

Founded in 1930 as the  
Russian Orthodox Church of St. Nicholas

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SAINT NICHOLAS CATHEDRAL  
NATIONAL CATHEDRAL  
ORTHODOX CHURCH IN AMERICA

MOST BLESSED TIKHON  
Archbishop of Washington  
Metropolitan of All America and  
Canada  
Archpriest George Kokhno  
Archpriest Valery Shemchuk

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## Communications Committee Report February 4, 2018

The Communications Committee administers channels of communication at the Parish. This committee's specific duties include, but are not limited to, the following:

- Edit, maintain, and develop the Parish website
- Maintain and operate the Parish email distribution list ("Announce"), and to keep posting permissions updated
- Organize and maintain alternate communications
- Administer communication policies established by the Council

### Committee Activities in 2017

#### Email

St. Nicholas uses Constant Contact email tool to send informative and professional looking emails to parishioners and friends of the church. Email is sent at a minimum weekly with information on upcoming services, events, and announcements. It is also used for announcing and marketing special events including Annual Bazaar, Feast and Fasting Cycles, and other special announcements. Additionally the emails are posted on our Facebook page which has increased interest and visits to St. Nicholas.

#### Facebook

St. Nicholas uses Facebook to promote St. Nicholas more widely to both outside community and parish members. Though complementary to the website in regards to information contained, it is becoming the most popular way for members and others to learn more about St. Nicholas. We have tested promoting events and posts and will continue to leverage the platform for our benefit. Facebook is our primary presence on social media at this time.

From Jan 1, 2017 – Dec. 31, 2017 our likes increased from 1,516 to 1,748; and the average daily total reach (the number of people who saw any posts by our Page or about our Page) of our page is about 900 people; the highest one day total reach was 8,692 people on Oct. 8, 2017 right before the Bazaar.

St. Nicholas Facebook page: <https://www.facebook.com/stnicholasdc/>

#### Website

Our website is the primary overall Internet interaction with members and potential members. The site has both English and Russian language versions. It hosts a wealth of current and historical information, including the information, forms and reports for this annual meeting. We look forward to parishioner input for improving the site.

#### OneDrive Cloud Storage

We recently setup a OneDrive folder for the Parish Council to use for Cathedral business. No sensitive data is stored here. This tool allows Clergy, Parish Council members, and committee members to access their files remotely and work collaboratively. We may expand use of it as we analyze how well it works.

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### **Event Write-Ups**

The Committee has just begun producing short write-ups for inclusion in the weekly bulletin and the Facebook page. They have included talks by

- Katharine (Kat) Leigh our parishioner who received the Orthodox Christian Network (OCN) "30 under 30 Initiative" award for Environment category.
- Oleg Kolpashchikov, President of White Cane. This is a non-profit founded by visually impaired people in Ekaterinburg, Russia in 2010. Their aim is to help and promote our community's social and economic activities, and raise awareness.
- International Orthodox Christian Charities (IOCC) Development Officer Louis A. Zagami. Mr. Zagami, along with parishioner and IOCC Board of Director member, Jonathan Russin, held a discussion on the IOCC and how Orthodox Christians are at the forefront of humanitarian crises in America and abroad.
- Two parishioners of St. Nicholas Cathedral that presented information on alcoholism, including a personal account of recovery, addressing misconceptions about this condition, and resources available for individuals and family members within the community to address this condition, and
- Write-up for the funeral and interment of Green Beret Sgt. 1st Class Mihail Golin

### **Potential Projects for 2018**

- Communications Policy - St. Nicholas does not currently have an official policy
- Website update and redesign
- Bolster Social Media presence - more focused use of Facebook based on analytics and possibly other platforms like Instagram

The current committee is small and we do need help with these and other projects. We need assistance from parishioners with experience in communications, social media or anyone wants to learn and help. Please contact Dale Houser or clergy.

Respectfully submitted,  
Dale Houser, Chairman Saint Nicholas Communication Committee