Digital and Church House Publishing Fringe

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February 2019

THE CHURCH OF ENGLAND

What are we going to talk about today?

- Highlights from 2018:
  - #FollowTheStar campaign summary, insights and what it tells us for future campaigns
  - #EverydayFaith summary
- A Church Near You:
  - Survey results
  - Plans for 2019
- Key projects for 2019:
  - LentPilgrim and EasterPilgrim
  - Thy Kingdom Come
- Awards
- 2020 and beyond
- Discussion and Q&A.

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Synod app launched!

- Collaboration and jointly funded by Central Secretariat and Digital
- Plan to add new features in years ahead.

General Synod

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GET IT ON Google Play

Download on the App Store

Highlights from 2018

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What did we produce? *Trebled resources for churches*

#FollowTheStar

- Reflections:
  - Booklets
  - Email
  - App
  - Audio for Alexa and app
- Video content:
  - Various Christmas adverts for different audiences
  - ABC endorsement
- Paid and organic social media campaign
- *O little town of Bethlehem* carol
- BBC Radio 4 daily worship and Sunday worship
- Launch at Lambeth Palace
- Websites:
  - A Church Near You
  - Church of England website:
    - Including resources for local churches
    - Advent and Christmas family calendars
- Night of the stars
- Print resources with CPO (banners, bookmarks etc)

"I found getting involved in the campaign was fantastic. We've had a good response from the local community and have see more new people to our church in January."

"I thought this year's marketing was among the best I have seen. Thank you!"

"My faith is quiet and personal rather than church-going and I found the reflections excellent, thought-provoking and helpful"

User feedback

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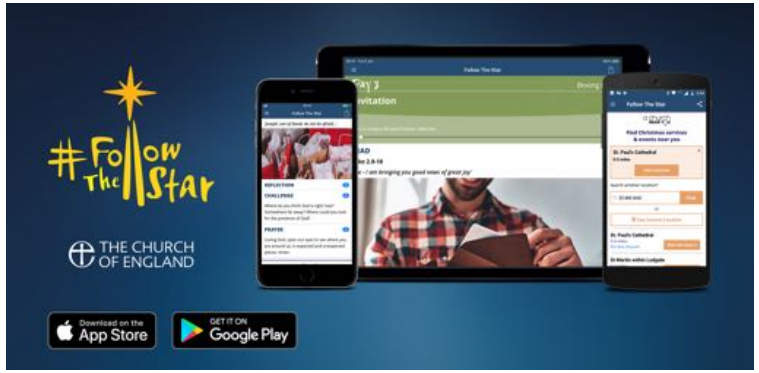
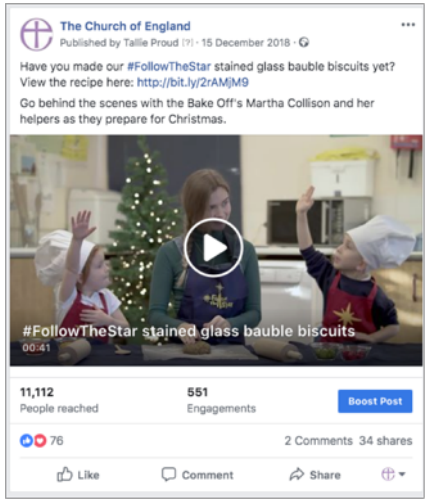
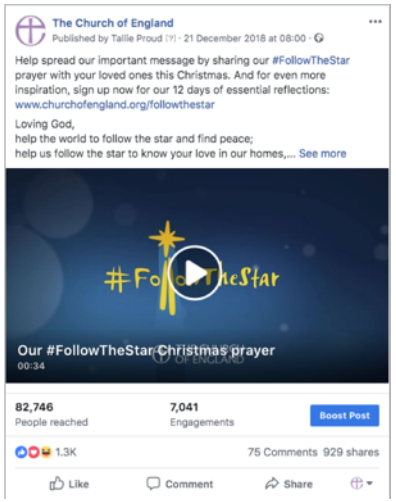
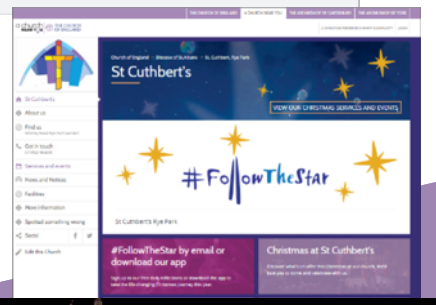
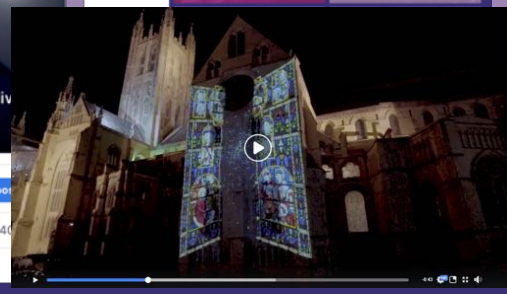
What did we produce? *Trebled resources for churches*











