

## **Media**

### Why Media

In 2025 the mission for Media at St Paul's continued to be to use the tools of print and digital to:

1. Invite (be invitation and outreach)
2. Inform (keep people up to date on events and give an idea of life at St Paul's)
3. Encourage (help to disciple and encourage people)

With all possible content, leaflets, or booklets we ask ourselves the question of whether it fulfils at least one of these goals.

With limited hours and lessons to learn there have been seasons of doing this well, and seasons that have been quiet, with opportunities not as well attended to as we would have liked. I do have to say a big thank you to those who have helped throughout the year including: the poster team who have provided art that has inspired prayers shared on socials, a team who helped create a number of Monday morning prayer posts for social media, the wonderful AV team who have together enabled good content of sermons and events, a special mention to Andrew and Sam for the photography and videography skills which have bolstered St Paul's social media content, and Kelly who shouldered the majority of sermon uploads to YouTube last year. It has been a huge help to begin gathering a team around the media ministry at St Paul's. If you would like to find out more about getting involved in Media at St Paul's please do not hesitate to get in touch ([esther@stpaulsjersey.org](mailto:esther@stpaulsjersey.org)).

### Highlights

Some media highlights from this year have been the creation of a welcome pack (although we welcome ideas on how to distribute these more efficiently), a fun and well received Christmas season of content, and the spreading of testimony through the baptism highlights and reels.

### Future

This coming year we look forward to more consistency, the new termly booklets, and most excitingly exploring a new website and branding opportunity.

### Numbers:

Instagram followers 280 (+117)\*  
Instagram views 65,000  
Instagram reach 17,900  
Instagram interactions 2100  
(Views, reach, interactions rounded to nearest hundred)

Facebook followers 1,100 (+46)\*  
Facebook views 171,425  
Facebook engagement 12,998

YouTube subscribers 331 (+57)\*

\*over the last 12 months

### Print

Alpha leaflets (Approx 700 invites handed out)  
Welcome pack  
Christmas campaign (including approximately 600 paper invites handed out)

Spring booklet (200 leaflets printed for congregation members and added to the welcome packs)