

Annual Report of the Diocesan Office of Communications October 2024–September 2025

PERSONNEL

The Canon for Communications, Erin Monaghan Kamran, oversees all aspects of the diocese's website, social media, email marketing campaigns, internal communications, and official diocesan communications to the public. In July 2025, Canon Kamran began parental leave and was temporarily replaced by Robin Rinaldi, Interim Lead Communicator. Canon Kamran plans to return to her position in mid-October 2025, at which point Robin will continue to assist her through the end of the year as she prepares to launch the new website and communications plan for The Episcopal Diocese of the Susquehanna come January, 2026.

WEBSITES

The diocesan website, diocesecpa.org, is managed by Fathom Studio, an outside contractor. Fathom Studio performs backend maintenance, security, design updates, and major content updates to the site, while the Canon for Communications and Interim Lead Communicator also update the site on a more daily basis with events, news, reports, and other content. Canon Kamran instituted an Event Submission form on the site which has greatly automated and simplified the process for parishes, committees, and ministries to promote their events.

In addition to diocesecpa.org, the “reunification” site reunification.diobethdiocpa.org, launched in 2024, tracks the reunification process between our diocese (DioCPA) and the Diocese of Bethlehem (DioBeth), which will officially merge on January 1, 2026 into the newly named Episcopal Diocese of the Susquehanna. Drew Dorgan, a marketing and advertising professional and member of the Reunification Discernment Committee, oversees the reunification website and helps coordinate reunification information disseminated through DioCPA and DioBeth.

Fathom Studio also offers a parish website template for member parishes to build modern, cost-effective websites. To date, nine parishes have used the new template.

The new website for The Episcopal Diocese of the Susquehanna, diosusquehanna.org, will launch on January 1, 2026. The Communications teams of both DioCPA and DioBeth, along with Drew Dorgan, have created a branding kit for the new diocese including a logo, color palette, and fonts which will be revealed at our joint annual convention on October 17-18, 2025.

EMAIL MARKETING

Via Constant Contact, the Office of Communications regularly sends out the following emails to our subscriber base:

- Clergy Digest
- Diocesan Digest
- Weekly Video Spotlights
- Pastoral Letters From the Bishop
- Convention Updates

In addition, other diocesan ministries such as Children, Youth & Families (CYF), the Stevenson School for Ministry, and Brookland Retreat Center use Constant Contact to send their own emails and updates. The Office of Communications supports these ministries when requested, and also supports the Bishop's Executive Assistant and the Canon for Finance and Operations in distributing timely related information via email, the website, and forms. Special messages are e-mailed to the diocese and select groups such as parish treasurers, vestry secretaries, wardens, and parish administrators.

The Diocesan email marketing list has grown from 5,087 to 5,640 contacts over the last year, a growth rate of 10%. Diocesan emails receive an average 47% open rate, which is 9% higher than Constant Contact's industry standard, and 6% higher than its average for faith-based organizations. Our email marketing click rate is 3%, which is 1% higher than the industry standard. 95% of the emails are opened on desktop versus 5% on mobile.

SOCIAL MEDIA

The diocesan social media channels have grown as follows over the past year:

- Facebook: 2433 followers, up 3% from 2360
- Instagram: 878 followers, up 5% from 839
- YouTube: 598 followers, up 12% from 526

Our highest-performing posts on Facebook in the past year were related to:

- the October 19, 2024 decision to officially reunify at our Diocesan Convention
- the Bishop's attendance at a rally to end gun violence on April 8
- the appointment of Nichol Free, Executive Assistant to Bishop Scanlan, as Secretary to the Board of B+E+S+T ((Bishops Executive Secretaries Together) on June 18.

SPECIAL PROJECTS

The Office of Communications regularly assists diocesan staff, parish leaders, and ministry leaders with marketing, promotions, and design projects as requested. Some examples include designing a pamphlet for the 2025 Convention's Ministry Fair, designing business cards with QR codes tied to pre-Convention updates to hand out at Convocation meetings, formatting the annual reports of various ministries into a consistent format for recording at Convention, setting up and hosting Zoom meetings for groups that need extra tech support, and photo sourcing and editing for various diocesan and Convention materials.

As we reunify with the Diocese of Bethlehem, the Office of Communications is eager to executive a strategic plan of communications that keeps members of the new Episcopal Diocese of the Susquehanna informed and engaged.

Respectfully Submitted,

Robin Rinaldi
Interim Communications Lead