

Report

Marketing Portfolio

Introduction

Lockdown commencement

When the national lockdown commenced in the first quarter of 2020 the Marketing and Media portfolio was thrown head-first into the spotlight. We had to quickly pull up our socks and begin working on how services were going to continue during the nationwide lockdown. Parishioners were unable to gather because of regulations and the portfolio had to act in order to ensure that word is still conveyed to parishioners especially during that time.

Importance of the portfolio

The responsibility of this portfolio in simplified terms is to digitally convey the messages of the church. We have been instrumental in assisting parishioners to receive communications from the church. Be it in the form of videos, pretty looking pictures and on our digital platforms.

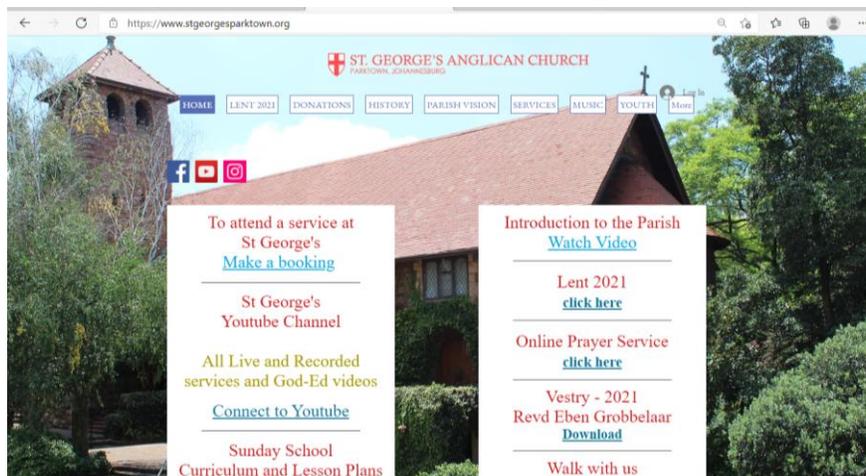
Vote of thanks

A big thanks goes out to Revd Eben and the Marketing team, namely: Andy, Marnus, Yoli and Yvette for all the hard work that they have put in, often needing to be awake early into the hours of the following day to ensure that work has been done and that parishioners receive information and content at prescribed times. Their work does not go unnoticed.

What we have achieved

Website

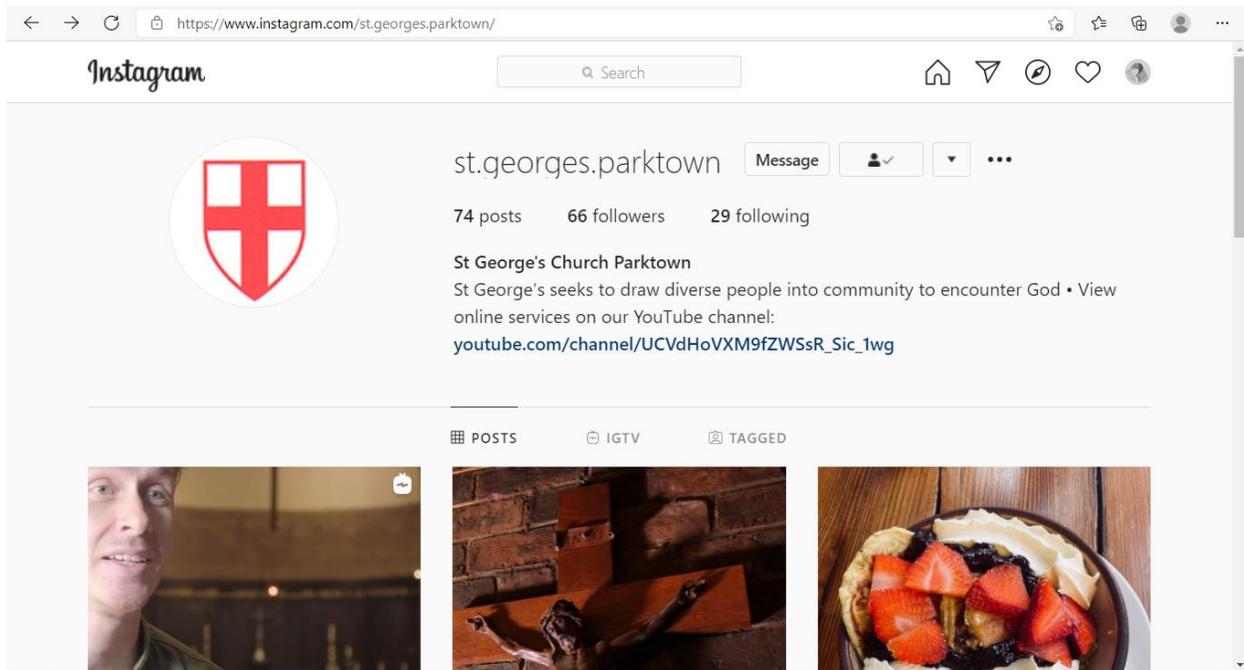
Over the last year, beginning even before Covid-19 was a factor to be considered, we began work on improving both the look and feel of our parish website. We had found that our old website, though functional, lacked a lot of creativity. The information featured also needed to be updated as quite a lot had changed since it was last looked at.



