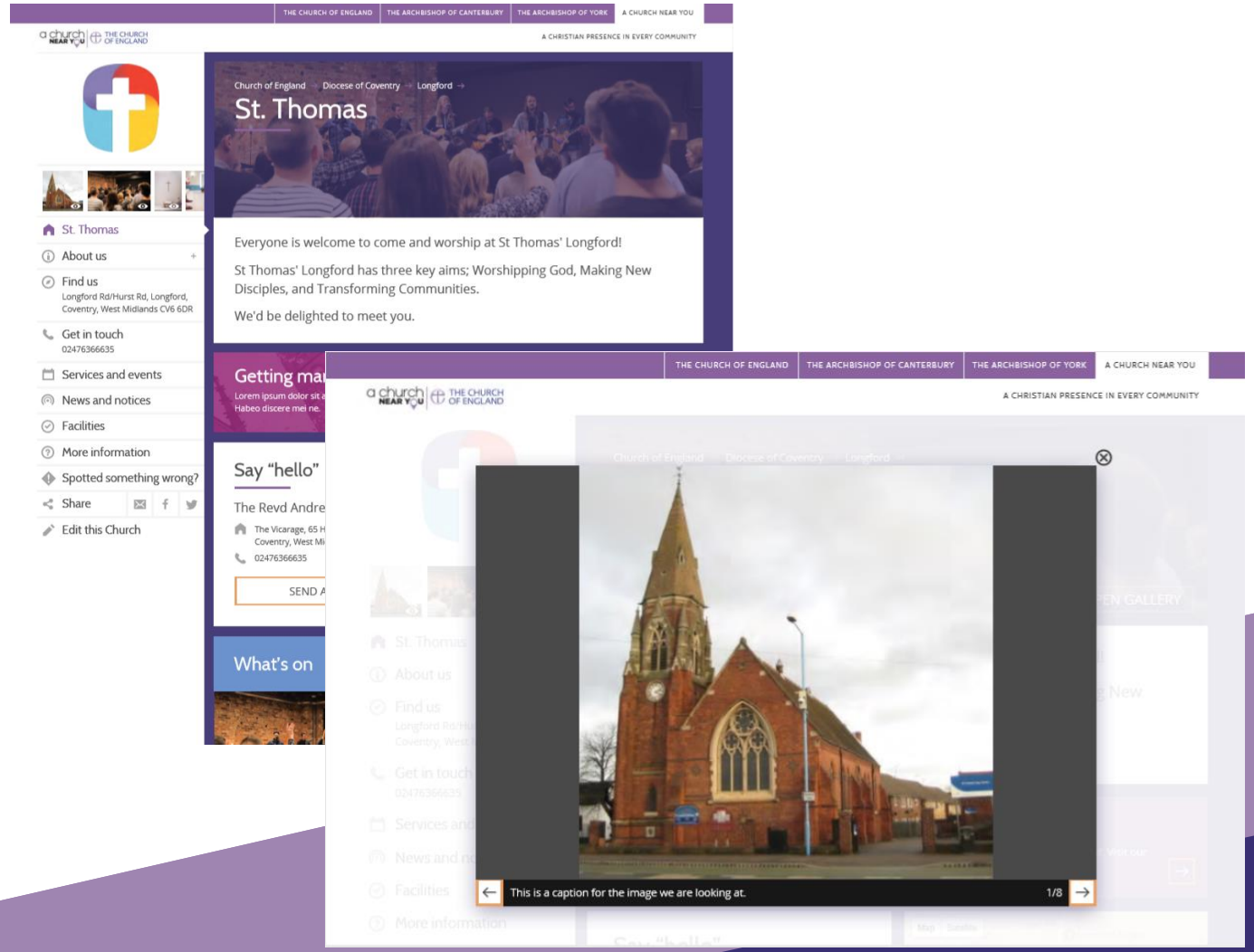
What's coming in phase two? *Gallery*

- 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.



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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.

