

## 2018 Synod Assembly Communications Report Mr. Jason O'Neill, Communications Manager



### Website and Database

The Synod Council approved a major website update to include a database to begin working like another employee. This has eliminated duplicate efforts by synod staff to maintain required records for our leaders and worshipping communities. The site is also now accessible across all devices via responsive design and offers many user-friendly options (i.e., exporting events from our online calendar to your own calendar, viewable resources prior to downloading, the ability to search for resources in a number of ways, etc.). We will continue to make improvements and upgrades throughout this year.

### Guidebook / Book of Reports

With the relaunch of our website and a database to support it, we opted out of using Guidebook for this year's Assembly and posted the Book of Reports and all other relevant Assembly data online, which is fully accessible on all devices.

### Forms / Reporting Ease

Our website now allows us to create custom and simple reporting and registration forms. We will continue to assess what information is vital in order to keep updating our forms to their simplest formats.

### Zoom (Video Conferencing)

After research, we have partnered with Briarwood for a Zoom account, which has already paid for itself in savings from meeting costs for our Synod Council. We also use it for PLMA students to have access to classes here at Briarwood, and Briarwood uses it for board meetings. We look forward to how this might improve access to offerings by both the synod and our ministries here.

### Regular Communication

We produce a weekly newsletter (usually released at 9am on Mondays) available to anyone (sign up on any page on our website: [ntnl.org](http://ntnl.org)). We produce a monthly newsletter (usually released at 9am on the first Wednesday) targeted to our leaders across the synod.

### Newsletter Stats (March 1, 2017 – March 14, 2018)

Increased subscribers from 1,869 to 1,890. Added 175 new subscribers. Removed 154 unsubscribes and bounces. Net 1% increase.

Average open rate of our messages is 26% (non-profit average is 25%; church average is 22%).

Average click-through rate is down from 16% to 15% (non-profit average is 3%).

### Social Media Stats (March 1, 2017 – March 14, 2018)

[Facebook](https://www.facebook.com/ntnl.org) account likes from 775 to 835, with 805 followers. Growth of 60 likes (8% increase) and 96% follow rate.

[Twitter](https://twitter.com/ntnl.org) account followers from 1,410 to 1,044. (We added 1,059 followers. Twitter removed hundreds of thousands of bot accounts.)

[Instagram](https://www.instagram.com/ntnl.org) account followers from 337 to 448. Growth of 111 followers (33% increase).