

**Communications Committee Report
February 24, 2019**

The Communications Committee's 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

Website

Our website is the primary overall Internet interaction with members and potential members. The committee has begun efforts to redesign the website and add functionality (including working with our Treasurer to add online donation capability). Total visitors to our website was 158,204 in 2018, a 5.8% increase over 2017. People view the Calendar, Schedule, Contacts and Upcoming Events the most; these made up 42.5% of all site visits. 88% of visitors are from the US, followed by the Russian Federation, France, Ukraine and UK.

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 helped 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. Our goal is to drive traffic to our website, especially those wanting to learn more about us. Facebook is the most popular way for members and others to begin to learn more about St. Nicholas. We continue to advertise Cathedral events and posts, and will continue to leverage the platform for our benefit. Facebook is our primary presence on social media.

From Jan 1, 2018 – Dec. 31, 2018 our likes increased from 1,748 to 2,081, a 19% increase. During Lent we published the greatest number of new posts, and received the largest number of total page likes for the year. The total unique people who saw our posts during Lent was 61,329. Total for the year was 276,689. More women like our page and posts than men.

Please Like our page and encourage your family and friends to do so as well. St. Nicholas Facebook page:
<https://www.facebook.com/stnicholasdc/>

Event Write-Ups

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

- Igumen Iona from St. Danilovsky Monastery.
- Thomas and Karen Manuel, Orthodox missionaries in Guatemala with help from the Orthodox Christian Mission Center (OCMC).

We welcome requests, feedback and help. Please email office@stnicholasdc.org and put Communications Committee in the subject line, or see a committee member.

Respectfully submitted,
Dale Houser, Chair Saint Nicholas Communication Committee