

LIFELINE COMM. REPORT

ALEXANDREA JONES

MT. ZION BAPTIST CHURCH

JAN - JUNE | 2025



ABOUT THE MINISTRY

OVERVIEW & MISSION

OUR MISSION IS TO ENSURE THAT MT. ZION'S MESSAGES ARE CLEAR, CONSISTENT, AND CHRIST-CENTERED—HELPING MEMBERS STAY INFORMED, ENGAGED, AND CONNECTED THROUGH ALL OUR PLATFORMS. OUR MINISTRY ALSO AIDS MINISTRIES IN THERE COMMUNICATION & MEDIA NEEDS.



**INSPIRATION
OVER
INFORMATION**

ACCOMPLISHMENTS

- PRODUCED WEEKLY ANNOUNCEMENTS (EMAIL, SOCIAL, VIDEO,SLIDES)
- REVAMPED NEWSLETTER WITH CLEAR SECTIONS & CALL TO ACTION
- LAUNCHED MONTHLY INSPIRATIONAL EMAIL
- LAUNCHED COMMUNICATIONS INTERNSHIP PROGRAM
- UTILIZED CAROUSEL POSTS CATERED TO HELPING THE COMMUNITY
- DEVELOPED A NEW APP
- WORKED WITH THE A/V TEAM WITH ANNOUNCEMENT SLIDES/GRAPHICS
- DEVELOPED NEW ANNOUNCEMENT POLICY
- REGULAR WEBSITE UPDATES
- GREATER FOCUS ON IG REELS

SOCIAL MEDIA DATA



NUMBER OF FOLLOWERS: 3,535 FOLLOWERS
+201 FOLLOWS -68 UNFOLLOWS

AGE

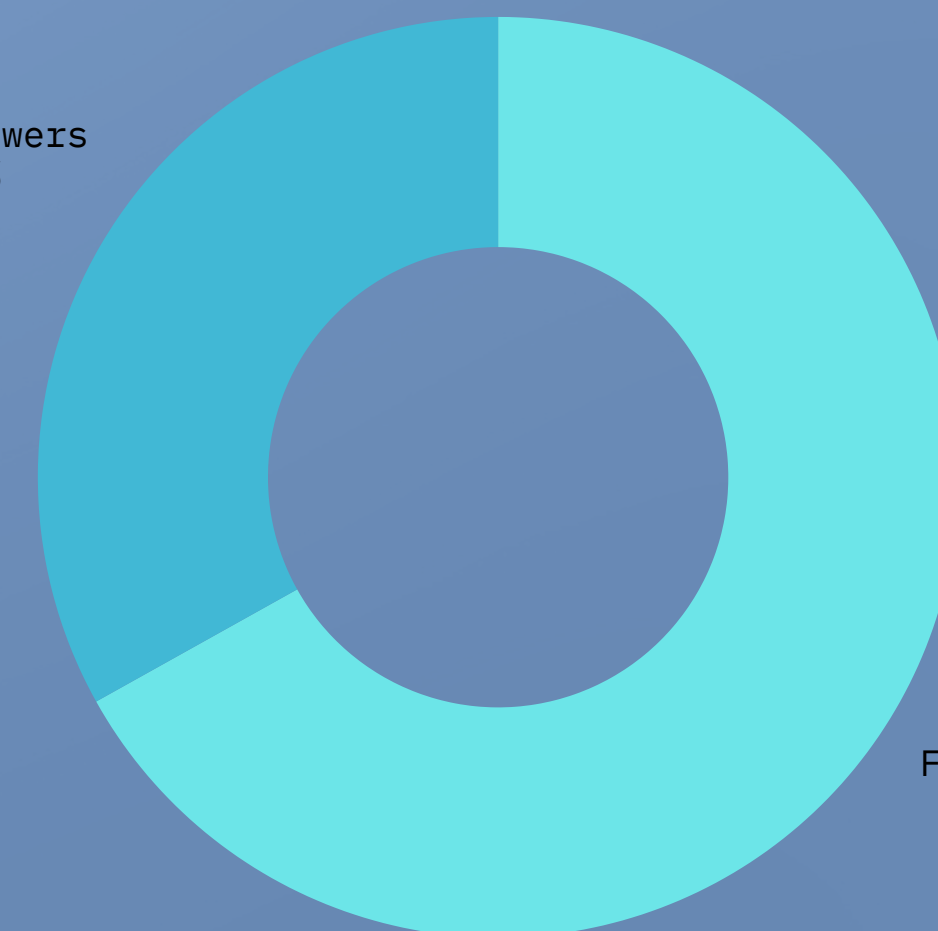
35-44 years old	23%
45-54 years old	21.1%
65+ years old	20.3%
55-64 years old	20.2%
25-34 years old	13.3%
18-24 years old	2.1 %

