

How is the Church maximising the use of digital?

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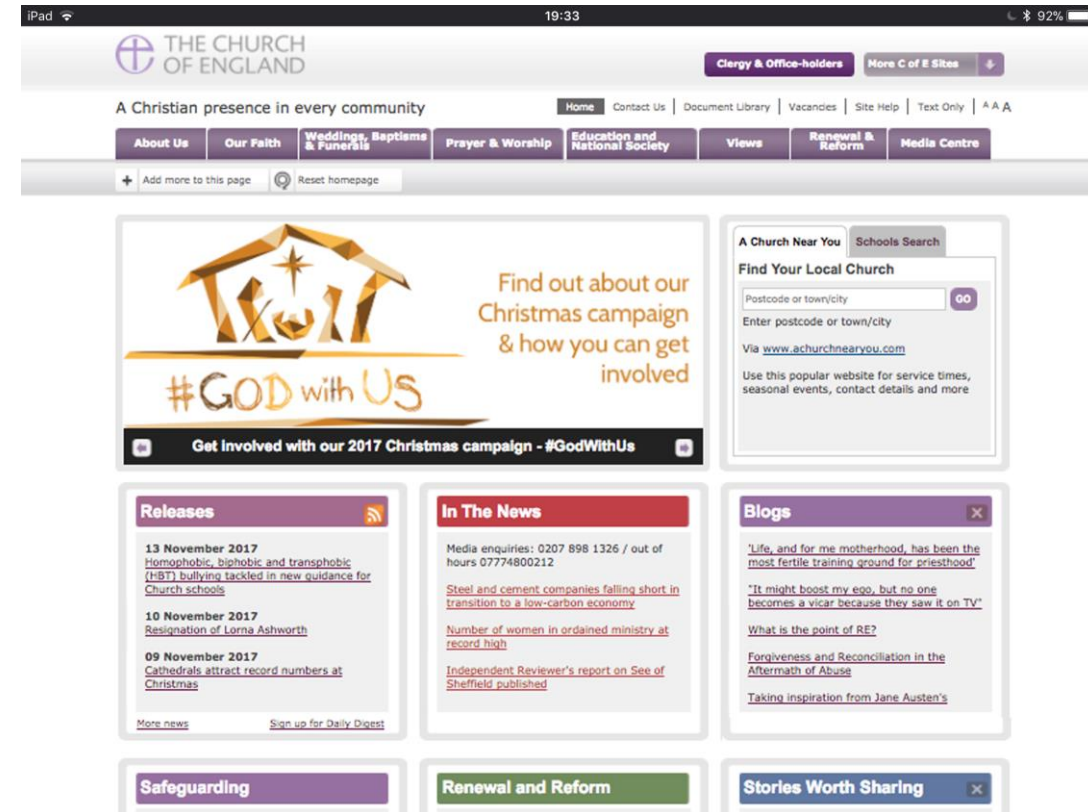
digital CONFERENCE
LABS

What am I going to speak about today?

- Introduction to the work of the team
- Looking at all that has been achieved locally and nationally in challenging circumstances
- Preparing for Advent and Christmas with *Comfort and Joy*
- Lent 2021
- Social media guidelines and charter
- Digital trends in 2021.

Where did we start from?

- Until 2016 just one member of staff focused on digital with small annual budget.
- Websites not properly updated for more than ten years.
- Missing audience focus and research to strategically share the Christian message.
- No major seasonal campaigns, no training and little opportunity to innovate digitally.
- Low strategic use of social media platforms.
- Funding secured and team recruited from autumn of 2016.



Audiences sit at the heart of our work



New parents



Occasional churchgoer



Exploring faith



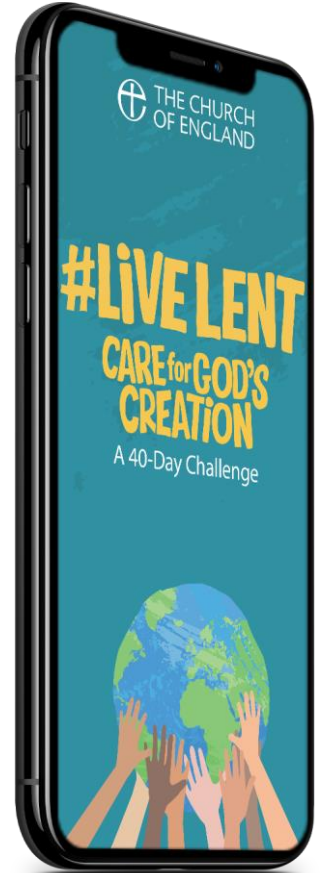
Regular churchgoer



Bride to be

Where is the Church with digital today?

