

# Addendum to the Seattle First Baptist Church Annual Report for 2014

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This addendum includes two reports that were inadvertently left out of the printed Annual Report.

## Web Presence Annual Report for 2014

In the fall of 2013 church leadership asked me and Jim Ginn to analyze and recommend what it would take to “fix the church website.” Our first recommendation was that we think beyond the website and include Facebook and other forms of social media in our analysis. With that, the Web Presence program at Seattle First Baptist was born.

Early in 2014 we completed our analysis and presented two major recommendations:

- That the church refresh the technology used for the website.
- That the church focus efforts on enriching its content, more effectively sharing our message and connecting with our community.

Our recommendations were accepted for a two-year trial period, and I agreed to take on the new position of Director of Media Ministries in February, 2014.

It has been an exciting first year for the Web Presence program. Highlights of 2014 include:

- We defined our primary mission as serving our existing congregation. We want someone who uses the website regularly to see how much is going on at Seattle First Baptist and experience how dynamic our community is. Providing an up-to-date calendar of events and a variety of content from our worship services and other activities are crucial.
- We decided to use “off-the-shelf” products wherever practical in order to gain speed and minimize the cost of technology used for the web presence. To do this we had to be willing to give up some of the flexibility we had in the past.
- We moved our website to a hosted solution that does not require coding in order to maintain it. The website has been running successfully on Weebly since April.
- Vimeo is now used to host videos. We have increased the number and variety of videos that we post.

- We enriched our Facebook posts, using photos and videos whenever possible to enliven our presence there.
- Church bulk emailing is now done using Constant Contact, a popular tool that allows us to maintain this vital service at a reasonable cost.
- Several training opportunities have been offered to help members of the congregation who are not familiar with using the internet.

Results have been gratifying:

- Website traffic has grown rapidly and continually. During November and December we had nearly 5,500 sessions and more than 13,000 page views.
- Our Facebook traffic and engagement have increased substantially. The number of people who “Like” our page has grown 30% to 523. The number of people who read and interact with our posts in a given week has nearly doubled.
- Our regular bulk emails, including *This Week* and *The Spire*, go out on schedule and our ability to maintain the mailing lists has improved.
- Comments about the web presence from members of the congregation have been overwhelmingly positive.

As we wrap up the first year of our two-year trial period, we look forward to continuing to improve our web presence and working with leadership to determine staffing and funding for the program over the long term. It has been an honor serving Seattle First Baptist this year, and I look forward to more exciting times ahead.

Submitted by:

*Jim Segaar*

Director of Media Ministries

## Theologian in Residence

2014 has been my first full year as your T-in-R. It has been a full and interesting one. I have taught courses on Sunday mornings and Wednesday evenings in world religions, Bible and theology. We did some Theology Tables at Wednesday dinners. I met individually with some folks to share faith concerns. I preached a couple of times. I was privileged to meet on a regular basis with Tim, mainly regarding his Doctor of Ministry work in worship in a post-modern world. I participated in a couple of workshops. I have also been a liaison with the School of Theology and Ministry, of which I was one of the founders. And I have enjoyed serving on the Adult Education committee of the church. Some of you who are newer to SFBC may not be aware that I have been a member of this church since 1987, that I was the Minister of Administration here from 1988 to 1992, and that I was married to my first wife in the sanctuary of this church in 1955. And that Barbara, my wonderful life partner, was baptized in this church. SFBC and I must be joined at the hip. I love this church and feel deeply honored at this stage in my life to be given the opportunity to make a contribution to its ministry.

Submitted by: Bill Malcomson  
Theologian in Residence