

Congregational Communication & Media Survey

Port Phillip East Presbytery
Communications Team
November – December 2021



Scope

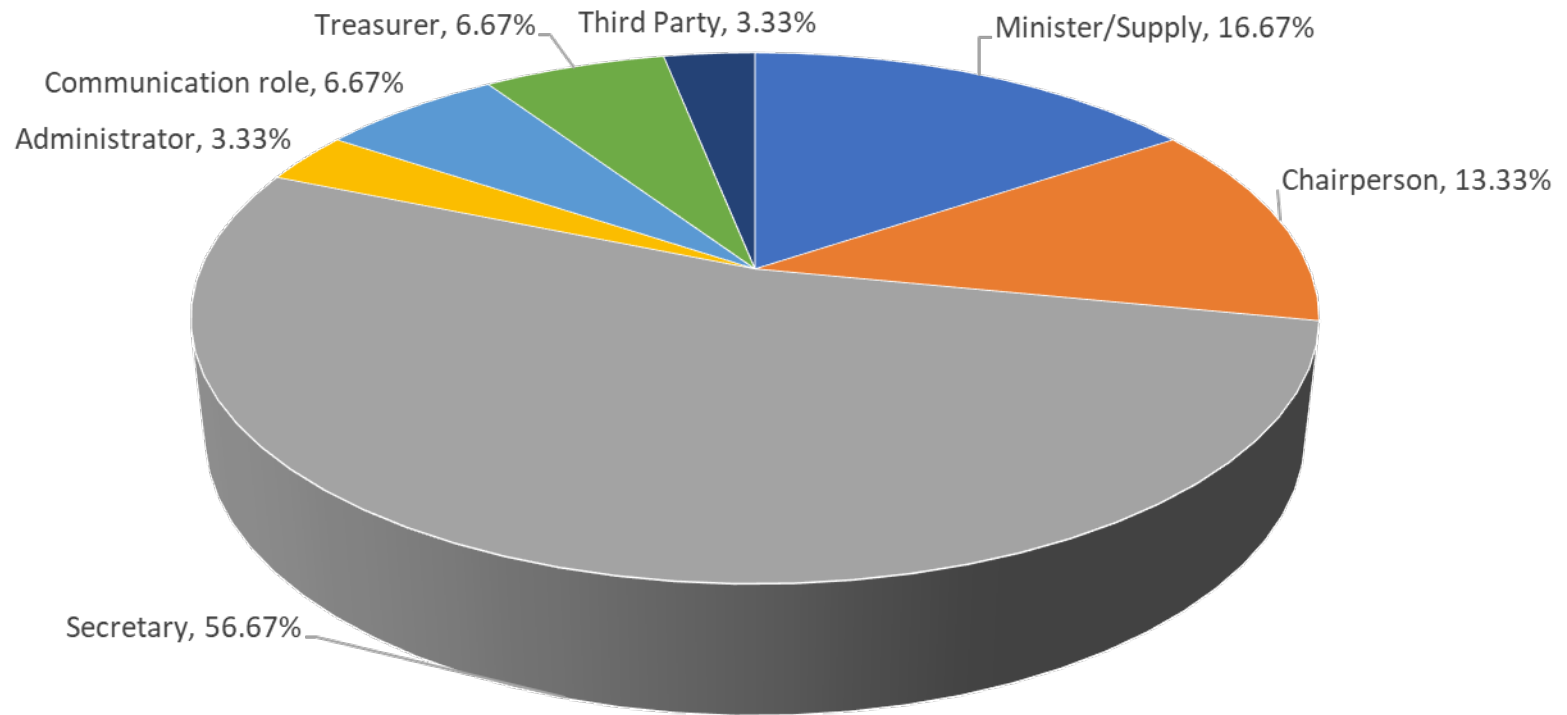
- This survey was one of the responses to the online survey about Newsbeat the Presbytery Communications Team conducted in September last year.
- It was noted that the Presbytery's role includes supporting congregations, growing capacity in communicating with members and the wider community.
- As a result, the Standing Committee ran a second survey, focused on congregational communication strategy.
- The Congregational Communication & Media Survey was designed to gain a better understanding of
 - various audiences,
 - the communication activities of congregations and
 - how congregations and how congregations/members respond to different kinds of communication.
- It was conducted between the period of November 11 and December 23, 2021.

