

Preparing for #FollowTheStar

Adrian Harris, Head of Digital





FollowTheStar

#CofERoadshow

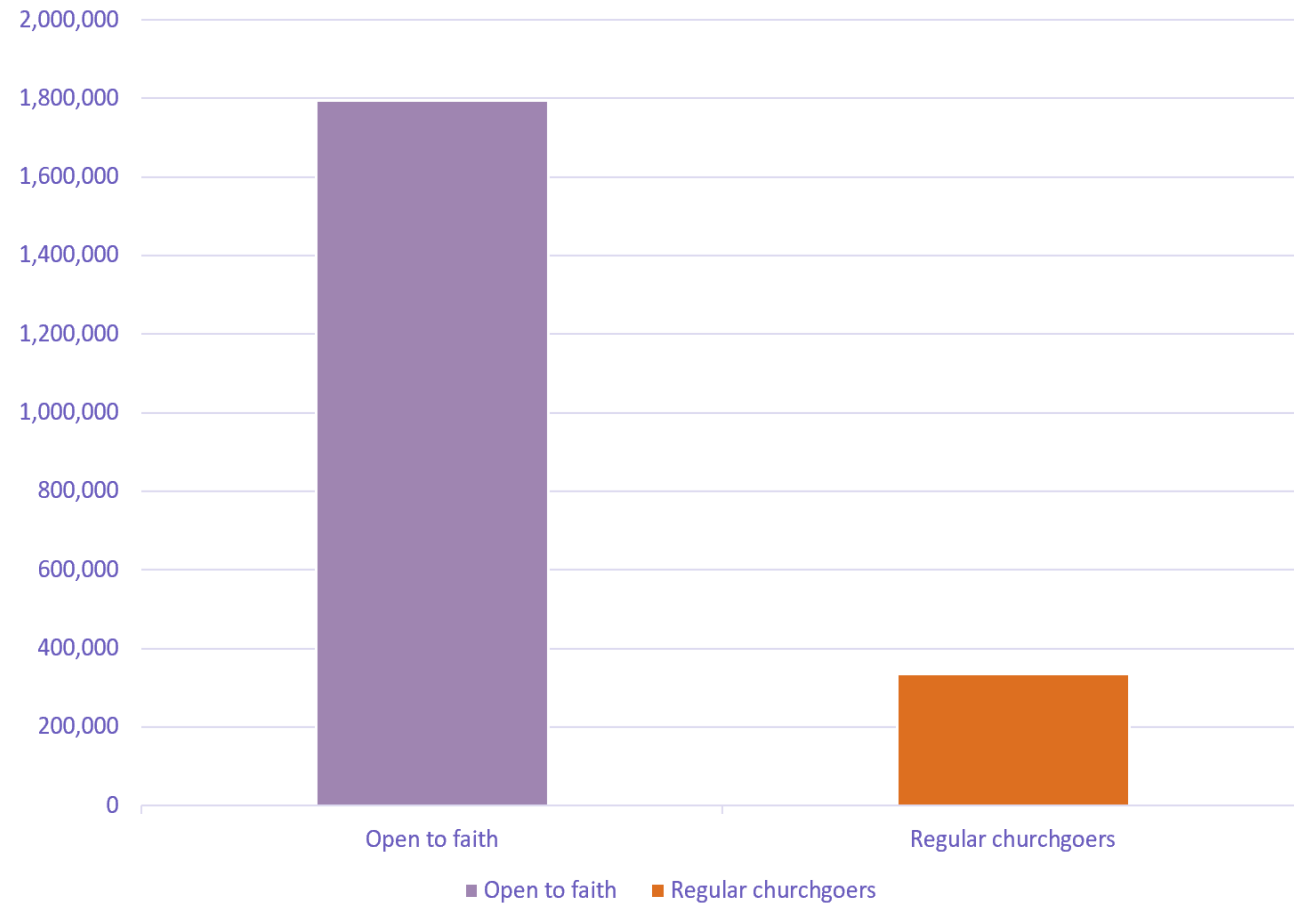
Key results from #FollowTheStar 2018

- 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.