LOCATION

Madison, WI	68.5%
Milwaukee, WI	12.3%
Chicago, IL	5.9%
Sun Prairie, WI	3.1%
Fitchburg, WI	2.7%
Nashville, TN	2%

316,537 VIEWS

Non-followers
33.1%



Followers
66.9%

SOCIAL MEDIA DATA

NUMBER OF FOLLOWERS: 847 SUBSCRIBERS
+105 SUBSCRIBERS



AGE

GENDER

14,541 VIEWS

65+ years old	32.1%
55-64 years old	22.2%
25-34 years old	17.6%
35-44 years old	13.3%
45-54 years old	12.6%
18-24 years old	2.2%

FEMALE	69.4%
MALE	30.6

Non-subscribers
43.3%



Subscribers
56.7%

SOCIAL MEDIA DATA

NUMBER OF FOLLOWERS: 634 FOLLOWERS
+28 FOLLOWS -12 UNFOLLOWS



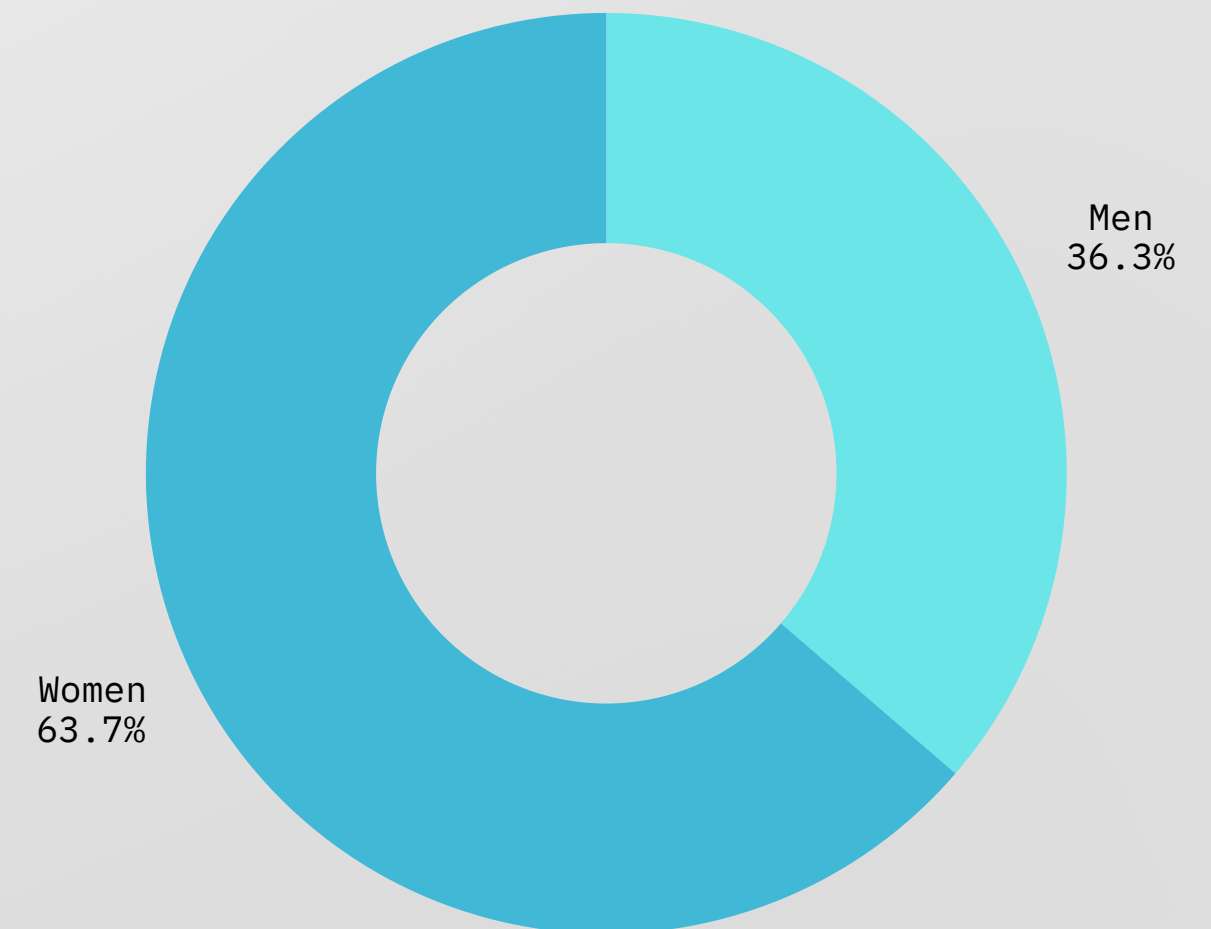
AGE

35-44 years old	27.8%
45-54 years old	24.3%
55-64 years old	16.7%
25-34 years old	13.9%
65+ years old	10.6%
18-24 years old	6.5 %

