



HIGHLIGHTS

- Shared good news that our friars have been fully vaccinated; photo was the lead image in recent Provincial newsletter.
- Published news about our solar initiative.
- Integrated new website prayer request system.
- Recorded and shared Easter Vigil Mass.
- Established first official Facebook Group for Young Adults.
- Latest podcast (#235): “We Are Easter People.”
- Planning continues for website online marketplace.
- Updated select annual metrics:



	2020	2019	2018	2017
Website Pageviews	36,067	32,898	33,923	44,645
Instagram Likes	30,360	30,365	29,328	22,474
	437 posts	502 posts	420 posts	465 posts
Facebook Post Reach	569,935	359,404	414,407	426,482
Podcast Listens	4,941	4,032	5,048	4,791
	13 podcasts	12 podcasts	19 podcasts	19 podcasts

Committee Charter: Established in 2013 as a core, cooperative and collaborative team to provide professional communications guidance, skills and insight in support of the Mountain’s mission. Our work will help guide many aspects of communications to help ensure a common message, voice and palette to the many people who minister on behalf of or share life with us. Our work will help shape the Mountain’s voice in an increasingly fragmented communications world.