# #CofEDigi workshop

**October 2018**

THE CHURCH OF ENGLAND

# Why and how: The importance of audiences and research

THE CHURCH OF ENGLAND

# The Digital team's strategy

Evangelism

Discipleship

Common Good

Social media

Apps and audio

National websites

THE CHURCH OF ENGLAND

# Our audiences

Parents

Irregular churchgoer

Exploring faith

Churchgoers

Bride to be

THE CHURCH OF ENGLAND

# 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

THE CHURCH OF ENGLAND

# 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?

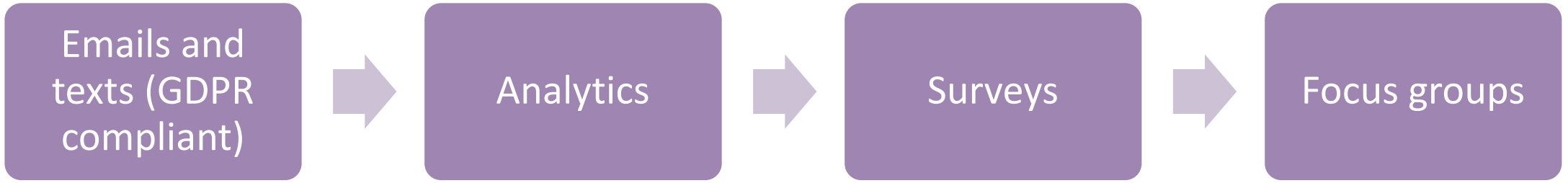
2. Who do you want to reach and engage with? Your audiences

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.

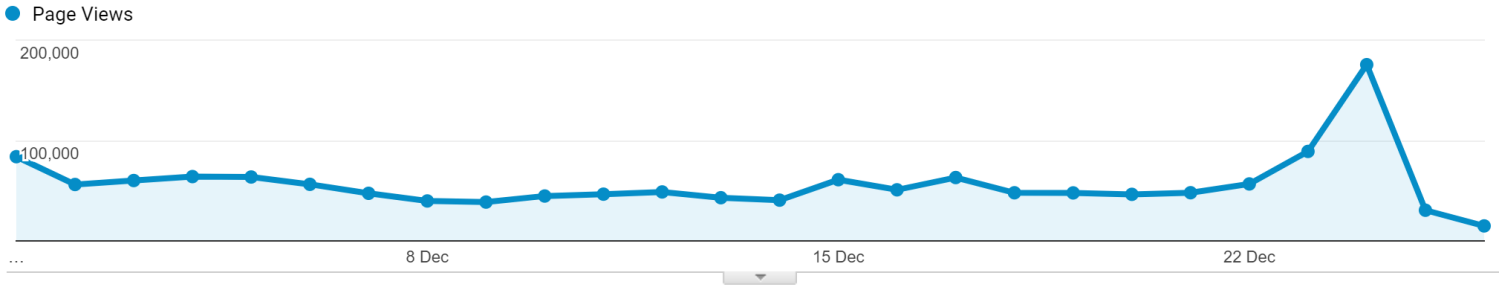
# Measuring impact, reach and engagement




THE CHURCH OF ENGLAND

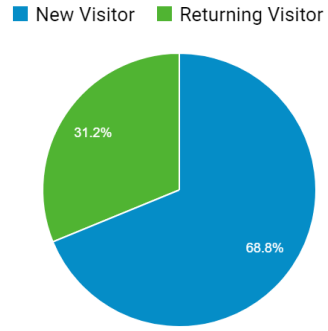
# Analytics

- Google Analytics
- Social media stats




| Sessions | Users | Page Views |
|---|---|---|
| 368,156 | 288,525 | 1,465,959 |

| Pages/Session | Avg. Session Duration | Bounce Rate |
|---|---|---|
| 3.98 | 00:02:04 | 46.71% |