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What were the objectives of the campaign?

#FollowTheStar

- Equip **churches and 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
- 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
  - Taking the journey to Epiphany.

"I work a lot of night shifts and it's hard for me to get to church services and I was feeling quite isolated over Christmas... the campaign helped me to feel a part of my faith and supported me at a difficult time. A massive thank you because it really picked me up and kept me going."

User feedback

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What were the key results from the campaign?

- **Fantastic collaboration** across Church House, Lambeth and Bishopthorpe delivered a very integrated campaign
- **Total social media reach of 7.94 million – up by 1.14 million on 2017.** Constant finessing throughout campaign helped us to engage with audiences and spend the budget wisely
- **First time the campaign spanned digital, print, press and broadcast in terms of publicity –** helping to raise awareness nationally and reach many millions of people
- **Reflections written by Revd Dr Isabelle Hamley were very positively received** across channels and widely used in print, app, Alexa and BBC Radio (500,000 weekly listeners and 1.5 million on Christmas Day)
- **More than 120,000 copies of the #FollowTheStar booklet sold –** 50% more than the figure for #GodWithUs in 2017
- **A Church Near You received more page views than 2017** - up from 1.5 million to 1.66 million
- **Christmas carol became a major success –** used by Classic FM on social and radio and played on BBC Radio 2
- **More than 50,000 items sold through the online store –** bookmarks, booklets and flyers were particularly popular
- **The Night of the Stars events in Canterbury and Durham were popular** and helped encourage churches to put up stars and share pictures on social media
- **Archbishop Justin's videos had an overwhelmingly positive impact on engagement and reach across audiences**.

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Reflections booklet

- 125,000 copies ordered – over 50% up on the figure for #GodWithUs in 2017
- CHP published booklet in September, sending 19,000 free copies, campaign posters and fliers to clergy
- Widespread praise for the 14 daily reflections written by Isabelle Hamley, exploring the early life of Jesus, with a welcome by ABC/ABY
- Vast majority of copies purchased in bulk by churches to give away at Advent and Christmas services/events
- BBC Radio 4 used Reflections readings & themes for Sunday Worship and Daily Worship programmes
- Content recorded as audio and released free via app and Alexa.

"Was very helpful and comforting and beneficial for lots of people."

"The booklets were a lovely present to give to parishioners and friends as a special Christmas present."

User feedback

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Social media campaign – encouraging visits to A Church Near You

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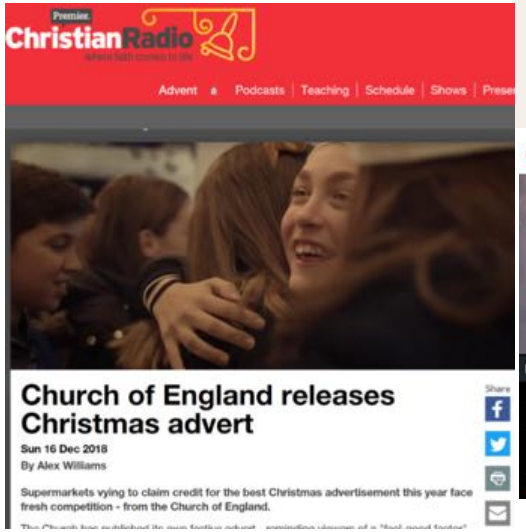
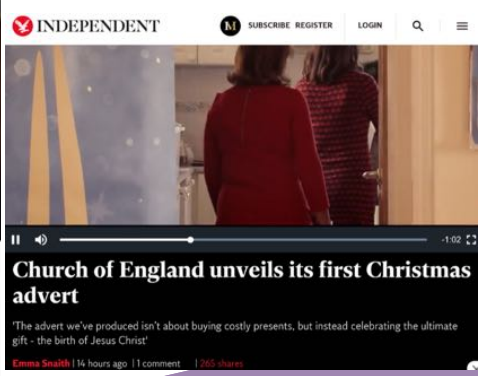
Media coverage of the campaign

