

COMMUNICATIONS YEAR TO DATE REPORT

GRAPHIC DESIGNS

SMALL GROUP MATERIAL & PREACHING SERIES COMPLETED



10 x Small Group Series Artwork
(+/- 15 designs for each series of -
Facebook Banner, Booklet Covers,
Weekly Banners, AV Screen Slides &
Offering backgrounds etc.)

GRAPHIC DESIGNS

POSTERS, FLYERS AND ARTWORK

Quarter 1

150 x New Graphic Designs Completed (Dec - April)

Quarter 2

36 x New Graphic Designs Completed (May - July)

Quarter 3

44 x New Graphic Designs Completed (Aug - Sept)

Quarter 4

42 x New Graphic Designs Completed (Oct - Dec)

TOTAL= 272 New Designs in 2025



BMC UPDATED STRATEGY - 2025 -

THE NEW STRATEGY
2023-2027 WAS
LAUNCHED IN FEB 2023
AND WE CONTINUE TO
COMMUNICATE OUR NEW
STRATEGY TO THE CHURCH
AND WIDER COMMUNITY.

2025 - We have added new strategies to our Comms & IT list for 2025, One being the formation of a communications support/advisory team which took place in the beginning of 2025. Our first meeting was held at the end of January and will be continued quarterly. A Comms strategy planning day was scheduled for 19 July 2025 during which more specific strategies were added to the list, one being the formation of the new BMC TikTok account.

CHALLENGES & CELEBRATIONS

(QUARTER 1)

- In quarter 1 we were faced with the damage to the inverter being struck by a power surge. Plug melted and surge protection plugs blew. We have since replaced and re-earthed the electrical points to the server room as well as replaced units in the DB board to provide extra surge protection. Inverter is not fixable and we are in the process of claiming from the Insurance to have it replaced. Luckily this did not impact on our easter Services.
- Whatsapp have increased their security settings and options and so we have setup a BMC community on whatsapp and will be pulling a lot of our existing groups into 1 central place to give our members more security and make it easier to communicate.

(QUARTER 2)

- New Inverter Installation for Server Room. A new inverter was purchased and successfully installed in the server room, replacing the damaged unit. The insurance claim for the damaged inverter was processed and paid out. The new system is fully operational and functioning efficiently.
- Upgrade of Wi-Fi Infrastructure in Halls Complex A new Grandstream Wi-Fi system has been installed in the Halls complex to support the Children and Youth Church activities. This upgrade enables seamless downloading and streaming of worship materials and videos for their Sunday services. The system is performing reliably and meeting the required demands.
- Ongoing Review and Software Upgrade for IT Equipment A comprehensive review of all computers and IT equipment on the property is currently underway. The objective is to ensure all devices are upgraded and fully compatible with Windows 11, promoting uniformity and improved performance across all systems.
- Initiation of IT Audit for 2026 Budget Planning We are beginning an IT audit to assess the current state of our technology infrastructure. This review will help identify which equipment requires.

(QUARTER 3)

- Review and Software Upgrade for IT Equipment A comprehensive review of all computers and IT equipment on the property was taken in the previous quarter. The objective was to ensure all devices were upgraded and fully compatible with Windows 11, promoting uniformity and improved performance across all systems. We are happy to report that all current devices were upgraded successfully.
- Initiation of IT Audit for 2026 Budget Planning We began an IT audit in the previous quarter to assess the current state of our technology infrastructure. This review helped identify which equipment requires upgrading in 2026 and has directly informed the budgeting process which started in August.
- The following was noted during the audit and facility for these have been made in the Comms Draft 2026 Budget:
 - The 2 staff members still using desktops need to be upgraded to laptops.
 - No new network switches are needed as we currently have 2 functioning ones in stock.
 - 2 x Unifi wifi ports in the Sanctuary and Chapel need to be upgraded to GrandStream to allow for better functionality and wider reach.
 - Continue to renew current subscription licences including the Zoom License.
 - All current SLA's will be renewed and % increase has been placed in alignment with CPI increases.

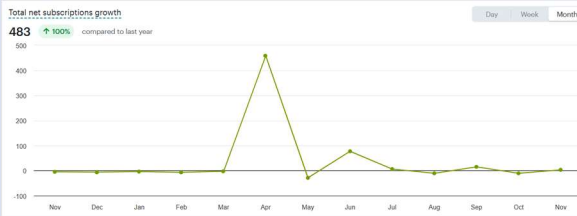
(QUARTER 4)

- Over the past quarter, we have faced a significant challenge regarding our church's digital presence. **Our YouTube channel was recently removed** by YouTube following multiple copyright strikes. These strikes were the result of copyrighted material—including videos, music, songs, and clips—being used in Children's and Youth service recordings without the required permissions.
- **It is important to clarify that the Communications Department was not responsible for these uploads or content choices, and the various warnings issued by YouTube had been directed to the relevant production team.**
- The loss of our YouTube channel is a serious setback, as it currently prevents us from streaming Sunday services, funerals, and Children's and Youth ministry content. We share the congregation's disappointment and understand how vital this platform has been for our church community.
- The Audio/Visual team, together with supporting staff, is actively pursuing all possible avenues of appeal with YouTube in the United States to have the channel reinstated. At present, these efforts have not yet been successful, but we remain committed to seeking a resolution.
- We will continue to update the congregation as we learn more and work toward restoring our online ministry presence.