General Information (Q1 & Q2)

- There were 30 responses from 25 congregations, which would be 45% of the congregations in the Presbytery.
- Among these 25 congregations, 9 congregations have children and family ministry, 14 congregations are small to medium sized congregation and 3 congregations are the larger congregation who has over 100 active members.
- The person filling out the survey varies among secretary, minister (including supply ministers and pastors), admin person or communication person.

Q3. Your role in your congregation who completed the survey

The majority of people filling out the survey carried the Secretary position in their congregation.



■ Minister/Supply ■ Chairperson ■ Secretary ■ Administrator ■ Communication role ■ Treasurer ■ Third Party

Q4. What communication channels connect with the greatest number of people associated with your congregation?

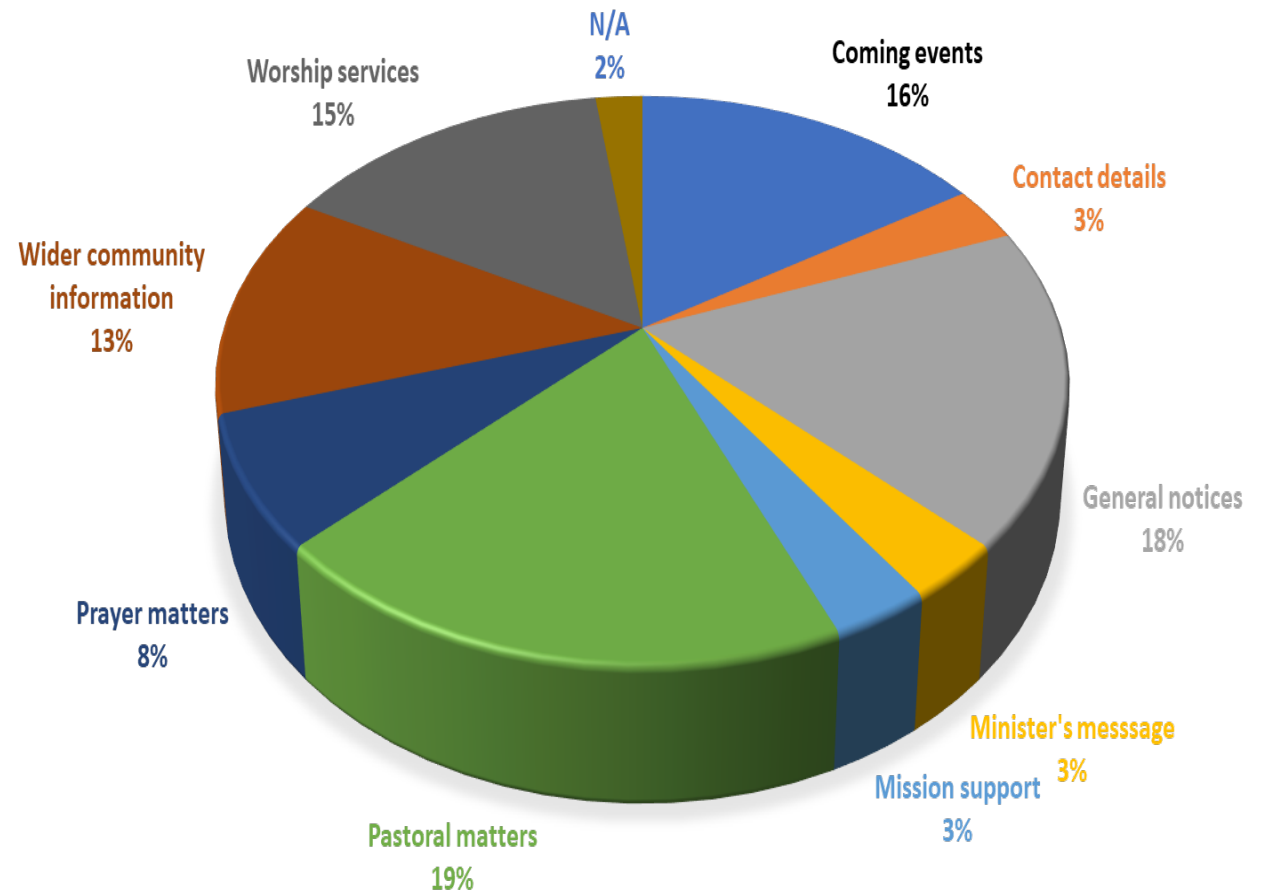
The most frequently used communication channels were pew sheets (either digital or printed or both), announcements during a worship service, and emails.

Other common answers were church website, Facebook page or group, telephone and church magazine.

