

July 2019 General Synod Digital Workshop

Adrian Harris, Head of Digital

Thomas Allain Chapman, Head of Publishing

Amaris Cole, Digital Communications Manager

What are we going to discuss this evening?

- Results of recent campaigns:
 - Alexa
 - LentPilgrim and EasterPilgrim
 - Thy Kingdom Come
- A Church Near You
- #FollowTheStar 2019
- Social media guidelines and charter.

Please ask questions throughout!

**Recent campaigns: Alexa, LentPilgrim,
EasterPilgrim and Thy Kingdom Come**

Times front page

DAILY NEWSPAPER OF THE YEAR

THE



TIMES

Tuesday May 28 2019 | thetimes.co.uk | No 72858

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Handbag hell!

Is your tote ruining your back?

INSIDE
TIMES2

The new
science of
red wine

Say a little prayer for me: Alexa app helps users to connect with God

Mark Bridge Technology Correspondent

In centuries past people went to priests and prophets with questions about the Almighty. Now Christians and the curious are “connecting with God” through Amazon’s Alexa.

Tens of thousands have interacted with the Church of England through the digital assistant since the launch of its own voice-controlled app, Alexa Skill, a year ago.

Some 9.5million Britons use smart-

speakers such as Amazon’s Echo to answer questions and control devices and the church said that more than 75,000 engaged with its new service.

The idea is to give information to newcomers to Christianity and spiritual succour for believers. In other words, users might ask Alexa to give them a prayer or a quick theology lesson, rather than to play them a pop song or reveal the football results.

People with an Echo speaker or Alexa on their phones can access the

app by saying: “Alexa, open the Church of England.” They can then ask the church questions about God and Jesus or the sacraments, or ask to hear prayers and religious reflections.

Instead of the normal Alexa voice, the responses were recorded by clergy and churchgoers, a mix of male and female voices and regional accents.

About a third of recent queries involved questions about religion such as “Who is God?” or “What is faith?”, while 40 per cent were requests to hear

prayers. Six per cent were requests for grace before a meal. Despite falling church attendance, 7 per cent were to ask where a local church was.

Asked “Who is a Christian?” the app responds: “Belief in God as Father, Son and Holy Spirit is at the heart of our faith. You can find a summary of what Christians believe that has been used since early times.”

One reviewer on the Amazon website wrote: “Such a great help when you are praying alone.” He added that he

would like sung psalms and hymns to be added. Another user said that he loved the app despite being a Catholic.

The church plans to launch a version for Google devices by the end of the year. Future features will include more details of local church events and connections to live-streamed services.

The Rev Katherine Hedderly, vicar of All Hallows by the Tower, in London, said: “It helps people who are new to faith to explore deep questions and to find a local church to take the next step.”

Alexa: *How is the skill being used?*

- It's now one year since the Church launched it's first smart speaker skill to bring compelling Christian content to the Alexa platform
- The CofE skill has been asked more than 75,000 questions over the last year. The breakdown of usage as of this week is:
 - Read today's daily reflection – 16%
 - Say a prayer – 40%
 - Explore the Christian faith – 31%
 - Share a grace before a meal – 6%
 - Where is my local church? – 7%
- We responded to feedback and engagement and the skill has ten times more content than at launch and was used extensively last Christmas, during Lent and over Easter with daily reflection materials
- The skill is averaging 4/5 stars in the Amazon store
- Available on Google Home soon.

LentPilgrim and EasterPilgrim summary

- Joint CHP and Digital project
- Written by the Bishop of Oxford
- Lent and Easter materials were available in:
 - Booklets - purchased individually or in bulk from Church House Publishing
 - Email – sent to 26,000 subscribers
 - App for Android and Apple devices
 - Audio on app and Alexa – all recorded in house
 - Daily social media graphics.
- Clergy mailing including posters and samplers sent to 19,000 clergy.



