

DDG Communications Update

By Julia and Julius Ariail Santo Domingo, Dominican Republic I February 15, 2016

Activity October 26, 2015 - February 6, 2016

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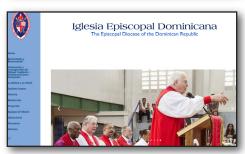
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All data in this report is as of February 6, 2016, unless specified otherwise. Iglepidom = Iglesia Episcopal Dominicana, the Episcopal Diocese of the Dominican Republic.

Newsletter and Magazine

- Published four issues of Companion News, the DDG's monthly newsletter in English.
- Published one twenty-page issue of Compañeros Dominicanos, the DDG's bi-lingual magazine. Three issues of Compañeros Dominicanos are scheduled for 2016.
- Both publications are distributed by email and posts on DDG Facebook and Twitter, and are archived on the DDG website. They are also posted on Iglepidom social media.
- Added one translator, the Rev. Deacon Guillermo Arboleda (Diocese of Georgia) to the group of volunteer translators that also includes Patricia Martin and Luis Enrique (Diocese of the Dominican Republic). These translators submit Spanish translations of articles to be edited by Bishop Skilton.

Websites:

http://dominicandevelopmentgroup.org https://iglepidom.org

Maintained the websites of the DDG and the Diocese of the Dominican Republic (in collaboration with the Iglepidom Comminications Committee). Significant new content on both sites included more news articles, additional photograph albums, regular updates to the incoming list of misison teams, information for guests attending the Coadjutor ordination and consecration event, and the health and travel alerts related to the Zika virus. One significant format change was the addition of the current DDG and Iglepidom Facebook posts in side column windows on each website.

http://cetepiscopal.org

The framework for the website for Centro de Estudios Teológícos has been established and is ready for content to be added.

Facebook: https://facebook.com/dominicandevelopmentgroup Twitter: https://twitter.com/dominicandg

- New content is posted daily focusing on the work of mission teams in the Dominican Republic and significant developments in both the Dominican Republic and the Companion Dioceses.
- Posts are often coordinated with the Iglepidom Communications Committee, which has primary responsibility for Iglepidom Facebook and Twitter.

Map of Churches, Schools, and Other Facilities

Updated and expanded the data for the map project for new sites, photographs, and place name changes. This project, initially completed in October 2015, created a database that made possible an interactive map of all of the Iglepidom churches, schools, and other facilities with the exception of some of the "home churches" without permanent locations. The interactive map is available on both the DDG and the Iglepidom websites. The map shows an icon at each location, and the icons are linked to an information panel that contains exact GPS coordinates and local photographs (if available). Spanish and English versions of a brochure with the map data and GPS instructions are also available for download on both websites.

Constant Contact Email Service

- Continued the use of Constant Contact to manage our email database and to send out messages about new issues of the DDG publications and other news.
- The database currently has 946 individuals who have signed up to receive DDG email messages. Those messages have an average open rate of 31%, higher than the industry average of 22%.

Challenges for the Future

- Providing concise answers to the question: "What is the DDG, and what does it do?"
- Maintaining specific information about current events in the Dominican Republic and the Companion Dioceses, while simultaneously providing an overview of significant accomplishments.
- Developing short videos about the work of the DDG and posting them online. Go here for an example of a video about church construction: https://youtu.be/ZCBJQ3pki2g
- Preparing members of the Communications Committee to take over primary responsibility for the Iglepidom website.
- Moving the DDG website and organizational email services to a new host company.

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