



— Diocese of —
Hereford

Proclaiming Christ ✦ Growing Disciples



Hereford Diocese

One of the most rural in the CofE



Who we are....

- 420 Church buildings
- 12,000 Children attend one of 78 Church schools
- 90% of our buildings are either grade I or grade II listed
- The Diocese covers a geography of 1650 Sq miles spanning Herefordshire, South Shropshire and parts of Worcestershire, Monmouthshire and Powys



Inspiring *each* Generation

Fibre
broadband
is here

How digital are we in rural areas?

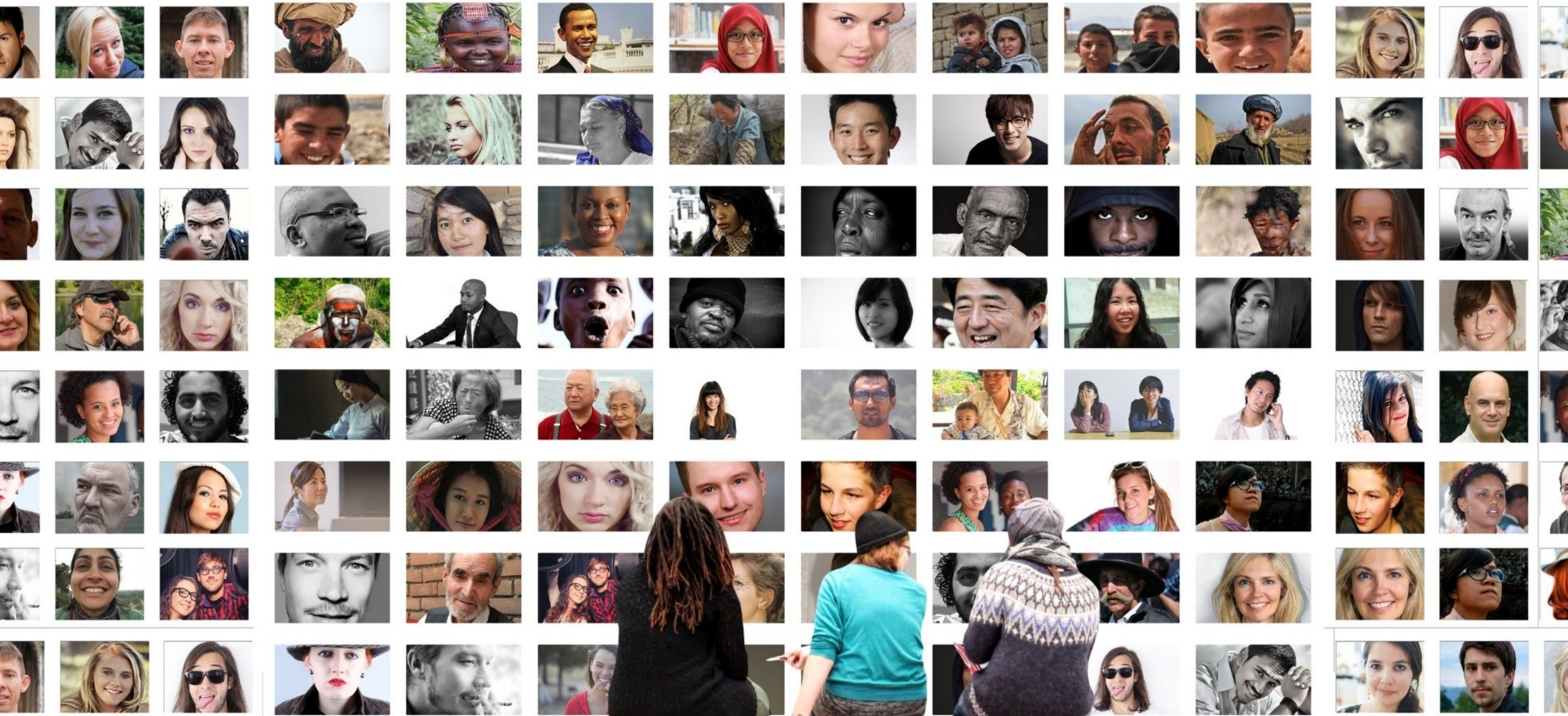
headlines v's reality....

Key facts:

- 62 million monthly Internet users in the UK (estimated)
- 5% don't have access to the Internet in the last 12 months
- 84 million active mobile devices that's 96% of the UK adult population
- 91% of the geographic landmass of the UK has access to 4G network

[statistics reference: "Mobile phone usage stats in the UK 2020" by Mobile UK and "Internet usage across the EU", August 2020 by Statista]





Good Communications

Just 18 months of learning....

Comms doesn't happen by accident

- Educate, support, advise: equipping and supporting parishes
- Mission focused: encouraging and deepening faith
- How – using all our communications channels:
 - Website
 - Newsletter
 - Social Media
 - Broadcast Media (print, tv, radio & web)



Digital Communications

Just 18 months of learning....

Comms doesn't happen by accident

- Every audience is different even on each social channel:
 - Twitter
 - Facebook
 - Instagram
 - YouTube
 - LinkedIn
- Different audience = Different content (or it should!)



Contact us



Ask your diocese comms team...

We're always happy to help our churches

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