

# #CofEDigi workshop

October 2018

# Why and how: The importance of audiences and research

# The Digital team's strategy

Evangelism

Discipleship

Common Good

Social media

Apps and  
audio

National  
websites



# Our audiences



Parents



Irregular churchgoer



Exploring faith



Churchgoers



Bride to be

# Audiences and research sit at the heart of our work

**PCC member**

**Parents**

**Lay leaders**

**Churchgoer**

**Clergy**

**Exploring faith**

**Irregular  
churchgoer**

**Non-Christian**

**Wedding couple**

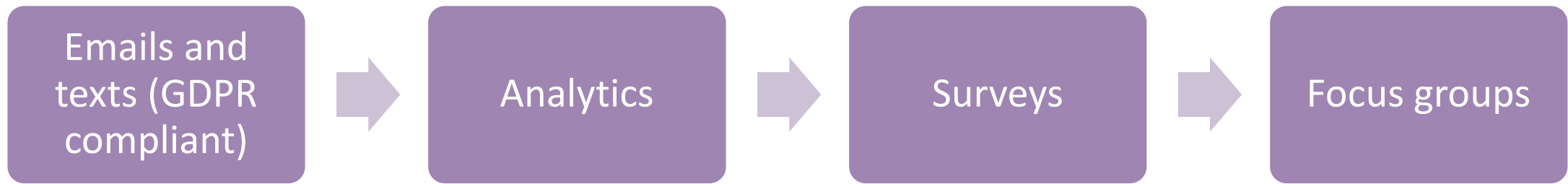


# Approaching a project

1. Focus on the 'why': does it align with your diocesan strategy? Is there a gap? Who could you partner with who is doing it well? Is it being done nationally?
2. Who do you want to reach and engage with? Your audiences
3. How will you share it? Who can be engaged to help you share it?
4. Measuring impact and success
5. Apply insights to future campaigns.



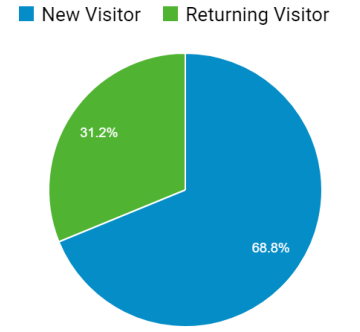
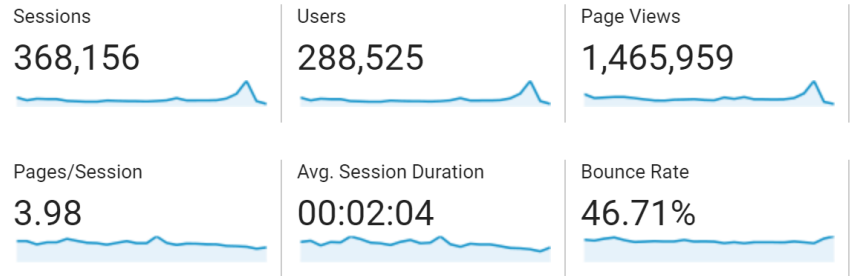
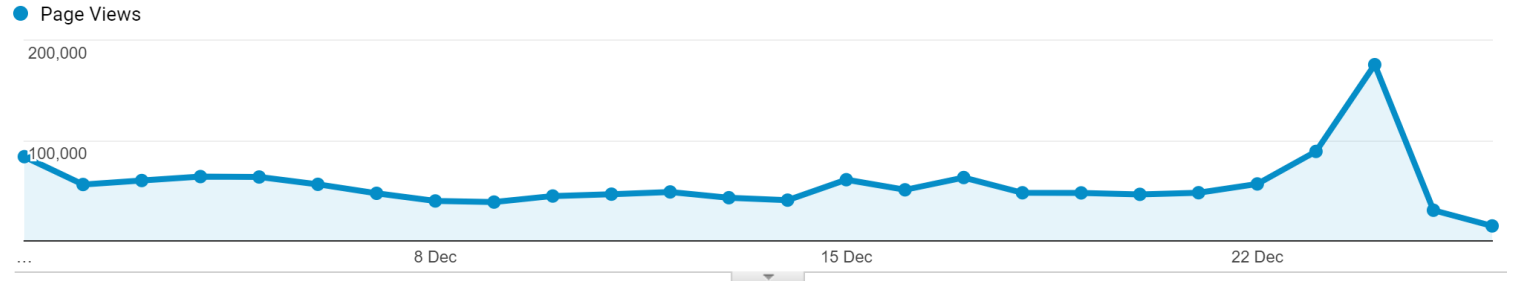
# Measuring impact, reach and engagement



# Analytics

- Google Analytics

- Social media stats



The Church of England  
Published by The Church of England (1) · 23 December 2017 at 08:00 ·

Here's a #GodWithUs prayer to share with family and friends this #Christmas.

