

Representative  
Meetings

October-  
November  
2022

# Christian Science Joint Media Committee of SoCal

# Agenda

**Call to Order**

**Readings**

**Let's get down to work**

- **CSJMCSC Services**
- **Representative's Role**
- **Sharing CSJMCSC Quarterly Reports**
- **SoCal Websites**



# Agenda

**Church & Reading Room  
Google Listings**

**Google Ad Campaigns**

**Facebook Ad Campaigns  
for church/society, Sunday  
school, lectures, events**

**YouTube Videos**

**SoCal Phone Line**

**Questions & Answers**

**Closing**

# Relevance

- “The devotion of thought to an honest achievement makes the achievement possible.”  
*Science & Health*, p. 199:21-22
- “Sow in the morn thy seed,  
At eve hold not thy hand;...  
Broadcast it o’er the land.”  
“The harvest now is white;...  
“God’s blessings manifold.”  
CS Hymnal, Hymn 314, v. 1, 3
- “Enlarge the place of thy tent...”  
Isa. 54:2

# CSJMCSC Services

- [PrayerThatHeals.org](http://PrayerThatHeals.org)  
– SoCal website
- [LaOracionQueSana.org](http://LaOracionQueSana.org)  
– SoCal Spanish website
- Telephone Line 24/7  
(323) 805-8700
- Sentinel Watch podcasts  
- online & via phone
- El Heraldo programs  
- online & via phone
- YouTube videos

# CSJMCSC Services

- Google Ads – link to related content on our SoCal website, [PrayerThatHeals.org](http://PrayerThatHeals.org)
- Facebook ads for lectures - link to [PTH Facebook](#) event pages for individual churches
- Facebook ads for branch church services, Sunday School and Reading Room - link to independent church websites or church websites on [PrayerThatHeals.org](http://PrayerThatHeals.org)

# CSJMCSC Services

- Our Thanksgiving messages via Facebook, Instagram and Google link to [PrayerThatHeals.org](http://PrayerThatHeals.org) with more about our Thanksgiving Bible Lesson and SoCal services on Thanksgiving day
- Emails to subscribers via Constant Contact

—

# A Representative's Role

- Liaison from CSJMCSC to branch/society
  - appointed by Executive Board of branches/societies
  - confirmation to CSJMCSC in February
- Metaphysical support
- Attend CSJMCSC quarterly business meetings

Currently on Zoom, usually  
4<sup>th</sup> Saturday 10:00 a.m. in  
January, April, July, and October

Next meeting – 10:00 a.m.  
Saturday, January 21, 2023 (3<sup>rd</sup> Sat)



