

2021 Communications Coordinator and the Communications Team Annual Report

Looking back at this past year:

This is a new role for the NLS leadership team and was created in February. The Communications Coordinator leads the Communications team in managing the communication channels for the NLS. Our primary responsibilities include all email blasts to the community, managing the Facebook page and editing and distributing the *Conexiones* newsletter.



This team consists of:

- Amanda Hunter, who leads the team as Communications Coordinator
- Eric Needle, who is managing the Facebook Page
- Steve Kipp, who will be editing and distributing *Conexiones*

In the short time we have been a team, we have:

- Taken charge of sending out the emails using our Constant Contacts Account
- Created a new Organization Facebook Page and are in the process of moving all Facebook Communication to the new page
 - If you haven't liked the new page yet, please do so as the old one will be phased out at <https://www.facebook.com/viadecristo>
- Moved *Conexiones* to an email template, which offers a more streamlined look
- *Conexiones* is now a quarterly newsletter coming out in March, June, September, and December. There will also be a special Annual Gathering edition. Since the Annual Gathering is virtual this year, the first edition in 2021 will be sent out afterwards.

The one thing I cherished/learned from the past year pandemic is:

Communicating with those in your life is critical to ensuring relationship thrive, even when you can't meet face to face.

Looking ahead to this year:

Over the next year the Communications team is looking forward to building a robust communication plan so that everyone can stay informed. We will continue to hone our FaceBook page so it can be a tool for the Via de Cristo community. *Conexiones* will continue to be a quarterly newsletter, with special daily editions for the Annual Gathering as we move back to an in-person Annual Gathering in 2022. We are hoping that the community will help us by providing regional updates to include in *Conexiones*.

God loves you and so do I,
Amanda Hunter
NLS Communications Coordinator
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