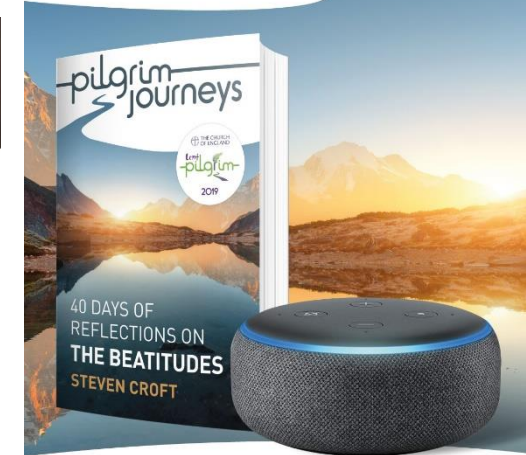
DAY 1 FORTY DAYS OF EASTER

READ Acts 1.1–3

"After his suffering he presented himself alive to them by many convincing proofs, appearing to them over the course of forty days and speaking about the kingdom of God."

PRAY

Pray the Lord's Prayer slowly and carefully today and each day in the Easter season.



"Alexa, ask the Church of England for today's LentPilgrim reflection".



THE CHURCH
OF ENGLAND

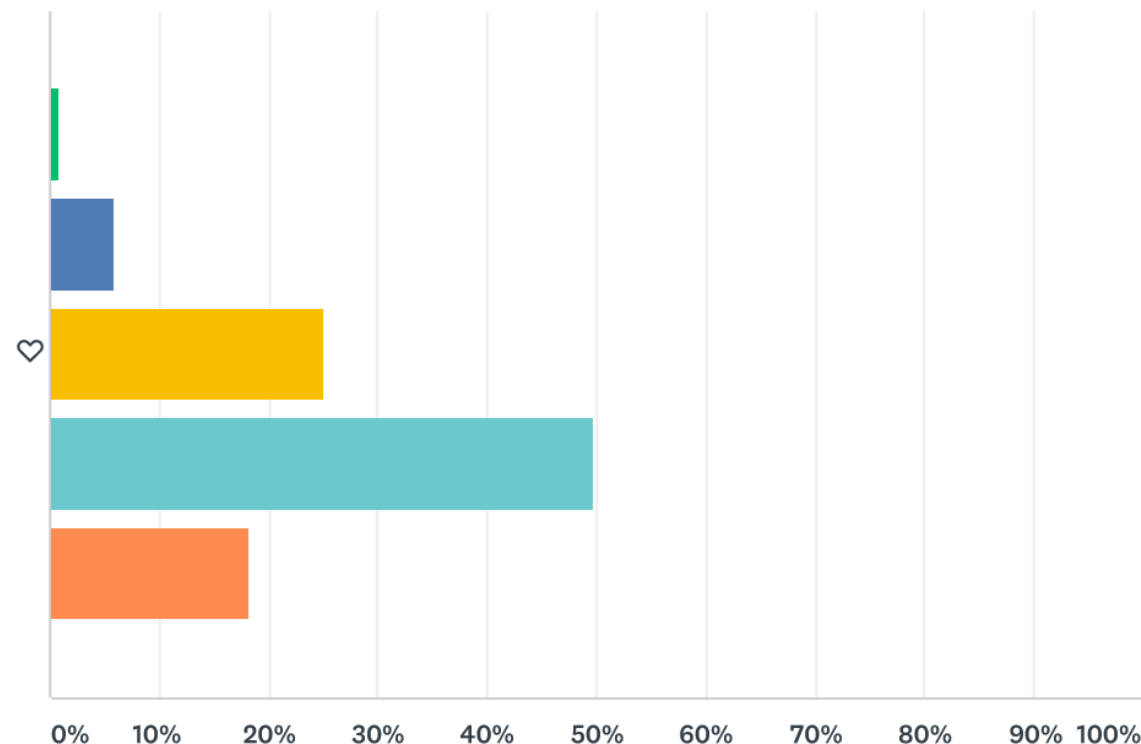
LentPilgrim and EasterPilgrim *Results*

- More than **40,000** booklets sold, up 15% on 2018
- National content seen **6.9 million times** on social media
- **Email list now 26,000** and content sent each day of the campaigns
- App downloaded **14,000 times**.

93% found LentPilgrim helpful, very helpful or extremely helpful in bringing them closer to God



How helpful was LentPilgrim in bringing you closer to God?



93% found campaign helpful, very helpful or extremely helpful in bringing them closer to God.

Not at all helpful Slightly helpful Moderately helpful Very helpful
Extremely helpful

Out of five, how many stars would you give LentPilgrim?



