

COMMUNICATIONS REPORT

ANNUAL SOCIETY MEETING



TOTAL of 432 x New Graphic Designs Completed in 2024

See previous quarterly reports for details.

130 (Dec '23 - March '24)

59 (April '24 - June '24)

60 (July '24 - Sept '24)

33 (Oct '24 - Nov '24)

282 *Designs excl SG Material*

33 x New Graphic Designs Completed (Oct - Nov)

- Welcome to BMC Advert
- Fridge Magnet update
- Confirmation Bible Certificates
- She Ignites Flyer
- BMC Birthday Children's Invite
- Birthday Invite Flyer
- Birthday Signage

- BMC Bibs Artwork
- Nativity Auditions Poster
- Young Adults Bring N Braai
- WG Thanksgiving Service
- Volunteers Brunch Invite
- YMG Quicket Banner
- YMG Save the Date Notice
- Ministers Farewell Flyer
- BMC Property Venues Map
- Retreat Poster
- Volunteers thank you card
- Seniors Tea Christmas
- Rhona Poster Update
- 7 x YMG Speaker Profiles
- YMG Men's Masterclass Conference Poster
- Job Vacancies Update
- WG Year-end Poster
- Ministers Farewell Programme
- Ministers Farewell Gift card

150 x Small Group Series

Artwork (*15 x designs for each series of - Facebook Banner, Booklet Covers, Weekly Banners, AV Screen Slides backgrounds etc*)

- **Epiphany-Transfiguration** (Jan)
- **40 Days of Prayer**
- **Lent, Holy Week & Easter**
- **Easter to Trinity Sunday**
- **Spirituality of Stewardship** (June 2024)
- **Unlocking the Parables** (July 2024)
- **Stepping into your Destiny** (Aug 2024)
- **Our Family Matters** (Sept 2024)
- **Celebrating Methodist Heritage** (Oct-Nov 2024)
- **ADVENT to New Year** (Dec)

BMC UPDATED STRATEGY - 2024

The New strategy 2023-2027 was launched in Feb 2023 and we continue to communicate our new strategy to the church and wider community.

2024 - We have added new strategies to our list for 2024, One being the upgrade of our Fiber line to aid our LIVE streaming, & the use of the children and youth church. The second being the formation of a communications support/advisory team which is currently on hold.



CHALLENGES & CELEBRATIONS (QUARTER 1)

We have been faced with a number of challenges this year, our server inverter was struck by lightning in January as the surge protection was insufficient and was repaired in February. The Fibre line was also inadvertently cut by JHB water and was down for 10 days while SEACOM repaired the break. Luckily, we were able to get a credit note for the downtime.

However, we are excited to announce that our Fibre upgrade went through beginning of February and we are now on a dedicated one-one retention 50mbps line which has improved the quality of our streaming in the services as well as the Sunday children & youth ministry.

CHALLENGES & CELEBRATIONS (QUARTER 2)

- Due to our Fibre upgrade (Feb) of a dedicated one-one retention 50mbps line improving the quality of our streaming in the services we were able to start streaming to both our YouTube and Facebook platforms on a Sunday. Number of viewership has increased due to this split in streaming.
- As 7 staff laptops were replaced last year, 3 of the best replaced laptops were able to be re-formatted and made available for our 3 new interns. *(The remaining 2 are being used for Children's Church Registrations, and 2 were discontinued/scrapped as unusable &/or uneconomical to repair.)*
- Due to the quieter design load this quarter more time was able to be spent on updating the remaining pages on the church's new website which were waiting for content and design. *(Still remaining to date is the Resources SG materials page - which is on hold till December).*

CHALLENGES & CELEBRATIONS (QUARTER 3)

- Again, this quarter we were faced with the damage to the inverter being struck by a power surge. Plug melted and it was in for repairs for 3 weeks. However, is back up and running in the server room again.
- Some staff have been struggling with internet and connectivity issues in their offices and so a new Grandstream WIFI system was purchased for the lower admin block which was installed in Sept.
- We continue with challenges matching the MCO insurance register with the IT asset register and this problem is currently being followed up on by properties and finance teams.
- 1 New insurance claims were sent into MCO this quarter and settled.
- We cancelled and closed down our Amazon AWS account *(hosting historical Sunday sermon recordings)* these were backed up and deleted from the cloud - saving the monthly costs from the APP.

