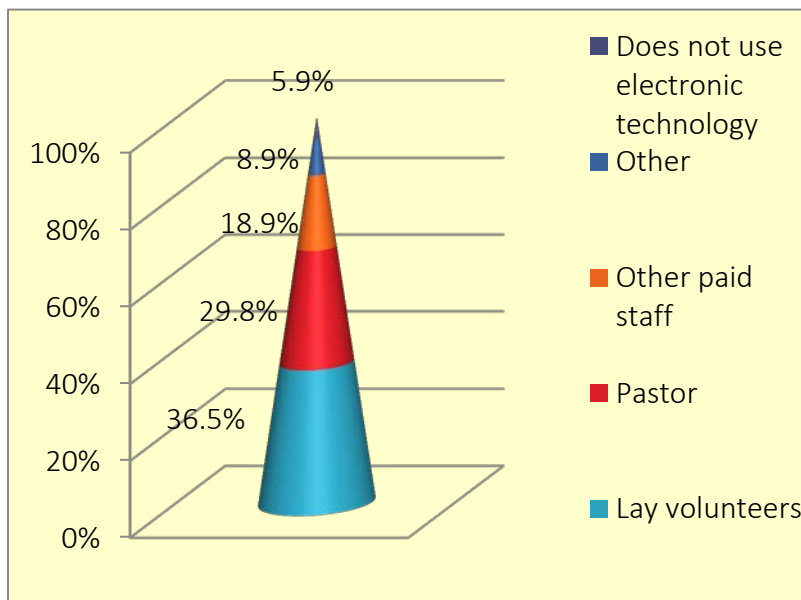
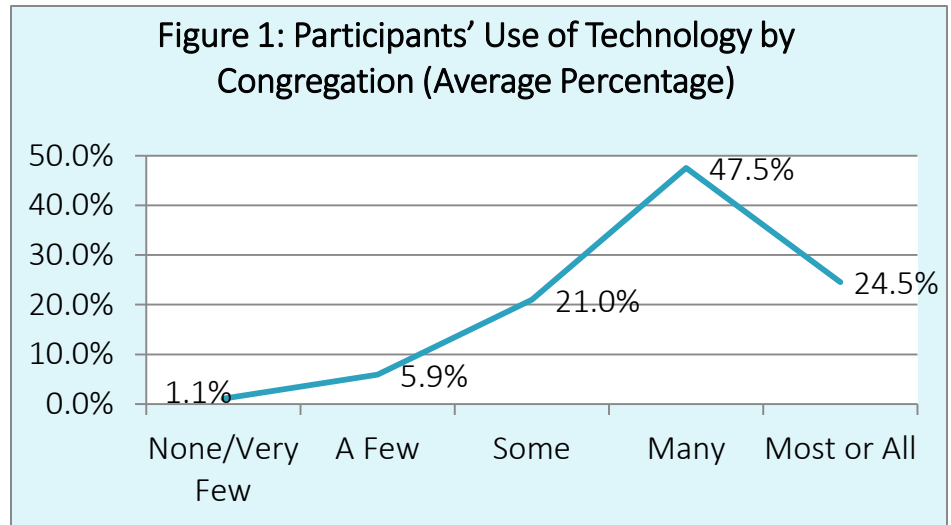


# FACTS ON TECHNOLOGY AND SOCIAL MEDIA

*Findings from the United Church of Christ 2015 Faith Communities Today (FACT) Survey of Congregations*

- When looking at results on the use of electronic technology in UCC congregations, nearly half (47.5%) of churches indicated that “many” of their participants are daily internet or social media users in their everyday lives. Nearly one quarter (24.5%) indicated that “most or all” church participants use the internet or social media in their everyday lives. (Figure 1)
- For congregations in which some, a few, or very few/none of the participants use the internet in their daily lives, these churches tended to have an average of 1-50 people in weekly worship and were more likely to be located in areas with populations of less than 50,000 people.
- Nearly 9 in 10 congregations (87.4%) utilized email. The second most-frequently used technology tools—at approximately half of all congregations—included e-newsletters (54.3%), Wi-Fi access in church buildings (54.1%), websites (52.6%), and Facebook (45.7%).
- One in five congregations (20.1%) utilized texting for communications; and a number of other tools were used less frequently including automated prayer requests (16.4%), online giving (9.4%), blogs (5.6%), online meetings (3.5%), and Twitter (2.8%).



**Figure 2: Primary Responsibility for Electronic Technology**

- Primary responsibility for technology tended to rest with the pastor (29.8%) or lay volunteers (36.5%). (Figure 2)
- Nearly 6% of congregations indicated that they do not use electronic technology at all.
- The majority (over 70%) of survey respondents reported believing that modern communication technologies are a necessity for ministry; and 20% believed that electronic technologies aren’t really crucial for the congregation’s vitality or success.

