How is the Church maximising the use of digital?

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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

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- 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.

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+ Add more to this page O Reset homepage		
		A Church Near You Schools Search
TRUIT	Find out about our	Find Your Local Church
		Postcode or town/city GO
	Christmas campaign	Enter postcode or town/city
	& how you can get	Via www.achurchnearyou.com
#GOD with US	involved	Use this popular website for service times, seasonal events, contact details and more
# GOD HINTOL		
Get involved with our 2017 Chr	istmas campaign - #GodWithUs 🛛 📑	
Releases	In The News	Blogs
13 November 2017	Media enquiries: 0207 898 1326 / out of	'Life, and for me motherhood, has been the
Homophobic, biphobic and transphobic (HBT) bullying tackled in new guidance for	hours 07774800212	most fertile training ground for priesthood
Church schools	Steel and cement companies falling short in transition to a low-carbon economy	"It might boost my ego, but no one becomes a vicar because they saw it on TV"
10 November 2017 Resignation of Lorna Ashworth	Number of women in ordained ministry at	What is the point of RE?
09 November 2017 Cathedrals attract record numbers at	record high Independent Reviewer's report on See of	Forgiveness and Reconciliation in the Aftermath of Abuse
Christmas	Sheffield published	Taking inspiration from Jane Austen's
		Territy Happeneter Herri yers respects
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Audiences sit at the heart of our work



Where is the Church with digital today?

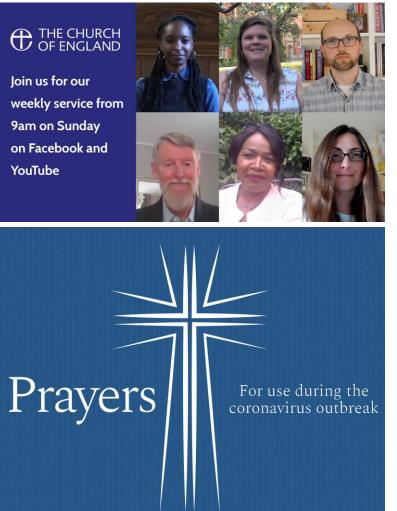
- A team of ten people: content producers, social media and website experts, research and insights and training.
- Audience research and insights at the heart of everything to understand how best to engage people with high quality Christian content.
- New websites that reach and engage millions.
- Campaigns 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.



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AChurchNearYou.com has received more than 44 million page views so far this year, already higher than the total figure for 2019.







Churches added more than 17,000 online services or events to AChurchNearYou.com, most of which take place regularly.







Our social media accounts 8....8 8 **are helping us to explain** f 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.





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











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.



THE CHURCH OF ENGLAND Comfort and Joy

NINE LESSONS AND CAROLS FOR CHRISTMAS



Reflections from ARCHBISHOPS JUSTIN WELBY and STEPHEN COTTRELL and others

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.









No child should feel alone







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.





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.



A free phone line of hymns reflections and prayers



Social media guidelines and charter



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?

The Church of England ② @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.

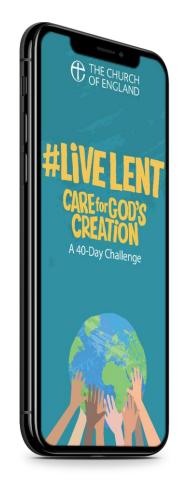
Read the guidelines at churchofengland.org/guidelines



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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.