THE CHURCH OF ENGLAND

# 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.

THE CHURCH OF ENGLAND

# Language and tone

9

Average reading age of the UK

THE CHURCH OF ENGLAND

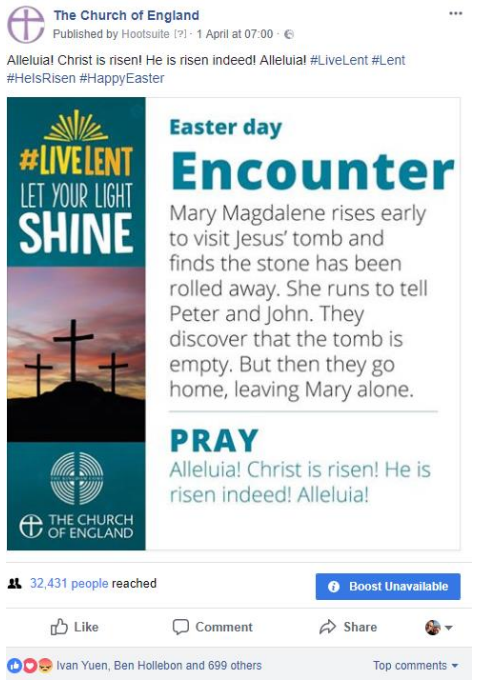
# #LiveLent 2018

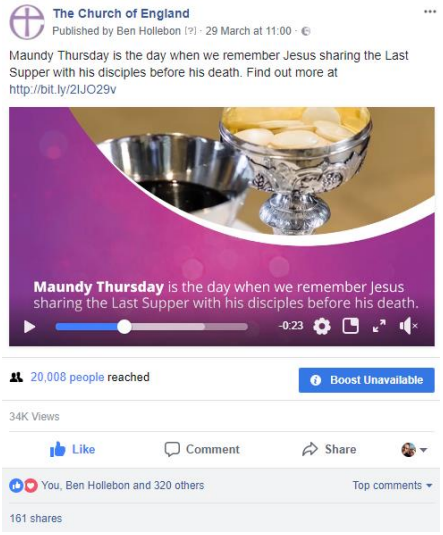
## Amaris Cole

THE CHURCH OF ENGLAND

# #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.




THE CHURCH OF ENGLAND

# #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.

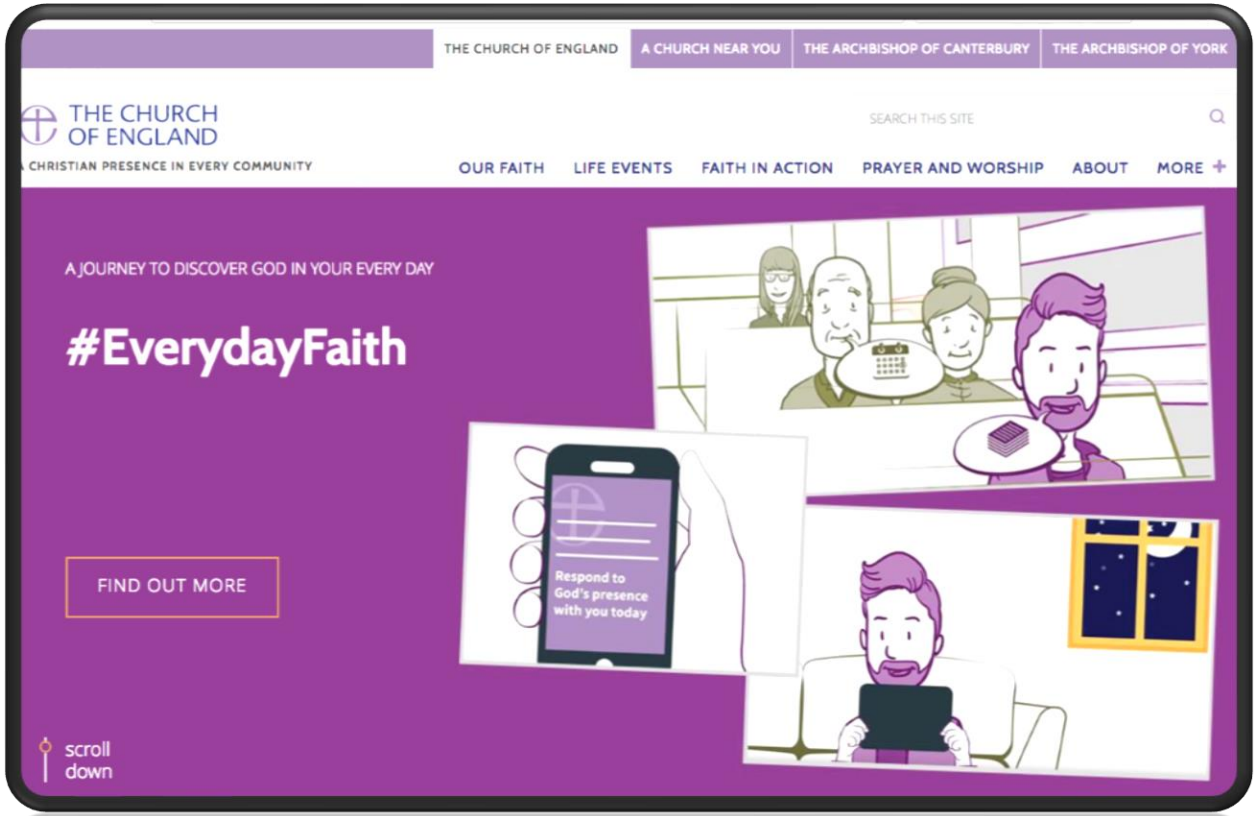
# #EverydayFaith Ordinary Time campaign

THE CHURCH OF ENGLAND

# finding God in everyday life

## waking up: taking a stand: acting on nudges

THE CHURCH OF ENGLAND



THE CHURCH OF ENGLAND

Salon
OPEN

# Where's God in your everyday?

# What's your *one about* ?

THE CHURCH OF ENGLAND

# #FollowTheStar: Advent and Christmas 2018

THE CHURCH OF ENGLAND

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.

