

Media Team Report

As a part of the CRE's efforts to revive the ministry and support that it can provide to the branches and members of the church, our newly established Media Team has been hard at work establishing an online presence for the CRE and utilizing various digital mediums to spread the gospel and uplift the saints.

When we started social media in Fall of 2022, we set out with a few primary goals:

- 1) Provide relevant, actionable ministry for daily life as a Christian
- 2) Use modern techniques to spread the gospel to saints on a global scale
- 3) Show that the church truly is alive and there is reason to rejoice in the work of the Kingdom!

We did a "pilot period" during the fall, and the initial response online was excellent. We are excited to continue these efforts as we move into the springtime.

Facebook/Instagram

The CRE is active on Facebook with daily devotionals, missionary updates, and other related content. Facebook is also being used as a medium to share information about CRE events, but we want to ensure that our media platforms never lose their primary focus— sharing the gospel and providing relevant ministry.

Video Production

One of the most effective content delivery methods in today's world is high-quality, engaging video. Thus, a significant part of our media efforts are centered around producing videos. Our biggest use of social media so far has been the publishing of Daily Devotionals, which are 1-2 minute videos with a daily challenge to draw closer to the Lord and live a life of active Christian service.

Website

We are excited to announce the release of a new CRE website! The new website is mobile-friendly and has a redesigned navigation to make it easy to find what you are looking for. Over the next few months, we will be populating the website with a vast library of resources and materials.

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### Statistics

In the first few months of our social media efforts, the CRE Facebook reached almost 3000 individuals, with an average reach of over 360 views per post. We anticipate these numbers growing quickly as we reactivate our efforts this spring. The CRE YouTube has reached people just over 25,000 times, and our most-viewed video is the Stone Church service, with approximately 980 views.

Since the new website was released last week, we have had over 300 visits from 9 different countries.