CHALLENGES & CELEBRATIONS (QUARTER 4)

- On 1 November, we launched an online Care Slip process, allowing the congregation to submit pastoral care needs, request for meeting with ministers or staff, and provide feedback. Several individuals have already used the system, and we encourage members to use the link if they need pastoral care, wish to volunteer, want to join a ministry, or need to contact a minister. - <https://forms.gle/YEdJ1BCeTrncA8M9>
- After extensive investigation and research, we decided to upgrade our finance server instead of transitioning to a cloud solution. Our new server, which took six weeks to build, arrived on Wednesday, 20 November, and is currently being installed. The switch-over process will take approximately two weeks, following the end of the month.
- 2 New laptops were purchased for the 2 new ministers starting at BMC in December and we are currently waiting on delivery of those so we can have their licenses and emails prepared for their arrival.
- We have also acquired two new Windows Pro licenses to ensure that two laptops on the property meet the necessary standards and are compatible with the church's network and antivirus requirements.
- After reviewing and comparing our phone call usage, we have reduced the monthly airtime charges for voice calls from R1600 to R800, resulting in an annual savings of R9600 for BMC.

IN-TOUCH NEWSLETTER 2024 (MAILCHIMP PROGRAMME)
 (CURRENT YTD STATS AS OF 20 NOV 24)

The Weekly InTouch Newsletter gets sent out every Thursday via email and the link is posted on Facebook and on the 3 x BMC Whatsapp groups.

Total Audience (Subscribers, ie recipients)	2826 (+2) 2377 (-56)	Delivery details	
Emails Sent	110 334	Emails sent	26,325
Total Opened	49 606	Deliveries	26,142
Unsubscribed	449 (YTD)	Bounces	183
New Subscribers	6 (last 30 days)	Unsubscribed	13
		Abuse reports	0

*Stats from 20 Nov 23 - 20 Nov 24

BMC WHATSAPP GROUPS

BMC1	506 (+235)
BMC2	464 (+76)
BMC3	324 (+32)
Total	1294 (+343)

BMC FACEBOOK PAGE

Followers	3100 (+100)
Likes	2700 (=)

BMC INSTAGRAM ACC

Followers	1005 (+335)
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BMC X ACC

Followers	124 (+5)
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(Above CURRENT STATS AS OF 20 November 2024 - As compared to previous ASM stats November 2023)

BMC COMMS STRATEGY (2023 - 2027) PROGRESS

D1	Communicate the vision in worship experience.	PowerPoint was shown before and in between Services.	DONE
D2	Volunteer positions communicated	Annually. Contact Kerry to advertise specific roles.	DONE
	Advertise events externally.	ON social media. - Ongoing as events are planned	Ongoing
D3	Promote BMC vision /mission/banners.	Street Pylon Banners, Frame and Foyer Banners printed.	DONE
	Profile 3 services market through Facebook and other social media.	Ongoing.	Ongoing
	Communicate values.	Ongoing on all media.	Ongoing
P2	Brand comm reflect nurture, loving inclusive language reflect values.	Ongoing.	Ongoing
	Develop knowledge digital directory for user access	September 2023.	DONE
	Encourage members to share soc media.	On going.	DONE
2024	Catalogue all church physical resources.	September 2023 (POSTPONED 2025)	To Start Q4
2024	Develop and release BMC Cong APP	In Planning - Due to release early 2024 Proposal declined by ASM 2023	To Start Q1
2024	Upgrade BMC fiber line to 50mbps - to aid LIVE streaming	January 2024	DONE
2024	Formation of a communications support/advisory team	June 2024 (Waiting on list of names)	In Process