THE CHURCH OF ENGLAND

# Christmas 2018: *Twelve days of Christmas* booklet

THE CHURCH OF ENGLAND

# 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

THE CHURCH OF ENGLAND

# Alexa skill: a strategic opportunity

THE CHURCH OF ENGLAND

# Alexa skill launch

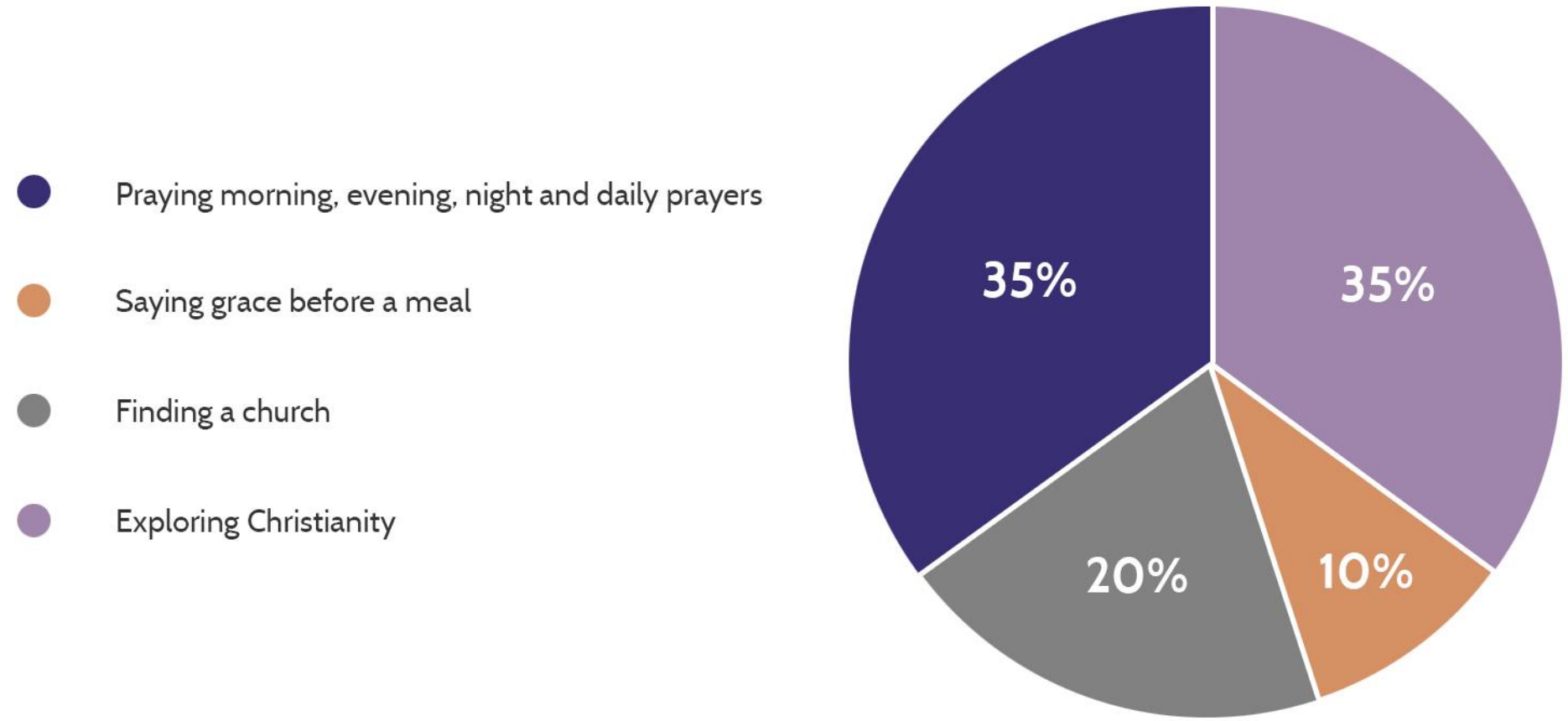
Using latest tech to connect people with local church at key moments in the Christian year:

- **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.

