

Electronic Communications/Newsletter Annual Report 2017

Purpose: To provide appropriate, accurate, timely, and thorough communication within the UUC community, as well as to the outside world. The Communications Committee has responsibility for following the Website Policy, for establishing procedures, and for establishing priorities for uucnrv.org, as well as the content and design of the website.

Members: Lisa Evanylo, chair – newsletter editor, public website, e-mail listservs; Karen Hager – website developer, LFD listserv, LFD webpages administrator; Arthur Snoke – newsletter copy editor, member area website administrator.

Newsletter: The 10-14 page newsletter is published once per month and available on the Website homepage mid-week before the first Sunday of the new month. An e-mail is sent with the link to those requesting notification. Currently 21 paper copies are also mailed out. Past editions can be accessed from the member area of our Website (password protected). No expenses for the electronic version.

Website: Lisa manages the public site which is updated at the beginning of each month and also weekly. Arthur manages the password-protected member area and posts and updates pages for finances, Board meetings, stewardship, Policy and Procedures manual updates, covenants, newsletter archives, etc. Arthur also posts podcasts online on the public site for most of our services. Karen manages pages pertaining to Lifespan Faith Development. Rachel Craine, Karen Hager, Lisa Evanylo, and Rhonda Johnson can post to our UUC Facebook page.

Expenses: approx. \$100/year to *UUism Networks* to host our website, \$10/year for our domain name (uucnrv.org) and \$8/month for *Calendar Wiz*, our online calendar.

E-mail: LFD, newsletter and listserv announcements go out via MailChimp. MailChimp has easy reporting for each email sent showing number that opened the email, what links were opened, etc. People can self-unsubscribe, if desired. The monthly newsletter announcement goes out to 663, the twice-weekly announcements go to 384.

Goals: Achieve higher readership of all the forms of communication. To have an active Twitter account and increased number of posts on Facebook. Launch new WordPress website using template from UUA in the fall. This has been a very slow-going process. Kelly Eagan has offered to work with committee to build website.

Achievements: Number of those on all listservs continues to increase. Adoption of new UUC logo, designed by Karen Hager, which incorporates old river scene logo with double-ringed chalice.