# A Representative's Role

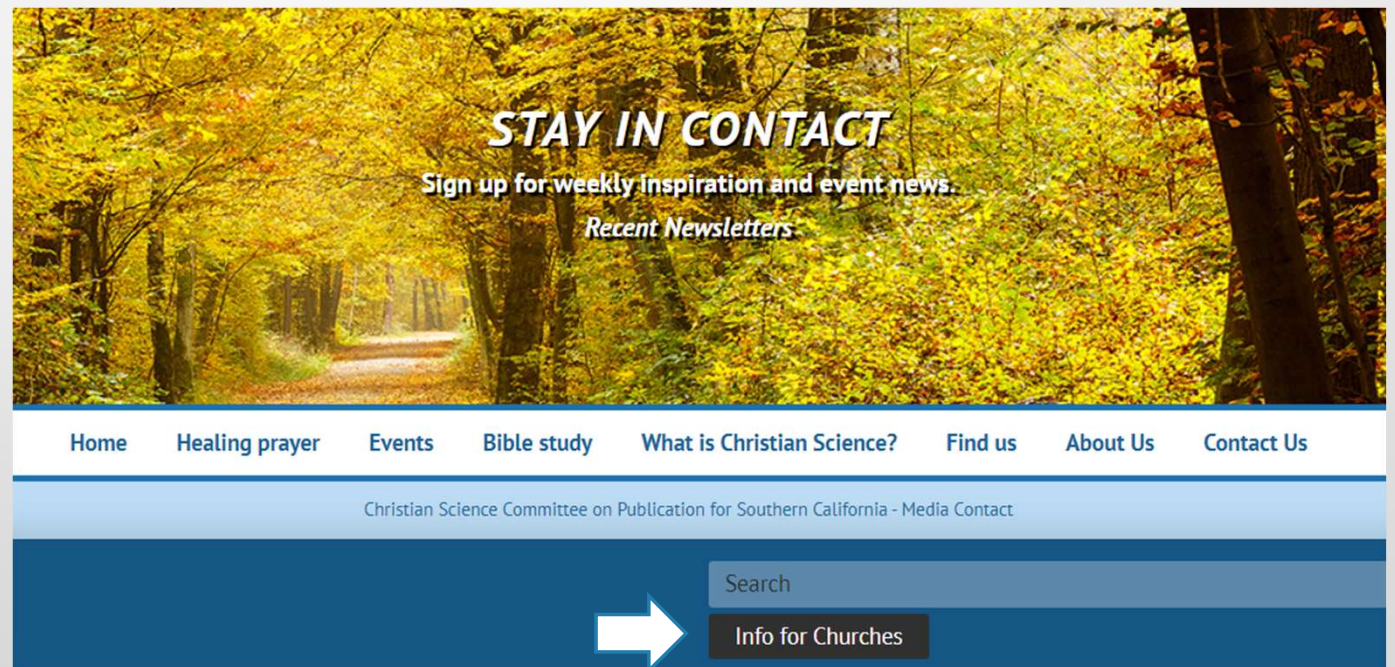
- Check that your church/society is contributing
  - ✓ Monthly contributions vary from \$10 to \$250 a month – discretionary – not per capita
  - ✓ Annual Website dues – varies – \$120 in 2022 – letter and envelope sent by CSJMCSC in January
  - ✓ Facebook Ad campaigns – currently \$300 or \$600 (difference is # of Facebook users reached)

# A Representative's Role

- Ask your board to share quarterly JMC newsletters with your members via email.
- Ensure that your church website has good photos and current information. Work with your Clerk, Sunday School Superintendent, Reading Room Librarian and Lecture Chair to add information.

# A Representative's Role

- Go to [prayerthatheals.org](http://prayerthatheals.org) and familiarize yourself with its information and instructions in “Info for Churches” which you will find at the bottom of every page on the website.





# Christian Science Churches of Southern California

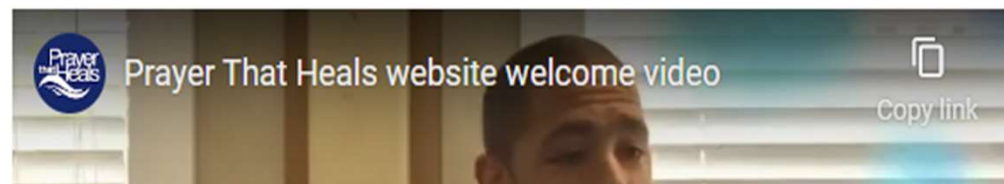
[Home](#)[Healing prayer ▾](#)[Events ▾](#)[Bible study ▾](#)[What is Christian Science? ▾](#)[Find us ▾](#)[About Us](#)[Contact Us ▾](#)

**We share Christian Science and powerful healing resources with all seeking comfort and healing.**

[Event News Signup](#)[Locator](#)

Are you looking for healing?

You will discover that Christian Science is a practical Bible-based way to heal every-day problems. Healing is an important part of this worldwide Christian religion and the focus of this website. We all need something we can hold onto that uplifts and heals us even on







[Home](#) > [Healing prayer](#) > [Favorite prayers](#) > [Prayer for mental health & loneliness](#)

## Prayer for mental health & loneliness

*Love is the answer*

**Healing prayer is the focus of our website.**

Whether you are feeling sad, alone, or mourning, there is a way you can feel loved, included and happy in your life. Why? Because God loves you. And you are never separated from Him. This is God's promise to you and the basis for mental health and healing from illness.

