

## Media • Communications • Publicity

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January 23, 2021

From June 2020 through January 23, 2021, the Media • Communications • Publicity efforts have pursued the following:

- Optimize for search engine ranking, monitor, and update platform and theme architecture, functionality, and plug-ins to maintain effectiveness and security
- Modify GLM web pages as necessary, including addition of Virtual Experiences throughout the site, addition of Dream Fund information throughout the site, and development of a new CTJ “Resources” section with all documents from ILME.org uploaded and accessible to site visitors (pw = LME-pc)
- Modify GLM Experience pages as needed
- Assist registration couples in all areas to help them learn the 2020-21 pricing
- Assist registration and area leadership couples regarding the Gift Certificate, Scholarship Payment, and Discount application processes
- Update the Online Church Media Tools GLM page with custom event slides as needed for use on church websites
- Monitor and manage inquiries from [info@godlovesmarriage.org](mailto:info@godlovesmarriage.org) email address
- Add email addresses to national database as supplied by areas
- Post Fall 2020 and 2021 LME Events on GLM Facebook page
- Perform tasks as needed and/or requested by LME leadership and loving task couples
- Research and configure 2 application forms for Virtual Experiences for GLM website
- Update 7 application forms as requested
- Monitor and troubleshoot registration system
- Modify Constant Contact eblast format as needed
- Send publicity to ELCA, LCMS, and NALC churches in North America via eblasts for all areas desiring them (PA and WA choose to do their own publicity)

### GodLovesMarriage.org Site Analytics\*

- Traffic analytics are attached to the back of this report. Please note that these analytics are based on data accumulated for the prior 12 months. Due to an issue with Google Analytics at this time, this abbreviated report is from the Jetpack statistics plugin.

### Church & Video Eblasts\*

- Eblasts were sent to churches during this reporting period for areas requesting assistance for their scheduled Experiences.
- *Action Item: We appreciate areas that are actively working with us to update their area email databases. We advise that all areas appoint one or two couples to contact each church in their area to update their current active church email database...OR we ask for a volunteer to perform a master state-by-state update using internet research as well as phone calls to churches as needed.*  
*The lists we created in 2012 are now 9 years old and out of date. This seriously affects open rates of eblasts as well as attendance rates at experiences. Since church staff move frequently, performing this task across all areas will result in a*

*current email database and also provide an ongoing capability for reporting of bounced church emails for regular updating at least once or twice each year.*

### **Social Media Management\***

- Facebook “Likes” as of January , 2021 = 4,276
- **Action Item:** *We recommend that all Team Couples assigned to a Weekend who are on Facebook “Join” these Events on the GLM Facebook page to stimulate interest among their Facebook friends.*
- Several different LME areas (District I, Minnesota, etc.) have built Facebook pages for their own couples to access.  
**Action Item:** *We appreciate being included in conversations regarding these pages as we move toward building a cohesive “community” of LME encountered couples across North America rather than segmentation among areas and/or districts. We ask that all social media pages please adhere to the NARLME-approved branding. Ask Leinickes for graphics if needed.*
- Facebook algorithms have changed, which impacts the effectiveness of our Facebook page presence.

### **Trifold Brochures**

Approximately 3,500 trifold brochures remain in stock at Leinicke Group and are available to areas for use. Emails we receive from churches and area couples responding to the offer of brochures are forwarded to each area’s Application Couple and/or District Leaders for delivery to specific churches. *Fewer requests are being received.*

### **Videos\***

During this reporting period, we have updated all 23 GLM YouTube videos with the new WWME logo and social media platforms, and uploaded all modified videos to the GLM YouTube channel for use.

**Action Item:** *The Leinickes encourage our NAR Board members and other dynamic LME couples to “present” a “talk” for use in a future video. Please contact us if you are interested or know a couple who could provide a dynamic presentation that we can video.*

### **Conference Materials**

*Includes three 3’ x 8’ GLM banners, white GLM branded table skirt, white GLM branded pens (as giveaway item, but these are now on the “endangered” list as inventory is very low), GLM/LME brochures in packets of 25, staff wearing white GLM branded polo shirts (also on the “endangered” list as inventory is very low), and a basket with sign offering a “free” application fee to a random winner who completes a booth form.*

- No in-person conferences were attended during this reporting period due to the covid 19 pandemic.
- **Action Item:** *We encourage each leadership couple to accept our challenge to attend at least one church-related conference – regional, state, or national – during 2021 as ambassadors of Lutheran Marriage Encounter.*

### **Encountered Couples Email Database\***

This reminder is for all areas to please send the Post-Weekend “Allowed Contact” form to us at [conniel@leinickegroup.com](mailto:conniel@leinickegroup.com) for addition of newly encountered couples to our database, including Virtual Experience couples lists.

**LME App Development**

Met with App Committee members Jason & Leah Cole and Ryan & Esther Brooks in four (4) 2-hour meetings to develop app goals, explore App functionality possibilities, and determine appropriate App development methodology process for build. Created App presentation document.

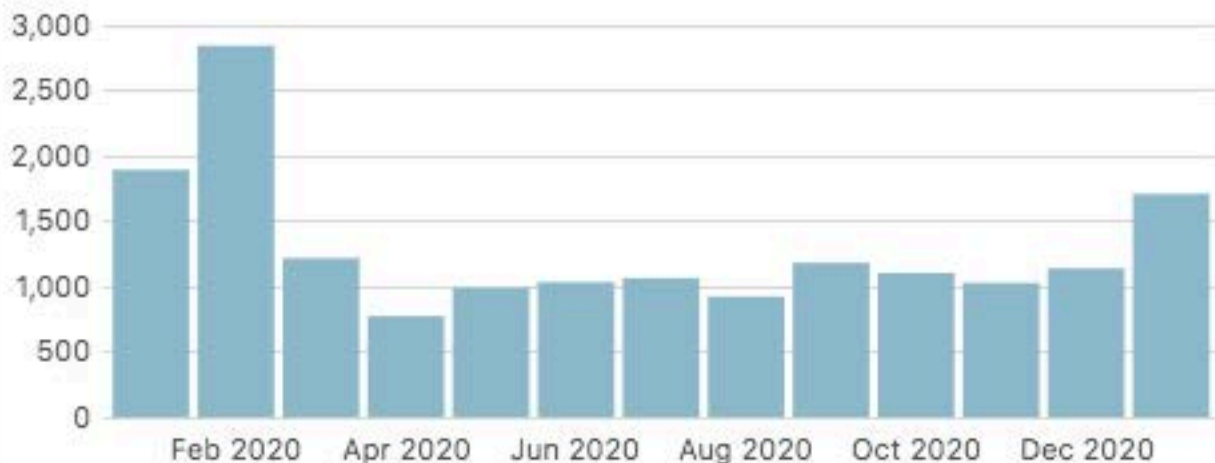
With all App Committee members on December 5, 2020, presented App development report to NARLME Board. With all App Committee members on January 9, 2021, answered questions and further discussed App development again with NARLME Board.

## Stats

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