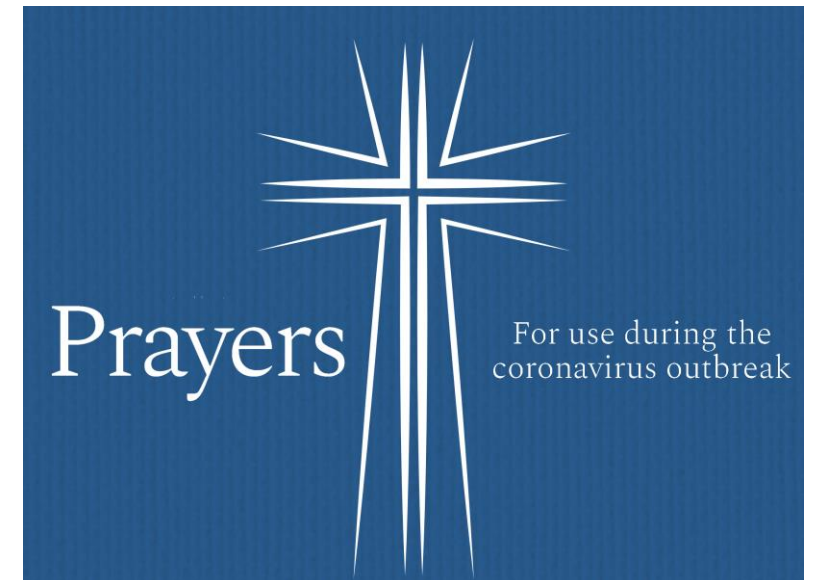
- A team of ten people: content producers, social media and website experts, research and insights and training.
- Audience research and insights at the heart of everything to understand how best to engage people with high quality Christian content.
- New websites that reach and engage millions.
- Campaigns at key moments in the Christian and secular year.
- Online and in person training for churches.
- Developed smart speaker skills.
- Speaking into social media ethics with the launch of a digital charter and guidelines.



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The impact of Covid-19 on the Church

- Pivoting to online video and audio services – which are reaching both regular churchgoers and new audiences.
- Lots of amazing examples of churches meeting the local need with online services and events.
- Rapid cascade of guidance for parishes and clergy
- Providing national resources that individuals and churches can reuse.



AChurchNearYou.com
has received more than

**44 million
page views**

so far this year, already
higher than the total
figure for 2019.

a church
NEAR YOU



 THE CHURCH
OF ENGLAND



Churches added more than
17,000 online
services

or events to
AChurchNearYou.com,
most of which take
place regularly.





Our social media accounts
are helping us to **explain**
the work of the Church
and **share the Good News**
of Jesus Christ in the
digital age.



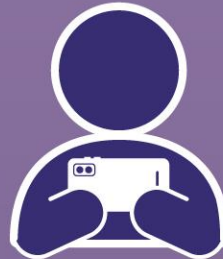
There has been a **significant increase** in social media engagement, with **86 million views** this year - a **92% increase** from last year.

7 million

Church of England and Church House Publishing apps have been accessed more than **7 million times, up 40% from last year.**



The Church's new national
weekly online services
have received nearly
3 million views.



