

Digital and the Church in 2019

Adrian Harris, Head of Digital



Why is digital important?



24

hours
each week
online



98%

digital users
use social
media



4 in 10

use social
media to
research a
brand



mobile

phones are the
primary source
people use to
access the
internet

Global Web Index 2019

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Our focus areas

Evangelism

Discipleship

Common Good

Training

Social media

Apps and
audio

National
websites

Audiences sit at the heart of our work



New parents



Occasional churchgoer



Exploring faith



Regular churchgoer



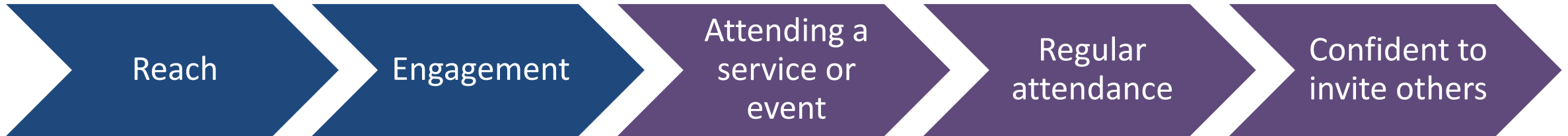
Bride

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Digital, dioceses and local churches

Digital

Churches supported by digital



What have we been working on over the last three years?

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Digital and social media training for churches

A Church Near You Schools Search

Find Your Local Church

Postcode or town/city GO

Enter postcode or town/city

Via www.achurchnearyou.com

Use this popular website for service times, seasonal events, contact details and more

Releases

13 November 2017

[Homophobic, biphobic and transphobic \(HBT\) bullying tackled in new guidance for Church schools](#)

10 November 2017

[Resignation of Lorna Ashworth](#)

09 November 2017

[Cathedrals attract record numbers at Christmas](#)

[More news](#)

[Sign up for Daily Digest](#)

In The News

Media enquiries: 0207 898 1326 / out of hours 07774800212

[Steel and cement companies falling short in transition to a low-carbon economy](#)

[Number of women in ordained ministry at record high](#)

[Independent Reviewer's report on See of Sheffield published](#)

Blogs

['Life, and for me motherhood, has been the most fertile training ground for priesthood'](#)

["It might boost my ego, but no one becomes a vicar because they saw it on TV"](#)

[What is the point of RE?](#)

Forgiveness and Reconciliation in the

Safeguarding

The Church of England is committed to the [safeguarding, care and nurture](#) of everyone within our church community.

[Reporting concerns and finding support](#)

[House of Bishop Policy & Practice Guidance](#)

[Media Statements](#)

Renewal and Reform

[Rural church growth at the heart of latest round of funding for dioceses](#)

[Video: Bishop of Liverpool on vocations](#)

[A Hopeful Future: Vision, Narrative, and Biblical hope, for Renewal & Reform](#)

[Videos Playlist](#)

Recent blogs:

[View more on Renewal and Reform](#)

Stories Worth Sharing

[Listen to stories worth sharing on Soundcloud](#)



[Listen to more](#)

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Archbishops

Join Us In Prayer

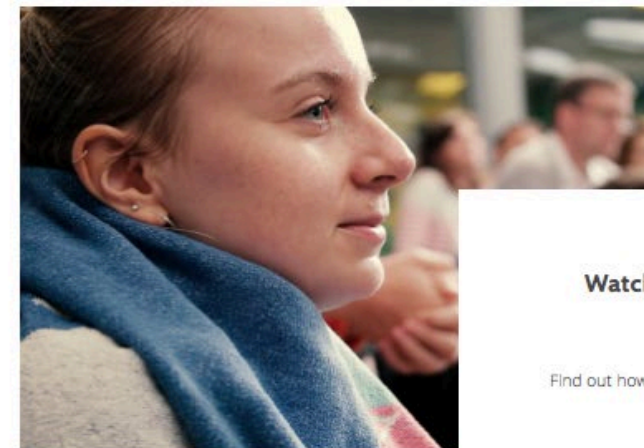


HOW DOES THE CHURCH SERVE COMMUNITIES?

Watch our faith in action videos

scroll down

A video series capturing short stories from across the Church looking at how we work with and serve local communities.



Watch our videos from across the Church

Find out how local Christian communities live out their faith

[WATCH NOW](#)

Everyone then who hears these words of mine and does them will be like a wise

Lots of new content for local churches



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Alexa smart speaker skill

- The Church of England Alexa skill has been asked more than 100,000 questions in the first year
- Usage in a typical week:
 - Read today's daily 'EasterPilgrim' reflection – 16%
 - Say a prayer – 40%
 - Explore the Christian faith – 31%
 - Share a grace before a meal – 6%
 - Where is my local church? – 7%.
- Planning to launch on Google by end of the year.



Times front page

DAILY NEWSPAPER OF THE YEAR

THE



TIMES

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

£1.80 Only £1.10 to subscribers

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 9.5 million 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.”

