



April 10, 2018

Committee/Group Name: Communications

Purpose of Committee:

To raise the profile of the Unitarian Church of Edmonton through communications which reflect our values and promote our vision. To this end, the committee provides support, advice and oversight for UCE's internal and external communications. Its specific objectives include ensuring that congregants and general public are well-informed of UCE activities, programs, and services, and helping to effectively communicate the values, and ideals of Unitarian Universalism to the wider community.

Members:

Karen Bilida (chair), Louise Charach, Stephen Greenhalgh, Silvia Krogh, Bill Lee, Alex Polkovsky, Romany Rzechowicz

Major Actions of 2017-18 / Outcomes Achieved

- Created Twitter Account
 - Twitter posts have received 5.3K for total impressions between March 14 and April 7 and with our top tweet being 1,151 impressions during that same period
- Created UU Principle Cards for use at garage sales and other events
- Created UCE letterhead
- Created a "square format" logo and "banner format" logo
- Research and creation of pictures/ memes/ videos of UCE interests and events for use in:
 - Lobby display ("UCE TV")
 - Facebook
 - YouTube
 - Twitter
 - UCE newsletter
 - Kijiji
- Collaborated with Brian Kiely to create and publish Treaty 6 Acknowledgement, Accessibility statement, and Free Thinker statement
- Published and promoted many events at UCE and associated with UCE

- Updated UCE website
 - Evaluated website hosting situation and considered move
 - "Captured" pages and images from previously external sub-sites (Choralis and UCE History)
- Led communication between committees and groups with chair luncheons
- Increased Facebook Group Members to 316 (as at April 6, 2018)
 - Attracted new members and friends to UCE
- Building of new UCE garage sale signs (to be completed before May 1, 2018)

Planned Actions for 2018-19

- Instagram account
- Increase congregational support
 - Items to publish
 - Social Media participation
- Instagram/Twitter/Facebook/YouTube merger
- Further updating of Website
 - Needs congregational /committee/ working groups support - specifically materials to publish
- Create UCE business cards
- Review pamphlets with Membership Committee
- Create UCE specific pamphlets
- Further increase social media presence
- Create more "wind resistant" UU principle card stands
- Standardize email signatures
- Standardize posters for UCE purposes
- Increase cooperation with other not for profits to cross promote

Recommendations:

- We need full participation by all members of UCE to make communications effective. Send us what is newsworthy, topics to pursue, UCE/UU articles for newsletter, volunteer for tasks.
- Committees and Working Groups, please keep us up to date with your actions and thoughts.
 - Please consider that 10 weeks minimum is a best for promoting events

Submitted by: Karen Bilida