Q6. Information for the top 3 communication channels

Most frequently mentioned information:

- Pastoral matters
- General notices (meetings, leave, group activities, rosters etc)
- Information about upcoming events
- Worship services (time of services, Bible readings, lectionary)
- Wider community information (including news from Presbytery and wider church)
- Prayer matters (sick list, prayer points)



Q7. Instant communication channels/tools

Congregations were asked if groups in their congregation use media for instant communication or chat.

There were many congregations who skipped this question. However, the following communication tools were mentioned among those who use group chat as part of their communication strategy.

- Whatsapp
- Facebook
- Kakaotalk
- Instagram



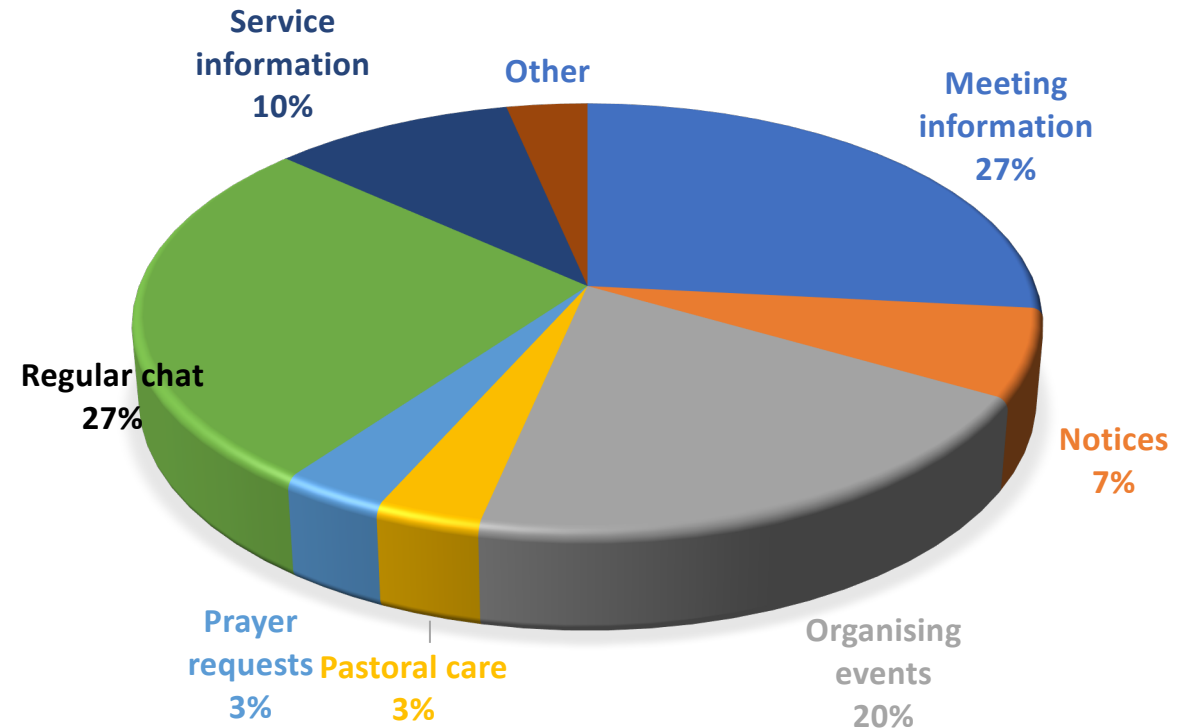
Communication behaviour for a group chat on social media

Congregations were asked which communication channel they may use frequently when they need to have an online group chat.

There is significant use of group chat for pastoral matters and prayer requests as they may be related to more personal matters.

This question is one of two questions which was skipped most.

