Micah's Updates: Communication Committee Updates – for May 4th

1. Login/Password capabilities for church directory
(accessible through website, mobile site & mobile app)
2. Payment capability with submit-forms
Both would be accessed through ACS where members can also keep track of their pledges.
Mark will let me know when this is ready and I'll be linking his password-protect pages directly to the St.Philip website. **I just checked back on this and sent Mark an email on 4/29. He said he will continue testing this when he's back from his trip.**

3. Mobile app – added feature where all users can download the app (iphone and android)
Being tested. Do we have enough of a hand count to assess if this added feature is working okay?
I've heard from James and Sam so far, on my end – all okay.

4. Webinar "Increasing local brand awareness" -- Vicki found and suggested this. Excellent info!
I submitted a question (about non-profits/churches) and they were able to answer it during the webinar!
My question: How can we continue utilizing the same branding principles as other companies, but avoid looking commercialized since we are a church (and a non-profit)?
Answer: Stay authentic and personal, pictures of activities (big plus and gets people motivated), show how the church is interacting with community, charitable works in action. Show uplifting stories and accomplishments (like Mission).
What we're already doing that's good: "Face to Face Marketing" - showing who we are (especially good for non-profits), Community Involvement – Helps reinforce identity, mission and branding. Connected with several other social media accounts (good for visibility and added interaction)
Other Tips: Don't change your brand, once in place. Your look and feel needs to be consistent over time to establish a foundation. **My thoughts**: If the branding does change, I would do it gradually. Otherwise, we would decrease our "recognizeability". Start a campaign that's consistent every week (also to help reinforce our identity)

Archive: Increasing Local Brand Awareness: The Marketing & Media Monsters dynamic duo,
Tara Jacobsen and Rebekah Welch & Tina Stock, YP Executive Director Marketing
Apr 17 2014 | 45 mins. Play: http://adsolutions.yp.com/small-business-marketing-center/practical-marketing-series/registration?commid=103793

5. Announcement: church directly info (web, FB, twitter) – **should this be taken off the website?**

6. Ars Lyrica – Lauren: Re-ran our St.Philip ad March 29/30. She also sent up copies of your ad in the program - placed in Vicki and Randy's box.
Are we interested in purchasing the package to run ads together for 6 months at a time?
I emailed Ars Lyrica for a deadline list of all the ads. Lauren said it should be available in the summer.

7. Soc. Media Workshop - TBD for in Summer

8. Ustream/live feed of Sunday Sermons - researched/forwarded info to John
http://www.ustream.tv/

9. The Newcomer Guide (and Remax 360) - emailed for pricelist (received from Michael Blalock)
Vicki mentioned that she was previously in touch with a different contact that gave better rates. Info Vicki forwarded to me: Jane Baker: Century 21. Unfortunately, this number (1800 997 6602) looks like it's out-of-date because it went to a company I never heard of and eventually hangs up on you. Tried emailing Jane Baker at AP_ArtDpt@hotmai.com and the email bounced back. **Should we continue with this?**

10. Mission page – has recently expanded with more info/content added:
http://saintphilip.net/Mission.html
- Prayers for Bangladesh ~ weekly email postings
- KAH announcements and food packing archives
- Upcoming Mission Opportunity events

11. Church&Society:
- full class schedule – posted upcoming evenets: http://www.saintphilip.net/ClassSchedule.html
- complete **BLOG** of previous and upcoming listings that Mickey Meyers manages
http://padlet.com/mmcgm/h1m54o9rf5la
- main featured website page that's linked to announcements. Also used for FB and twitter updates
http://saintphilip.net/Church_andSociety.html

12. All website upgrades:
As our website is growing, I've observed certain pages on our website that get frequent updates and wanted to find a way to keep the updates quick, effortless and in real time. I came up with streaming text (synced to the existing website that plugs in where the frequent updates are needed) that can be done from anywhere (without having to open up the actual website to do the changes). These changes are also compatible and can be viewed on our mobile website.
Pages now with live/streaming test updates:
Announcements (linked to home page): http://saintphilip.net/AnnounceStream.html
Week-at-a-Glance-Calendar: http://saintphilip.net/All_Announcements.html
Mission Page text-updates: http://saintphilip.net/Mission.html
Church and Society (blog included): http://saintphilip.net/ClassSchedule.html

14. More cohesive Social Media displaying/branding:
I thought it would be a good idea to use a burner plate approach to all of our announcements, signs, banners, posters, etc., that will reinforce how to interact and follow St. Philip. This would appear very small (on the very bottom but still easy enough to read). The below artwork would stay the same (so it can always be recognized) and carried over to each announcement or event:

