

## **Report from the Publicity and Communications Team – January 2018**

We continue to publicise “special services” via the noticeboards outside the church, church hall and on the St Peter’s Face Book page as well as informing our local school contacts of services of particular interest to them such as Harvest and Christingle. A new poster was designed to advertise our Christmas services and publicity for the same was distributed early at the Remembrance Day service on the green. Our continued thanks go to Chris Tourell who prints the posters for us.

We reported on the new diocesan initiative to provide parishes with templates for publicity material such as posters and flyers. We have not officially heard further news but having contacted the diocesan Communications Director, I understand that a trial is being conducted by a small number of parishes. Uptake and considerations of value for money will dictate whether this resource becomes available to all.

### **St Peter’s Website**

The monthly bulk email is now issued via a separate server from the ‘stpeterhersham’ used for the website, and Paul Hughes has overall responsibility for drafting and issuing the email as well as continuing to administer the St Peters Facebook page.

Sue Burke is now administering our website, making sure it is kept up to date. Valerie Daniels continues to assess the optimum way forward on re-platforming the website.

### **Social Media**

Paul Hughes continues as administrator of the church Facebook Page, with additional events regularly published by Sarah Tourell. Sarah also publishes St Peter’s news and upcoming events on Twitter (232 followers).

The Facebook page now has 128 followers (people who will see postings appear in their news feed). Significant posts and the newsletter are also shared with Walton and Hersham groups. The reach (people who have seen the posting) of these is usually in the region of 2500.

The Facebook page followers have increased over the last 12 months from around 67 in January 2017, but it would be good to continue to publicise the Facebook page and Twitter account to increase the range further

Lynn Skrzypecka