



# Communications Report

All Saints Episcopal Church, Bayside, New York  
134th Annual Meeting – February 1, 2026

Over the past year, All Saints has continued to strengthen and expand the ways we communicate—within the parish, across our neighborhood, and beyond our walls. Our communications ministry now includes a combination of digital platforms and traditional, in-person outreach, each serving a distinct and important purpose.

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## Website

### Google Analytics 4 (GA4) – 2025

This year marked a transition to **Google Analytics 4 (GA4)** as our website monitoring platform. Because GA4 began collecting data during this reporting period, all recorded users appear as “new,” establishing a baseline for future reporting.

- **Active users: 5,715**
- **Average engagement time: 41 seconds**
- **Recorded events: 35,872**

The website primarily serves as All Saints’ **digital front door**, helping visitors quickly find service times, contact information, and parish details. With GA4 now fully in place, we will be better positioned to track trends and engagement in the years ahead.

Looking forward, we hope to undertake a **website refresh**, with a long-term goal of adding **multilingual functionality** so that our online presence more fully reflects the linguistic diversity of our surrounding community.

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## YouTube (Primary Livestream Platform)

While we simulcast to Facebook, **YouTube remains our primary platform for livestreaming worship** and recorded services.

### 2025 Highlights

- **Total views: 3,823**

- **Total watch time: 932.9 hours**
- **Total Subscribers: 142** (*Net subscribers gained: +19*)
- **Average Concurrent Viewers: 5** (*No change from 2024*)
- **Total Live views during services: 1,003** (*A 25.1% increase over 2024*)

Special services—such as funerals, All Saints Sunday, and Advent and Holy Week liturgies—consistently draw the highest engagement, both live and after the service has ended. YouTube continues to be a vital tool for **pastoral care**, especially for homebound parishioners, former members, and family and friends worshipping from afar.

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## Facebook

- **Page likes: 470**
- **Followers: 572**
- Audience is predominantly **45 and older**, with over **65%** of followers in this age range.
- **72% women / 28% men**

Facebook remains a strong platform for **ongoing connection with established parishioners**, sharing parish news, events, photos, and seasonal moments in the life of the church.

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## Instagram

- **Followers: 366**
- Core audience is **younger adults**, with over **65%** of followers between **25–44**.
- **64% women / 36% men**
- Follow activity shows **steady, organic growth** throughout the year.

Instagram functions as an important **visibility and invitation platform**, especially for those encountering All Saints for the first time through visual storytelling and short videos.

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## TikTok

TikTok has emerged as one of our most effective platforms for **reaching new audiences beyond the congregation**.

### 2025 Highlights

- **Total viewers: 8,503**
- **New viewers: 7,000**
- **Post likes: 669**

- **Shares: 36**
- **Profile views: 210**

### **Audience**

- **52% female / 46% male / 2% other**

### **Traffic sources**

- **For You page: 54.9%**
- **Search: 31.9%**
- **Profile: 12.6%**

Our top-performing videos included messages of welcome, humor, episcopal leadership, and public witness. Notably, our May 5 video featuring **Bishop Franklin** was **reposted by The Episcopal Church's official TikTok account**, significantly expanding its reach.

TikTok serves as a space for **public witness**, amplifying the values, joy, and welcome of All Saints to thousands who may never have encountered the parish otherwise.

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## **Email Communications**

Each week, **Fr. Byrne sends a parish e-news** that includes the bulletin and important announcements. This remains a key communication channel for the congregation.

Looking ahead, we hope to:

- Launch **official All Saints email addresses** through Google for Non Profits
- Begin using a more **robust mass email service** (such as Constant Contact) to improve design, accessibility, and basic engagement tracking

These steps would strengthen clarity, consistency, and connection across parish communications.

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## **In-Person & Community Outreach**

In addition to digital efforts, All Saints continues to rely on **old-school, face-to-face communication**. Flyers for parish events were distributed along Bell Boulevard and throughout the neighborhood—thank you to **Jack Osher and others** who helped make this possible. This kind of visible, local presence remains an essential part of our outreach.

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## Looking Ahead

Together, these efforts show a parish that is **active, visible, and growing in confidence** in how it shares its life and ministry. With continued care, collaboration, and creativity, we see strong potential for growth in the years ahead.

### **Ways parishioners can help:**

- Like, follow, and share parish content online
- Invite friends and neighbors to events and services
- Volunteer skills in writing, photography, video, or translation
- Offer feedback on what communications are most helpful

With gratitude for all who contribute—online and in person—we look forward with hope to continuing to share the good news of All Saints, Bayside, more clearly and more widely.