

# Knollwood Communications Survey

## *Executive Summary and Recommendations*



**Survey administered  
and analyzed  
by Janet Tooze  
in support of the  
KBC Visual Identity Task Force**

**Completed June 24, 2018**



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## EXECUTIVE SUMMARY OF RESULTS

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Overall, the KBC congregation is “plugged in” to communication, with the vast majority reading the newsletter (95%), reading the weekly e-mails (93%), visiting the KBC website (89%), or reading posters and flyers (75%). Fewer respondents read the announcement slides in Building B (52%), or go to KBC pages on Facebook (42%). Most respondents also found announcements in the worship order to be very helpful.

Those respondents who did not report attending church every Sunday were more likely to visit the Wellness and Community Center page than those who did, perhaps indicating it is reaching a different audience than regular worship attendees. There seems to be an opportunity to expand social media outreach, with 84% having a social media account, and almost all of those (93%) having a Facebook account. Younger respondents are much more engaged with Facebook than older members, particularly with KBC.kids.

Interestingly, the younger respondents did not utilize the website as frequently as older members and were less satisfied with the content, finding it cluttered and hard to navigate. There was general satisfaction with the newsletter. Younger respondents were engaged with the children’s ministry column in the newsletter, and less engaged with general news of the church. It may be important to find ways to continue to keep them engaged and integrated into other areas of ministry after their kids age out of KBC.kids.

Respondents appear to be satisfied with the weekly e-mails, flyers, and worship announcements. Preferred methods of communication by respondents are the newsletter and weekly e-mails, and the least preferred are Sunday school and Facebook, although younger respondents liked Facebook for communication better than older respondents, particularly for children’s activities.

For community events, e-mails and the *Winston-Salem Journal* are the most popular outlets, and among younger respondents Facebook events are also popular ways for hearing of community events. KBC may be able to expand use of Facebook events beyond KBC.kids, which could be one way of integrating families with children—who are used to using KBC.kids events on Facebook—into broader church events.

Results also show a strong desire for a responsive, workable calendar function on the new website. Anecdotally, two people e-mailed to ask that we consider an online church directory, a desire that seems to be widespread. No survey questions addressed a new directory.

## RECOMMENDATIONS

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### **Recommendations from Janet Tooze in the executive summary**

- There is opportunity for expanding social media outreach, with 84% of respondents having a social media account, and almost all of those (93%) having a Facebook account. Younger respondents are much more engaged with Facebook than older members, particularly with KBC.kids.
- Younger respondents were engaged with the children’s ministry column in the newsletter, and less engaged with general news of the church. It may be important to find ways to continue to keep them engaged and integrated into other areas of ministry after their kids age out of KBC.kids.
- For community events, e-mails and the *Winston-Salem Journal* are the most popular outlets, and among younger respondents Facebook events are also popular ways for hearing about community events.

### **Recommendations from the Visual Identity Ad Hoc Team**

- A redesigned website that addresses two goals: to provide an effective outreach to potential KBC guests and visitors (i.e., “church shoppers”); and to provide a facile information resource for KBC members. This effort is already underway with the firm of M Creative.

According to the communication survey, the website currently appears in third or fourth place in the list of preferred means of communication—likely because in its current format it is difficult to navigate and not all pages are kept updated. With the redesigned and more robust website, we will need to “retrain” users to rely on it for current information.

- Development of a comprehensive communications strategy that encompasses all forms of communication, providing context for the website as well as the newsletter, e-mails, Facebook, traditional media, and all other forms of media by which Knollwood Baptist Church communicates its messages.
- Consistently updated information, on the website and in other communications, is the most critical overarching need emerging from the communications survey and website work to date. The communications strategy must address this missing link in KBC’s effort to interact effectively with its constituents.