“

*I have loved you, saith the Lord.*

— Malachi 1:2

”



# Iglesias de la Ciencia Cristiana en el sur de California

[Inicio](#)

[Oración de curación](#)

[Eventos](#)

[Lección Bíblica semanal y el estudio bíblico](#)

[¿Qué es la Ciencia Cristiana?](#)

[Encuéntrenos](#)

[Contáctenos](#)



**Reaching out to Spanish speakers.**



[Reciba notificación de eventos especiales](#)

[Encuéntrenos](#)

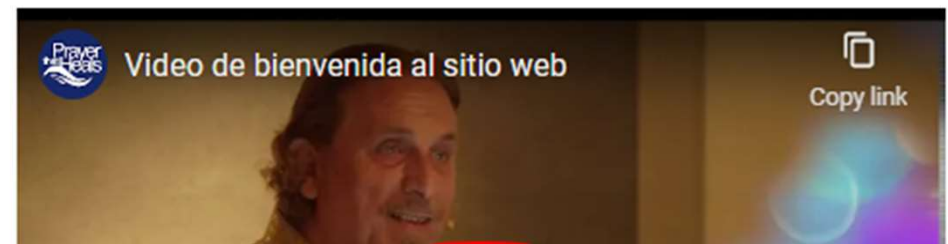
[Buscar](#)



## ¿Busca curación?

Usted descubrirá que la Ciencia Cristiana es una manera práctica, basada en la Biblia, de sanar los problemas cotidianos.

La curación es una parte muy importante de esta religión Cristiana





## Most popular pages

Listed in order of popularity.

Blue indicates an increase in popularity.

- Home
- Effective Healing Prayer
- Psalm 23
- Protection Prayers
- **Audio Programs on Healing**
- Bible Verses

Popularity is influenced by Google & Facebook ads & current issues

- **Prayer for Health**
- **Prayer for Mental Health**
- Videos on Healing Prayer
- **Bible Study**
- Talks on Healing Prayer
- Find a Church



**Over 100,000 Website visitors each year**

**Website Traffic**

Google Analytics

January 1 - June 30, 2022



	PrayerThatHeals.org TOTAL or AVERAGE	LaOracionQueSana.org TOTAL or AVERAGE
Users/Visitors	37,128	16,976
Page Views	92,111	33,560
Sessions	50,750	23,238
Pages per Session	1.81	1.45
Session duration	1:31	1:18
Bounce rate	76.15%	79.61%
New Visitors	82.30%	78.43%
Returning Visitors	17.70%	21.57%
Visits via social referral	4,225	1,447
Top Network	Facebook	Facebook
Google Ad Sessions*	19,808	15,447

