

**Communication Evangelism Minutes from 4/14/21 Meeting and  
Report to Executive Council  
April 20, 2021**

1. Electronic Message Center: Deb has done a good job updating the EMC for the changes to the church calendar. Suggestions for refreshing the sign:
  - a. Include VBS registration and new Ladies Bible study.
  - b. Possibly remove Facebook.
  - c. Important announcements (like VBS) put in every other slide so they appear more frequently.
  - d. Shorten the sign between changes so people driving by see more than one announcement.
  - e. Consider posting a Bible verse of the week or thought provoking questions like "What are you thankful for". The team will develop a list of ideas and discuss further whether this should be included in our playlist.
  
2. Leveraging the Website and social media platforms to more deeply connect with members, friends and the community:
  - a. Beth provided a report from WIX on the usage data. See attached.
  - b. Bill Heck developed an ad for the post inviting people to St. Matthew. The team will finalize the ad, Bill will send to the post to run for 7 days (generously donating the \$250 charge). The ad encouraging people to check out our website. Beth will post the ad on the website and Melody will post it on Facebook. Melody will also pay a small sum to "boost" the post on Facebook.
  - c. Melody and Beth will work on targeting people on Facebook within a 10 mile radius of the church and push the ad to them.
  - d. The team agrees that we need to utilize other social media such as Twitter, Instagram, Snapchat, and others that are much more geared to younger people. We will ask Deacon Lindsay for her help with this. Also, at this Sunday's discussion (4/18/21) with the youth, we will bring this up as a topic of discussion.
  
3. Update on Video Project (Rex):
  - a. Fund raising is going well. The funds have been raised for Phase I of the video project which is the conversion to High Definition cameras and controllers and the equipment is ordered.
  
4. Taskforce for Audio Upgrade and survey for new Hearing Assistance Device:
  - a. Memorial funds have been offered to upgrade the Audio Sound Board in the balcony.
  - b. A taskforce will be formed and coordinated by Lisa to define the needs and wants for this new equipment, research options and determine the solution that best fits the needs of St. Matthew.
  - c. Rex has been contacted a couple times by a member who would like the Hearing Assistance devices to be upgraded. This member has offered funds to help with this. The taskforce will look into this as well.

5. Livestreaming Services via YouTube:
  - a. Rather than attempt to reinstate the previously set up YouTube, Melody will start fresh with a new email address and password for YouTube. Once this is set up, we will add YouTube streaming option for Sunday services.
  
6. Preview of Christmas Intergenerational outreach to the community:
  - a. The ELCA posted on their website under Communication Tools door hangers and postcards that we can utilize for Christmas. We will choose the design we prefer, have them printed and organize a congregational gathering for all ages on a Saturday following Thanksgiving (TBD). We will break into multi-generational teams and go out into the neighborhoods in Medina and distribute the door hangers.
  - b. Include Comprehensive Youth and Small Group and Fellowship teams to organize this event.
  
7. Work on Standard Operating Procedure and Guidelines for Multi-media:
  - a. Submit the Website General Policy and Content Guidelines to EC for their review and approval in April (see attached).
  - b. Lisa provided the team the Social Media Planning and Procedure document from the ELCA website. We will consider the contents for our Social Media Procedures and guidelines and modify it for St. Matthew.
  - c. A concern was raised regarding Rostered Staff, other staff and lay leaders posting any church related business on personal Facebook pages. The ELCA document contains very helpful congregational staff guidelines for Social Media that we will want to include in our document that address this concern.
  
8. Starting a St. Matthew Blog – What would this entail?
  - a. This topic was deferred for future discussion
  
9. New Business
  - a. The team voted to upgrade our Vimeo subscription from 5MB per week of storage to 20MB. We are using most of our capacity and with the new system we definitely need the additional capacity.
  - b. Deacon Lindsay submitted a Photo Release for Social Media and St. Matthew website that she plans to send to all parents of VBS attendees. The team approved this form.
  
10. Adjourn:
  - a. Next meeting is scheduled for Wednesday 5/5/21 at 7:00 p.m.
  - b. Meeting adjourned with the Lord's Prayer