

How the Digital Team can serve your church in 2021

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Head of Digital

Get to know the Digital Team

Team created in 2016. Websites had not been invested in for 10 years and only one member of staff responsible for digital.

In first year of the team, audience research took place and national websites were redeveloped. These insights sit at the heart of our output.

Team of nine working on: websites, social media, smart speakers and audio for apps, content production, research and insights and training.

When the pandemic struck, our team pivoted to respond to the unique needs of our local churches and provide Christians and those exploring faith at home evangelism and discipleship content to engage with.



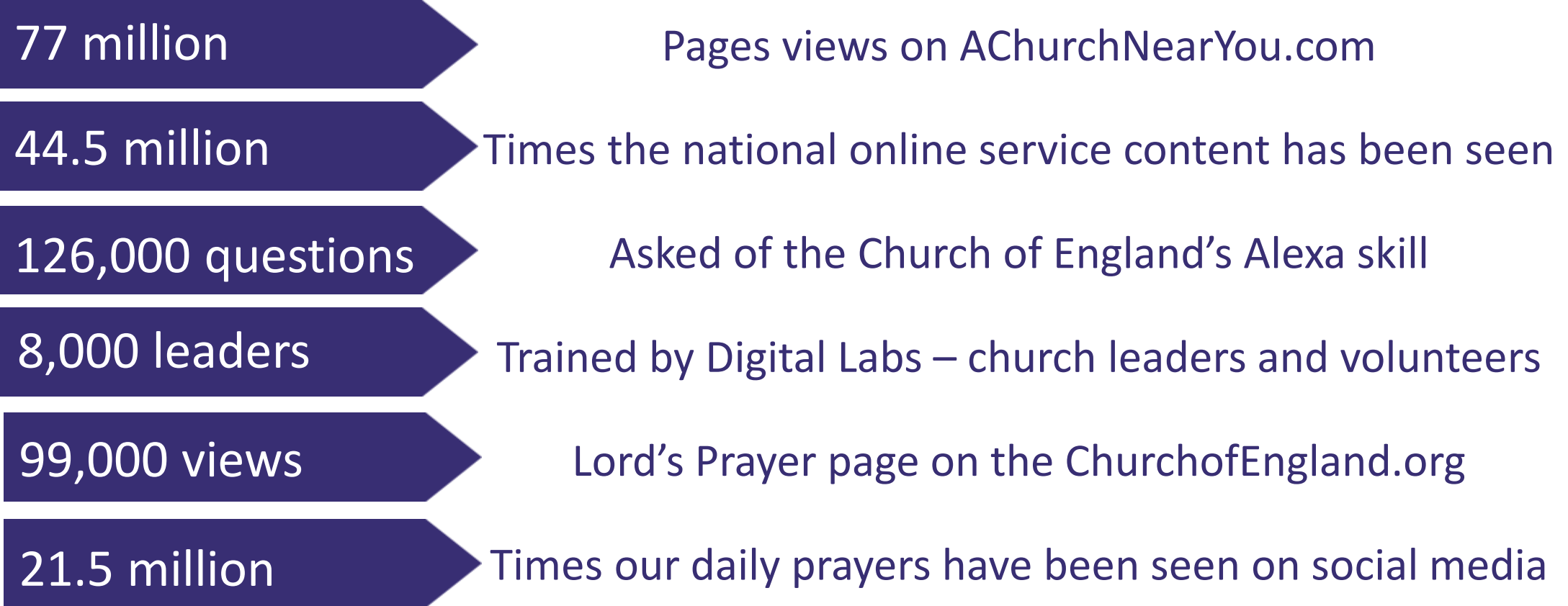
Guidance

Worship

Training

Reflections

Our year – in numbers



Inspired by local churches like yours

37,000

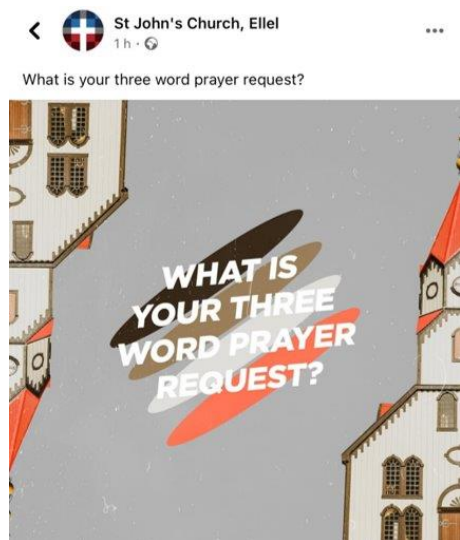
Online services added to AChurchNearYou.com