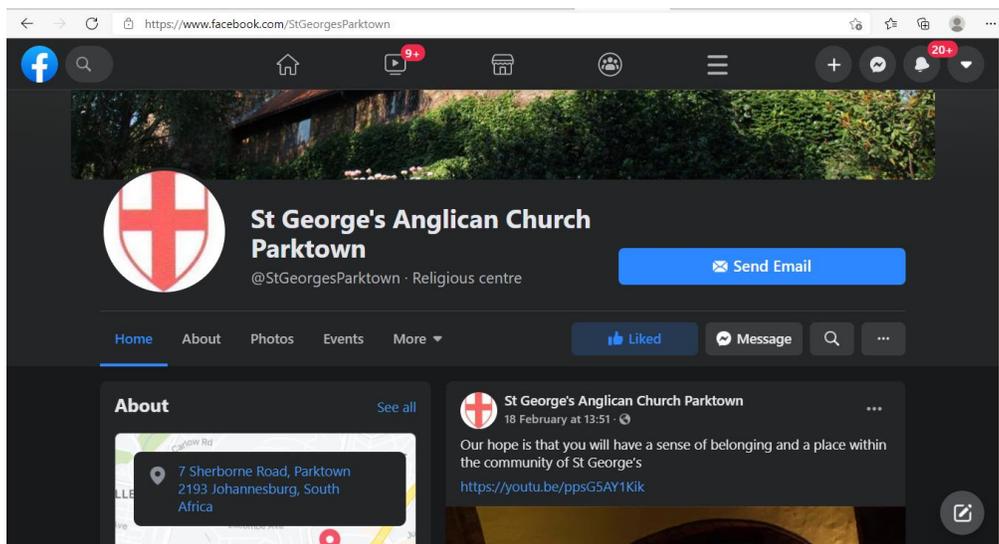
Looking at our parish website today, a noticeable difference is apparent. The site now boasts more colour, more vibrance and also its quite a lot easier to navigate. Information on it is updated weekly or as per required. Gone are the days of outdated information.

Social Media

Both our Facebook and Instagram pages have had a relook and have been upgraded. Our Facebook page now features a higher number of pictures then it did before the portfolio was introduced. Our Instagram page is a sight to behold. Images are uploaded a few times a week and what beautiful images they are.

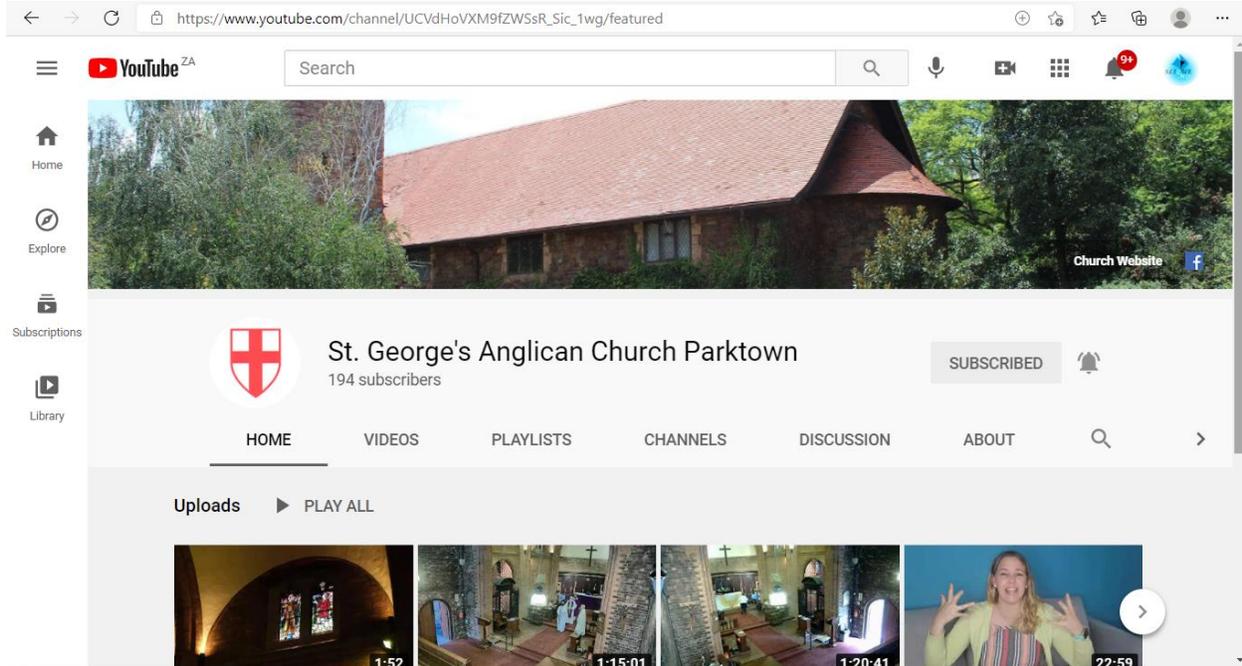


Facebook remains the number one platform where our parishioners and the general public go to find out information.