LOCATION

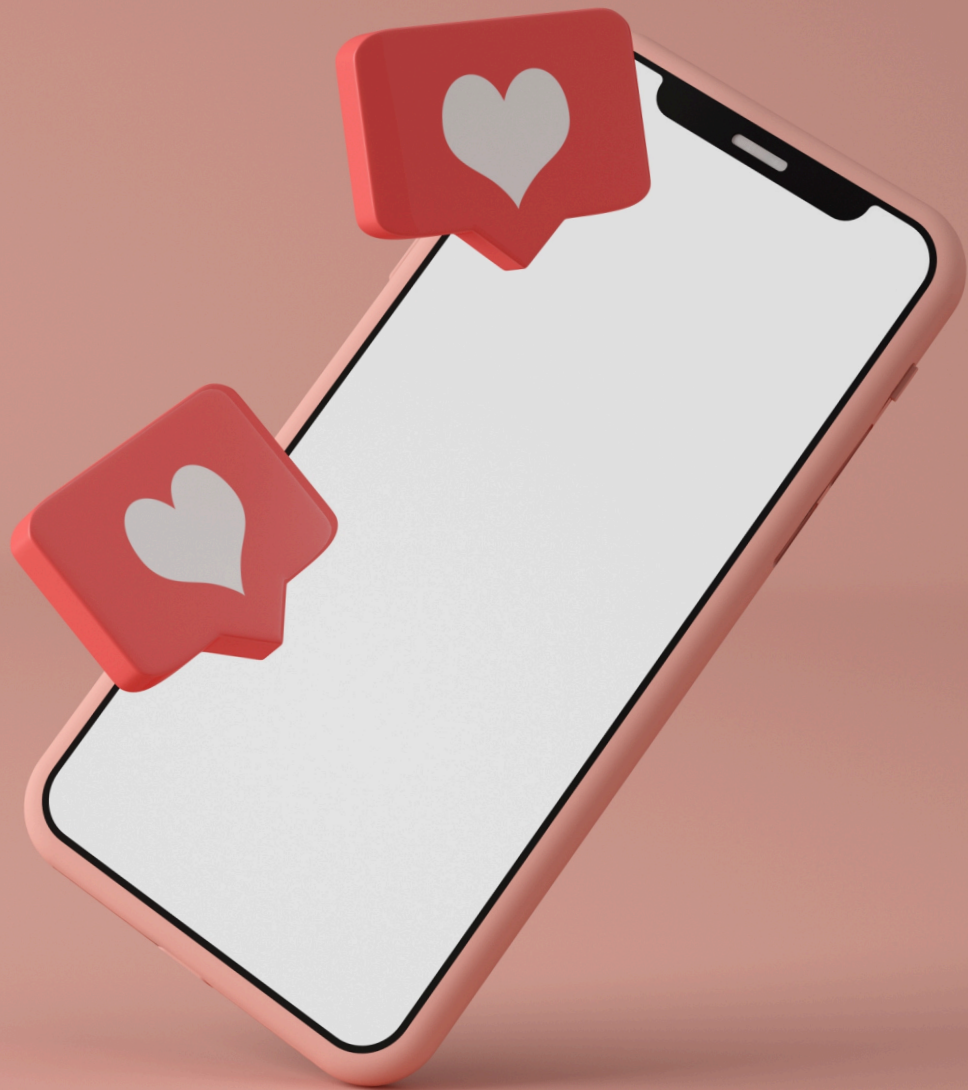
Madison, WI	38.8%
Milwaukee, WI	6.9%
Fitchburg, WI	5.3%
Sun Prairie, WI	2.6%
Middleton, WI	2.6%

GENDER



APRIL 11 - JULY 9

LOOKING AHEAD



WORKING TOWARD A WEBSITE REFRESH

We will be switching website platforms soon. This is a long term project due to the time it takes to develop.

SUPPORTING MAJOR EVENTS

We will continue to support ministry events. Second half of the year includes major events like homecoming, thanksgiving, christmas, new year.

INCREASE VOLUNTEERISM

Need media support for pictures and video taken during service & events.

THANK YOU



SPECIAL THANKS TO:
CASSAUNDRA, ANGELA, DEACON
BILLINGS, TAEI, CARLA