- #FollowTheStar video launch was a major success. Coverage included print, digital and for the first time, broadcast:
  - Daily Mail – article and video
  - The Times
  - Independent
  - Sky News package from Christ Church Ware – played throughout the day
  - Sky News live interview with Adrian Harris
  - Premier Radio.





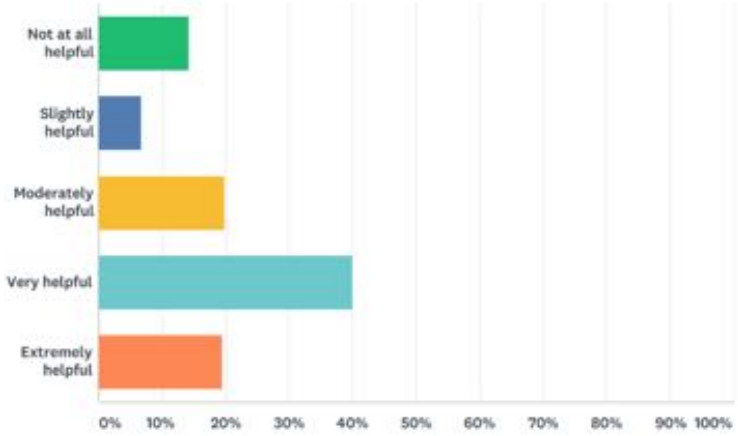
How did churches engage on social media?

#FollowTheStar

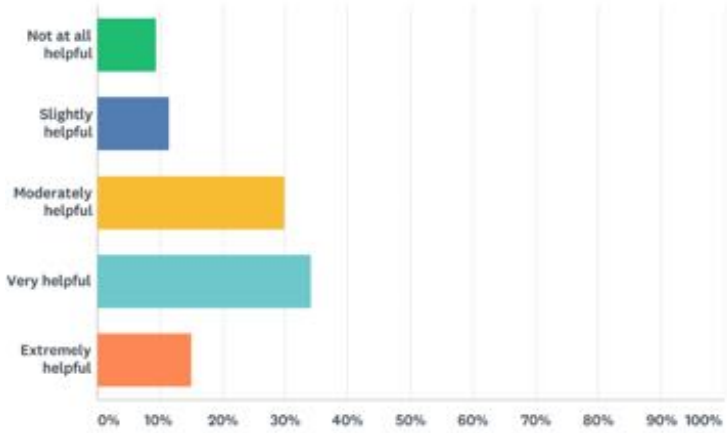
Responses to survey questions *15% response rate*

#FollowTheStar

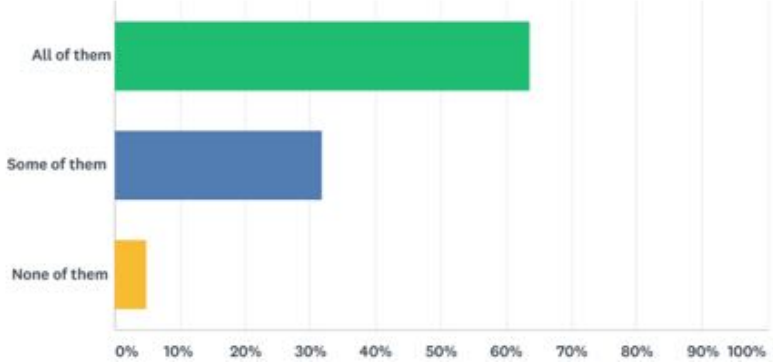
How helpful did you find ACNY in locating a service or event?



