**COMMUNICATIONS REPORT FOR 2021**

**Videos and Podcasts**

Videos are still proving popular, even though services started again in the church. They reach people in different countries who don't or can't go to church.

We have our own YouTube channel and you can go back and look at any you have missed.

The podcasts have not found such a big audience so far, but we'll continue for now.

**Social Media**

We'd really like someone to help keep Facebook and Twitter updated regularly; thanks to Morgan who did this last year.

We do the minimum but don't have time to do more or to set up other accounts such as Instagram or …

**Newsletters**

These are still going strong, there are about 110 subscribers and our click rate and open rate are excellent; thanks to all our readers.

**Website**

The website was a lifeline during Covid restrictions, and is still popular. It gets high ratings on Google search and is the "go-to" place for updated information on events.
It's also been really helpful for example in enabling orders for Christmas goods and parcels.
We are up-to-date with security settings and licences (eg to use Google maps)

**Zoom**

Our Zoom account is used for meetings of all kinds, and has proved a very worth-while fee of about €14 per month. It has enabled people to join in even though they're at a distance. Some of you may have a free account, and you'll know how annoying and difficult it is when it cuts off after 40 minutes!

**Wi-fi**

Following the cut-off because of the building works, we have cancelled our church wi-fi, it's too expensive for us at the moment (and people can use their phones in the main).

**Copyright**

A final word about copyright: whether in church or on video, we have to have a licence to play music or music videos. Did you think we were exempt? Well we're not!

This might seem strange, but if you were a musician or composer who earns their living from the tiny amounts they receive under copyright, you would know how important it is. Even if the composer has been dead for many years, the musicians, the arranger and others still hold copyrights.

It costs us about €23 euros a month for approximately 3 songs in church and 2 on video every week.
It's not easy, copyright laws are different in different countries and we have to declare what music we use every week. We're grateful to Maggie for keeping us straight.

**The Future**

As we emerge from this long period of restrictions, it's clear that things have changed. Who knew that we'd be making weekly videos and podcasts, who knew that many meetings would continue to make full use of Zoom, who knew that we'd have followers around the world?

We've scaled down our big ambitions to re-equip the hall and the church, until the way forward looks at bit clearer, and we're not planning any major changes at the moment, just little steps to make sure CCL is on the map and reaching out to everyone, whether local, regional or international.

Rosemary Ulyett and the Communications team, May 2022