



WEBSITE:

Have you looked at the website lately? If you haven't, take a look!

Here is the link, www.STPAULSFLINT.ORG.

We hope you take some time to become familiar with the pages on the website.

With your help, it can get better.

Below are the objectives that we set in 2021 for the website. These have not changed..

- Ensure that the website is a relevant and valuable resource to the parishioners of St. Paul's
- Ensure that the website is informative and engaging to those who are not part of the parish, but are interested in learning more about the church
- Make sure that the website is helpful to our next rector!
- Update the website with complementary content from Facebook, Tower Talk, & The Epistle - and visa versa
- Where relevant, incorporate information from our Diocesan leaders, the city, neighbors, other churches and community partners
- Improve the readability of each page. Make sure that all content is easily navigable on all devices - Phone, tablet, laptop, and computer

As was reported at the Annual Meeting last year, we started out with some struggles refreshing old and outdated information. The website is far from perfect, but it's getting better. Several corrections were made to the content, and pages have been added that will make the website a better source of parish information, and a good resource for those who want to know what is going on. Below are some of the improvements since last year:

Pages that were added in 2022.

- Advent and Christmas worship, and Lenten and Easter schedules
- Links to approved vestry minutes
- 2023 Stewardship Campaign, with links to the materials and pledge form
- 'Partners for Sacred Places' reports
- News and Events

How You Can Help:

- Look at the website periodically
- Let the website editors know what you need that you cannot find
- Do you know of websites that are attractive and helpful to you? Let the editor know.
- What problems do you have finding what you want?

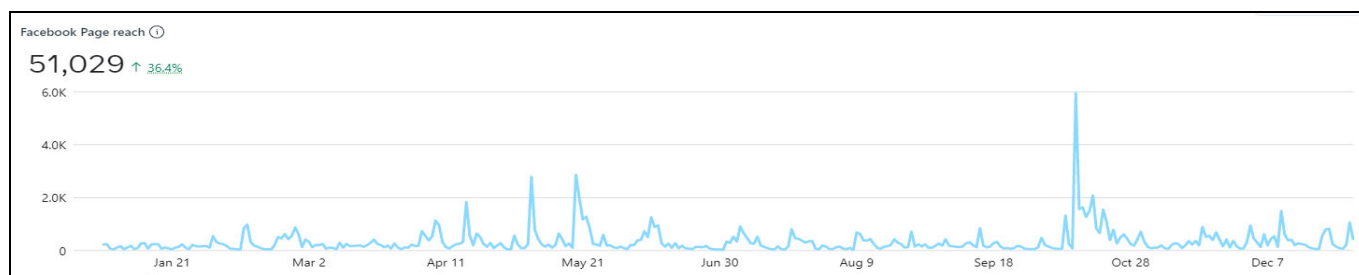
There are several plans for enhancements to the website, and as the editor becomes more proficient with the WordPress software, we will work at it. We are always looking for ways to improve our presence on the internet. This includes reviewing the websites of other Episcopal churches in the area to see how they are keeping the Flint and surrounding areas engaged. If you have any suggestions, please pass them on to the web editor, Edythe Peake. She can be contacted at webeditor@stpaulschurchflint.com or edythepeake@gmail.com, or by phone at 810-845-5473.

FACEBOOK:

Our presence on Facebook has shown quite a bit of improvement in 2022 for two reasons – The quality of posts has gotten better, and with the pandemic receding in the past, we have more community and parish activities to highlight.

One of the measures that the Facebook app provides to administrators is a metric called 'REACH'. Reach is the number of people who saw any content from your Page or about your Page, either because they visited your page, content from your page was shared by someone, someone checked into St. Paul's, or mentioned St. Paul's in a post. In 2022, our reach was 51,029 - THIS MEANS THAT 51,029 were exposed to the people, prayers, ministries and services in our church. In 2021, our reach was 37,421. Year over year, this is an increase of 36.4%.

As you can see from the graph below, by far, the parish activity that received the most community recognition was the All Saints' Day Ecumenical service in October.



The other most popular community-wide events that were shared, recognized, liked and attended were:

- The Cornerstone Open House and Confirmation Service with the Bishop in May
- The Community Cleanup and Garden Cleanup in May
- The Blessing of the CRIM Runners in August
- Music in the Heart of the City Program in October – Mr. POP-Ular
- Music in the Heart of the City Organ Concert in February
- 2nd Friday ARTWALK in June – Carla Harden
- Pride Service in June
- Matthew Benkert final performance
- 150th Anniversary Reunion and Open House – August

Although they do not receive as much reach as community events, worship activities within the parish were followed by many of those who recognize the value of a church family.

The most recognized were:

- Blessing of the Pride Progress Flag
- Christmas Worship at St. Paul's
- Annual Blessing of the Animals
- The Children's Formation starts in October
- Shrove Tuesday Pancake supper

How You Can Help:

- 'Like' St. Paul's on Facebook
- Invite friends to like St. Paul's
- Share St. Paul's posts to your friends when it makes sense
- Click 'going' or 'interested' on events
- 'Check In' at St. Paul's whenever you participate in parish activities
- Watch the parish calendar for services and activities, share items of interest on your own FB page