Reaching the widest possible audience

- Loose Women coverage particularly encouraging given demographics reached
- They amplified through their social media channels and on [ITV.com](https://www.itv.com)
- Averages 900,000 viewers, with hundreds of thousands streaming on catch up.

 **AGE**
Most popular with Millennials and Baby Boomers

 **GENDER**
More popular with Women

With 31% positive opinion, Loose Women is more popular among Women than among Men

Source: 6,620 interviews - YouGov Ratings data collected between May 2018 and April 2019

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Lent and Easter campaigns

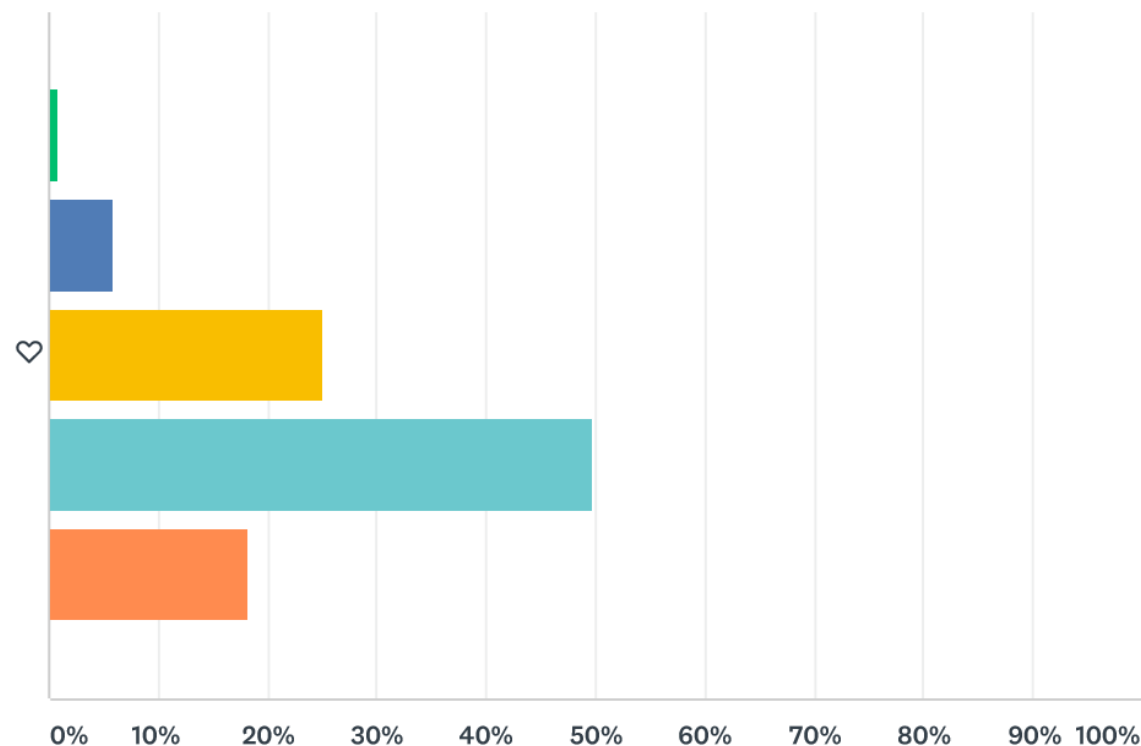
- More than **40,000 booklets** sold, up 15% on 2018
- National content seen **6.9 million times** on social media
- **Email list now 26,000** and content sent each day of the campaigns
- App downloaded **14,000 times**.

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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