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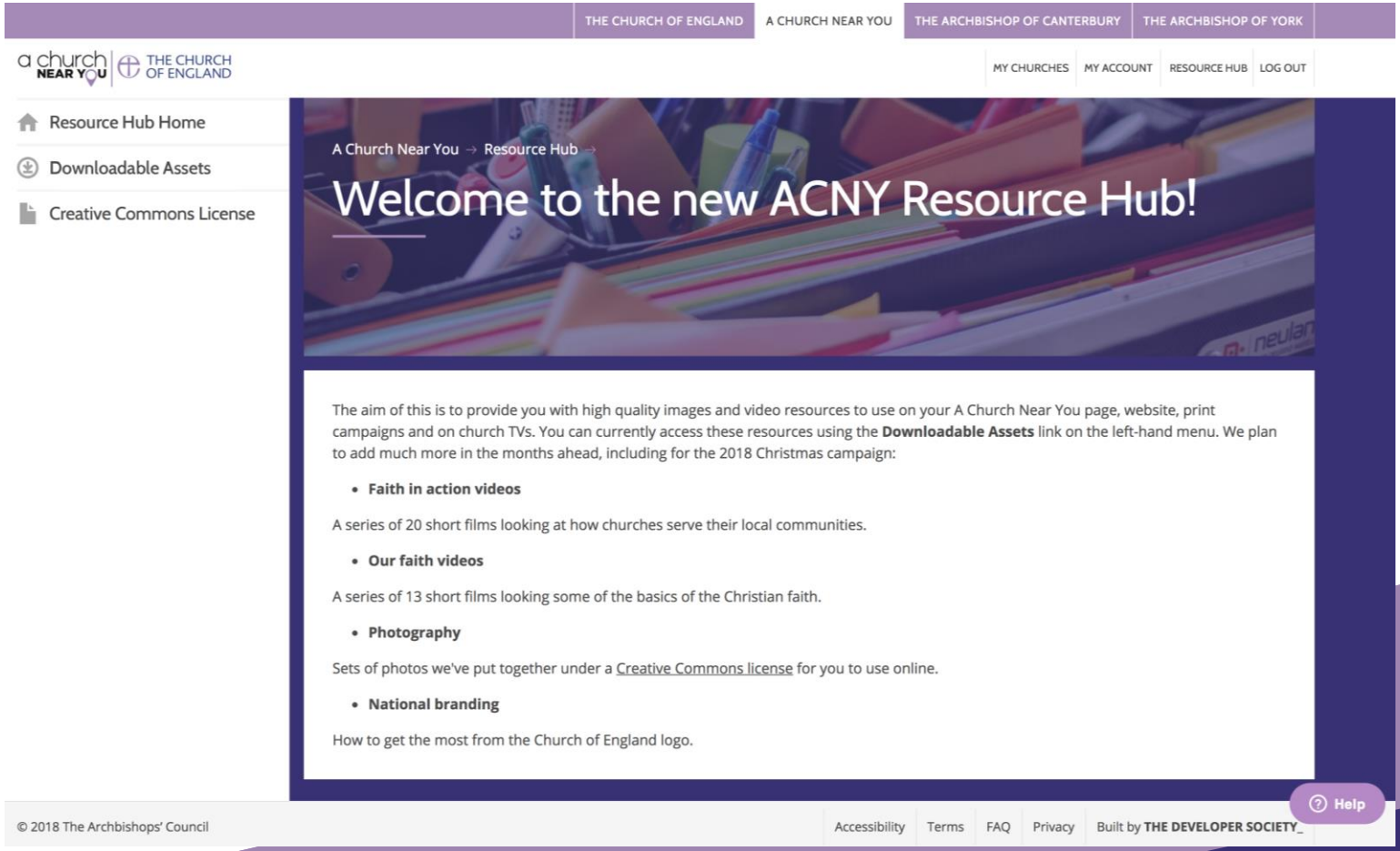
One more thing...

- 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!



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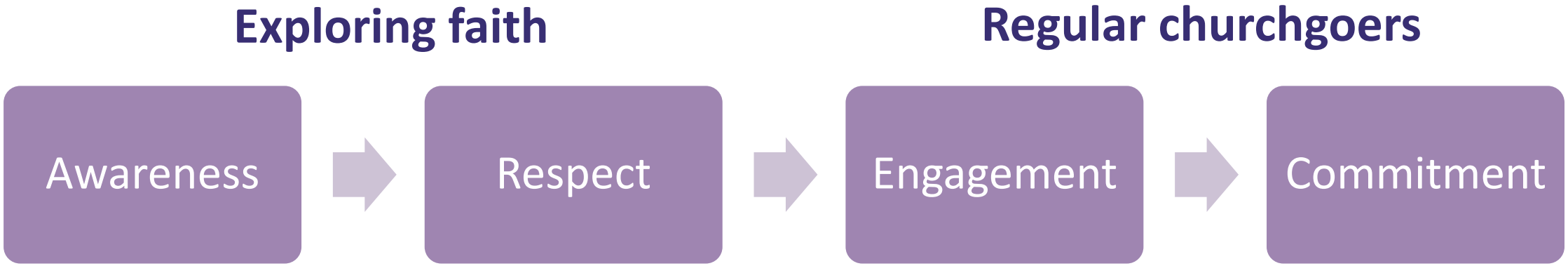
Christmas 2018: our audiences

- 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.



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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.

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Christmas 2018: *Twelve days of Christmas* booklet

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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.

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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!

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