

MEDIA, INFO AND TECH DEPT. REPORT (APRIL)

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GENERAL OVERVIEW

In April, the Media, Technical, and Information Department focused on the preparation for the upcoming annual program, Beyond Religion 2023, which was scheduled to take place in May. The department worked diligently on various aspects of the program, including the creation of graphics, video excerpts, and post-event reaction videos. They also utilized videos captured during the Beyond Religion invitation outreach to generate anticipation and interest among the audience.

An important part of the preparation involved raising awareness for Beyond Religion. The department actively engaged in advertisement efforts, including the printing and distribution of flyers. These promotional materials helped to spread the word about the program and attract a wider audience.

The Information Team within the department had valuable training sessions on bulk emailing, conducted by Brother Dotse. This training aimed to enhance their communication strategies and improve their ability to reach out to church members and the wider public effectively.

Collaboration with the Outreach team was crucial in the preparation for Beyond Religion 2023. The two departments worked together to create flyers for outreach activities, ensuring that the program's message reached beyond the church community.

Additionally, the director of the department initiated a monthly review session, providing a platform for open communication and collaboration among the team members. This allowed for the sharing of insights, discussion of challenges, and suggestions for improvements in future projects.

Despite encountering challenges in acquiring all the requested equipment, the department actively contributed financially towards securing the necessary equipment for Beyond Religion 2023. This ensured that the program would have the required technical support for its smooth execution.

The department also engaged in after-church sessions with church members, seeking their feedback and insights to enhance their communication strategies and improve the overall experience of the program.

Furthermore, the department monitored and evaluated their social media presence on platforms such as Facebook, Instagram, YouTube, and Twitter. They observed positive engagement and growth in their online following, indicating successful outreach efforts and effective utilization of these platforms.

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

Continued planning and preparation for Beyond Religion 2023, focusing on graphics, video excerpts, and post-event reaction videos.

Engaged in advertisement efforts, including the printing and distribution of flyers, to raise awareness for Beyond Religion.

Conducted training sessions on bulk emailing for the Information Team to enhance communication strategies.

Collaborated with the Outreach team to create flyers for outreach activities related to Beyond Religion 2023.

Initiated a monthly review session to foster communication, collaboration, and improvement within the department.

Contributed financially towards securing necessary equipment for Beyond Religion 2023.

Engaged in after-church sessions with church members to gather feedback and improve communication strategies.

Monitored and evaluated social media presence on platforms such as Facebook, Instagram, YouTube, and Twitter, with positive engagement and growth observed.

SOCIAL MEDIA STATISTICS (APRIL)

FACEBOOK	INSTAGRAM	YOUTUBE	TWITTER
Reach: 1,998	Reach: 5,269	Subscribers: 410	Followers: 31
New Likes: 7	Profile Visits: 420	Watch Time: 357	Impressions: 834
Page Visit: 93	Followers: 1,357	Impressions: 2,325	Engagement: 3.00%
Page Likes: 564	Impressions: 24,254	Video Views: 3,638	Profile Visits: 77
Followers: 900	Interactions: 2,291		
	Engagement: 389		
	Video Views: 11,732		

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 April.

APPENDICES

APPENDIX A

MEDIA, TECHNICAL AND INFORMATION DEPARTMENT FINANCIAL STATEMENT (APRIL 2023)

INCOME		GHC
Finance Department		1,635
Contribution		16
		1,651
EXPENDITURE		GHC
Fiber Broadband Internet for APRIL	300	
Camera Rental	500	
Lens Rental	120	
Tripod	50	
Transport	81	
Laptop RAM (16GB DDR4 Memory)	550	
12V Power adapter	50	
		(1,651)
Surplus of income over expenditure		0