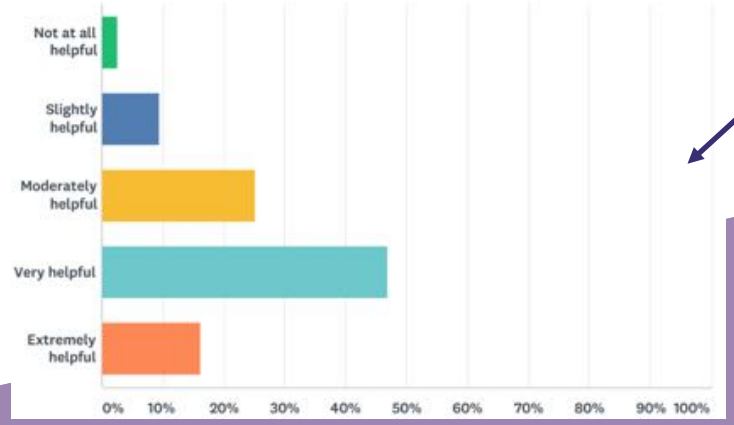
How helpful did you find the films in encouraging you to go to church?



Did you read or listen to the #FollowTheStar reflections?



How helpful was the campaign in bringing you closer to God?



More than 85% found the campaign helpful, very helpful or extremely helpful in bringing them closer to God.

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User comments *(70 pages of comments!)*

- I'm a Baptist Minister. I thought your campaign was brilliant. Makes me want to defect when I see the positive leadership being provided by the Anglican Church
- I found getting involved in the campaign was fantastic. We've had a good response from the local community and have see more new people to our church in January
- Keep up the good work. Thanks
- Finding it most helpful year on year
- It helped me to keep focus on the real meaning of Christmas
- I found the reflections useful in understanding the daily readings
- Helps if you're not very good at daily Bible readings
- It helped me to pray
- I thought the study was practical and very interesting
- They were gentle, coaxing and in plain everyday language
- I enjoyed the peaceful, sensible and relevant reflections
- It was good to devote five mins in the day to something peaceful and reflective
- Very thought-provoking... prayers were lovely
- Great campaign, excellently delivered
- I think that this is a brilliant idea
- Excellent and striking publicity. Really good. Thank you
- The booklets were extremely popular at my church
- Opportunity to refocus
- It kept God, Jesus in my consciousness at this blessed time of year
- Well thought through reflections
- It thought it was not too long and very accessible... more please!
- A good way to spread the message on Facebook
- Campaign added a new and vibrant focus to the message of Christmas
- Really enjoyed the reflections and used them in my church work
- Something like this every day would be good
- They were relevant to life today
- Love the simplicity of the messages.
- I thought this year's marketing was among the best I have seen. Thank you!
- The booklets were a lovely present to give to parishioners and friends as a special Christmas present
- I really enjoyed the daily readings
- Well done for an excellent series of readings and reflections.