284,785 people reached

222k Views

Like Comment Share

Graham Greenwood, Celia Parfitt and 4.1k others

1,068 shares

Write a comment...

Jean Elliott Let us pray for those who could not make it to a church owing to an emergency in the family this Christmas time those in hospital thinking of Doctors, nurses all staff working in Kettering, Coventry/Leicester hospital. C of C prayer like very much. May God bless you all who read this message with love xJean

Emma Major Could someone write the words out so that anyone with a visual impairment can read it. Thanks.

The Church of England Hi Emma, here is the prayer: Lord God Thank you for every lovely thing we enjoy. Thank you for friends and family to be with... See more



# What sort of survey questions do we ask?

- Did you go to church as a result of this campaign/app?
- Where did you use the campaign/app? Email, text, social, WhatsApp
- How often did you use the campaign/app etc? Daily, weekly, monthly
- How often do you usually go to church? Weekly, monthly, quarterly, annually
- How helpful was xxxx in bringing you closer to God?
- Feedback on the app/campaign? Free text

# How have we approached focus groups? 1:1 and groups

- Practicalities: range of traditions, ages, genders etc
- Where did you find out about the resource?
- What did it do to your faith?
- What worked well?
- What could have gone better?
- Future ideas.

# Language and tone

9

Average reading age of the UK



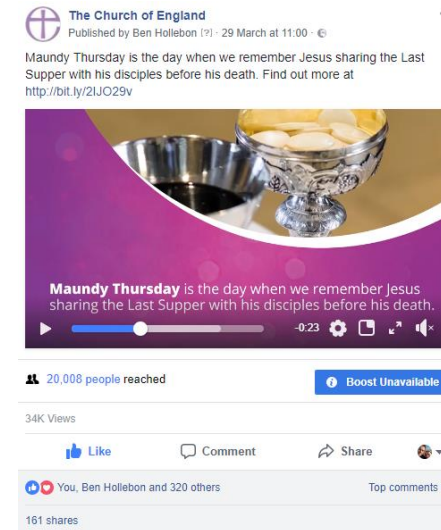
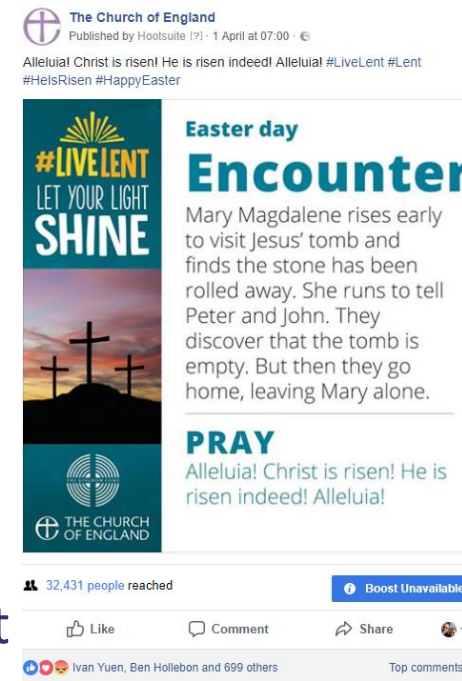
THE CHURCH  
OF ENGLAND