THE CHURCH OF ENGLAND

# Alexa launch

## Church of England's Alexa skill usage



# Some of the Alexa launch coverage

THE CHURCH OF ENGLAND

# 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

THE CHURCH OF ENGLAND

# Setting God's People Free

THE CHURCH OF ENGLAND

# SGPF plans for 2019

## #everydayfaith

**Campaign & stand alone**

## #faithstories

**enabling, gathering, sharing**

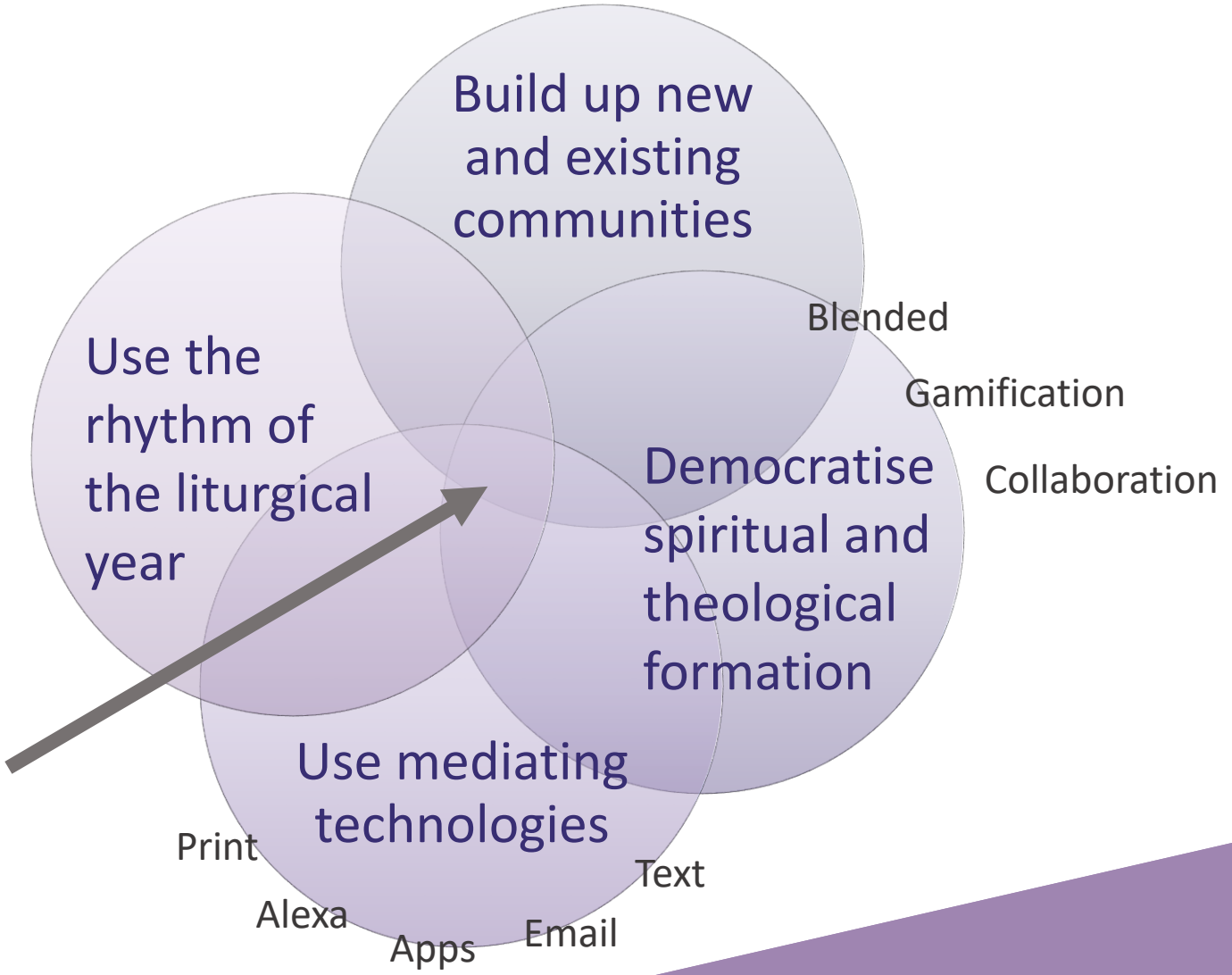
THE CHURCH OF ENGLAND

# Longer terms aims, aspirations and next steps

THE CHURCH OF ENGLAND

# What?

National digital discipleship work




THE CHURCH OF ENGLAND

# 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

THE CHURCH OF ENGLAND

# 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.

### Building your photography library

28/09/2018

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

### Understanding your audiences on social media

21/09/2018

### 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

### 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

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

31/08/2018

www.churchofengland.org/digital-labs

THE CHURCH OF ENGLAND