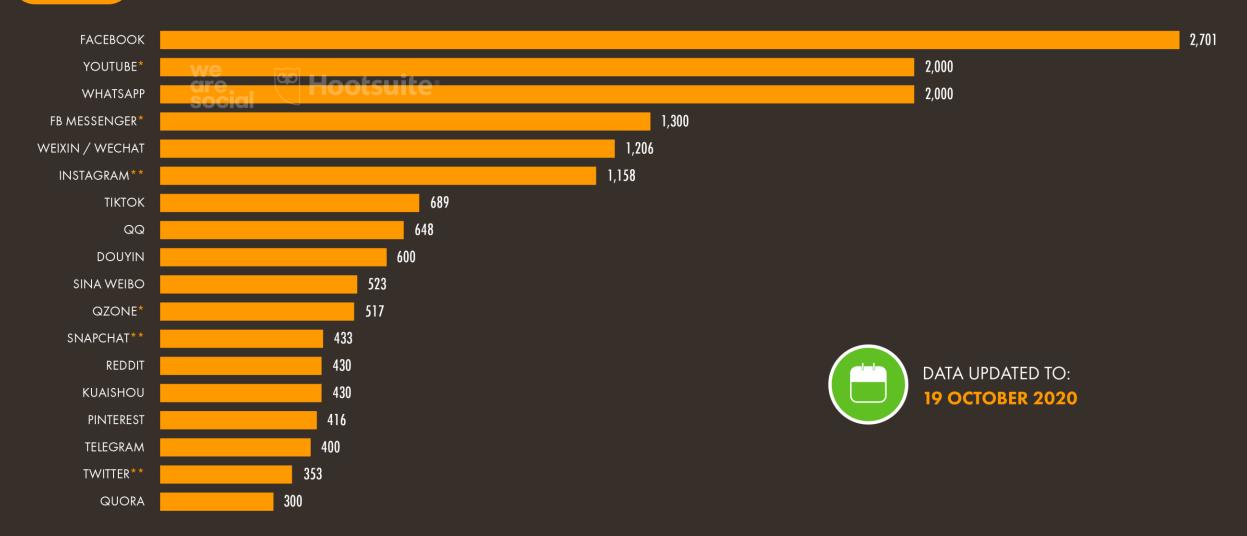


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OCT 2020

THE WORLD'S MOST-USED SOCIAL PLATFORMS

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



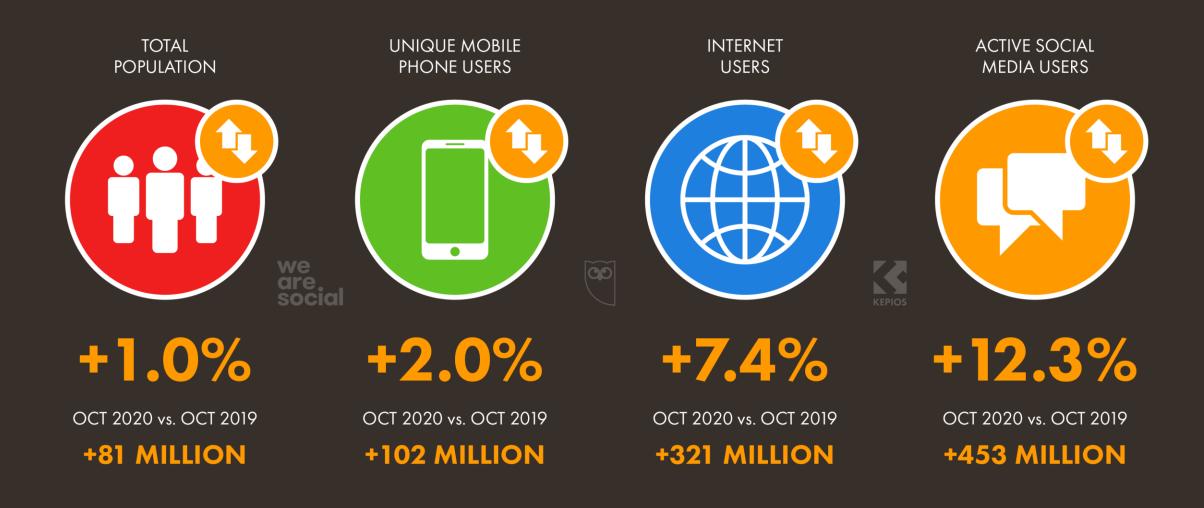
50 SOURCES: KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS (ALL LATEST AVAILABLE DATA). NOTES: PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS, SO FIGURES WILL BE LESS RELIABLE. FIGURES FOR PLATFORMS IDENTIFIED BY (*) ARE BASED ON THE LATEST ADVERTISING AUDIENCE REACH FIGURES REPORTED IN EACH RESPECTIVE PLATFORM'S SELF-SERVICE ADVERTISING TOOLS (OCT 2020). FIGURE FOR TIKTOK DOES NOT INCLUDE DOUYIN.





GLOBAL DIGITAL GROWTH

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



SOURCES: KEPIOS ANALYSIS; UNITED NATIONS; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GLOBALWEBINDEX; EUROSTAT; CNNIC; APJII; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; SOCIAL MEDIA COMPANIES' ANNOUNCEMENTS AND EARNINGS REPORTS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST AVAILABLE DATA IN JULY 2020) © COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES. DATA MAY NOT BE DIRECTLY COMPARABLE TO PREVIOUS REPORTS.

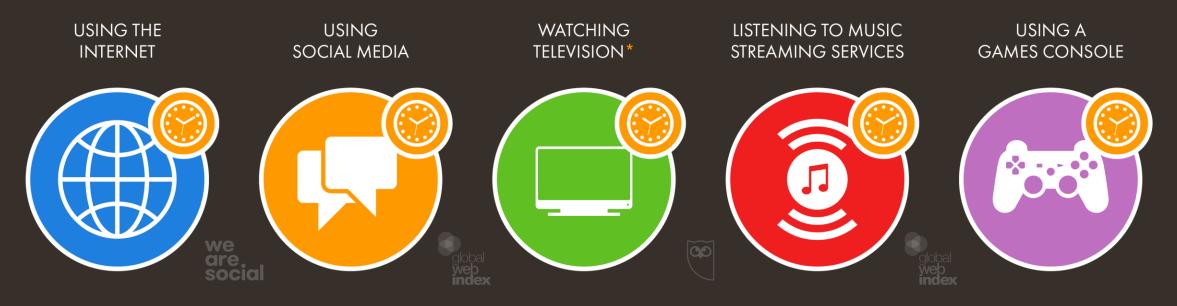


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OCT 2020

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



6H 55M 2H 29M 3H 29M 1H 34M 1H 14M

SOURCE: GLOBALWEBINDEX (Q2 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. *NOTES: TELEVISION TIME INCLUDES BROADCAST (LINEAR) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. USE OF DIFFERENT DEVICES AND CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY.



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:

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- 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.

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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!
- Digital is being increasingly important to church life but it sits alongside rather than competes with activities in church buildings.

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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!
- Your all bring light to darkness and use social media in positive ways to share the Good News of Jesus Christ.

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Thank you!