# #LiveLent 2018

Amaris Cole

# #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.

# **#EverydayFaith Ordinary Time campaign**



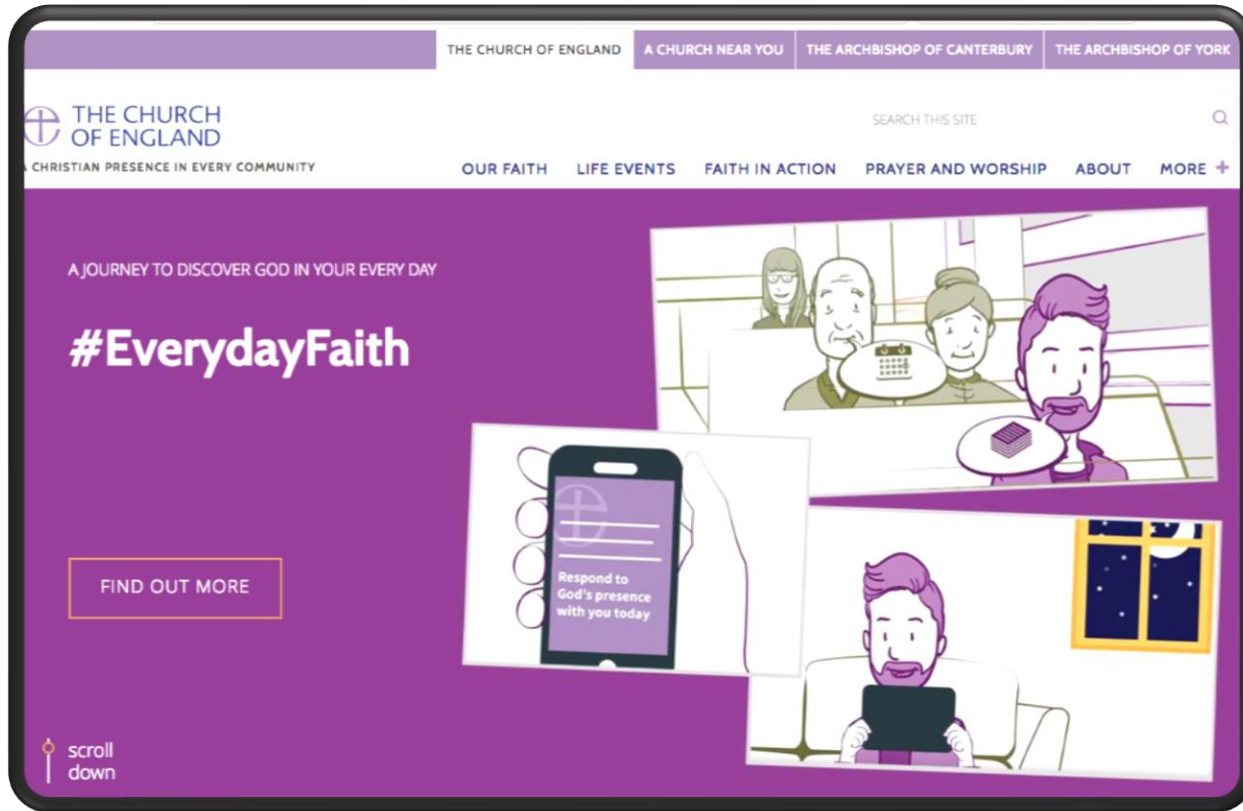
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## finding God in everyday life

waking up: taking a stand:  
acting on nudges

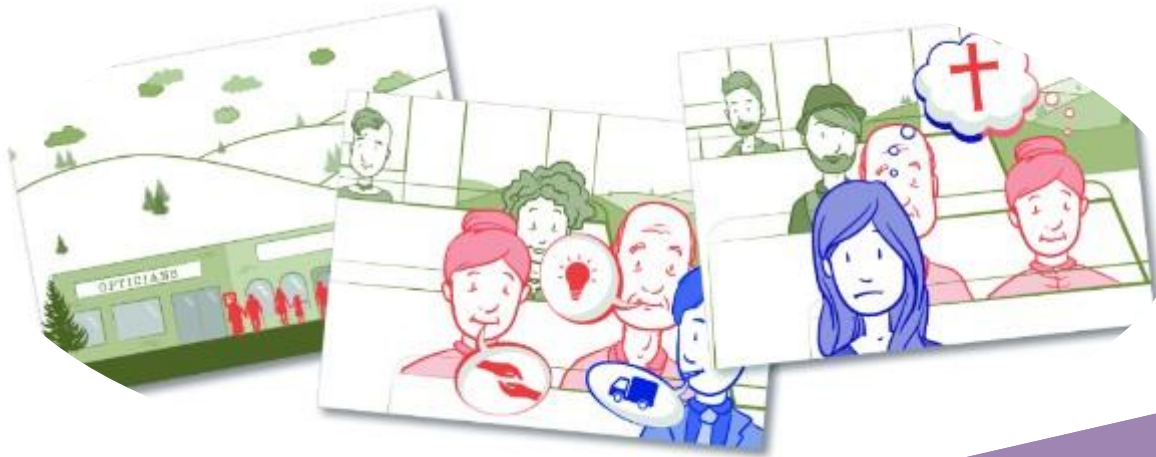






**Where's God in your  
everyday?**

**What's your  
*one about* ?**



# **#FollowTheStar: Advent and Christmas 2018**



# FollowTheStar



THE CHURCH  
OF ENGLAND

# Christmas 2018: Resources for local churches

- Reflections available in booklet, app, email, audio and social media formats
- Family Advent and Christmas resources
- A range of CPO print materials (posters, bookmarks, Christmas cards etc)
- Free downloadable resources (social media headers, posters and logo)
- Social media videos and campaign.