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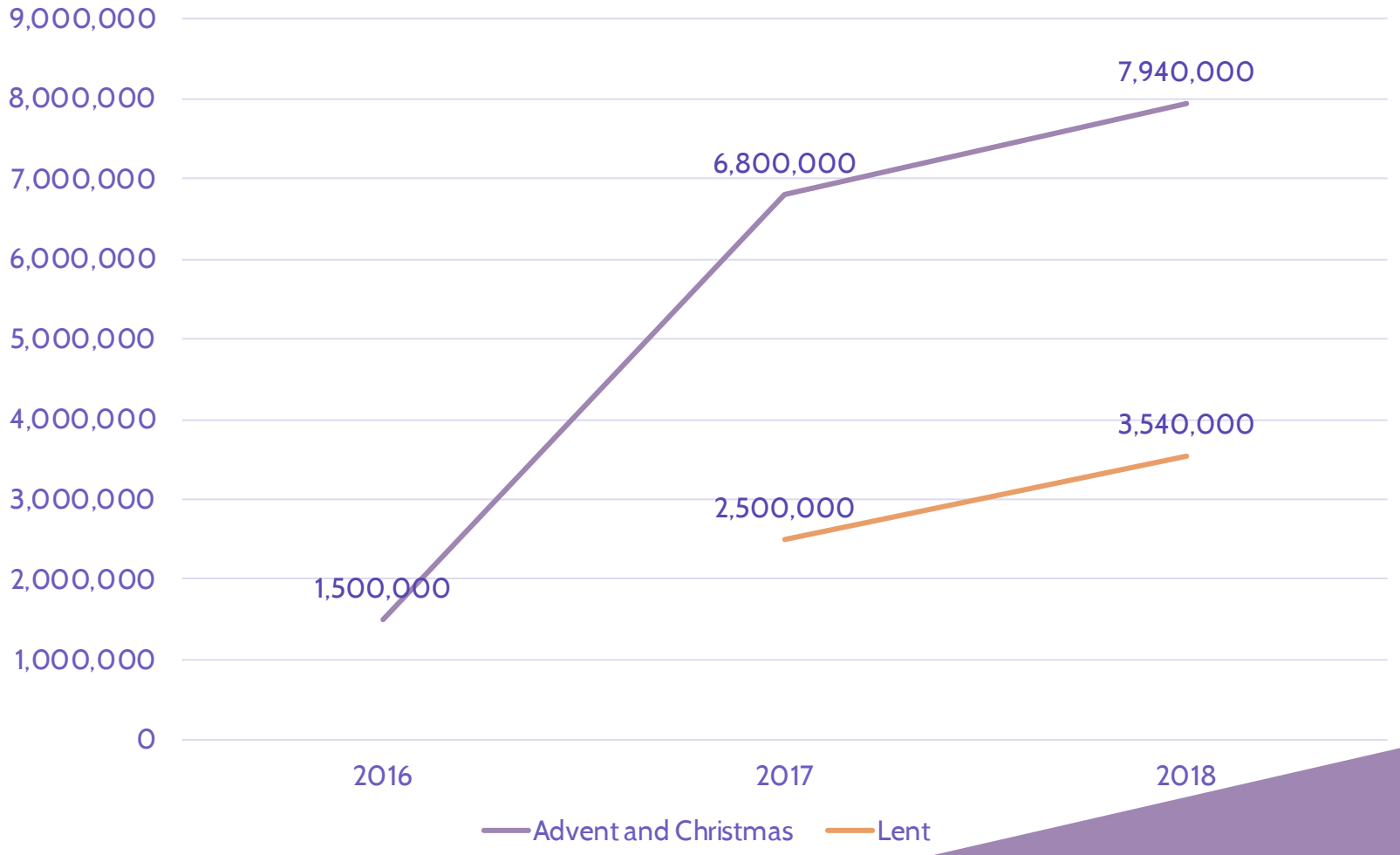
Social media reach – measured across Lent and Advent/Christmas



Year	Lent	Advent and Christmas
2016	No digital campaign	1.5 million (#JoyToTheWorld)
2017	2.5 million (#LiveLent)	6.8 million (#GodWithUs)
2018	3.54 million (#LiveLent)	7.94 million (#FollowTheStar)

