

Marketing and Communications Minutes – January

KUCC MarComm – January Agenda

Marketing/Communications during COVID-19:

How do you rate our digital presence (email, Facebook, etc.) during this time?

- Email Updates have been a nice addition
- The additional content has been helpful
- Facebook is good but could improve
 - o The need to add events, some of the information from weekly updates, highlight when communion is happening, etc.

§ Leads to the development of a social form to give to committees to submit items to post on Facebook

- Kathryn: creating guidelines
- Kelley: creating a form template

Connection with other committees

Worship & Arts – Upgrading Technology

- We will be keeping this on our radar to see how we can assist with any digital integration (how to connect livestream post covid to Facebook/YouTube)

Hospitality – Creating Birthday Cards

- Kelley is developing postcard designs.
- Will send designs to the committee once complete (Be on the lookout for designs by early next week)

What other opportunities/groups can we better be promoting?

- Keep this in mind as we continue meeting this year.

Messenger

Review of Past Copies

How to modernize/update the current format?

- Questions for formatting
 - o Do we separate events out since we have a functioning calendar?
 - o Need to follow-up with Terri on her thoughts
 - § Kelley & Terri are having a follow-up meeting this week to further discuss Messenger
- Led to the idea of creating a survey post Covid-19 related to communications (how people want to receive information)

NEXT MEETING: February 9 @ 6pm

Also, we will begin to discuss our CDM (Church Data System) Engage during our next meeting. Below are the links for some information:

<http://www.cdmplus.com/engage>

<http://www.cdmplus.com/Products/CDMPlus/EventRegistration>