\*Google Ads started 3/9/2015



## TERMS to know

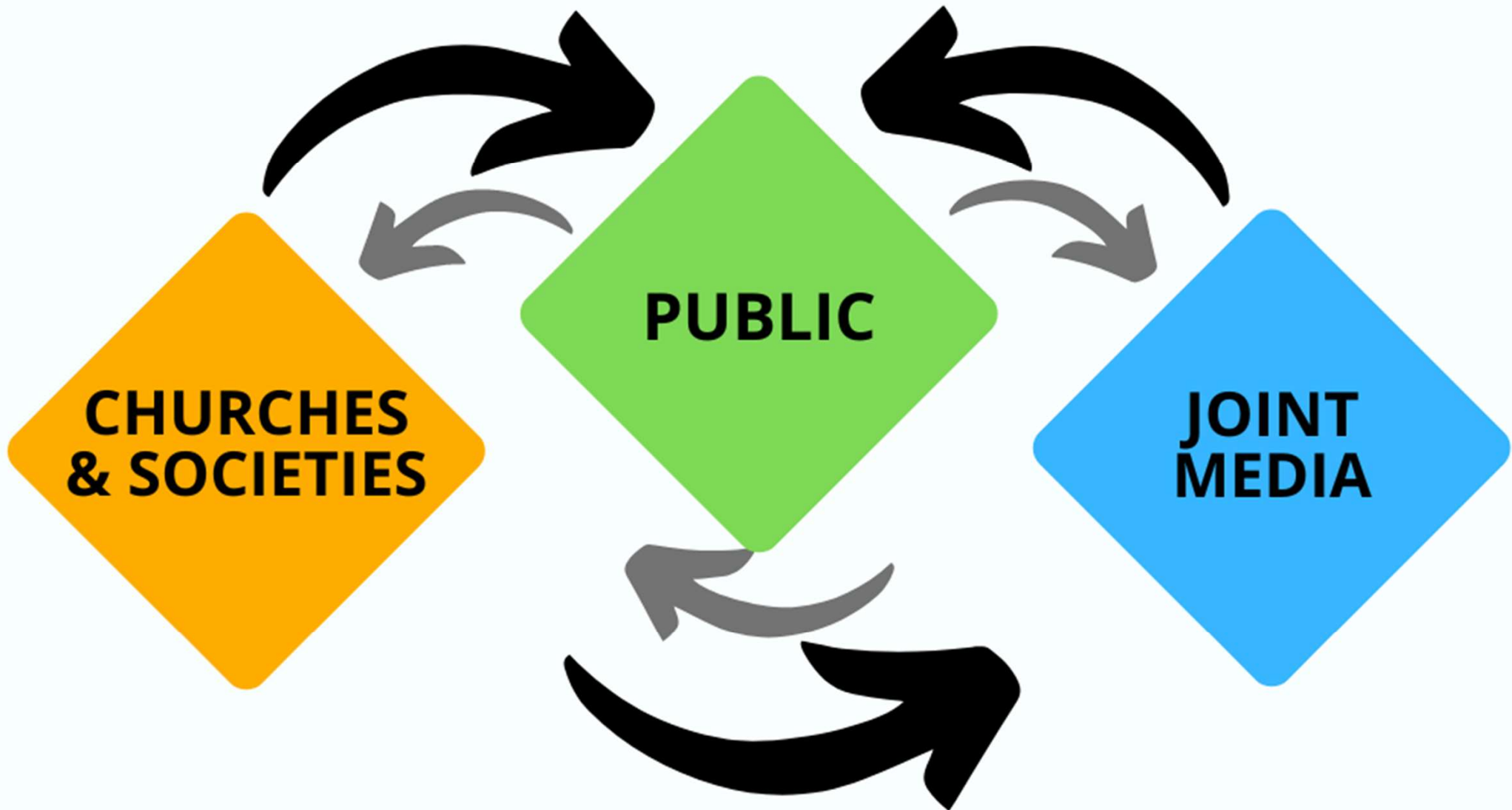
- **Users – visitors are only counted once even if they visit the site multiple times in a set period of time.**
- **Bounce rate – the % of viewers who leave the website after viewing only one page.**
- **Click through rate (CTR) – the number of times a click is made on an ad, divided by the total impressions (the number of times an ad appeared).**

## Reading Website Reports

- We, as reps, decide what numbers to include in our membership reports, but CTR rates, in particular, indicate how successful the work is and how [prayerthatheals.org](http://prayerthatheals.org) continues to reach the public with impressive numbers. The 2<sup>nd</sup> quarter CTR was 14.96% for Google search ads.
- Across ALL industries, an average CTR for a display ad is 0.35% and 1.91% for searches. 2%-5% is rated as “good.”