YouTube

Since 24 February 2020 when our YouTube channel was created, we have grown to 194 mostly active subscribers. Our videos in combination have had upwards of 21000 active views. These views include the full array of our videos such as sermon videos, church messages, God Ed. Etc.



At the start of lockdown our channel was solely putting out edited videos that were recorded either within a week of upload or earlier. This is still the case when it comes to God Ed and church message videos, however with regards to the sermons and services, we have upgraded to a live streaming model. We have gone in this direction for a number of reasons, namely:

-  Live streams occur in real time allowing the viewers the experience of being within the church
-  Reduced costs as compared to creating videos
-  Speeds up the time that parishioners get to receive the word

What we have prompted

The Marketing and media portfolio has prompted quite a lot to occur at the church

-  We have encouraged parishioners to embrace the Forth Industrial Revolution by getting them to connect more.
-  Our YouTube video concepts have been adopted by other churches, with some church's using Yvette's God Ed videos for their own Sunday school Lessons.

- ✚ Our live streaming requirements have driven the church to having an active fibre line installed in hopes of improving the quality of our live streams. This fibre line has also benefitted the office in terms of the quality of connectivity
- ✚ Our minorly problematic sound system has been upgraded resulting in improved sound quality throughout the church. This is also translated to the live streams
- ✚ We have a new video system installed in the church. This video system has a clear view of the alter, lectern and pulpit. This means having more than one camera angle, increasing the quality of the live stream

Looking forward

Between now and next year, we hope to achieve the following:

Going paperless



Now, we understand that this does not strictly fall into our portfolio, but it is something which we have been looking into. We also understand that with a number of our parishioners being at the blessed ages that they are, going completely paperless is not in the cards for the near future. However, for our younger parishioners this is something which we hope to encourage.

We are looking into having the pew leaflet accessible to parishioners via a QR code which they could scan when they walk into the church. We have tried this and found that it is doable, the only thing left to do is to

roll it out.

Concurrently with this, we are looking to have the pew leaflet uploaded and available for download on our church website at least a day before the service. This is possible as the pew leaflet is usually ready in digital form by the Friday of an upcoming service.

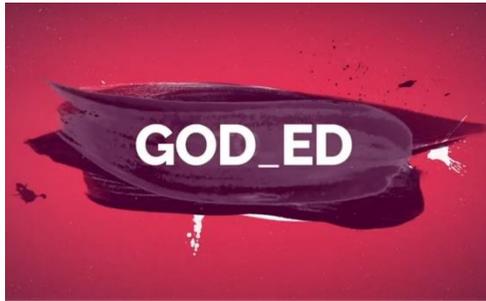
Solid YouTube presence



This coming year we are looking to have content from both Mother's Union and AWF. We feel that there is a content gap which they could fill.

With the introduction of the new sound and video system this is an opportunity for us to put out more music performances and recitals

God Ed



God Ed videos continue for the foreseeable future until we are given the greenlight to have the kids gather again. Once the green light is received, we will then do the following:

✚ The lessons held in the hall will be live streamed to a separate YouTube channel dedicated to God Ed. This will be done through a dedicated camera in the hall which is there for this purpose. Classes and discussions held in the music room upstairs (this is the older group) will be broadcast on zoom. This is to allow for 'God Edians' (yes that's a word now) to join in from home while also preserving the delicate nature of those meetings.

✚ The Live stream recording will then be made available on the designated channel. The sessions held upstairs will not be uploaded.

Involve more Parishioners in the content



St. George's Church Parktown is blessed with beautiful parishioners who translate well on camera. Making reference to a video we make a few months back wherein the parishioners got involved and sent in clips of them reading bible scriptures and saying a prayer, we believe that more of such videos result in the showcase of the 'community' that we say we seek to draw in, in our mission statement.



We regret to inform the council that Andy will be leaving the Marketing team at a time still to be confirmed. His hard work is one of the pillars that make this team what it is. We will forever be grateful for the countless hours that he has put in to both the maintenance of both our parish website as well as the parish Facebook page. He will sorely be missed.

This means that we are now in need of someone to take over for him when he does step down. This individual will be responsible for maintaining the Facebook page and updating the website periodically. This person will preferably know how to operate Wix site builder. However, if not, the individual will be trained to. This individual will also be responsible for sending out emails to the parish such as, new video links and parish updates. We

are currently looking for someone to volunteer for this role, if there is a parishioner you would like to put forward, please make them aware of this upcoming vacancy and that they should contact the Marketing and Media portfolio team as soon as possible.