# Christmas 2018: *Twelve days of Christmas* booklet





# How can your church reach more people this Christmas?

1. Order the *#FollowTheStar: A Journey Through the 12 Days of Christmas* booklets
2. Download and buy posters, logos and other resources.
3. Update your church page on A Church Near You!
4. Encourage churches in your diocese to be 'star churches' by displaying stars prominently for 'night of the stars'
5. Help us to share our Christmas videos and social media posts through your social media accounts

# Alexa skill: a strategic opportunity

# Alexa skill launch

Using latest tech to connect people with local church at key moments in the Christian year:

- **40% of UK households** will own a smart speaker in 2018
- Morning, evening, night, grace and daily prayers
- Information about the Christian faith
- Connecting people with local church.
- Thousands already using the skill.

**Alexa, ask the Church of England...**

THE CHURCH OF ENGLAND

Alexa, ask the Church of England to read the prayer of the day

Alexa, ask the Church of England where is my nearest church?

Alexa, ask the Church of England how to become a Christian?

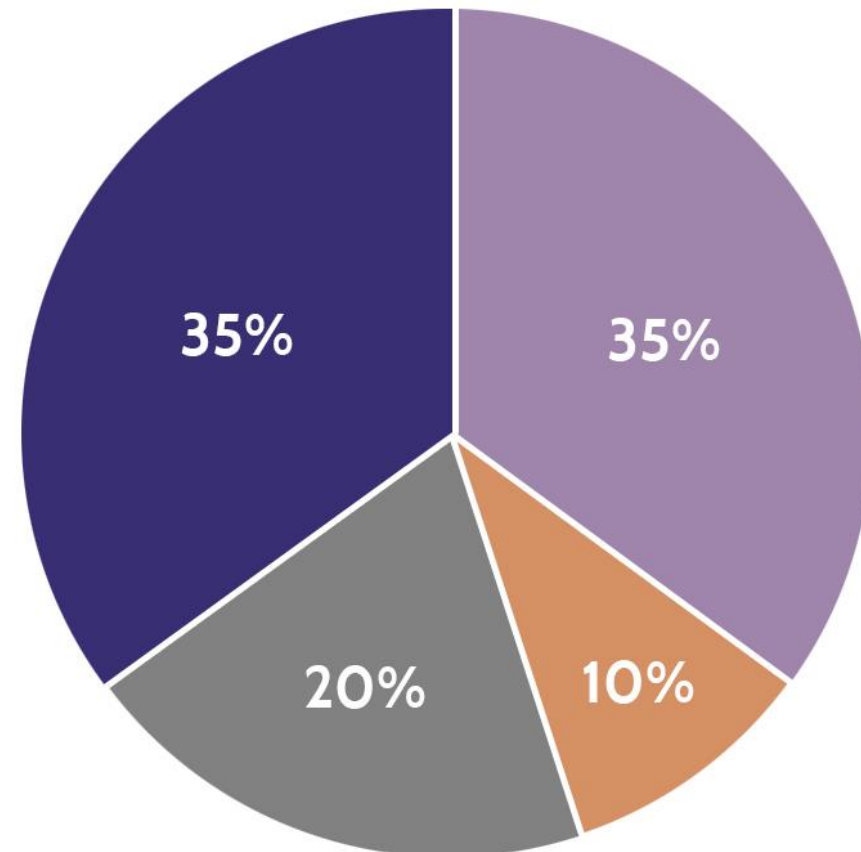
Alexa, ask the Church of England what it means to believe in God?

# 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



# Some of the Alexa launch coverage

**BBC NEWS**

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

© 24 May 2018

From the pews to the... speaker?

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... murder case

**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, pray for me"

Just ask: "Alexa, pray for the UK"

Just ask: "Alexa, pray for my friend John"

Just ask: "Alexa, pray for my dog"