One star – 1%

Two stars – 1.64%

Three stars – 8.39%

Four stars – 35.7%

Five stars – 53.2%



THE CHURCH
OF ENGLAND

LentPilgrim research

■ Positives:

- Practicalities and ease of use were almost universally cited, often in comparison with alternative materials
- Brevity, ease of access, convenience of app or daily email, audio facility and general intellectual accessibility
- Convenient, flexible and could be engaged at either a superficial or profound level depending on time and inclination
- Provided stimulating new perspectives on a familiar text
- Reinforcing, or establishing a devotional rhythm was widely praised

■ Opportunities:

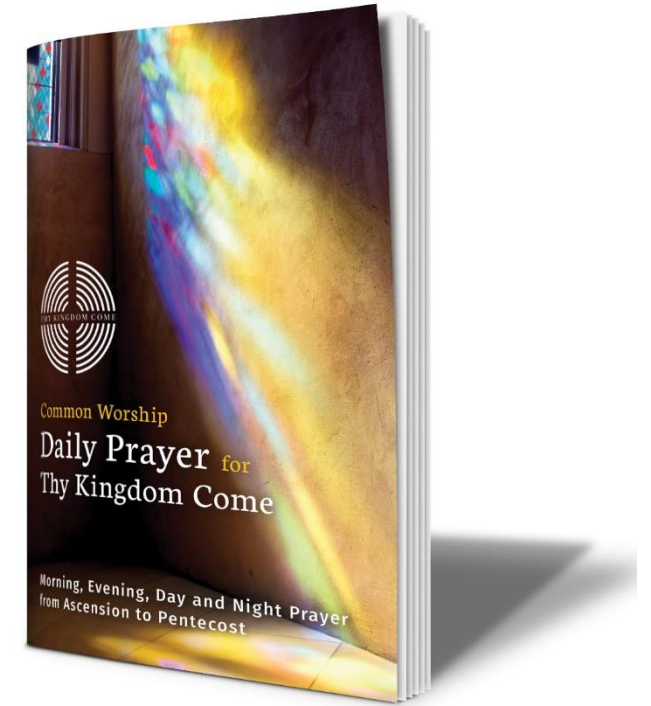
- More integration with app and print materials
- More variety of music
- Youth facing version.

What was produced for the campaign?

Church House Publishing's Common Worship for Daily Prayer available in following formats:

- Full-colour booklet
- Android and iOS app
- Audio from app also on SoundCloud and Alexa
- Social media intro graphics
- ABC campaign video
- TKC email to mailing list.

We also shared some of the TKC campaign's videos.



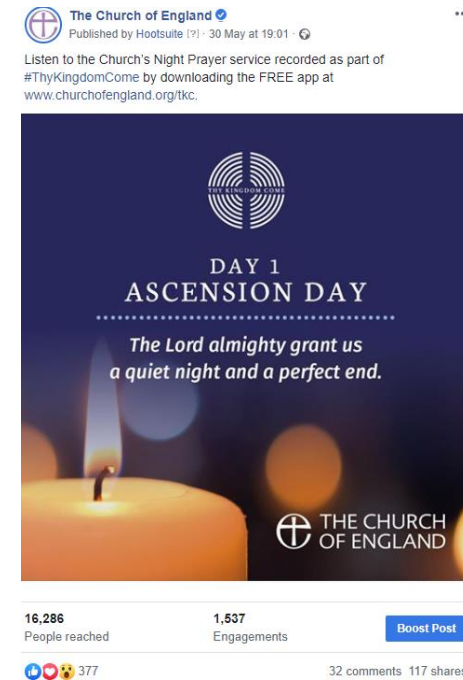
Daily Prayer for TKC app statistics

- Over 6,000 downloads in 10 days (63% iOS, 37% Android)
- 28,000 sessions (average engagement 8'32" per day)
- Over 16,000 audio plays in the app (4,000 on SoundCloud)
- Overall 4.3 stars on iOS/Android: *'Heavenly.'*
'Like having a cathedral in your pocket.'