15. Soc. Media Workshop - TBD for in the summer.

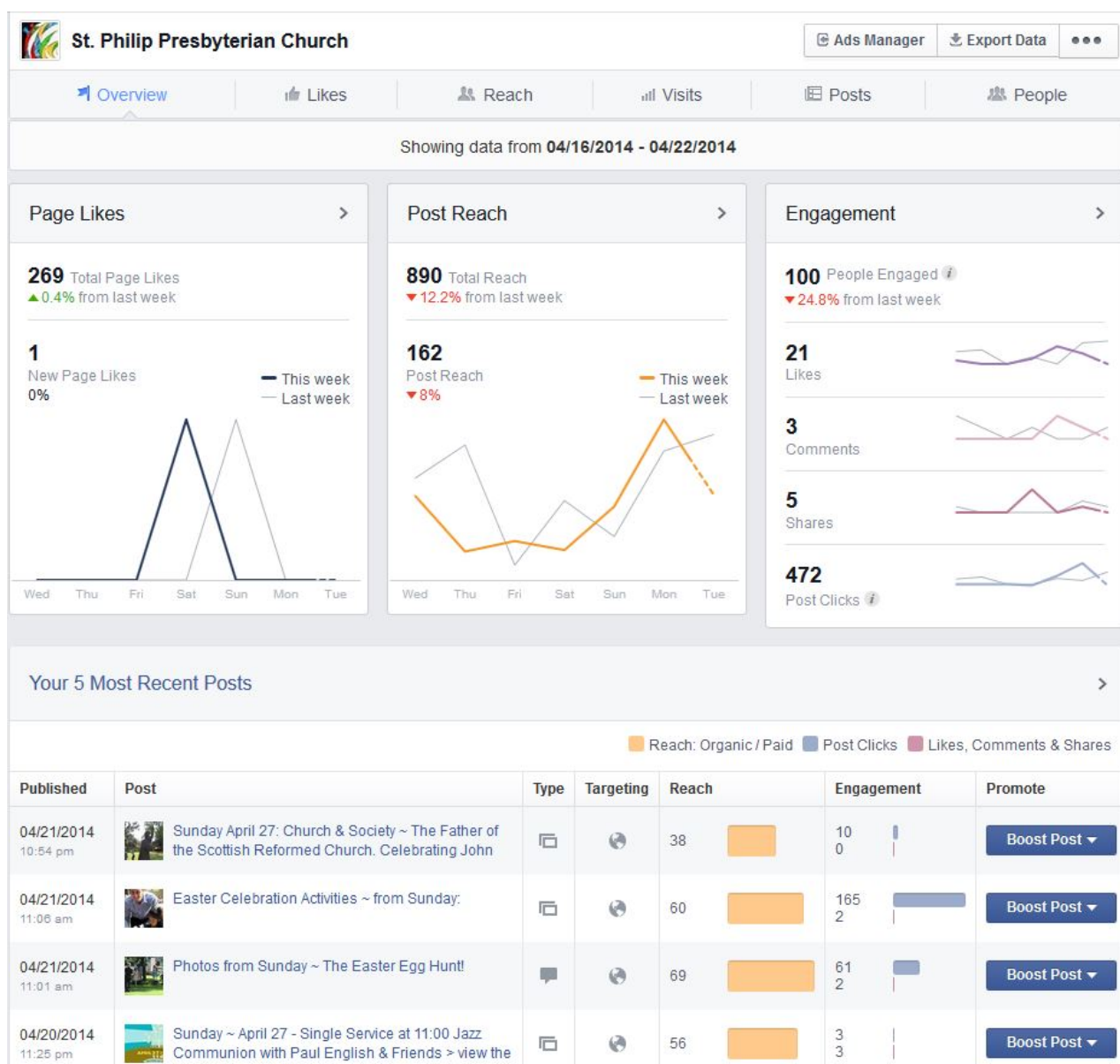**16. Follow up on Randy's recent suggestion (ongoing and this is a starting point):**
Tracking traffic and usage of our website and social media accounts:
What I've put together so far - resources that can be checked regularly (I need to further research Google Analyitics, like key words we've set up to use for searches):

Note: I also have meta-tags added in the code of our home page that helps us get found. I can actually add more tag-words to this, if we need to (in addition to key words set up in Google Analytics).
<meta name="Description" content="All Are Welcome Here: St. Philip Presbyterian Church is a city-wide fellowship with a diversity of views - member of the Presbyterian Church - USA">

