

## **Communications Committee Report – 2013**

We had many exciting things to communicate with our church members and others during 2013. Some of the highlights included the appointment of Pastor Francie Preston and the retirement of Pastor Don Tabler, the May Musicfest of Praise on the church lawn, our many mission activities such as the Shepherd's Shelves food ministry, our Kingdom Rock Vacation Bible School and the launch of a capital campaign in support of needed repairs and improvements in our facilities.

It's clear that through our website ([www.christumcpiscataway.com](http://www.christumcpiscataway.com)) and Facebook page ([www.facebook.com/cumcpiscataway](http://www.facebook.com/cumcpiscataway)) we are sharing our news, our actions and our faith with more people than we have in the past.

Depending on the events of any given week, our website is now visited by an average of 50 to 75 people a day. That's up from an average of 40 visits a day in 2012. Website usage statistics indicate that proportionally more of our visitors are accessing the page for Minnow Pond, our Christian preschool, and other pages providing general background on who we are, where we are and what we believe. Many thanks to webmaster Artie Pinori, who diligently posts the sermon on the site each week and is responsible for executing other requests for content updates. Thanks also to Director of Administrative Ministry Nancy Drake for her dedicated "feeding of the beast" – the online church calendar that's highlighted in the "Church Events" section of the site home page.

Usage of our Facebook page is growing even faster than the website. From January through late September we created 141 Facebook posts, and they reached an average of 97 people per post. For the same period in 2012, we created 84 posts with an average reach of 40 people per post. A large part of this dramatic increase can be attributed to the growing savvy of our Facebook users. Simply put, you're getting better at sharing our posts with your friends. There's a lot to "like" about this trend! We've also increased our use of visuals on Facebook – more photos, photo albums and videos. Our Musicfest of Praise video numbers among the 10 most viewed posts on the Facebook page this year.

In addition to online vehicles, we provide regular communications through *The Newsletter* and the Sunday bulletin. Each month, editor Karen Griffith pulls together information from our ministry teams and presents it masterfully in *The Newsletter*, which is available in print or via email. The Sunday bulletin insert produced by Nancy Drake is another indispensable source of church information.

In closing, I'd like to thank all of the staff and ministry teams for their ideas, dedication and passion in support of the church's communications efforts. I also welcome suggestions from one and all for making these efforts more effective. Please share your ideas with me after a service or in an email to [slatus@comcast.net](mailto:slatus@comcast.net).

Respectfully submitted,  
Steve Latus, Communications Chair