

Communications Update

Board of Trustees Monthly Meeting

June 2026 · Charis Domador, Membership and Engagement Manager

Tonight's roadmap:
Context & background · Our channels · Current stats · What's next

Where We've Been

The context I inherited

2020–2021

COVID Triage Mode

Communications shifted overnight from announcements to lifelines. Every message was about keeping our community connected during isolation.

2022–2023

Rebuilding Presence

Re-engaging members returning to in-person life. Managing competing channels while bandwidth was thin — analog and digital simultaneously.

2024–Now

Stabilization

Operations steady. Content flowing consistently. Audience growing slowly but steadily. We now have the stability to think strategically.

The job for four years was triage — not strategy. That changes now.

Our Channels

What we use, who it reaches, and how it's performing

DIGITAL



Facebook

Members 40+, community awareness

Active



Instagram

Younger adults, visual storytelling

Active



YouTube

Worship recordings, wider reach

Active



Mailchimp (TWA)

Core members — highest engagement

★ Primary



Discuss Lists

Small groups, direct conversation

Niche



Website

New visitors, reference resource

Active



Podcast

Audio worship recordings

Active

ANALOG



Worship Announcements

In-person — highest impact

★ #1



Atrium Posters

Visual reminders on campus

Ongoing



Brochures

Info table collateral

Ongoing

Note: Worship announcements remain our single most effective channel. No digital channel matches its reach within the active congregation.

Email Newsletter — Mailchimp

Week Ahead (TWA) · 20 sends, Jan–May 2026

806

Subscribers

as of most recent send

13.4%

Avg Open Rate

industry avg: ~20% (religious orgs)

4.9%

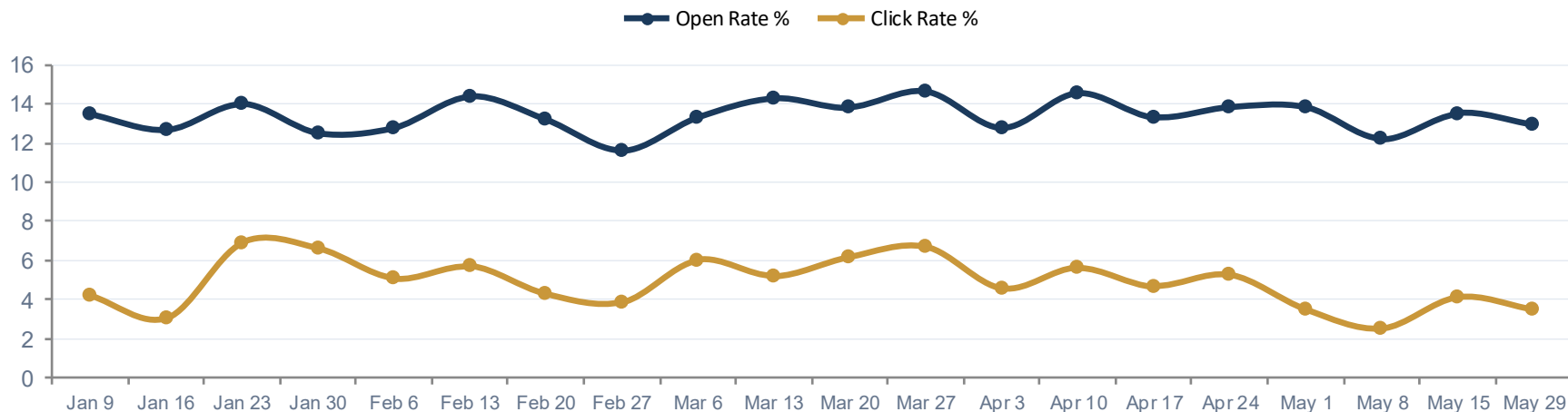
Avg Click Rate

industry avg: ~2.5% — we exceed this

Weekly

Send Frequency

consistently every Friday



Click rate of 4.9% exceeds the nonprofit/religious sector average of ~2.5% — readers are engaged, not just opening.

Social Media & YouTube

Current performance snapshot

FACEBOOK (avg per post)

29.85

Avg Views
per post

0.39

Interactions
per post

0.18

New Follows/post
Facebook

INSTAGRAM (avg per post)

0.70

Profile Visits
per post avg

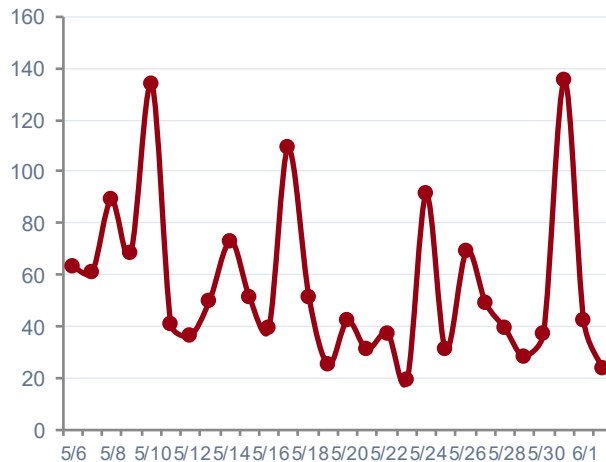
0.15

New Follows
per post avg

What these numbers mean: Our social metrics are modest, but they reflect real behavior for a congregation our size. The goal of Facebook and Instagram isn't mass reach; it's staying visible and welcoming to members and prospective visitors. Engagement quality matters more than volume.

Understanding what 'good' looks like for an org our size is part of the strategic conversation ahead.

YOUTUBE (daily views, May-Jun 2026)



Avg: ~40 views/day · Spikes tied to Sunday worship

What I've Observed

Patterns from four years of doing this work

01 Analog still wins

Worship announcements reach more active members than any digital channel. In-person presence creates a different kind of engagement that digital can't replicate.

02 Email is our digital backbone

Mailchimp's click rate exceeds nonprofit sector benchmarks. The Week Ahead has a loyal, action-oriented readership.

03 Social is ambient, not transactional

Facebook and Instagram work best as a visible presence and welcome mat, not a primary communications driver.

04 Bandwidth limits what's possible

We maintain multiple channels with limited staff time. Every channel we run competes for the same attention, ours and our audience's. Focus is a communications strategy in itself.

05 Post-COVID behavior has shifted

Members re-engage on different timelines. We're serving a more fragmented audience than we were in 2019.

06 We don't yet know our story

We communicate what's happening. We don't yet have a unified narrative about who we are and who we want to reach. That's the strategic work ahead.

Short-Term Plans

What's already changing or under review

Summer Newsletter Format

Shifting to a simplified format for the summer months: lighter lift, still consistent.

Review Channel Priorities

Evaluating which channels earn the time they require. Some may be deprioritized or consolidated.

Communications Guide

Create a manual for the communication tools used by staff, leadership, and members at UUCB.

Google Ads Grant for Outreach

First review of Google Ads grant implemented in Spring 2026.

Communications Plan Review

A consultant-developed plan from 2024 exists. It needs to be adapted now that we're ready to move from triage to strategy.

Looking Ahead

From keeping the lights on to telling our story intentionally.

Tonight

Board awareness

You now have the full picture: channels, stats, context, and trajectory.

Late Summer/Early Fall

Strategic direction

The story we tell, who we tell it to, over what horizon.

Fall 2026+

Focused execution

With a clear strategy, communications efforts become intentional rather than reactive. Bandwidth is allocated to the right audiences.