Facebook:

Published	Post	Type	Targeting	Reach	Engagement		Promote
04/21/2014 10:54 pm	Sunday April 27: Church & Society ~ The Father of the Scottish Reformed Church. Celebrating John		🌐	38	10 0		Boost Post ▾
04/21/2014 11:06 am	Easter Celebration Activities ~ from Sunday:		🌐	60	165 2		Boost Post ▾
04/21/2014 11:01 am	Photos from Sunday ~ The Easter Egg Hunt!		🌐	69	61 2		Boost Post ▾
04/20/2014 11:25 pm	Sunday ~ April 27 - Single Service at 11:00 Jazz Communion with Paul English & Friends > view the		🌐	56	3 3		Boost Post ▾

St. Philip Presbyterian Church

Ads Manager | Export Data | •••

| 📍 Overview | 👍 Likes | 👥 Reach | 📊 Visits | 📋 Posts | 👥 People |

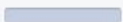| 04/20/2014 10:26 pm | [image] The 2nd Sunday of Easter ~ April 27 Single Service 11:00 - Jazz Communion: Paul English & Friends. | 🗖 | 🌐 | 45 | [bar] | 8 2 | ❙ | Boost Post ▾ |

See All Posts

Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

ℹ️ Pages to Watch helps you compare the performance of your Page and posts with similar Pages on Facebook. **Add Pages** to get started.

Add Pages   🟪 Likes, Comments & Shares

Page		Total Page Likes		New Page Likes	Posts This Week	Engagement This Week	
YOU **1**	[image] St. Philip Presbyterian C...	269	[bar]	▲ 0.4% from last week	17	23	[bar]

Twitter:

StPhilipPresbyterian,
See your week in review.

These Tweets helped you make connections, got people excited, and started your friends talking.

| [image] | **54** Total Views | **1** New Follower | **1** Link Visit |

YOUR MOST POPULAR TWEETS FOR THE WEEK OF 20 APR:

This Tweet sparked some interest.

Photos available! Prime Timer's outing - Texas Quilt Museum in La Grange, TX.
> view, download & share, via flickr: flickr.com/photos/stphili...

03:52 PM - 15 Apr 14

👤 8 Views

You got some attention with this Tweet.

April 20: COMMUNION OFFERING - Easter Sun. 1 Great Hour of Sharing. Please give so families in Syria can know peace. bit.ly/1eBE7Ie

08:11 PM - 14 Apr 14

👤 7 Views

Your link got a lot of interaction.

MASP Concert. Sun: May 4 - 7pm. Light Eternal. St.Philip Choir, Organ &Orchestra. Admission $10. > saintphilip.net/MASP_calendar.... #MusicAtStPhilip

11:09 PM - 15 Apr 14

👤 4 Views   🖱 1 Link Visit

Great job this week!
Why not tweet about it?

Tweet

Mobile Site:

All St. Philip Social Media Accounts:

Facebook	YouTube

St. Philip Presbyterian Church
4.6 ★★★★½ (30 ratings)
Update Page Info 1 Follow
269 likes · 19 talking about this · 837 were here

St.Philip Presbyterian - Houston, TX
Subscribe
Home Videos Playlists Channels Discussion About
Uploads   Date added (newest - oldest)

The Houston Pipers at St.Philip
6 months ago · 22 views
Reformation Sunday 2013

St. Philip Presbyterian Music
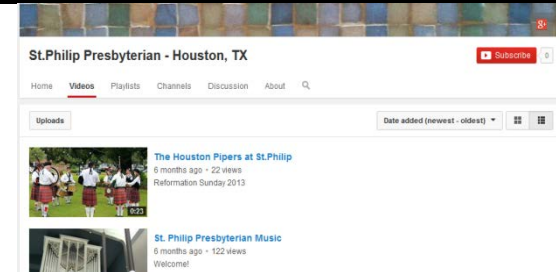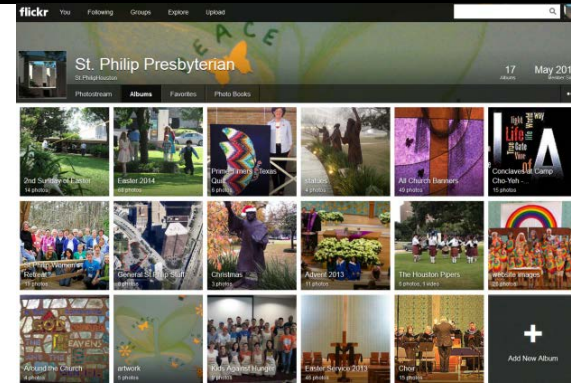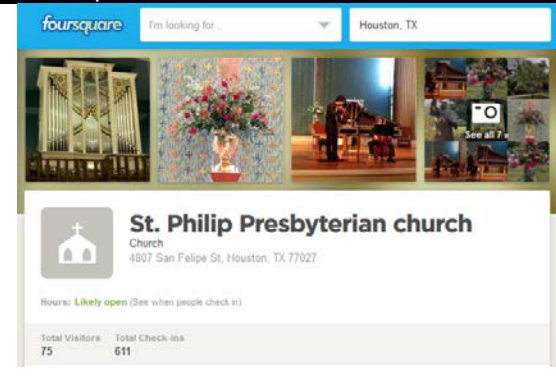6 months ago · 122 views
Welcome!

