



April 2020

## **Committee/Group Name:** Communications

### **Purpose of Committee:**

To raise the profile of the Unitarian Church of Edmonton (UCE) 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 (UU) to the entire world.

### **Members:**

Karen Bilida (chair), Stephen Greenhalgh, Gerard Hayduk, Alex Polkovsky

There are more people that have done many things to assist the roles of this committee, people choose for themselves whether they want to be named or not.

ALL friends and members of UCE and all Unitarians &/or Universalists are important in educating and sharing with the entire world.

### **Major Actions of 2019-20 / Outcomes Achieved**

- ⊖ Created a UCE Zoom Account and facilitated the online Sunday Services
- ⊖ Booked UCE Zoom meetings, coffee hours, Sunday services
- ⊖ Created emails for distribution in regards to the very quickly changing circumstances around Covid-19 and the quickly changing technology that accompanied these events
- ⊖ Quickly trained numerous friends and members of UCE and Westwood on how to sign into Zoom
- ⊖ Hosted, Zoom Coffee hours
- ⊖ Hosted, recorded, edited Sunday Services
- ⊖ Trained people on how to host Zoom meetings
- ⊖ Edited and posted recordings of Sunday Services to YouTube and Sound Cloud
- ⊖ Designed and implemented front entranceway to UCE more welcoming and will continue into the next year
- ⊖ Applied for grants for new Audio/Visual Equipment

- ⊖ Created policy(s) for UCE communication
- ⊖ Created podcasts of the Sunday Services
- ⊖ Research and creation of pictures/ memes/ videos/podcast of UCE interests and events for use in:
  - Lobby display / billboards
  - ("UCE TV")
  - Facebook
  - YouTube
  - Twitter
  - UCE newsletter
  - Kijiji
  - Pinterest
  - Instagram
  - SoundCloud
- ⊖ Published and promoted many events at UCE and associated with UCE
- ⊖ Increased Facebook viewership - Page (357 followers last year to 491 followers as of April 6, 2020) and Group (332 Members last year to 365 as of April 6, 2020)
  - Attracted new members and friends to UCE
  - Expanded the FB Group to encourage more cooperation with Westwood and less confusion over names
  - Expanded our international presence
- ⊖ Create letter of welcome to new members
- ⊖ Encouraged groups and committees to contribute to the UCE newsletter – Social Justice and the UCE Board now have monthly updates in the newsletter
- ⊖ Updating of UCE billboards and information on membership desk and under plastic at membership desk at least once/month
- ⊖ Worked with and will continue to work with other not for profit organizations to cross promote
- ⊖ Continued to work on the updating of the UCE website
- ⊖ Merged Instagram/Twitter/Facebook/YouTube for more efficient posting
- ⊖ UCE.ca settled into its new hosting service
- ⊖ implemented new logos, continue to show new promotional panels on the website

### **Planned Actions for 2020-21**

- ⊖ Video recording of Sunday Services
- ⊖ Offer training for UCE members in technical tasks – seeking volunteers!
- ⊖ Apply for CUC Sharing Our Faith grant to fund upgrades in equipment and training
- ⊖ Increase congregational support
  - Items to publish
  - Social Media participation – likes/ shares/ invites / views / comments
- ⊖ Increase the public's knowledge of UU and UCE - More Congregational and Staff support is needed to widen the reach of the Social Media efforts
- ⊖ Further updating of Website

- Needs congregational /committee/ working groups support - specifically materials to publish
- ⊖ Create UCE specific pamphlets
- ⊖ Increase the welcome and visual presence of the UCE building inside and out
- ⊖ Further increase social media presence
- ⊖ Standardize email signatures
- ⊖ Standardize posters for UCE purposes
- ⊖ Increase cooperation with other not for profits to cross promote
- ⊖ Increase involvement with UCE youth group
- ⊖ Information posters throughout all rooms of UCE on UU and UCE

### **Recommendations:**

- ⊖ We need full participation by all members, committees, and working groups of UCE to make communications effective. Send us what is newsworthy, topics to pursue, UCE/UU articles for newsletter, please keep us up to date with your actions, events, and thoughts.
- ⊖ If the congregation wants to grow, more Congregational and Staff support is needed to widen the reach of the Social Media efforts and share with the “outside” world” what a great community UCE is

Even if you not have signed up for the various social media platforms you can still have a look as to what is happening.

**Hope you love it, share with your friends and family, and please add comments to increase the mysterious Social Media algorithms that allow more people to learn about our fantastic community:**

- ⊖ Facebook Group - <https://www.facebook.com/groups/41659071349/>
- ⊖ Facebook Page - <https://www.facebook.com/UnitarianChurch/>
- ⊖ SoundCloud Podcast - <https://soundcloud.com/user-189401827>
- ⊖ YouTube - <https://www.youtube.com/user/EdmUnitarian>
- ⊖ Twitter - <https://twitter.com/UnitarianUCE>
- ⊖ Instagram - <https://www.instagram.com/unitarianuce/>

**Submitted by:** Karen Bilida