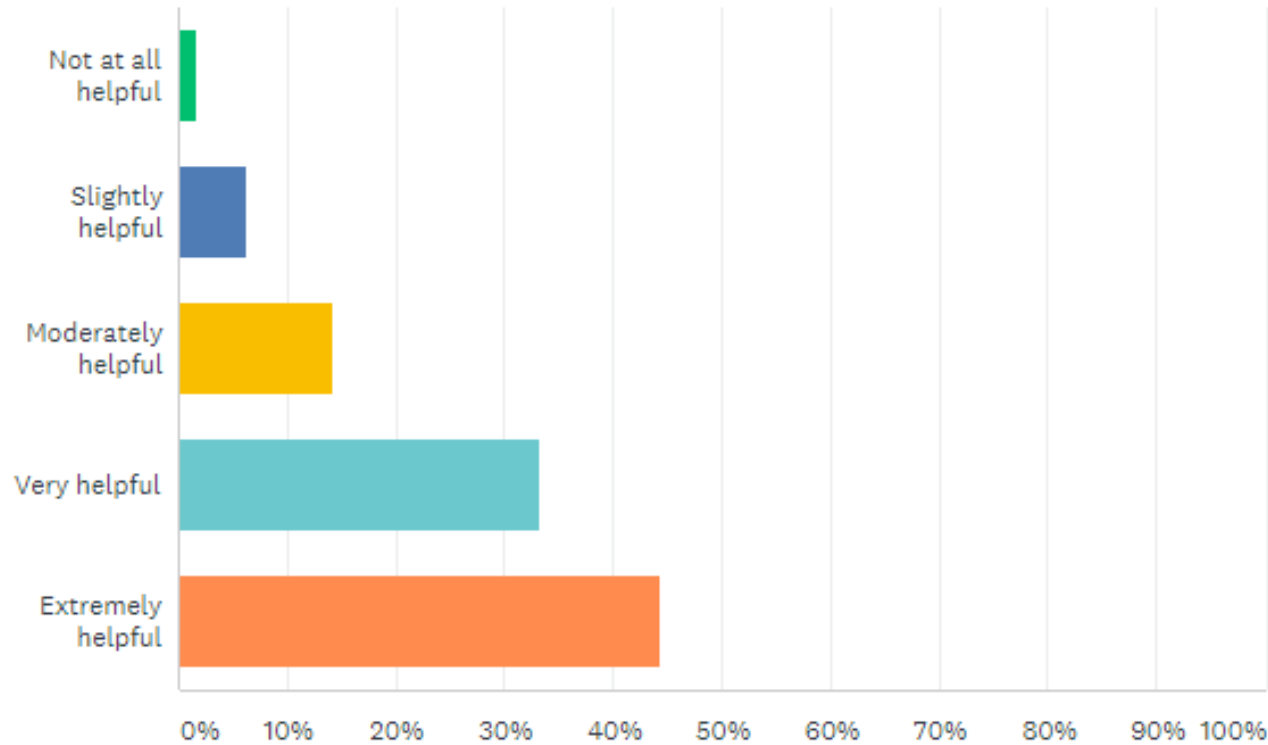


TKC social media summary

- Content seen over 933,500 times
- Over 530,000 individuals reached
- Over 31,000 engagements.