 THE CHURCH
OF ENGLAND



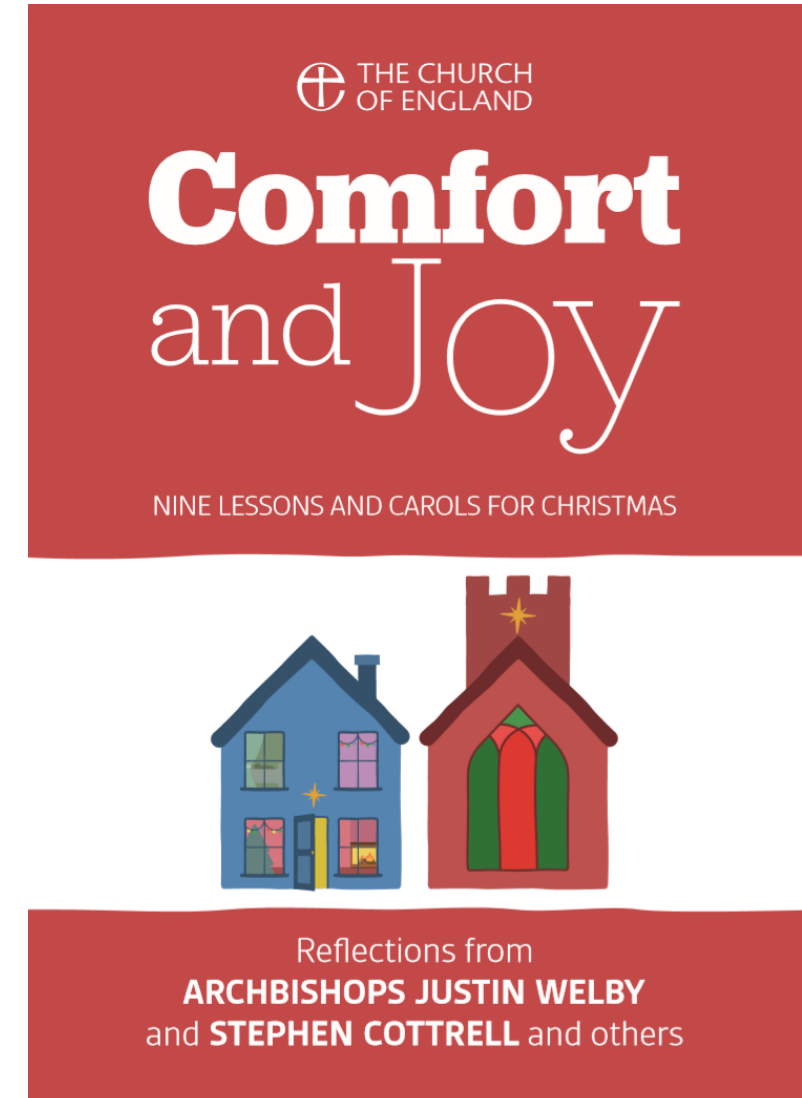
Comfort and Joy



churchofengland.org/ComfortAndJoy

Advent and Christmas 2020

- Core reflections and youth reflections:
 - Weekly in Advent
 - Daily *Nine Lessons and Carols* from Christmas Eve to 2 January 2021
 - Family activities.
- Printed and online materials – bookmarks, prayer cards etc
- Nine online services and events – BSL interpretation and subs
- Free content for churches to reuse
- Prayers and other social media content
- Webinars and content on what your church could do locally.



Printed materials from Church House Publishing



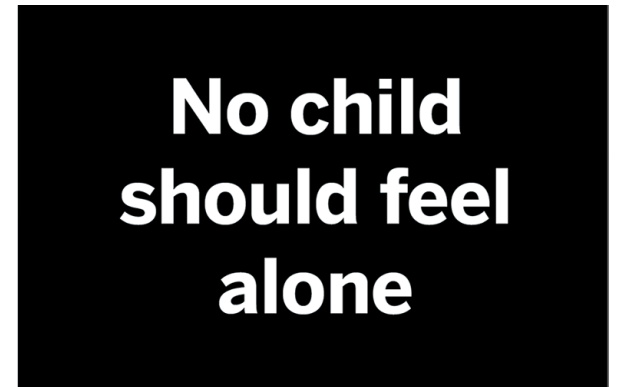
Who are we partnering with for online services?



- St Martin-in-the-Fields Radio 4 Christmas Appeal
- HOPE Together
- Children's Society
- Loss and Hope
- Christian Aid
- Church Army
- Marie Curie
- Embrace the Middle East.



**The
Children's
Society**



AChurchNearYou.com resources for church leaders

- AChurchNearYou.com Resource Hub will host lots of free resources:
 - Logos
 - Customisable videos and images
 - Image library
 - Downloadable templates
 - Advent, Christmas and Epiphany carols – coming in November
 - Orders of service templates.
- Please join the 19,000 lay and ordained leaders who have:
 - Claimed their church pages
 - Added online and in person services and events.
- **The site has received more than 44 million page views so far this year, more than 2019 in total!**



Find comfort and joy this Christmas

Start typing the place you're looking for, and select the correct option from the drop down list. By default, this field will try to use your current location.

