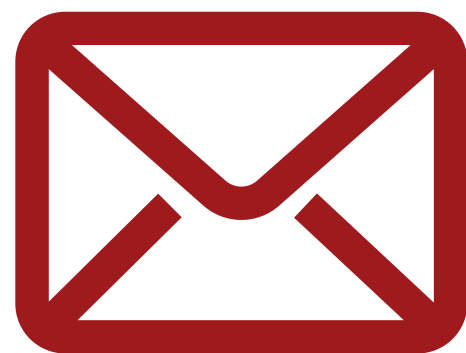
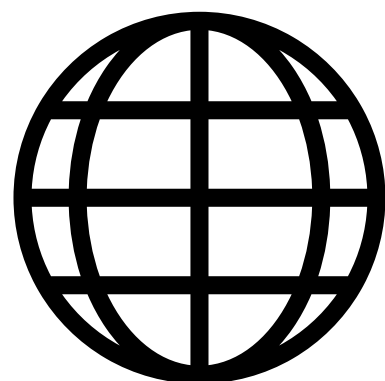


EPISCOPAL DIOCESE OF CENTRAL PA

Annual Report from the Office of Communications & Events

OCTOBER 2021 - SEPTEMBER 2022



Websites

- Canon Alexis Guszick is the diocesan webmaster and designs and maintains the diocesan website, www.diocesecpa.org.
- The website continues to grow in the number of visitors. Each year, new SSL certificates are installed for site security, portals are added for customized users, and Canon Guszick continues to track Google analytics and reviews traffic reports and site visitors monthly.
- In the month after Diocesan Convention 2022, Canon Guszick is working to launch a diocesan website refresh.
- Canon Guszick worked with The Very Rev. Robyn Szoke-Coolidge, and the new SSFM Dean, Dr. Sarah Stonesifer Boylan to launch the new SSFM website coming soon
<https://diocesecpa.org/stevenson-schoolforministry/>

Email Marketing

- The Clergy Digest, Diocesan Digest, Weekly Videos and Letters from Bishop Scanlan (Pastoral Letters), and the Stevenson School for Ministry Monthly E-News continue to be delivered monthly, electronically through Constant Contact, the e-mail marketing software.
- The Diocesan Office of Communications and Events also supported the Bishop's Assistant/Manager of Human Resources and the Canon for Finance and Operations in distributing timely related information.
- Special messages or promotions are also e-mailed to the diocese and select groups such as parish treasurers, vestry secretaries, wardens, and parish administrators.
- The Diocesan E-mail marketing list has grown to 4,195 contacts.
- Diocesan emails receive an average of a 42% open rate and 9% click rate, both higher than the industry standard.

Social Media

The growth of our accounts:

- Our diocesan Facebook page has grown to 2.1K likes and reaches an average of 3.9K people.
- Our Instagram account grew to 726 followers.
- With a total of 396 videos, our YouTube channel gained 343 followers and received 19.6K views in the last year.
- TikTok launched in 2021, and continued plans are being made to grow our following there and engage a younger audience.



Social Media Insights

- Rosey Jones, assistant to the Canon for Communications and Events, and Canon Guszick manage the diocesan social media accounts.
- The two events that piqued the most public interest were Presiding Bishop Curry's visit and PA Prays.
- Our Facebook page reach was at it's highest on June 11, where we received about 15K page visitors
- Our top performing Facebook post of the year was when Presiding Bishop Curry spoke in Harrisburg. The video was viewed over 8,000 times and had 28 shares.



The screenshot shows a Facebook post from the Episcopal Diocese of Central Pennsylvania. The post is a live video recording of Presiding Bishop Michael Curry speaking at a podium during a service in Harrisburg, PA. The video player shows a progress bar at 1:04:48 / 2:16:56. Below the video, the post has 63 likes, 40 comments, and 29 shares. The interaction buttons for Like, Comment, and Share are visible at the bottom of the post.

Episcopal Diocese of Central Pennsylvania was live. June 11 · 🌐

Presiding Bishop Michael Curry visits the Episcopal Diocese of Central Pennsylvania. Broadcasting live from Harrisburg PA, Bishop Curry will lead worship on Saturday June 11th at 10:30am.

1:04:48 / 2:16:56

63 40 Comments 29 Shares

Like Comment Share

Online Convention

- In response to the pandemic, the Office of Communications and Events the 151st Annual Diocesan Convention in October 2021.
- The meeting was held via Zoom webinar and had _____ registrants.
- The diocese's second online convention will be held in October 2022.



Special Projects

- In the winter of 2021 and spring of 2021, the diocese created a digital Advent calendars, shared online and via social media with content provided by diocesan members.
- Bishop Scanlan continued her weekly video series. The Office of Communications has supported the creation and publication of the weekly videos, and our social media following has grown immensely in response to them.
- The Office of Communications & Events supported the Presiding Bishop, Michael B. Curry's visit to the diocese through social media promotion, event coverage and support, and regulating the release of information to the press.
- In response to the pandemic, Canon Guszick continues to provide parish live streaming consultations and support for parishes to upgrade to the best, most cost-effective equipment, in an effort to live stream weekly services for those who could not attend in person.
- Bishop Scanlan traveled to Europe for the Lambeth Conference at the end of July and wrote a series of reflections about her time there, which the diocese shared on social media accounts. These daily posts became highly anticipated and were eventually shared on our website and disseminated to the diocese via email.

Events

OCTOBER 2021 - OCTOBER 1, 2022

Online Diocesan Convention

- Saturday, October 14, 2021 on Zoom

Youth Retreat: Adventures in Narnia

- Nov. 3 & 4, 2021

Clergy Conference

- May 23-25, 2022

Central Pennsylvania Pride Festival

- July 29

Presiding Bishop's Visit

- June 10 & 11

PA Prays

- Sept. 18

Spring Convocation Meetings Online

- **June 14** - Susquehanna & Harrisburg Spring Convocation meeting
- **June 15** - Southern and Lancaster Spring convocation meeting
- **June 16**- NT, WB, Altoona Spring Convocation Meeting

Fall Convocation Meetings Online

- Oct. 14 - NT, WB, Altoona Fall Convocation meeting on Zoom
- Oct. 27 - Southern & Lancaster Convocations

Clergy Training - The Doctrine of Discovery

- Sept. 27 & 28

