

Communications Update: United

Wow, we are coming on the end of 2020 and it has been a year. There have been a lot of things that have been happening in the background at Columbine, and I am excited to share those exciting things with you all. One thing that I was hired to do at Columbine was handle communications, social media, and the website. Before I arrived, a lot of amazing work had been done to design and create a new website and logo for Columbine. We are now in the final stages and will begin the transition process for our new website. The new website will allow us to put more information out and have a central hub for all the amazing things that are happening at Columbine. In the past few months, we have also worked hard to increase our social media engagement, and online presence. I have included a screenshot of some of our latest social media stats. We are reaching more people and engaging with individuals outside of the Columbine Community. Numbers for social media are not always easy to track by how many likes or comments we receive but instead by the individuals that we are able to reach.

I continue to be amazed by the staff and congregation of Columbine. There is much love in this community. As we continue this journey together, we will look at the various individual pieces that make us one strong community, which you can see represented in our new logo. Staff, Council, and the designer put so much thought into how to positively represent the CUC community. Thank you, CUC, for your support, guidance, trust, and leadership. We will continue to find creative ways to reach out into our community from our amazing mission partners, our new website, our increasing social media platform presence, and through the CUC name, we will continue stronger together.

Hali Wimbush

