**PREVIEW TEXT:**

Advertising campaigns, social media, publicity and other marketing initiatives helped to spread the message of The United Methodist Church and its ministries.

**MARKETING,   
ADVERTISING and  
PR**

The Promotion and Advertising, Public Information (PI) and Creative Strategy teams worked together to create awareness of the denomination through advertising, marketing promotions, events, feature writing, media and public relations, social media, graphic design and more.

A [spring advertising campaign](https://www.resourceumc.org/en/content/united-methodist-spring-advertising-campaign-encourages-togetherness) celebrated a new season for togetherness via ads on social media, websites, search engines, advanced television and billboards. The [summer](https://www.resourceumc.org/en/content/united-methodist-advertising-campaign-combats-summer-slump) campaign reminded viewers that local churches don't take a break from serving their communities and included fun videos on TikTok and Snapchat. The Advent season saw a return to [Times Square](https://www.resourceumc.org/en/content/times-square-remains-a-centerpiece-of-advent-advertising) advertising, with jumbo animated ads and subway digital boards – along with English and Spanish-language billboards in 13 U.S. cities.

International advertising efforts included funding a celebration event in the East Congo Episcopal area and the launch of an out-of-home [advertising campaign](https://www.resourceumc.org/en/content/going-where-no-church-has-gone-before) in South Africa.

Promotion of the internal #BeUMC campaign resulted in 15.4 million ad impressions and reached 57.9 million people via social media.

The United Methodist Church Facebook page saw an extraordinary 23.7% increase in engagement. Page like ad campaigns garnered more than 72,000 new Facebook fans.

The PI Team worked to create positive media coverage, including pitching dozens of stories and working with reporters from major media outlets to local news. We provided public relations expertise for 35 projects, with 35 press releases and 15 feature stories. We also collaborated with church entities on crisis prevention and response strategies and training.

**463.9 million**

Advertising impressions

**1.72 million**

Social media followers

**8.8 million**

Social media engagements

**9.6%**

Increase in  
e-newsletter subscribers

**17%**

Overall increase   
in giving

Embed video

<iframe width="560" height="315" src="https://www.youtube.com/embed/6aR1UNEONTw" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture; web-share" allowfullscreen></iframe>