



**Northern Texas-Northern Louisiana Synod**  
**Evangelical Lutheran Church in America**  
God's work. Our hands.

## **Communications Report to the 2019 Assembly**

### Website and Database

I am grateful for Christopher Harris and his team at FaithGrowth, as well as for Jeanne Heggen (our synod database administrator), for their significant efforts to help us have a seamless transition from our previous multiple databases to our single database now that supports our new website, which is fully accessible on all devices and for all screen sizes.

### Forms / Reporting Ease

Last year, I reported how our website allows us to create custom and simple reporting and registration forms. We continue to assess what information is vital as we update our registrations and reporting forms to their simplest formats.

### Regular Communication

We produce a weekly newsletter (usually released around 9am on Mondays) available to anyone. You may sign up using the simple registration form at the bottom of any page on our website: [ntnl.org](http://ntnl.org).

We also produce a monthly newsletter (usually released around 9am on the first Wednesday) with important information for our leaders across the synod. Email [jason@ntnl.org](mailto:jason@ntnl.org) to be added to that list.

### ELCA Coaching

A small portion of my time each month for 2018 was “donated” to the ELCA, specifically for the ELCA Coaching program. I created and maintain the new [ELCACoaching.org](http://ELCACoaching.org) website. If you are interested in the possibility of working with a Coach to help you with any area of your ministry or life, you may make that request using the contact form there or on our synod coaching webpage: <https://www.ntnl.org/coaching/>.

### Newsletter Stats (March 15, 2018 – March 15, 2019)

Decreased subscribers from 1,890 to 1,886. Added 114 new subscribers. Removed 118 unsubscribes and bounces.

Average open rate of our messages was 34% (non-profit average for 2018 was 24%; religious average for 2018 was 25%).

Average click-through rate was 11% (non-profit and religious averages for 2018 were both 3%).

### Social Media Stats (March 15, 2018 – March 15, 2019)

[Facebook](#) account likes from 835 to 886, with 877 followers. Growth of 51 likes and 99% follow rate.

[Twitter](#) account followers from 1,044 to 1,112. Growth of 68 followers.

[Instagram](#) account followers from 448 to 524. Growth of 76 followers.

Submitted by **Jason O'Neill**, your Synod Communications Manager