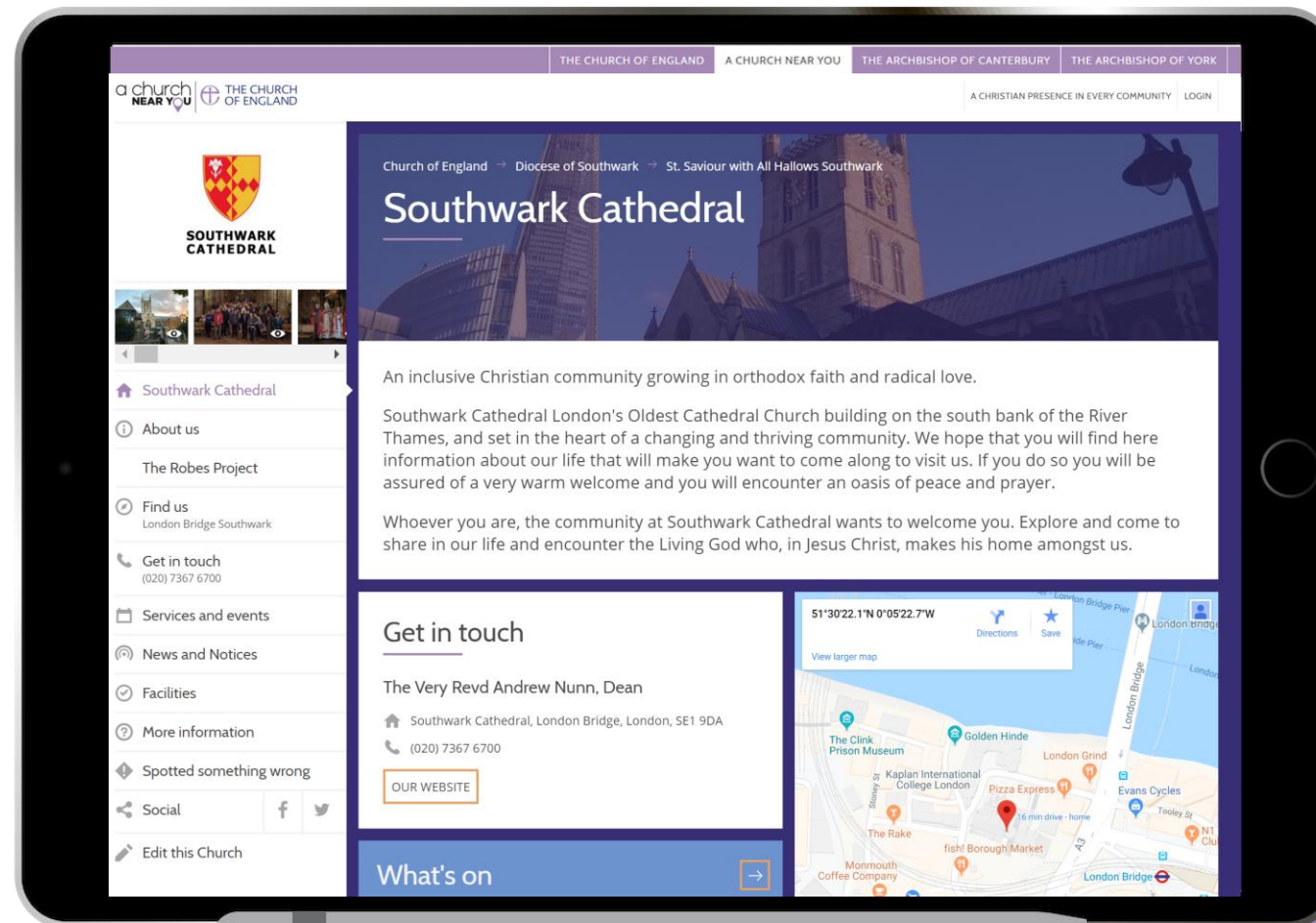


Overall, how helpful was Daily Prayer for Thy Kingdom Come in bringing you closer to God?



- 44.44% - Extremely helpful
- 33.33% - Very helpful
- 14.29% - Moderately helpful

A Church Near You



A Church Near You

12 million

Page views a year and 81% are first-time visitors

4

Average number of page views per session

Sunday 8am

The busiest time in the week

16,000

editors on the site

Results of the 2018 Editor Survey



More than 80 per cent of A Church Near You editors would recommend the site.



More than 90 per cent of editors who added their Christmas services and events to the site did so in under an hour.



23 per cent of those who added their services to ACNY saw more people attend their Christmas services this year.



More than 40 per cent of editors have heard visitors to their church say they found them through ACNY



More than one-third of editors have proactively said the new analytics report of their ACNY pages have encouraged them to make the most of their page/s, and 30 per cent have been surprised by how high the numbers are.

Churches can add a cover picture, a welcome message and add a friendly name for the benefice.



Churches in Benefice

1 St. Laurence
COVENTRY
A lively Evangelical church with informal style of worship every Sunday, and children's and youth activiti...



2 St. Thomas
COVENTRY
We have three key aims; Worshipping God, Making New Disciples, and Transforming Communities.



3 St. Laurence
COVENTRY
A lively Evangelical church with informal style of worship every Sunday, and children's and youth activiti...



4 St. Thomas
COVENTRY
We have three key aims; Worshipping God, Making New Disciples, and Transforming Communities.



All the churches in the Benefice are listed as tiles that lead to that ACNY page



Wanstead Parish: Christ Church

About us

St Mary's Open Days

Youth Voices Wanstead

Find us
Wanstead Place Wanstead

Get in touch
0208 530 8743

Services and events

News and Notices

Facilities

More information

Social



Wanstead Parish: Christ Church

Welcome to an inclusive, compassionate community of faith.