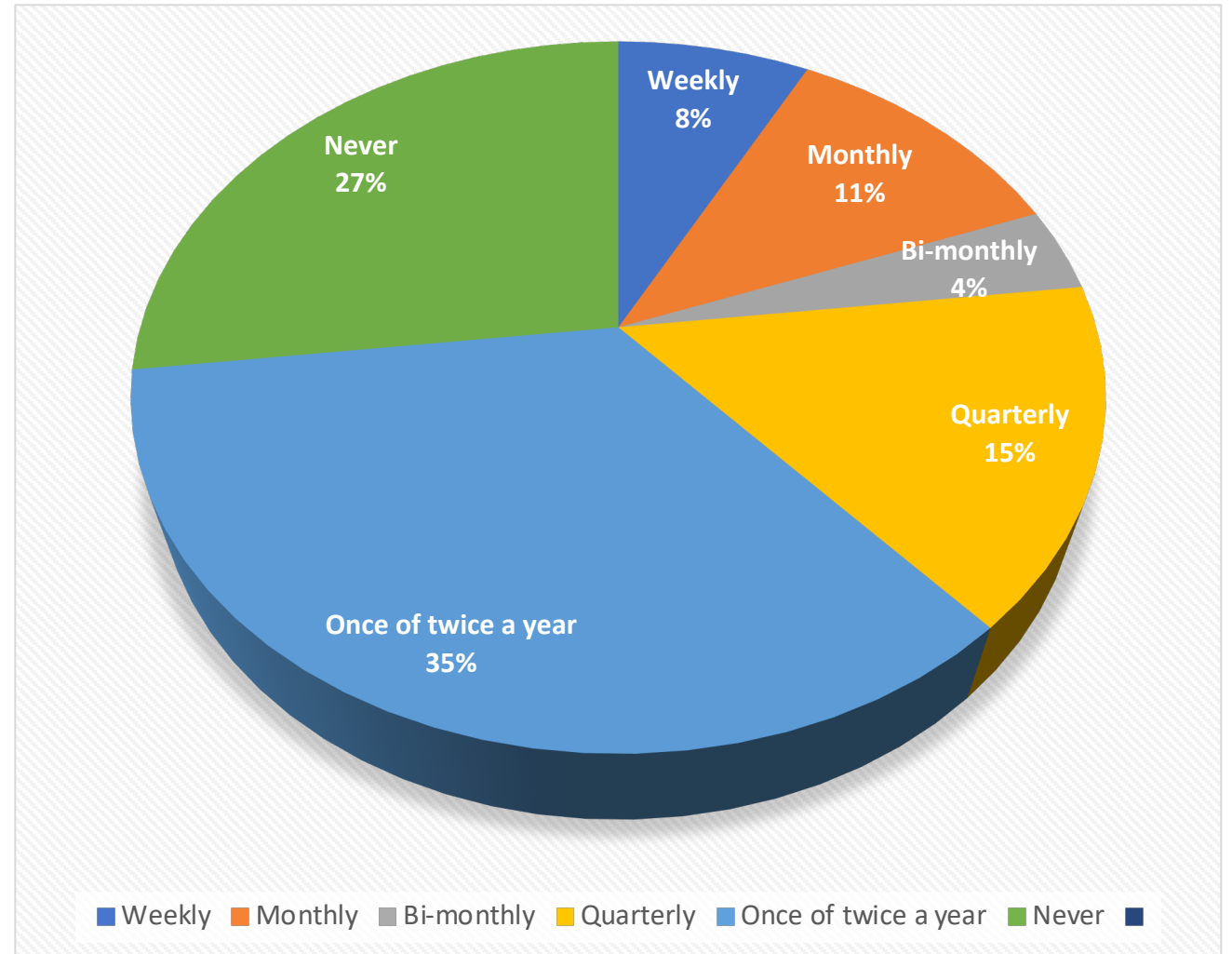
- Q8. How do you use communication channel mentioned in Q7?



Q9. How often does your congregation share news with the wider community through local or regional newspapers, radio or websites?

It was noted that **Once or Twice a Year** is the mostly mentioned frequency of sharing news with wider community.

Over 25% of the respondents answered they never communicate with wider church or community.