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#FollowTheStar invitation to local church



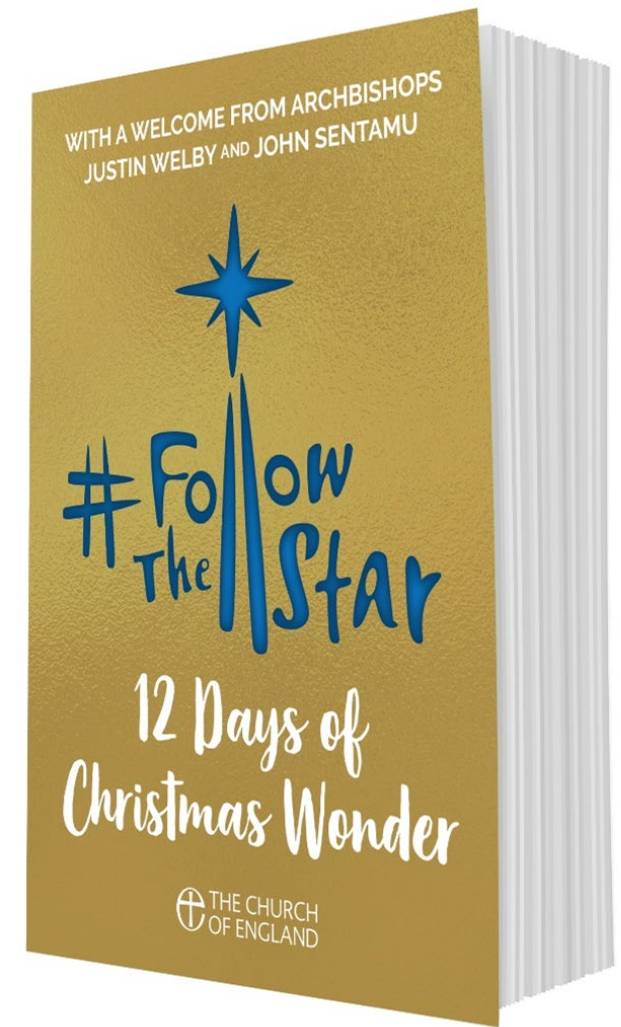
Audience	Amount
Regular churchgoers	334,114
Open to faith	1,794,862

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#FollowTheStar 2019 reflections

Twelve 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.



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What do we have planned?

- Weekly messages from Archbishop Justin
- 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 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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#Follow The Star

Loving God, help the world to follow the star and find peace; help us follow the star to know your love in our homes, and may the star lead us to find Jesus in our lives, this Christmas and always. Amen.

THE CHURCH OF ENGLAND

4 Daily Service

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Follow the Star: God's Home

A space for spiritual reflection with a Bible reading, prayer and a range of Christian music. 15 days left to listen 15 minutes

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

+

4 Christmas Service

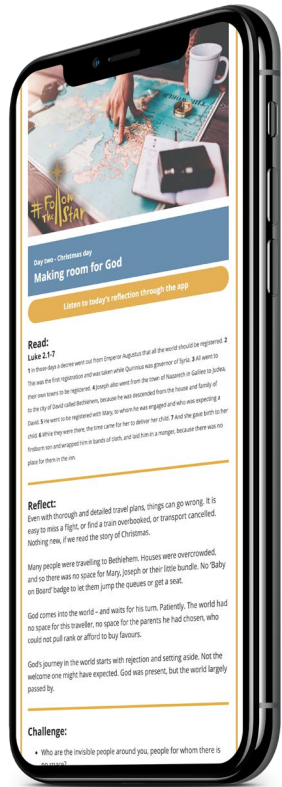
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Listen now

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

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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 love you to come and celebrate with us.

#Follow The Star

THE CHURCH OF ENGLAND

Download on the App Store

GET IT ON Google Play

We need your help!

1. Update your A Church Near You pages with your Advent and Christmas services and events
2. Order the *#FollowTheStar: Twelve days of wonder* booklets and download the FREE app when it launches
3. Download and buy posters, logos, prayer cards, bookmarks and other resources
4. Display a star on your church building – and tag this on A Church Near You
5. Use our new Christmas videos and brand-new customisable video tool to help your church promote its services and events.
6. And... Sign up to the Church of England Digital Charter!

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FollowTheStar

www.churchofengland.org/christmas

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