**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

**G M T**

## 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

# 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

# Setting God's People Free



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OF ENGLAND

# SGPF plans for 2019

## #everydayfaith

Campaign & stand alone



## #faithstories

enabling, gathering, sharing

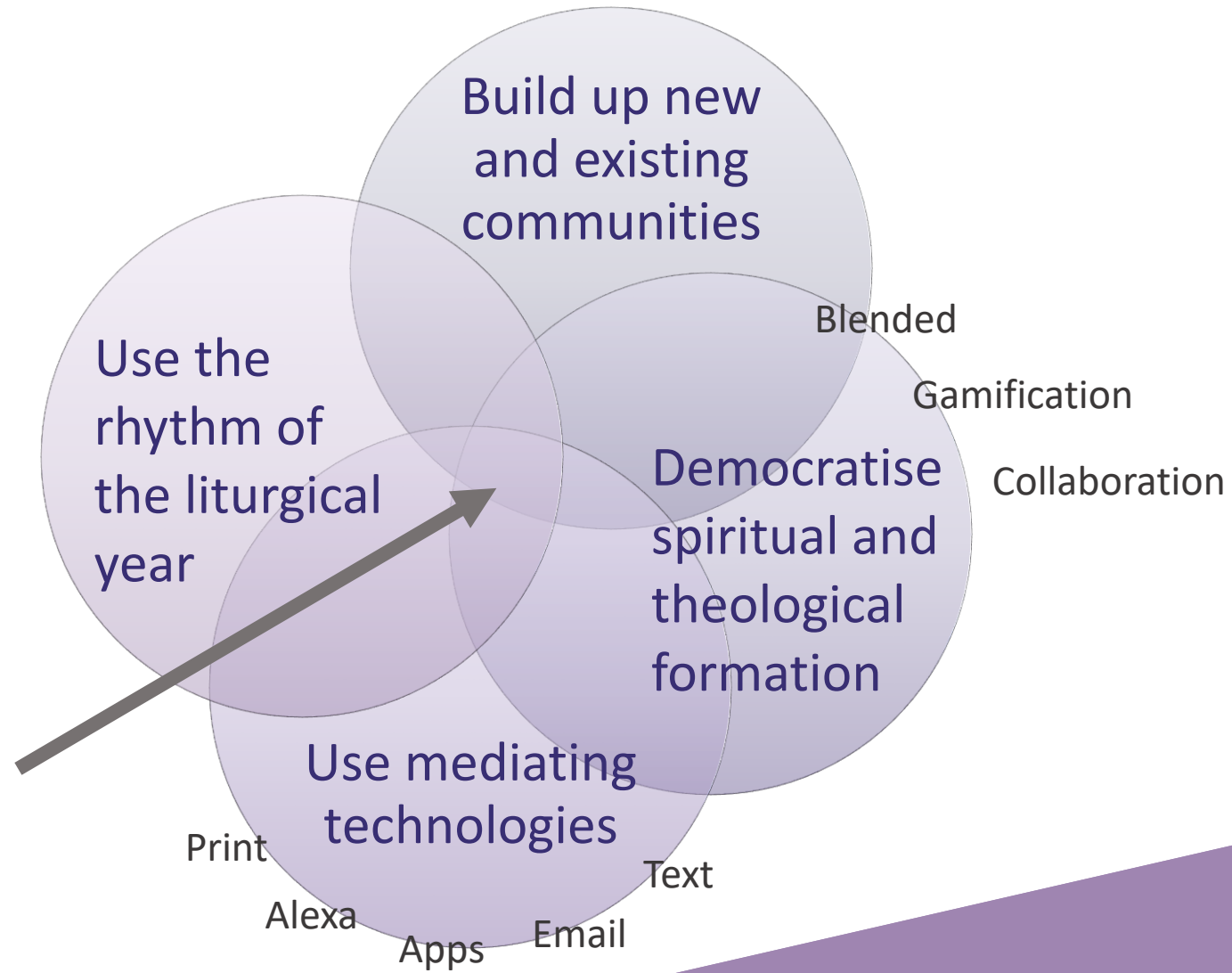




# Longer terms aims, aspirations and next steps

# What?

National digital discipleship work



# How?

- Curate what is already there
- Low scope, high quality
- Understand and address specific audiences
- Encourage parishioner-up, as well as incumbent-down and diocese-down
- Measure audience outcomes and improve
- Light-footed; designed to fail fast

# Thank you

# Resources: Labs Learning



## Facebook: Pages vs Profiles vs Groups

05/10/2018

BLOG / Find out the difference between pages, profiles and groups and which one is best for your church.



## Getting to grips with Twitter lists

14/09/2018

BLOG / Learn more about Twitter lists and how they can be useful for your social media strategy



## Building your photography library

28/09/2018

BLOG / How to build up your collection of photography to use on web and social media



## Why your church should be using A Church Near You

07/09/2018

BLOG / Find out our top 8 reasons why your church needs to be making the most out of A Church Near You



## Understanding your audiences on social media

21/09/2018



## Our top five tips to develop an effective church digital strategy

31/08/2018

[www.churchofengland.org/digital-labs](http://www.churchofengland.org/digital-labs)