Get in touch

The Revd Fr Jack Dunn

The Rectory 37 Wanstead Place London E11 2SW

0208 530 8743

OUR WEBSITE

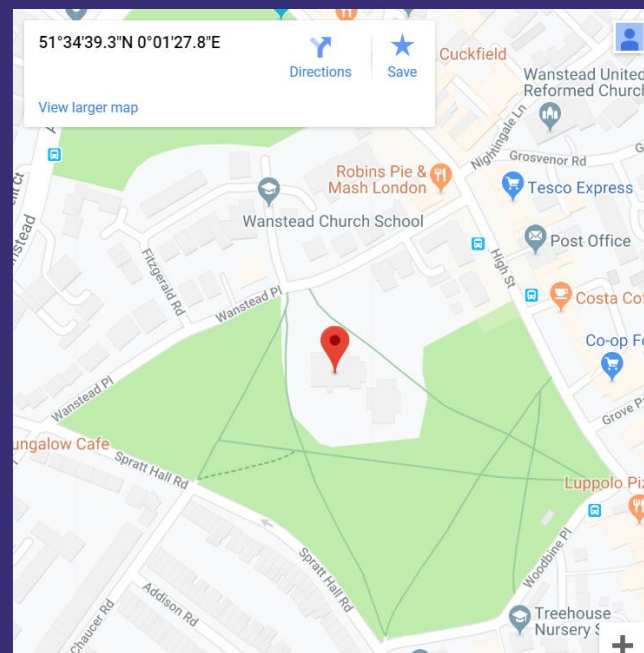
What's on

51°34'39.3"N 0°01'27.8"E

Directions

Save

View larger map



THE CHURCH
OF ENGLAND

Order your pages

Instagram integration

FREQUENCY

Custom



START TIME

Select a time



DURATION

Time based on duration type

REGULAR DURATION TYPE

Minutes



EVENTS CALENDAR


Prev	July 2019						Next
Su	Mo	Tu	We	Th	Fr	Sa	
		2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31				


Friday, 5 July 2019	
Thursday, 11 July 2019	
Wednesday, 17 July 2019	
Tuesday, 23 July 2019	

For irregular service patterns, use the custom calendar and select the dates the event falls on



Lots of new tags added for events and facilities






St. Thomas

- Benefice
- About us
- Find us
Longford Rd/Hurst
Coventry, West Midlands CV6 6DR
- Get in touch
02476366635
- Services and events
- News and notices
- Facilities
- More information
- Spotted something wrong?
- Share
- Edit this Church

Church of England → Diocese of Coventry → Longford →

Christenings



0:00 / 3:00

What does Christening involve

For us and the godparents?

Making a commitment to bring up your child as Christian within the family of Christ's church.
For our child?

Being welcomed into the family of the church;

Being named before God and proclaimed as a child of God;

Beginning a new spiritual journey in the footsteps of Jesus.

For the church?

Promising to welcome, support and pray for you and your child;

Providing a community where you and your family will feel welcome and are able to worship and grow in faith.

What will I be asked to do?

You and the godparents will be asked to promise that you will:

Tell your child the stories of the Christian faith;

Pages can now have videos embedded from YouTube or Vimeo.

NAME *

Revd Canon John Jones

DESCRIPTION

John has been vicar of St Mary's since 1998. He and the church have focused on supporting the whole community through a range of social action projects. You are very welcome to join us at any of the services and events that take place in church or our church hall.

Churches can now add a biography for all their clergy

POSITION

Incumbent

☒ IS PUBLISHED

In team ministries, the editor can now select which members of clergy should appear on their page



www.churchofengland.org/followthestar

What were the key results from the campaign?



- Total social media reach of 7.94 million – up by 1.14 million on 2017
- First time the campaign spanned digital, print, traditional media and broadcast
- 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
- More than 50,000 items sold through the online store – bookmarks, booklets and flyers were particularly popular.





THE CHURCH OF ENGLAND

A CHURCH NEAR YOU

THE ARCHBISHOP OF CANTERBURY

THE ARCHBISHOP OF YORK

A CHRISTIAN PRESENCE IN EVERY COMMUNITY

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Whitely Road Rye Park London

Get in touch

(01992) 466690

Services and events

News and Notices

Facilities

More information

Spotted something wrong

Social

Edit this Church

Church of England → Diocese of St Albans → St. Cuthbert, Rye Park

St Cuthbert's

VIEW OUR CHRISTMAS SERVICES AND EVENTS

#FollowTheStar

St Cuthbert's Rye Park

#FollowTheStar by email or download our app

Sign up to our free daily reflections or download the app to take the life-changing Christmas journey this year.