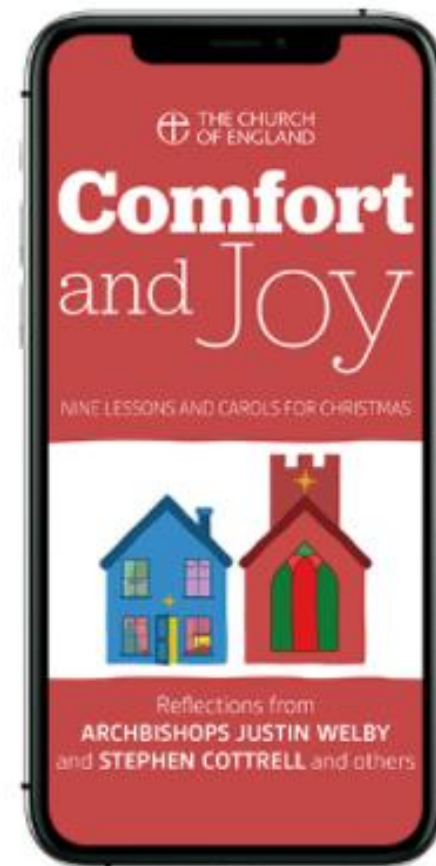


Use my current location

FIND →

How will we make content available?

- Reflections:
 - Printed booklet
 - Android and Apple app
 - Social media
 - Email
 - Smart speakers
 - Audio
 - Daily Hope.
- Online services on YouTube, Facebook and smart speaker apps.



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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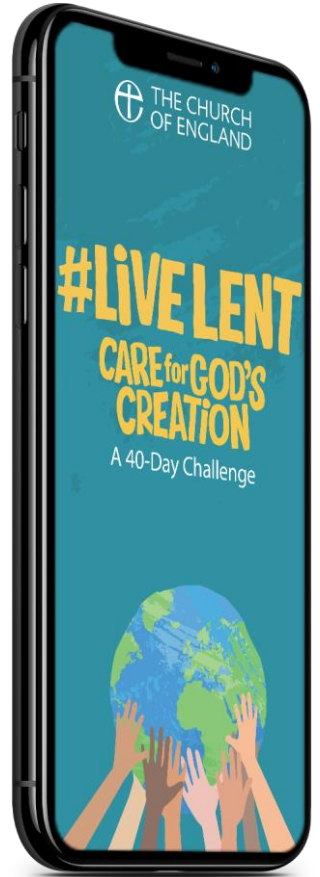
Social media guidelines and charter

- 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?