Twitter	Yelp

StPhilipPresbyterian
@StPhilipHouston
All Are Welcome Here: St. Philip Presbyterian Church is a city-wide
fellowship with a diversity of views.
Houston, TX · saintphilip.net

TWEETS	FOLLOWING	FOLLOWERS	Edit profile
152	57	33	

StPhilipPresbyterian @StPhilipHouston · Apr 28
Young Adults: Cinco de Mayo Party! Mon. May 5: 7pm ~ Come for fellowship & fun!
Nate Carlin's our host. > contact Keatan King for more info.

yelp Find tacos, cheap dinner, Max's   Near San Francisco, CA
Home About Me Write a Review Find Friends Messages Talk Event

St Philip Presbyterian Church
★★★★☆ 2 reviews   Details   Edit
Religious Organizations   Edit   Write a Revi
4807 San Felipe St
Houston, TX 77056
Galleria/Uptown
Get Directions
(713) 622-4807
saintphilip.net

Flickr	FourSquare

flickr You Following Groups Explore Upload
St. Philip Presbyterian
St.PhilipHouston   17   May 2013
Photostream Albums Favorites Photo Books
Add New Album

foursquare I'm looking for...   Houston, TX

St. Philip Presbyterian church
Church
4807 San Felipe St, Houston, TX 77027
Hours: Likely open (See when people check in)

Total Visitors	Total Check-ins
75	611

Pinterest

St.Philip Houston

Pins from:
Meredith Jackson
Jamie
Janet James

6 Boards	39 Pins	0 Likes	Follow All Send Profile	2 Followers	5 Following

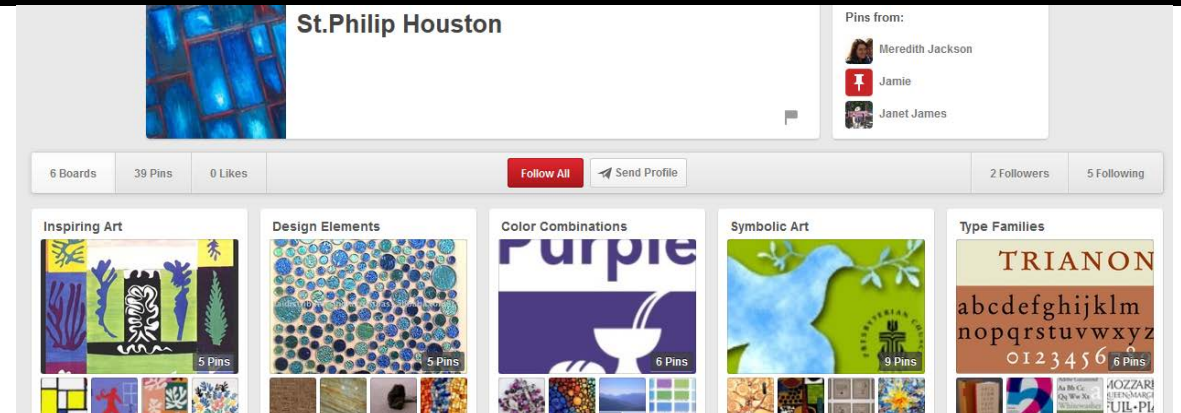| Inspiring Art	Design Elements	Color Combinations	Symbolic Art	Type Families
5 Pins	5 Pins	Purple 6 Pins	9 Pins	TRIANON abcdefghijklm nopqrstuvwxyz 0123456 6 Pins

Printed Materials to date:

Ars Lyrica - Re-run of St.Philip ad - March 29/30:

InTown Magazine: Sent 1/2 page color ad
(worship tiles postcard theme – Welcome to St.Philip)

Moving/Welcome Postcards