Christmas at St Cuthbert's

Discover what's on offer this Christmas at our church. We'd love you to come and celebrate with us.

Daily Service

Home Episodes Clips Galleries Contact Us

Listen now

Follow the Star: God's Home

A space for spiritual reflection with a Bible reading, prayer and a range of Christian music.

Theme: Follow the Star: God's Home
Led by Revd Shaun Lambert

In the bleak midwinter (Truro Cathedral Choir)
Thorns In The Straw (Graham Kendrick)
Home (Rivers & Robots)
Luke 2: 41-52

15 days left to listen
15 minutes

+

Christmas Service

Home

Listen now

The Archbishop of Canterbury, the Most Revd Justin Welby, reflects on the birth of Jesus in a service for Christmas morning from the Chapel of Lambeth Palace.

7 days left to listen
42 minutes

Show more

+

THE CHURCH OF ENGLAND

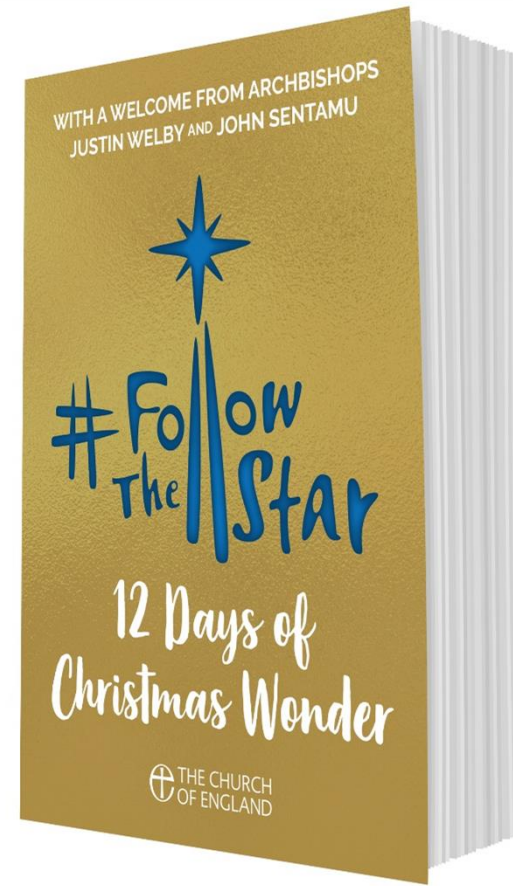
Download on the App Store

GET IT ON Google Play



#FollowTheStar 2019: reflections

- *12 days of Christmas wonder*
 - Booklet by The Revd Mina Munns
 - Published 23 September
 - Special early-bird bulk discounts
 - New 'taster' leaflet
 - SMS
 - Email
 - App for iOS and Android
 - Audio for Alexa, Google Home and app
 - Accompanying family activities.



#FollowTheStar 2019: content and wider campaign



- More content for Advent
- Video content and customisable videos
- Social media campaign
- Online shop
- Updates to A Church Near You
- Launch at Lambeth Palace
- Encouraging 'Night of the stars' events.

"I found getting involved in the campaign was fantastic. We've had a good response from the local community and have seen 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

How can your church reach more people this Christmas?



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

Our social media community guidelines



Sign up to the Church of England's Digital Charter.

Find out more at churchofengland.org/charter

#CofECharter



Social media guidelines and charter



The charter and guidelines

- Church publishes first ever guidelines and charter:
 - The **community guidelines** have been created to encourage conversations that reflect our values. They apply to all content posted by the public on the national social media accounts run by the Church of England, the Archbishop of Canterbury and the Archbishop of York.
 - The **charter** is a voluntary pledge that we're suggesting individual Christians as well as churches, cathedrals and other groups to sign to help make social media and the web more widely positive places for conversations to happen.
- Endorsed by CofE, Archbishop Justin Welby and Archbishop John Sentamu
- Archbishop Justin officially launched at Facebook UK's office in livestream to the Facebook UK page (with six million followers).
- Will you sign the charter today?



The Church of England @churchofengland · 8h

Today we're launching the Church of England's first social media guidelines to tackle online abuse, misleading content and encourage a positive atmosphere for online conversations.