IN-TOUCH NEWSLETTER

(MAILCHIMP PROGRAMME - (CURRENT YTD STATS AS OF 20 NOV 25)

Total Audience (Subscribers, ie recipients)	3436 (+610) 2856 (+479)
Emails Sent	128 563
Total Opened	58 729
Unsubscribed	580 (YTD)
New Subscribers	483 (YTD)



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.

(CURRENT STATS AS OF
– 20 November 2025
As compared to previous stats 20
November 2024)

BMC WHATSAPP GROUPS

BMC1	1004 (+498)
BMC2	548 (+84)
BMC3	315 (-9)
Total	1867 (+573)

BMC FACEBOOK PAGE

Followers	3400 (+300)
Likes	2800 (+100)

(CURRENT STATS AS OF – 20 November 2025
As compared to previous stats 20 November 2024)

BMC INSTAGRAM ACC

Followers	1512 (+507)
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BMC X ACC (ex. Twitter)

Followers	123 (-1)
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BMC TIKTOK ACC

Followers	198 (+198)
Likes	708 (+708)

(CURRENT STATS AS OF – 20 November 2025
As compared to previous stats 20 November 2024)

COMMUNICATIONS & IT COMMITTEE STRATEGY PLANNING WORKSHOP 19 JULY 2025 (HIGHLIGHTS)

01

**SPIRITUAL GROWTH
AND ENGAGEMENT**
(Discipleship over Membership
Growth)

03

**PUBLIC IMAGE AND
DIGITAL NARRATIVE**
(Informed consent, copyright
disclaimer etc.)

05

**INFRASTRUCTURE AND
BRANDING ALIGNMENT**
(shared content drive, branding tone
& DNA)

02

**SOCIAL MEDIA
STRATEGY**
(Content and Platform
Focus)

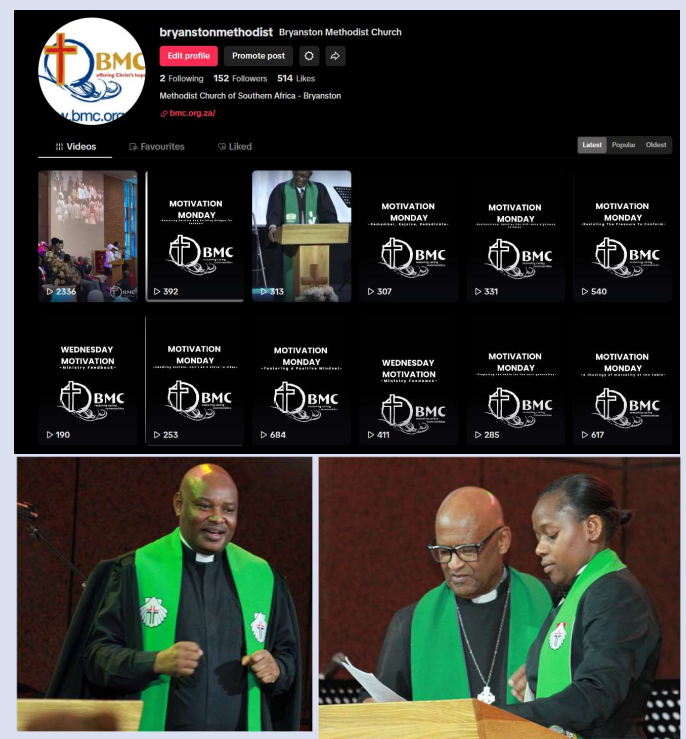
04

**VIDEO CONTENT
INITIATIVES**
(Monday Motivation, Wed
Mot. and Ministry focus)

06

**DESIGN BRIEF
PROCESS**
(Online graphic
design request
form)

NEW BMC TIKTOK ACC



BMC WEEKLY CONTENT POSTING SCHEDULE			
DAY	WHATSAPP (W.APP) CONTENT	SOCIAL MEDIA (FB, IG, TT)	NOTES & SPECIAL CONTENT
MONDAY	<ul style="list-style-type: none"> - Monday Motivation (11AM) - Offering Slide - 2 Posters or Flyers 	<ul style="list-style-type: none"> - Monday Motivation (11AM) - Offering Slide (<i>Month End</i>) 	
TUESDAY	<ul style="list-style-type: none"> - Bible Study Reminder - 1 Poster or Flyer - 2 Posters or Flyers 	<ul style="list-style-type: none"> - 2 Posters or Flyers 	
WEDNESDAY	<ul style="list-style-type: none"> - Mid-Week Motivation (11AM) - Healing Prayer Reminder - 2 Posters or Flyers 	<ul style="list-style-type: none"> - Mid-Week Motivation (11AM) 	
THURSDAY	<ul style="list-style-type: none"> - InTouch Newsletter - SG Devotional - 2 Posters or Flyers 	<ul style="list-style-type: none"> - InTouch Post (F.Book) - 2 Posters or Flyers 	
FRIDAY	<ul style="list-style-type: none"> - Children & Youth Recordings - Offering Slide 	-	Content scheduled for Sunday 7AM / 7:30AM
Discipleship Content (Twice per Month): New Topic / Classes / Growth / Giving etc			

BMC COMMUNICATIONS AND IT COMMITTEE	SERVED ON COMMITTEE 2025	CONTINUING TO SERVE ON COMMITTEE IN 2026
BMC Minister	✓	✓
BMC Communications Manager	✓	✓
Thamsanga Kunene	✓	✓
Kwanele Hadebe	✓	✓
Thando Hadebe	✓	
Sanele Cebekhulu	✓	✓
Rethabile Ntshinga	✓	
Mandla Dakada	✓	✓

