



Antiochian Orthodox Christian Archdiocese
Of North America
Department of Internet Ministry

2023 Annual Report

May 31, 2023

Your Eminence Metropolitan Saba, venerable hierarchs, reverend clergy, esteemed members of the Board of Trustees, brothers and sisters in Christ:

This report covers the activities performed by the Department of Internet Ministry during the last 12 months period and outlines the future vision of the department and its activities.

Mission Statement and Focus

The Department of Internet Ministry serves the online communication needs of the Antiochian Archdiocese. Our mission is to present the news of the Archdiocese's Hierarchs, its departments and organizations, serve the liturgical needs of its parishioners, and inform the seekers of knowledge about Orthodoxy.

Our work at the Department of Internet Ministry falls into several different categories: administrative, technical, design, and editorial. Ongoing work includes the development of website content, other departments' special projects, and new features and functionality in support of the Archdiocese headquarters, as well as our Dioceses, departments and organizations.

The Current State of the Department

The department efforts have been concentrated on maintaining and improving the www.antiochian.org website, social media presence, and processing most of the Archdiocese's online payment transactions. Our current paid staff consists of 22.5hrs per week for website editing and content authoring and a monthly stipend for a graphic designer. We also have several volunteers that assist in cyber-security, cloud infrastructure, graphic design and application development needs of the department. The rest of our budget is spent on technology infrastructure costs and outsourced software development projects when needed. We also collaborate closely and on a weekly basis with the newly formed Archdiocesan Communications Department on various aspects of social media, newsletters and charitable outreach campaigns lead by the Communications Department. Over the last two years we have continued to maintain the technical infrastructure and website for the Youth Task Force. Besides those two newly formed departments, we also supported other departments in various aspects:

- Charitable Outreach Committee: we helped reorganize their web presence for the Charities, Food for Hungry People, and Children's Relief Fund program and helped setup all their online donations.
- Christian Education: we helped migrate their content from the old website to the new website and continue to work on updating their various online content including the Creative Arts Festivals and other efforts lead by the Youth Task Force.

- Sacred Music: we completed the design of their new music directory (with the help of the Liturgics Department) and commenced work on building the directory on a new scalable and reliable technology platform.
- Antiochian Women: we have expanded their local diocesan web presence and trained a few of their content producers on using our website platform so they can deliver their own content via our platforms.
- Dioceses: We have trained and given access to a couple of the Dioceses web content providers to use our platform and deliver content unto Antiochian.org for news related to their local Dioceses.

Besides the above new activities, we continue to support the following organizations and departments:

- Liturgics Department in providing an online channel to their content and service texts
- House of Studies, Conventions and Conference Planning, and Antiochian Women of North America departments with their year-round event notices and registrations
- all the Diocesan website presence activities in coordination with their content creators

We continue to rank in the top 5 websites globally for Orthodox Christian information, and due to our social media activity and online fund-raising activities we have managed to increase our monthly online users by 27% over the last 12-month period, averaging more than 71 thousand website users per month, and netting more than 14 thousand Facebook followers. We also facilitated processing close to \$540 thousand in online donations over the last 12 months (up by 700% for the same period last year) a big portion of which went in support of the 2023 Earthquake Relief Fund for Syria and Turkey.

The Proposed Future Vision

We are still on track on our future vision for the department which entails an advancement in the technological area in two aspects: (1) delivery, (2) content. In the *delivery* area, we propose adding a mobile app channel in addition to the website and Facebook channels. In the *content* area, we propose adding video content. We believe that growing in this direction will enable us to remain competitive in the ranking across other Orthodox websites and allow us to engage more with the younger population as they shift from visiting websites to using smartphone apps.

For FY2023, our main projects consist of completing the music directory for the Sacred Music Department and archiving the old website content to reduce the infrastructure hosting costs. We will also collaborate with the Communications Department regarding their planned projects for FY2023.

For any questions regarding our operations, please feel free to contact me at dnChristian@antiochian.org.

Yours in Christ,
Deacon Christian Manasseh

