

## Annual Unity of Bon Air Communications Report – May 2020

- **WEBSITE:** The UBA website is hosted by OneEach, and all content is created and managed by the UBA Communications Coordinator. The site continues to be the central hub for ministry content, events, public calendar and communication. The most recent data from Google analytics show that in the most recent quarter, 16,498 searches brought up the UBA website, with the most frequent search query being “Unity” followed by the UBA ministry name.
- **SOCIAL MEDIA:**
  - **Facebook:** The UBA Facebook page has grown to 1166 followers in the past year, up from 976 at this time in 2019. In November of 2019, UBA applied and was approved to accept financial donations through the Facebook platform, and we now receive love offerings on a regular basis through this channel. The UBA Facebook page also continues to be the broadcast platform for the livestreaming of Sunday services. Since March of 2020 and the onset of physical distancing requirements, livestreaming has expanded to include morning and mid-week prayers, and special events.
  - **YouTube:** The UBA YouTube channel is in a state of growth since March of 2020, when videos of Sunday morning services have been posted there for congregants who do not use Facebook. This platform is also the library for ministry videos dating back to the 2003 “Miracle in the Garden” news story.
  - **Instagram & Twitter:** Since April of 2020, the UBA Instagram and Twitter platforms have been revitalized. Between the two, UBA has gained around 150 followers so far, most of whom do not follow UBA on other platforms. The newsfeed on these channels is independent of other UBA platforms, and features weekly posts to address diversity and inclusion.
- **WEEKLY eNEWS:** Unity of Bon Air uses a free service called MailChimp to generate a weekly email newsletter, community notices to promote events open to the public, and targeted emails to UBA teams and groups. Subscriptions to the weekly eNews have remained basically flat over the past year, with the current list at 632 subscribers. Rates of engagement with the eNews continue to ride between **20-25%**, with higher engagement for special updates and messages sent to selected lists, such as the Women of Unity.
- **PRINT COMMUNICATIONS:** All hard copy communications are currently on hold due to the COVID-19 pandemic restrictions, and plans are in place to review before resuming the distribution of print materials. Prior to March of 2020, UBA has continued a printed **Sunday bulletin, flyers** and **lobby posters** for upcoming events, and **roadside banners** for multiple use.

Respectfully submitted, May 15, 2020 – Cheryl Fare LUT, Communications Coordinator