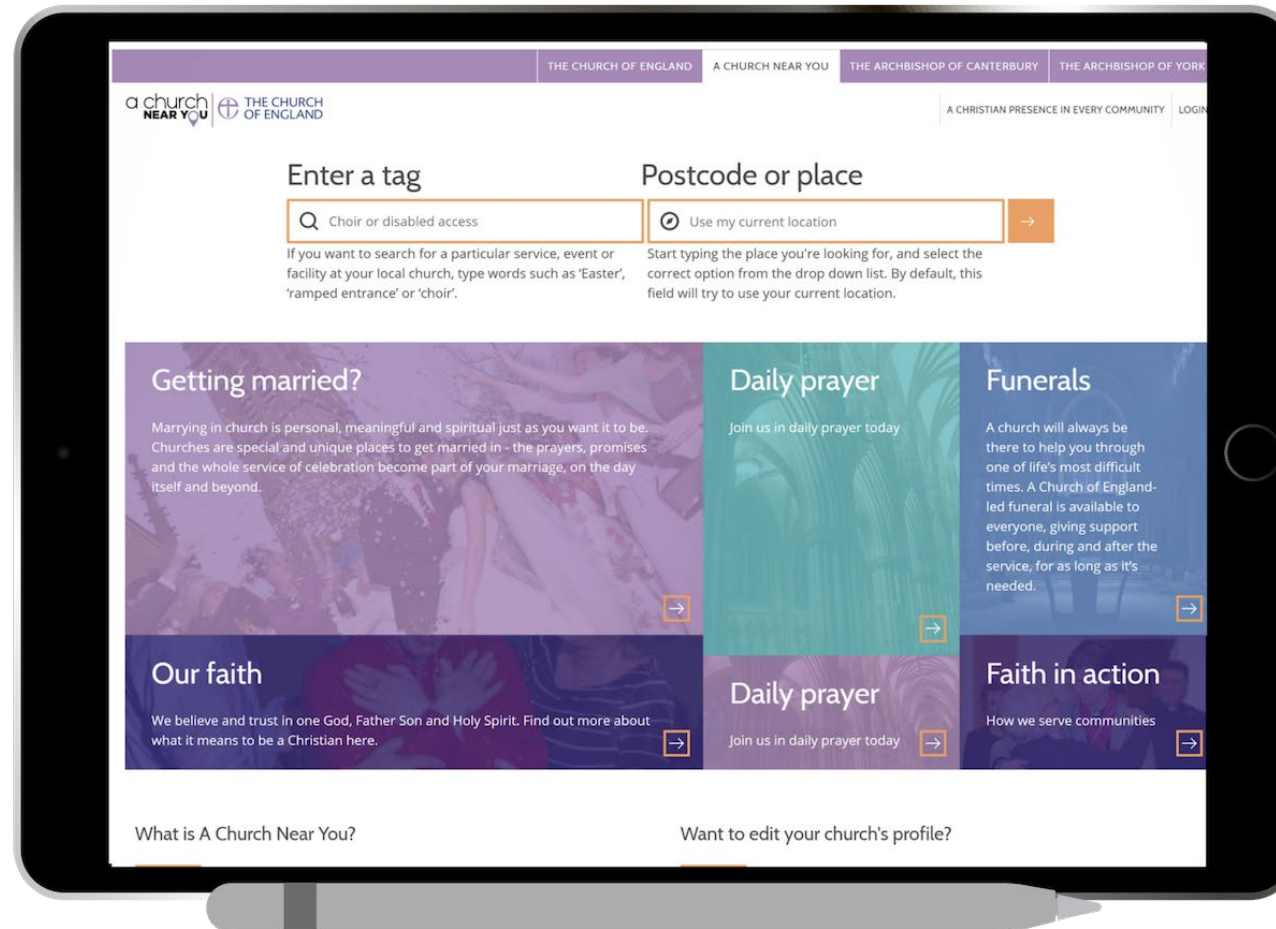
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The importance of A Church Near You

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The importance of A Church Near You



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Before and after



A Christian presence in every community

- Home
- Login
- Register
- Help

Home

Commemorating World War One

Many churches have added details of their plans for World War One commemoration.

Find WW1 Events

Quick Search Find Churches Find Events

We currently list 16,500 churches and 53,000 services.

Search by Postcode or Place

Enter a place for a list of suggestions or a postcode to use the parish finder - How this works

Place or postcode

Search

A Church Near You
What is A Church Near You?

Getting married?
We'd love to hear from you!

WW1 Commemoration
Many churches have added details of their plans for World War One commemoration.

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THE CHURCH OF ENGLAND

A CHURCH NEAR YOU

THE ARCHBISHOP OF CANTERBURY

THE ARCHBISHOP OF YORK

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Sacred Trinity

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07436 532408

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Sacred Trinity

Friendly, open-minded church. Here since 1635. We continue to be an uplifting, loving, transformative and sometimes surprising presence in our community.

Our website is sacredtrinity.org.uk and you can find us on Twitter, Facebook and Instagram @sacredsalford.

Get in touch

Andy Salmon

Sacred Trinity Church Chapel St Salford M3 5DW

07436 532408

E-mail

[OUR WEBSITE](#)



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THE CHURCH OF ENGLAND
LABS LEARNING
ROADSHOW

Quote from A Church Near You church editor

"...many thanks for all the 'A Church Near You' site does for the church. The service it provides is much appreciated and in today's world is an invaluable aid to our mission and ministry."

A Church Near You: the numbers

38 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

17,043

Editors on the site

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Results of the 2019 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.

Social media guidelines and charter

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Social media guidelines and charter

Our social media
community
guidelines



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

Find out more at
churchofengland.org/charter

#CofECharter



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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?

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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](#)



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



Church of England set to publish social media guidelines

Jeff Parsons
Monday 1 Jul 2019 8:38 am



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



World Europe US Americas Asia Australia More



nism
bishop of Canterbury warns
1st 'alternative facts' online

R O A D S H O W

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](#)



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

Newsweek

SIGN IN SUBSCRIBE

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



HOME / NEWS / LATEST NEWS

Anglicans launch social media guidelines



Use Jesus as guide on social media - Church of England

Updated / Monday, 1 Jul 2019 10:35



Church Of England Releases New Guidelines For Social Media

Categories: News, International News, Social Media, WCCOTV

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Next three years – supporting churches and dioceses

- Equipping schools, parents and churches with more resources.
- Developing a year round cycle of campaigns and resources for different audiences.
- Significantly expanding our local church training.
- More audio with Church House Publishing. Recording daily services and seasonal content.
- Improving A Church Near You so that there is even more functionality for churches to use the platform for their own websites.



www.churchofengland.org/christmas

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