Read the guidelines at churchofengland.org/guidelines



John Sentamu @JohnSentamu · 11h

A Digital **#CofECharter** has been launched today by @churchofengland, centred on truth, kindness, welcome, inspiration & togetherness. Will you sign up? Read the full charter on the CofE website at churchofengland.org/charter



National coverage

- [BBC News \(and on home page\)](#)
- [The Sun - Church of England releases '10 digital commandments' warning of dangers of social media](#)
- [Guardian - Archbishop of Canterbury warns against 'alternative facts' online](#)
- [Metro - Church of England set to publish social media guidelines](#)
- [ITV News - Church of England launches first social media guidelines](#)
- [Sky News - Church of England issues social media 'commandments'](#)
- [Telegraph - Church of England announces new 10 commandments for social media](#)
- [Daily Mail - Thou shalt not be an online troll! Archbishop of Canterbury issues first set of digital commandments to battle 'cynicism and abuse' on social media](#)
- [Evening Standard – CofE releases social media guidelines and urges online users to 'put the truth out'](#)
- [The Register – What would Jesus tweet?](#)
- [Belfast Telegraph – Social media needs truth and kindness](#)
- [iNews – Welby urges people to 'put truth out'](#)
- [The Tablet – CofE publishes social media guidelines](#)
- [Herald Scotland - Archbishop Welby: 'Put the truth out on social media](#)
- [Metro – Liz Morgan \(CofE Digital Team\) – CofE social guidelines will help make us better humans online](#)

THE Sun
NEWS SITE OF THE YEAR

NEWS | FABULOUS | MONEY | MOTORS | TRAVEL | TECH

UK News ▾

'THOU SHALT NOT TWEET' Church of England releases '10 digital commandments' warning of dangers of social media

METRO

NEWS

SPORT

Church of England set to publish social media guidelines


**Jeff Parsons**
Monday 1 Jul 2019 8:38 am

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Archbishop of Canterbury Justin Welby urges people to 'put truth out online' as Church of England issues social media guidelines

sky news


Church of England issues social media 'commandments'

The Church has published a digital charter encouraging people to be nice to each other online and not spread disinformation.

Monday 1 July 2019 12:37, UK

ARCHBISHOP OF CANTERBURY

FACEBOOK



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The Guardian

News | Opinion | Sport | Culture | Lifestyle

World ▶ Europe US Americas Asia Australia More



Anglicanism

Archbishop of Canterbury warns against 'alternative facts' online

International coverage

- [CNN - The Church of England has some ideas on how to improve social media](#)
- [Newsweek – CofE issues social media '10 commandments'](#)
- [ABC News - Thou shalt not troll?](#)
- [New Zealand Herald - Church of England releases '10 digital commandments' for using social media](#)
- [The Australian – CofE launches social guidelines](#)
- [RTE Ireland - Use Jesus as guide on social media - Church of England](#)
- [CBS News – CofE releases new guidelines](#)
- [Canberra Times - Anglicans launch social media guidelines](#)
- [Times of India – Think of Jesus when online, says Church of England](#)

Thou shalt not troll? Church of England issues new 'commandments' for Christians online



The Church of England has some ideas on how to improve social media

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Newsweek

SIGN IN

Anglicans launch social media guidelines

CULTURE

CHURCH OF ENGLAND ISSUES SOCIAL MEDIA '10 COMMANDMENTS': THOU SHALT NOT SHARE 'ALTERNATIVE FACTS'

Think of Jesus when online, says Church of England

TNN | Updated: Jul 2, 2019, 3:25 IST



Church Of England Releases New Guidelines For Social Media

Categories: News, International News, Social Media, WCCOTV



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MOST VIEWED

Facebook Live launch with Archbishop Justin

- Interview with Facebook's EMEA VP.
- Lots of positive engagement and already seen 165,000 times
- Helped to generate considerably more press coverage.

Broadcast

- Sky News live interview with Revd Liz Clutterbuck
- CBS US segment
- Premier Radio
- BBC interviews
- UCB and TWR.



Speaking Hope to the World



The Church of England

Published by Amaris Cole [?] · 3 July at 16:09 ·

Did you see the Archbishop of Canterbury launch the Church of England's digital charter at Facebook this week?

Pledge to make social media and the web positive places for conversations to happen: [churchofengland.org/charter](https://www.churchofengland.org/charter)



165,369 Views



Q&A