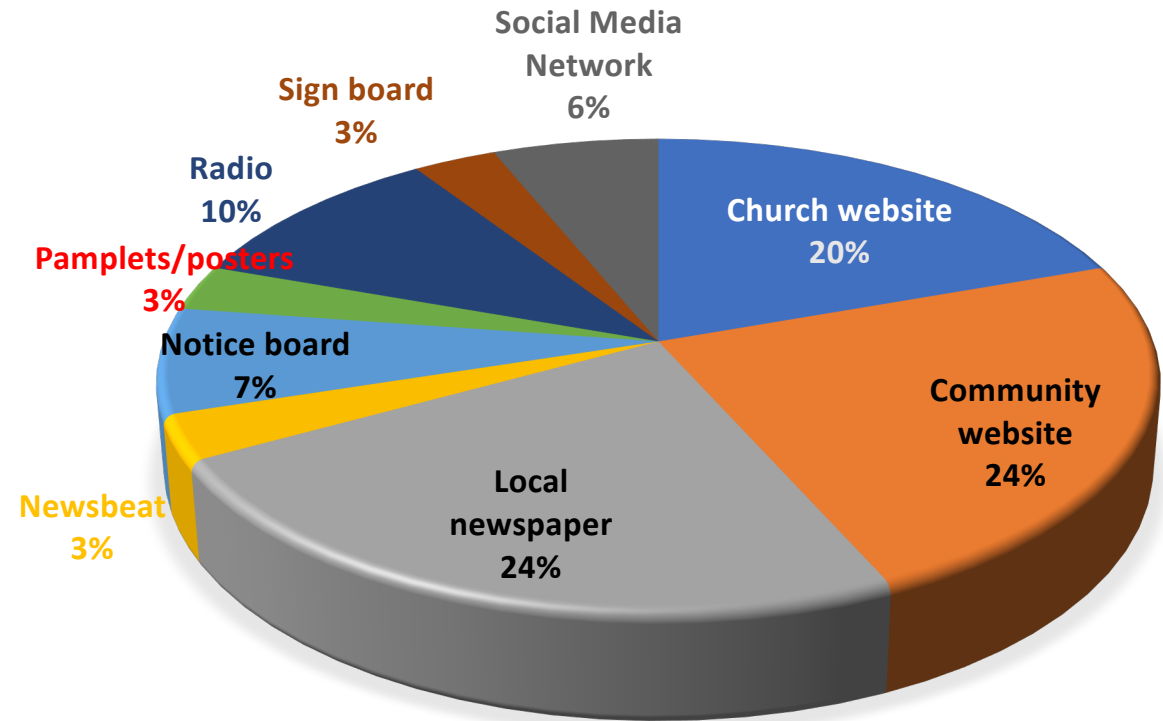


Q10. What media outlets have you used with the wider community?

There were 19 responses to this question and 11 skipped answering.

Some answers from the survey.

- Communication with the community occurs via use of a noticeboard with appropriate messages
- We use our own website to communicate when we are holding services. The plan is to share more info when we are able.
- Local newspapers mostly only publish church information if you advertise with them.
- Our local Leader Newspaper doesn't seem to want to publish any goings on at churches.



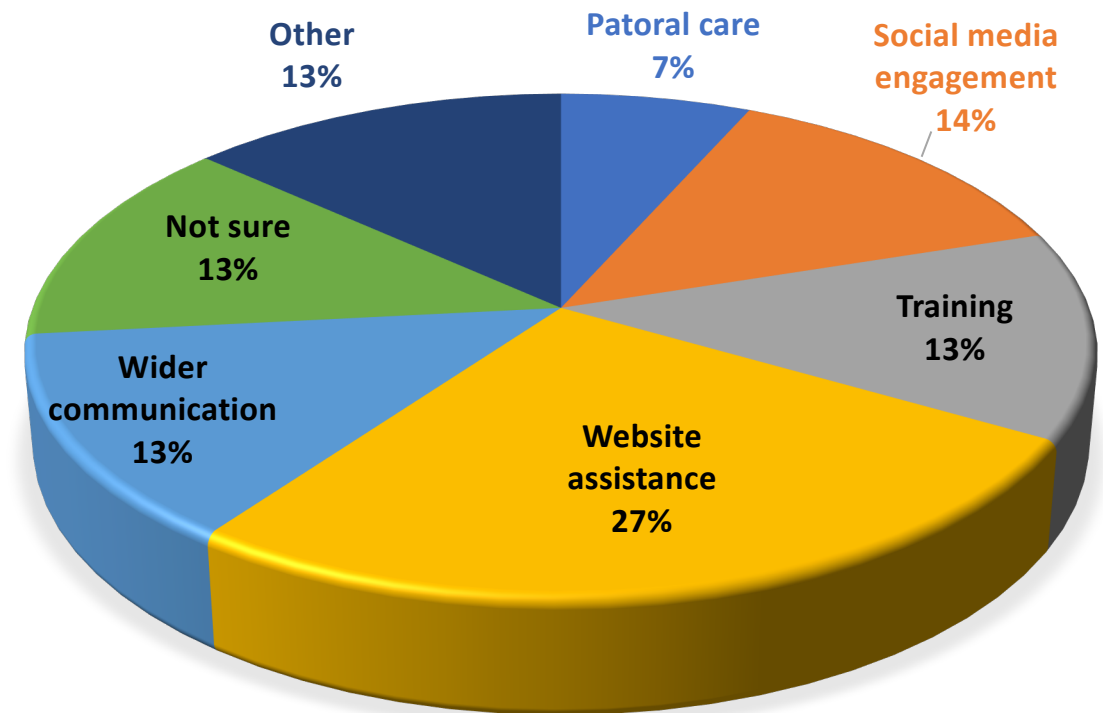
Q11. What support would you find helpful in your congregation's communication?