One million

Hymns downloaded from the Resource Hub

8,000 leaders

Trained by Digital Labs



digital CONFERENCE
LABS

Church online is helping us reach tens of thousands of people exploring faith



1:5 watching the Church of England weekly services go to church irregularly or not at all



1:3 viewers are under the age of 34



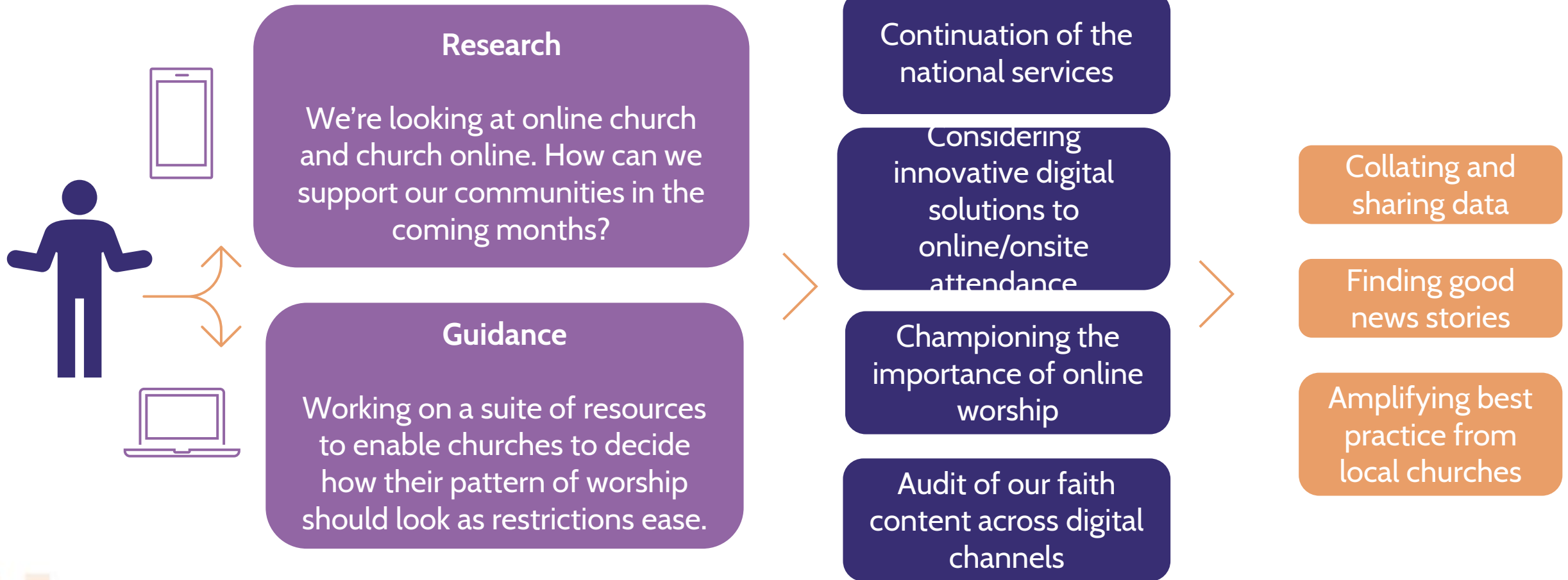
77 million page views on ACNY in 2020 as people search for a local worshipping community



1:4 UK adult have watched a religious service in Lockdown (Tearfund, May 2020)

Stats from the weekly survey and Facebook / YouTube analytics

What are we doing nationally as restrictions ease?



Where are we? Stay in touch and use our content

Services on YouTube, Facebook and IGTV

Premiering services to ensure a community of watchers.

Facebook, Instagram, Twitter

Sharing prayer and worship material throughout the week

Audio and apps

Audio is at the heart of apps, giving sense of community and increasing accessibility

Websites

Using our websites to equip churches and for evangelism and discipleship.

Make sure you know about...

- Digital Labs – blogs, newsletter, webinars
- AChurchNearYou.com – claim your church's page, use as a free church website, use the resources from the Hub
- Our social media channels: search for the Church of England
- Our prayer and worship apps: Daily Prayer and Time To Pray
- Upcoming campaigns – Advent and Christmas theme launching at July Synod.