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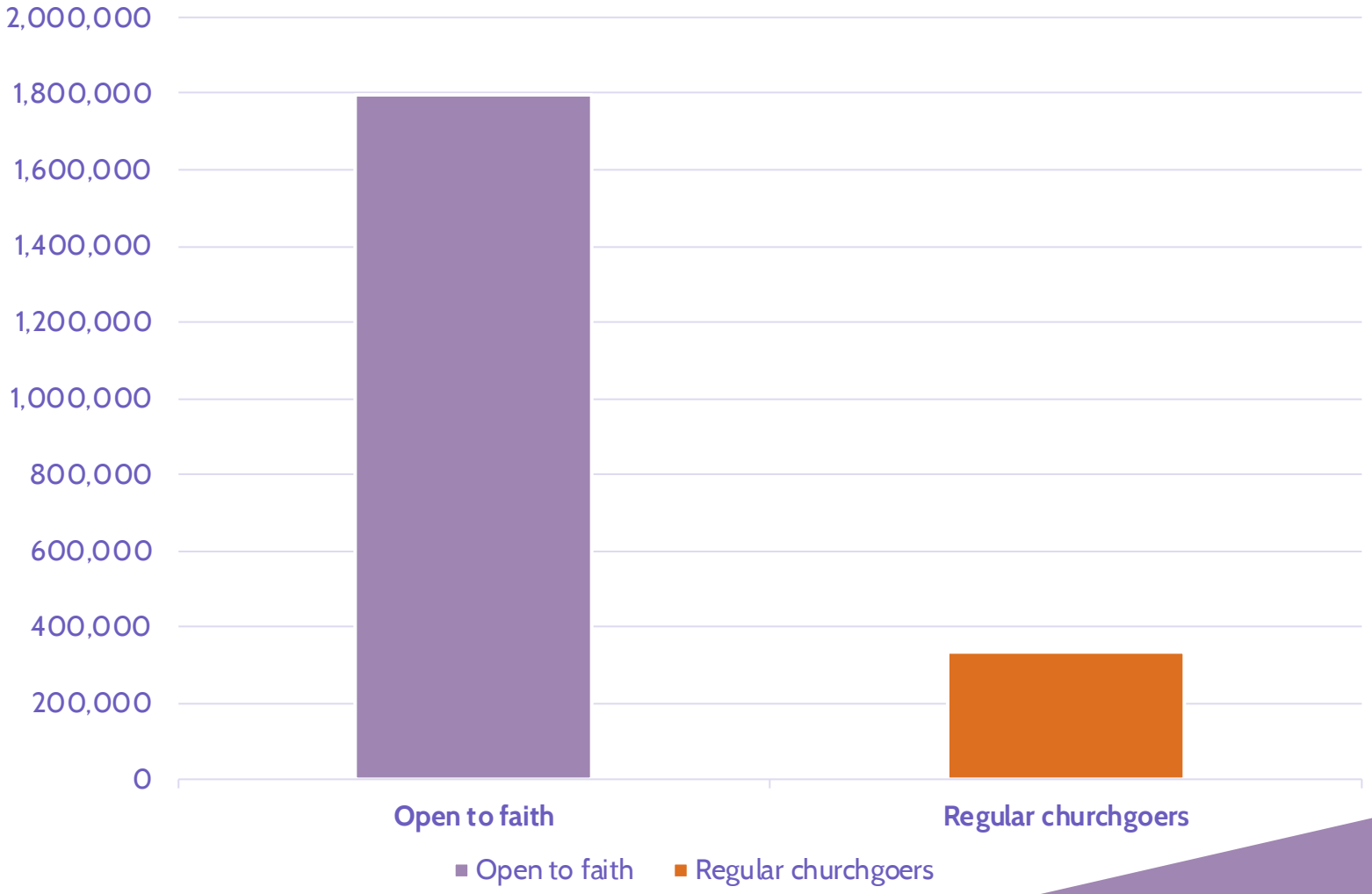
DIGITAL

#FollowTheStar social media invitation to visit A Church Near You



Audience	Amount
Regular churchgoers	334,114
Open to faith	1,794,862

Commentary

- **Deliberately focused on open to faiths as regulars know where their local church is and go!**
- **First time we have been able to break down in this way**
- **Numbers aren't unique but give an indication of impressions by audiences.**

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DIGITAL

We're keeping #FollowTheStar in 2019 and resources will be available at July Synod!

