

How the Digital Team can serve your church in 2021

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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

77 million

Pages views on AChurchNearYou.com

44.5 million

Times the national online service content has been seen

126,000 questions

Asked of the Church of England's Alexa skill

8,000 leaders

Trained by Digital Labs – church leaders and volunteers

99,000 views

Lord's Prayer page on the ChurchofEngland.org

21.5 million

Times our daily prayers have been seen on social media



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



We sang outdoors again, led by @SouthgateChoir, and it was joyful.

@bpedmonton @churchofengland @dioceseoflondon @RSCMCentre @rtjbrain











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

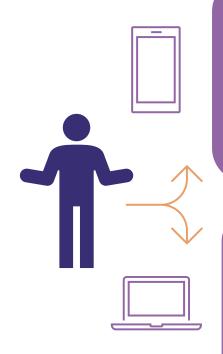
77 million page views on ACNY in 2020 as people search for a local worshipping community

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?



Research

We're looking at online church and church online. How can we support our communities in the coming months?

Guidance

Working on a suite of resources to enable churches to decide how their pattern of worship should look as restrictions ease. Continuation of the national services

Considering innovative digital solutions to online/onsite

Championing the importance of online worship

Audit of our faith content across digital channels

Collating and sharing data

Finding good news stories

Amplifying best practice from local churches



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.