Only half of the respondents answered this question.

Among those who responded, two of them answered not sure or no support needed.

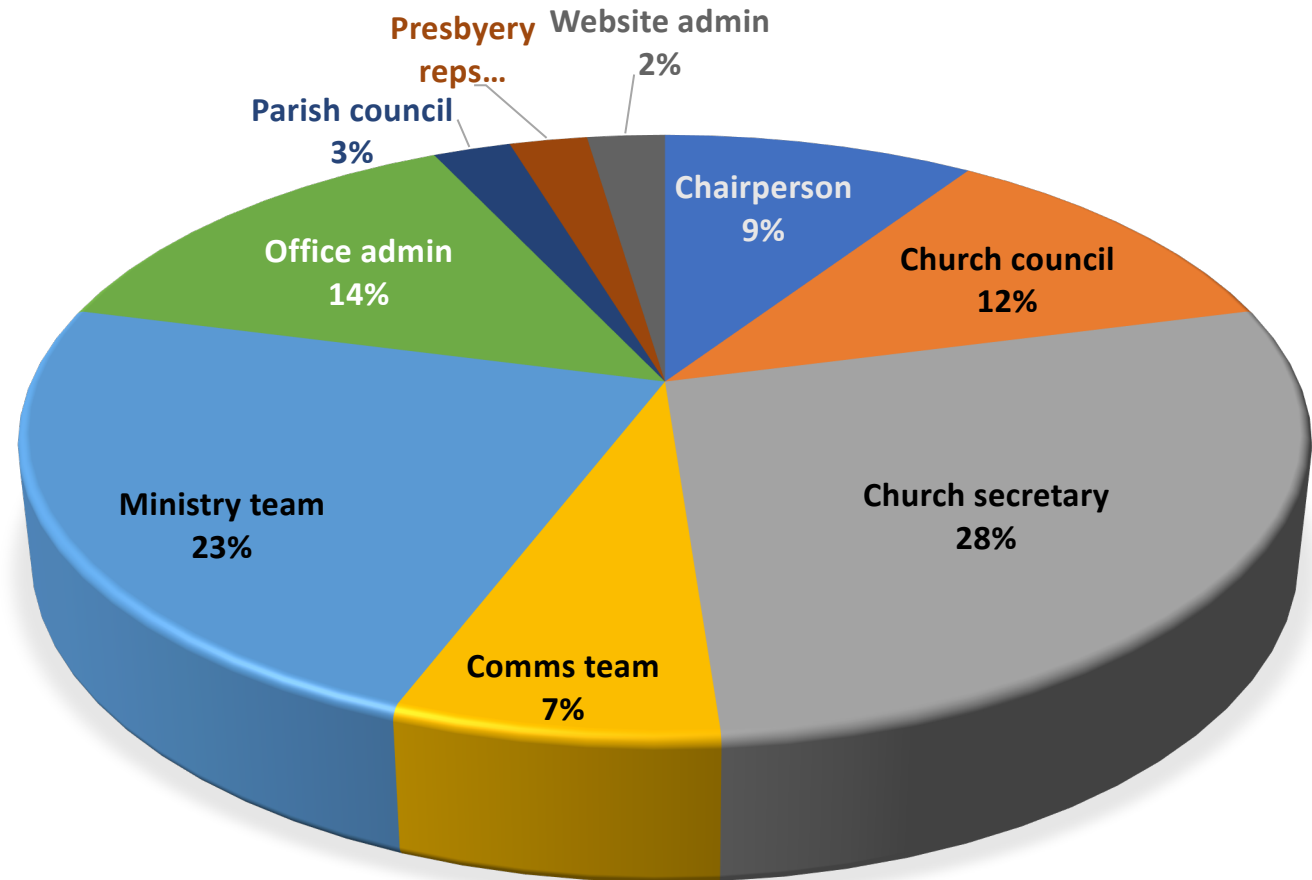
However, it was clearly identified that there is a need for website assistance and support for congregations.

Tendency to look for communication with people outside the church and linking in with local networks shows there is intention to build a relationship with wider community through communication channels.



Q12. Person/team responsible for communication

Contact names and details were collected for future reference and support.



Q13. What does comms person do?

Editing a church newsletter, preparing pew sheets, editing a church magazine, social media networking, distribution of magazines and newsletters, were the main responsibilities of the person who is responsible for communication.

In some cases, responsibilities included keeping a website up to date.