Lent 2021

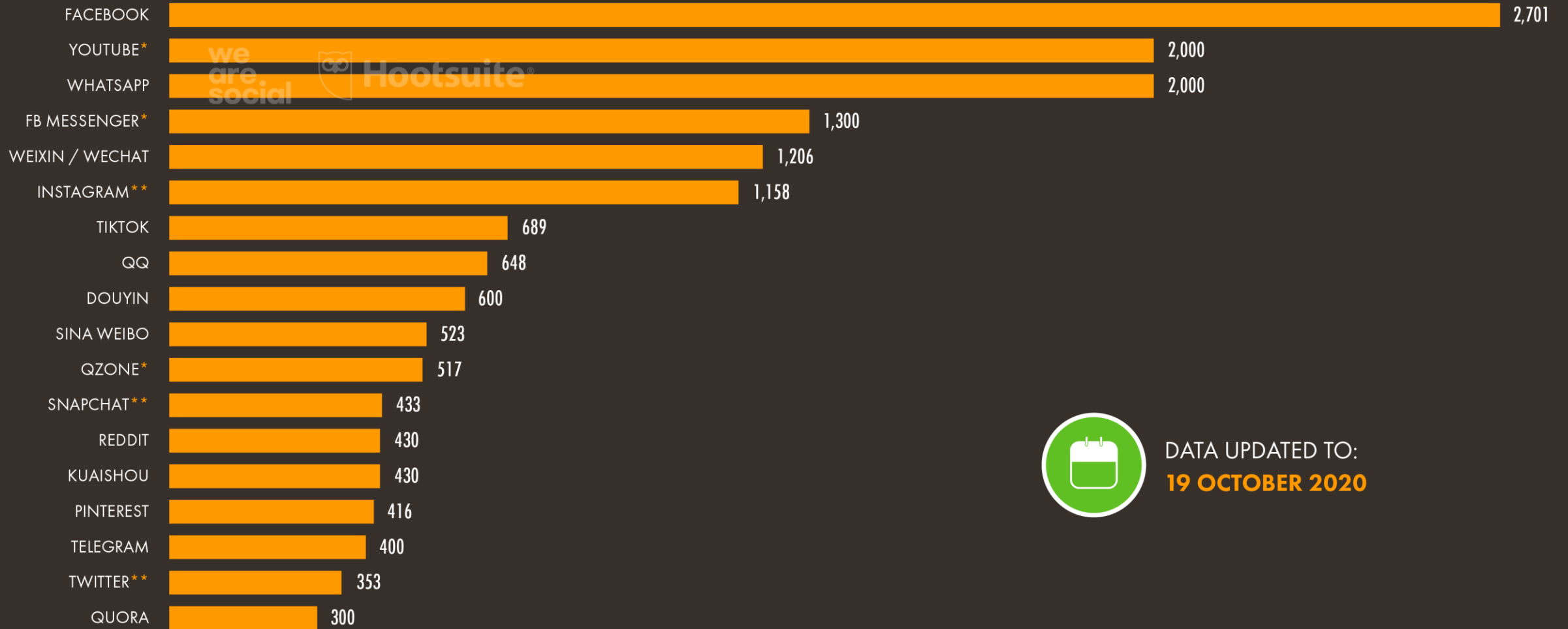
- Campaign will be announced in coming weeks
- Based on Archbishop of Canterbury's Lent 2021 book
- Will use #LiveLent theme
- As in previous years, campaign will span print and digital.



OCT
2020

THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, OR ADDRESSABLE ADVERTISING AUDIENCES (IN MILLIONS)



DATA UPDATED TO:
19 OCTOBER 2020

OCT
2020

GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL
POPULATION



we
are
social

+1.0%

OCT 2020 vs. OCT 2019

+81 MILLION

UNIQUE MOBILE
PHONE USERS



+2.0%

OCT 2020 vs. OCT 2019

+102 MILLION

INTERNET
USERS



+7.4%

OCT 2020 vs. OCT 2019

+321 MILLION

ACTIVE SOCIAL
MEDIA USERS



+12.3%

OCT 2020 vs. OCT 2019

+453 MILLION

OCT
2020

DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64* SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

USING THE
INTERNET



6H 55M

USING
SOCIAL MEDIA



2H 29M

WATCHING
TELEVISION*



3H 29M

LISTENING TO MUSIC
STREAMING SERVICES



1H 34M

USING A
GAMES CONSOLE



1H 14M

Digital trends in 2021

- Covid will continue to cause significant digital disruption, accelerating change and altering established behaviours.
- Video will continue to be crucial, both for services and interactive events
- The growing need to share and provide content in different ways – this doesn't mean doing lots more:
 - Sharing your service online and in person – mixed ecology
 - The importance of digital platforms
 - Online giving is going to keep growing and will be key to supporting churches
 - Focus on one or two key platforms – Facebook is still the most important.

Broader national trends

- The UK is globally at the forefront of online shopping, internet and social media use
- These trends have accelerated in lockdown
- Churches can offer high quality original Christian content for local audiences, particularly at key moments of the year
- We know people like and engage with church and cathedral content:
 - Up to one in five watching the national online service go to church infrequently or have never been before
 - Adults across the age ranges are watching – one third of people watching a recent BCP service were under the age of 34.

Summary of session

- A huge thanks for all you are doing in very challenging circumstances
- Lots of opportunities to support regular churchgoers and those exploring faith
- We have a range of free resources that we encourage you to reuse for Advent and Christmas 2020 – sign up to [AChurchNearYou.com](https://www.achurchnearyou.com)!
- Digital is being increasingly important to church life but it sits alongside rather than competes with activities in church buildings.

Summary of session

- Focus on doing a couple of things well online rather than lots of things badly
- We continue to welcome your feedback and input on our work
- This is a new and growing area and we are all learning. Please do be kind to yourselves!
- You all bring light to darkness and use social media in positive ways to share the Good News of Jesus Christ.

Thank you!