

# **MEDIA, INFO AND TECH DEPT. REPORT (MAY)**

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## GENERAL OVERVIEW

In May, the Media, Technical, and Information Department actively participated in the successful execution of the Beyond Religion 2023 program and the 3 Nights of Peace event. The department played a crucial role in promoting these events through various channels, including the creation of flyers, reels featuring Pastor, and videos specifically designed for Father's Day.

The department also continued with their routine tasks, including the design and distribution of flyers for Rhema and Epoikodomeo Services, posting weekly updates and announcements on WhatsApp and Instagram, and celebrating the birthdays of members in the church through customized birthday posts.

Additionally, the department supported The Universal Church Prayer Conference 2023 (TUCPC) by creating the main flyer and supporting flyers. Furthermore, they engaged in article writing for a blog spot, focusing on short, conversational, and relatable articles on various topics and questions within the Christian community.

Throughout May, the department maintained an active social media presence, sharing engaging content and monitoring metrics such as reach, engagement, video views, and follower growth on platforms like Instagram, YouTube, Facebook, and Twitter.

## **PROJECT(S)**

No projects were embarked on in the month of March

## **ASSIGNMENTS**

Not applicable.

## **TIMELINES FOR PROJECTS**

Not applicable.

## **STRATEGIES FOR EXECUTION OF PROJECTS**

Not applicable.

## **PROGRESS REPORT**

1. Successfully supported and contributed to the Beyond Religion 2023 program and the 3 Nights of Peace event.
2. Continued with routine tasks, including the design and distribution of flyers for Rhema and Epoikodomeo Services, posting updates and announcements on WhatsApp and Instagram, and creating customized birthday posts for church members.
3. Designed the main flyer and supporting flyers for The Universal Church Prayer Conference 2023 (TUCPC).
4. Plan to start writing short, conversational, and relatable articles for a blog spot, addressing various topics and questions within the Christian community.
5. Conducted a study on graphics used by foreign churches and reviewed and refreshed existing graphics for the next half of the year.
6. Maintained an active social media presence, with notable growth, reach, engagement, and video views on platforms such as Instagram, YouTube, Facebook, and Twitter.

**SOCIAL MEDIA STATISTICS (MAY)**

Platform	Instagram	YouTube	Facebook	Twitter
Reach	7,984	-	5,148	-
Engagement	592	-	-	5.70%
Video Views	20,839	7,203	-	-
Followers	1,340	435	914	34
Impressions	34,598	14,634	-	834
Interactions	3,140	-	-	-
Profile Visits	588	-	176	6

## **FINANCIAL STATEMENT OF THE DEPARTMENT**

Indicate budget for the month, income (source and amounts) and expenditure (purchases and amounts). Provide a summary and provide tables, figures, charts, etc. if available in appendices

## **WELFARE OF THE DEPARTMENT**

Every member of the department was in good health throughout the month of May.

## APPENDICES

### APPENDIX A

#### MEDIA, TECHNICAL AND INFORMATION DEPARTMENT FINANCIAL STATEMENT (MAY 2023)

INCOME		GHC
Finance Department		3,830
Contribution		0
		<b>1,651</b>
EXPENDITURE		GHC
Fiber Broadband Internet for MAY	300	
Camera & Equipment Rental	711	
Posters (A2)	600	
Crusade Grounds Banner	320	
Program Banner (Church)	185	
4*8 Landscape Banner	800	
Flyers	890	
		<b>(3,806)</b>
Surplus of income over expenditure		<b>24</b>



