

## 2016 Communications Report

The diocesan communications office produced three Messengers about relevant topics: civil disagreement, finding meaning through service, guns and politics. To save postage and printing costs, we redesigned the magazine and have received positive feedback from readers. In response to expansive communication surveys last year, we launched a new website with far fewer pages, and a responsive design.

### Visiting Congregations

Communications Director Hannah Wilder began an effort to listen to congregations by visiting them on Sunday mornings and worshipping with them. She visited Sts. Peter & Paul, El Centro along with another member of the communications committee, Dick Anderson, who wrote an article for the Messenger magazine about this desert community. During her visit to St. Andrew's, Encinitas the rector tasked her with creating a video, "What I Like About St. Andrew's" which is on their Facebook page. Good Samaritan, UTC welcomed her into their Home forum time in which people talked freely about what's working at church and asked questions, as well as a time of learning about the new strategic plan. Before the end of the year, the communications committee will visit: St. Peter's, Del Mar; St. Andrew's, La Mesa and Good Shepherd, Bonita.

By the Numbers (increases represent change from 2015 to 2016):

- 12,945 households receive the Messenger three times per year (1.3% increase)
- 2,835 email subscribers (15.4% increase)
- 2,238 Facebook friends for facebook.com/BishopMathes (9% increase)
- 971 Facebook page likes for facebook.com/DioSanDiego (26.8% increase)
- 1,337 Twitter followers for @DioSanDiego (30.1% increase)
- 1,143 Twitter followers for @BishopMathes (59.9% increase)

### Diocesan Communicators Network

We held two communicators' lunches this year for individuals carrying out communications work in our congregations. These lunches provide an opportunity for sharing best practices and brushing up on industry skills. They do not require a large time commitment, and our in-person sessions are bolstered by a continuous online conversation facilitated by diocesan staff. The Episcopal Church Center, and St. Dunstan's, San Carlos hosted them this year. We welcomed the Rev. Richard Anderson, retired communications officer for the Episcopal Church, and Rebecca Branstetter, past public relations professional, as our guest speakers. If you are interested in joining this group of communications professionals and volunteers, please contact me. In 2017 we plan to host these gatherings via Zoom on a quarterly basis.

Respectfully Submitted,

Hannah Wilder, Communications Director

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