

## McAllister Messenger checks the right boxes

Our church newsletter, the *McAllister Messenger*, is mailed to our homes every two weeks.

If you go online to see what a church newsletter should be and what it should include, you will find that our *McAllister Messenger* checks off a lot of the right boxes.

- ✓ Includes a word and notes from the pastor.
- ✓ Includes the basics
  - church's email address and phone numbers
- ✓ Invites contributors
  - Musical Minute
- ✓ It's useful
  - Scott scholarship
- ✓ Get's a little funny sometimes
- ✓ It's informative
  - Birthdays
  - Anniversaries
  - Prayer concerns
  - Online giving
- ✓ It recognizes and honors
  - Our military
  - Our missionaries
  - Our gifts and memorials in honor and

remembrance of family or friends

- ✓ Content is varied and sometimes thought provoking
  - The Price of a Child - \$249.58 a week
- ✓ Empowers and keeps us informed

Janet Linkenhoker, our church secretary and treasurer, is the person who among the many other things she does, brings all the pieces together once that Monday 4:00 pm submittal deadline is reached every other week.

Pulling all the content together is not as simple as it may appear. There are a lot of moving parts. Just try to create an attractive multi-page, two-column layout with headings and graphical elements. Sometimes every action results in an equal and opposite reaction and not always the way you had planned.

Critical to our sense of community and life as a church is making sure the prayer concerns and the listings of our life events are not only current but that our names are spelled correctly. Our high school and college graduates will be recognized in our May 30 newsletter.

Start to finish it takes every part of two days to pull each edition of the *McAllister Messenger* together, and that's not counting what is researched and put together in advance.

Copies are made and collated.

Then two of our church's unsung heroes, Jim and Marlene Faidley, spend part of a morning or afternoon (sometimes with help) folding the newsletters and applying the address labels that direct the *McAllister Messenger* to our mailboxes.

The post office usually gets the newsletter for mailing on Thursday.

Our newsletter is an important undertaking. It is one of the ways we stay connected as a church and community.

Let us know what you would like to see included in the newsletter, or better yet think about becoming a newsletter contributor.



## Engagement the new church attendance

If engagement is the new church attendance, what is it?

On Facebook engagement is when people perform actions on our church's Facebook page. They may post, click on a link or comment on an image for example. With Facebook Insights, engagement is defined as post clicks, likes, shares and comments.

### Viral and Non-Viral Engagement

According to the folks at Mosh if someone likes a post on your page, that like has the potential to be seen by their friends – thereby building greater awareness. Likewise for comments and shares – these are all viral by nature. Post clicks i.e. when someone clicks on an image to see if full size, are important but non-viral in nature, so do not tap into one of social media's major strengths.

### Total Engagement Is

**Active Engagement** = Number of Likes, Comments and Shares (Have a Viral Nature)

**Passive Engagement** = Number of Post Clicks, Link Clicks, Video Views, Image Clicks (Non-Viral)

**Total Engagement** = Active Engagement + Passive Engagement

**Total Engagement** is a measure of the actions people are taking on your page.

**Passive Engagement** is a measure of content consumption.

**Active Engagement** is a measure of how sharable your content is.

Source:  
<https://mosh.co.nz/what-facebook-engagement-actually-means-part-i/>



QR Code for McAllister's Facebook Page

### Join Us!

Five-Minute Bible Study – Wednesdays at 6:00 PM

Adult Sunday School – Sunday at 9:45 AM

Sunday Worship Service at 11:00 AM

Youth Bible Lesson – posted on Sunday afternoon

### Take Note

In-Person Adult and Youth Sunday School to start at the Church at 9:45 AM on Sunday, June 6th



## McAllister Memorial Presbyterian Church

### Tithe.ly Online Giving

Support McAllister Memorial Presbyterian Church.

Scan the code below with your phone.

Enter an amount.

Choose where you want your funds to go.

Enter your name and credit card or bank details.

It's easy and quick!



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