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#EverydayFaith summary

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A Church Near You

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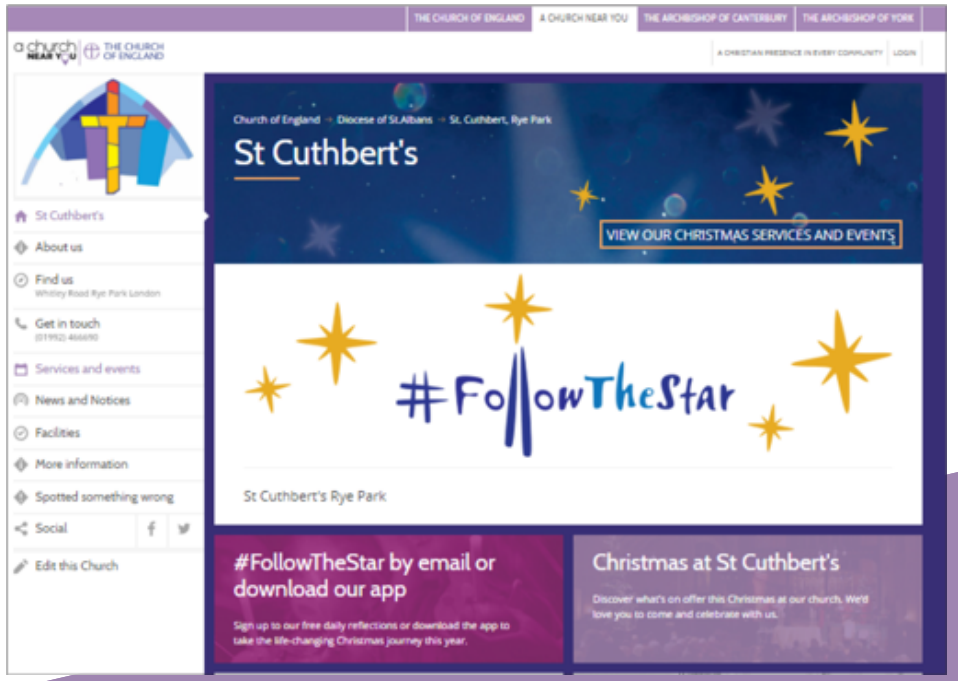
A Church Near You

- 28,386 Services and events were listed between 1st December – 6th January
- The site received 1,664,481 page views
- Traffic via Facebook was up 260% and Via Facebook mobile up 20%
- 280,300 new visitors to the site
- There were just over 4 pages per person viewed which means people found their church page
- Just under 1,000 churches used the new campaign feature which put the #FollowTheStar branding on their page



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A Church Near You editor survey

#FollowTheStar

- Our annual editor services shows:
  - 14,000 editors
  - 10,000 messages from the public since October
  - 88% of churches would recommend to another church
  - It took less than 40 minutes for 80% of editors to add all their Christmas services
  - 30% of churches have already, or are planning to in the future, use ACNY as their church website – saving £1milion
  - 87% of visitors are visiting for the first time
  - 23% of churches who added services and events saw an increase in attendance over Advent and Christmas 2018
  - 10 million page views per year.

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What's coming in 2019 on A Church Near You?

#FollowTheStar

- Resource Hub
- Diocesan view for DCs to encourage their churches to use ACNY for evangelism and discipleship
- Editor-led changes
- Benefice homepages

We find it very useful. I have been contacted by brides to be and by people searching for family history.

It's getting better all the time. Keep it up!

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Projects for 2019

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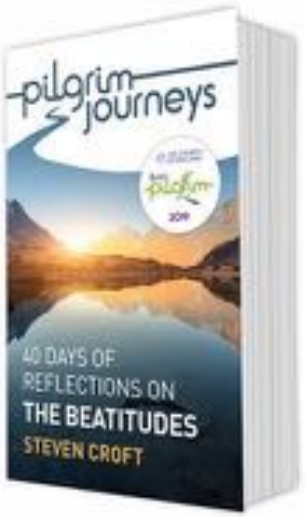
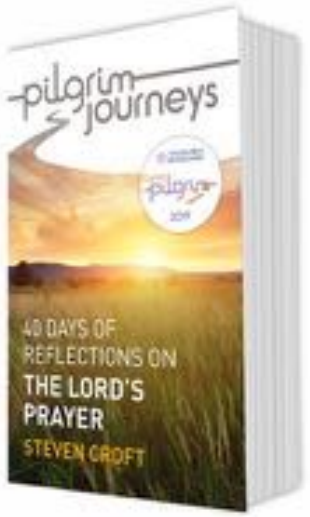
Overview of LentPilgrim and EasterPilgrim

- Taking followers from the start of Lent on Ash Wednesday, through to to Palm Sunday with the LentPilgrim reflections, and on from Easter Day to Ascension Day with EasterPilgrim
- Reflections written by the Bishop of Oxford, will guide followers through the two 40-day journeys
- The campaign encourages and prepares people for baptism and confirmation but can be used by anyone at any stage of their Christian journey
- The daily reflections provide a short Bible reading, an invitation to pray and a suggestion of how you might respond to the challenge of how to live as God intends, both as an individual and in community.
- These campaigns build on the success of #LiveLent 2018:
  - Reached 3.54 million on social media
  - 95% found them helpful, very helpful or extremely helpful in bringing them closer to God.





