

January, 2020

Communications/Marketing and Social Media Report Submitted by Cynthia Young

Unity on the River saw a consistent rise in social media marketing and communication in 2019-20. The following is a summary of the areas where work continues to be done. The goal of the communication department is to make announcements in a timely manner as well as provide graphics for guest speaker events and upcoming classes. It is to provide congregants a simple way to register for events, but more importantly to highlight avenues for on-line giving and for ways to participate in services and events without being there in person.

It was my goal as part-time remote Communications manager to shift the marketing of Unity on the river from a calendar-centered message to a Mission-centric message. I approached Rev. Ogun in the Fall of 2019 and asked what I could do to help further that goal. We discussed and implemented some changes.

Marketing and social media continue to thrive and grow.

MARKETING

We continue to market events and services through many channels. While using social media is a big piece of our approach, I have also used local newspapers to provide advertising. When possible, I utilize the Church Notes section of the *Newburyport Daily News* to get information out about services and speakers. I can use this avenue for “non-pay” type events and classes as well. I designed a special Holiday services ad for the Daily News in November, which was featured in their church holiday events section in December. Original graphics are designed weekly for social media and web site that highlight speakers, classes, meetings and any other events at the church. I utilize the Unity World Wide Ministry marketing website as well, on a monthly basis; they provide thematic social media material that I use over Instagram and on the website. They sometimes provide mission-centric video material which I can upload as well.

In 2020 I hope to utilize our Unity Eastern Region web page more. We have a web page off of the Unity Eastern Region main web page that is available for us to customize. Time has not permitted me to get updates loaded, but I’m hoping to build that into the schedule soon. This will be useful for classes for students outside of UOTR. Zoom meeting option is now available for most UOTR classes which should help attendance and interest.

SOCIAL MEDIA

UOTR’s social media continues to thrive and grow. I consistently post 3-7 times a day/week on Facebook and Instagram and 1-3 times a week on Twitter. Again, I have tried to shift the postings from event/calendar centered to philosophy, mission-centered themes. However, the largest percentage of posts are still class centered, but also include guest speaker announcements, holiday graphics and posts designed to increase membership.

The following is a breakdown of each social media channel.

FB: 1237 “likes”
2940 “check-ins”
3,444 reach per 30 days.

Twitter: 128 Followers
Averaging between 40-80 views per tweet.

Instagram: 397 Followers

Averaging between 80-178 viewers per post.

One of the highlights of the UOTR social medias was the 25th Anniversary Celebration. This celebration saw the creation of a new hashtag campaign, #uotr25. We successfully carried this campaign through several weeks. We continue to respond in a timely manner to messages and inquiries that come across the pages.

Web Site

I continue to populate the website calendar on a daily/weekly basis with classes, events and speakers. We are still currently working with OneEach, Inc. as our main web contact, yet we are hosted through Go Daddy. One Each provides timely support when necessary and are available almost 24/7. The website saw growth in 25th Anniversary pages and information, guest speaker page redesign and a new short cut page to Unity Classes. Unfortunately, no insight data is available. I have not been able to make the Google Analytics code function properly since Peter Stringham left. The information was changed during my absence from the church. If history is any indication, the web site numbers are likely thriving. We will continue to update the web site to provide mission-centered information and give viewers ways to give and ways to participate.

Newsletter

In November 2019 I completely redesigned the UOTR newsletter at Rev. Ogun's request. In it's less cluttered, cleaner look, we deliver news and classes weekly on a timely schedule. We will continue to make improvements to the newsletter and give subscribers the most accurate and up to date communication.

We currently have 828 contacts receiving the newsletter weekly. The newsletter averages 28-30% open rate, however in the last 3 months, there has been an uptick to over 32% open rate.

My hope is to work with the new DO and train him/her in newsletter design. I will also continue to be a conduit for timely information with that person. We will continue to work toward mission-centered, timely information and attractive graphics.

I will continue with UOTR as long as schedule permits and am grateful for the opportunity to be of service.