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Successful launch with Archbishop Sentamu at Bishopthorpe

- Archbishop Sentamu launched both LentPilgrim and EasterPilgrim at Bishopthorpe
- Bishop of Oxford introduced resources
- CofE shared insights from Lent and Christmas 2018 and how these have shaped our approach to Lent and Easter this year
- Generated lots of positive coverage on social media
- Encouraging response and attendance at Bishopthorpe.

Reflections available in a variety of formats

- Lent and Easter reflections available in following formats:
  - Booklets - can be purchased individually or in bulk from Church House Publishing
  - Email – will go to 21,000 subscribers and new people who sign up
  - App – update sent to 10,000 devices and available to download in Google and Apple stores
  - Audio on app and Alexa – all recorded in house.
- Clergy mailing including posters and samplers sent to 19,000 clergy.

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Five things churches and clergy can do to join LentPilgrim and EasterPilgrim this year:

1. Order the booklets from Church House Publishing
2. Update your A Church Near You page with your Lent and Easter services
3. Share the Lent and Easter social media posts from your church's accounts
4. Encourage your congregation to download the app or sign up to receive the email reflections
5. Share what your church is up to throughout Lent and Easter using the hashtags #LentPilgrim and #EasterPilgrim.

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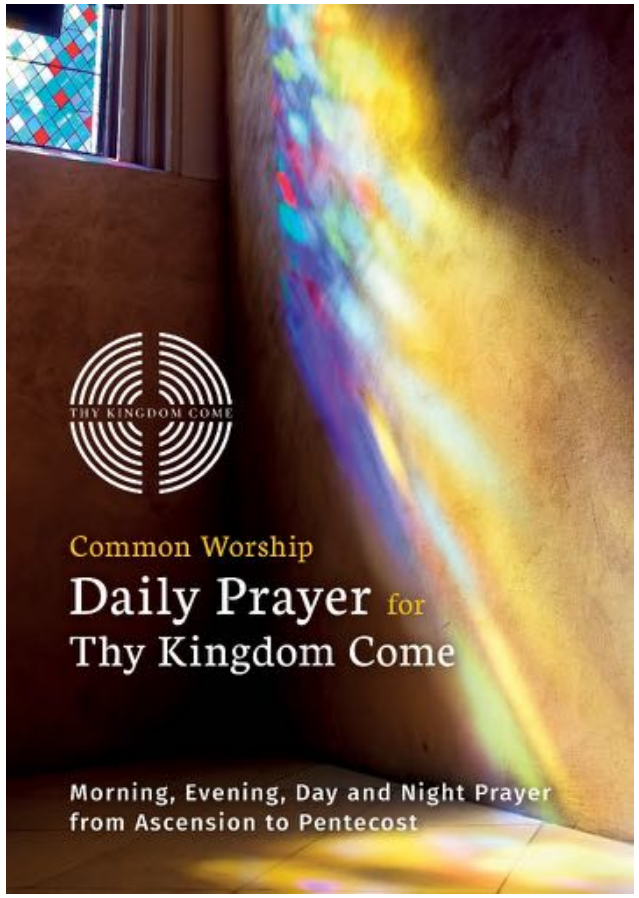
Thy Kingdom Come

- Church House Publishing has produced the *Daily Prayer for Thy Kingdom Come* resource, working with Thy Kingdom Come team and Liturgical Commission
- Resources will be made available as:
  - CHP booklet
  - Social media campaign
  - App on Android and iOS
  - Email
  - Audio on Alexa
- A Church Near You promotion
- Video resources.



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Awards

- In 2018 we entered three corporate, industry awards and won in every category we entered, including:
  - Best in house digital team of the year
  - A Church Near You
  - Best integrated with #LiveLent.

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