## Reading Website Reports

# Relationships



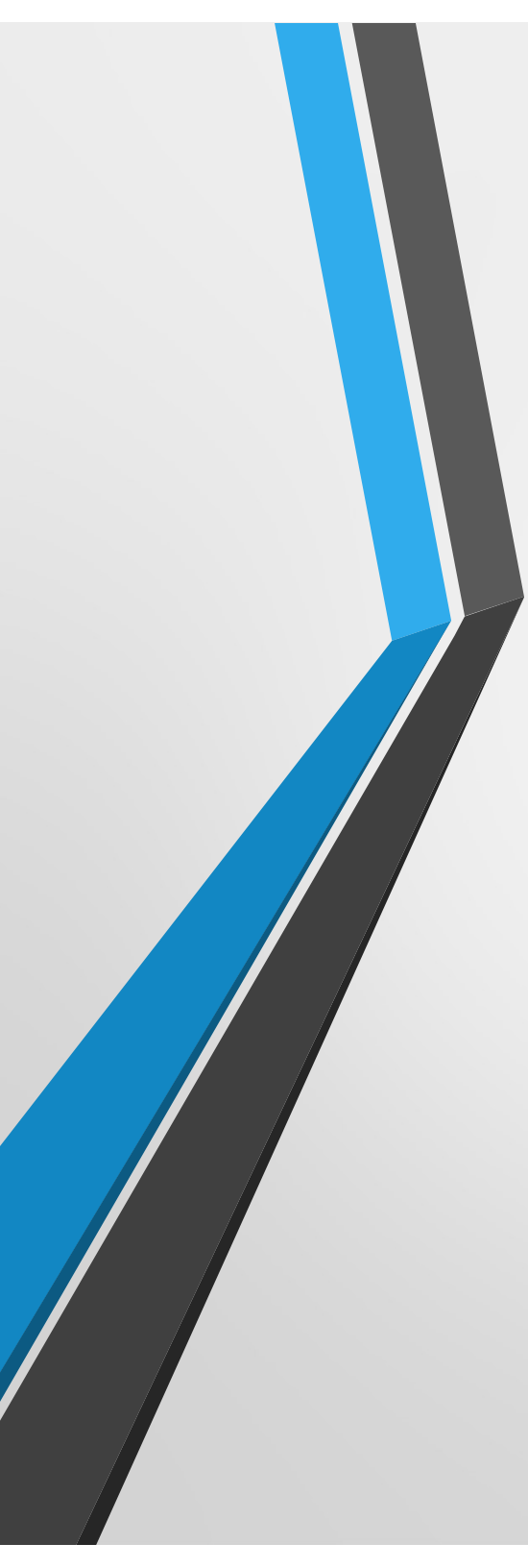
**PUBLIC**

**CHURCH  
OUTREACH**

- SERVICES
- SUNDAY SCHOOL
- READING ROOM
- LECTURES
- INSTITUTIONS
- LITERATURE DIST.
- DESK ANNOUNCEMENTS
- SIGNS & BANNERS
- EMAILS
- GOOGLE LISTINGS
- PUBLICITY
- ADVERTISING

**JT MEDIA  
OUTREACH**

- WEBSITES
- GOOGLE ADS
- YOU TUBE
- SOCIAL MEDIA
- ONLINE ADS
- PHONE LINE
- SENTINEL WATCH
- EL HERALDO
- SPANISH OUTREACH
- EMAIL  
NEWSLETTERS
- LECTURE EMAILS



# Google listings for Churches & Reading Rooms

- People are constantly searching the internet to find information.
- To find your Google listings, type “Christian Science” or “church name” and your city. Do the same for “Christian Science Reading Room.”
- Be sure there is a link to your church website on your Google listing. Most of our SoCal churches have links to their websites giving newcomers easy access to more information – but 20 don’t. And 54 Reading Rooms are not listed at all.

# Christian Science Reading Room

Website

Directions

Save

Call

Add City

4.7 ★★★★★ 6 Google reviews

Christian book store in Santa Monica, California

Ask people to add reviews

**Service options:** In-store shopping

**Located in:** [Downtown Santa Monica](#)

**Address:** 505 Arizona Ave, Santa Monica, CA 90401

**Hours:** **Closed** · Opens 1PM ▾

Updated by phone call 7 weeks ago

**Phone:** (310) 395-1411

Suggest an edit – see next slide

[Suggest an edit](#) · [Own this business?](#)

## Questions & answers

Ask a question

Q: What are the days and times it is open?

Q

(No answers)

[See all questions \(1\)](#)

Add photos





## Edit your business info



Christian Science Church & Reading Room Ventura

### Place details

Place name in English (required)\*

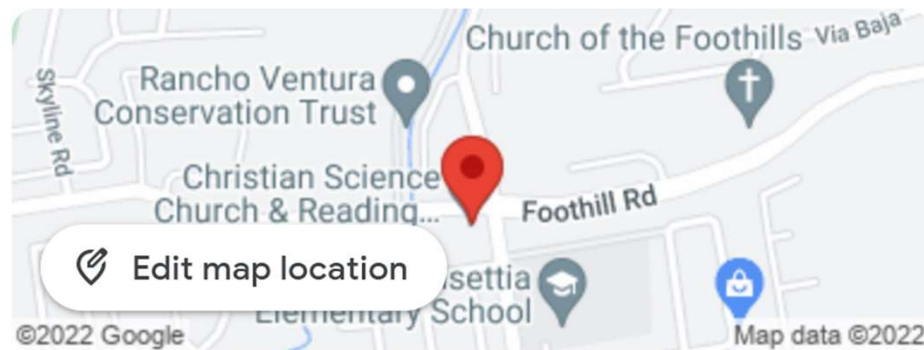
Christian Science Church & Reading Room Ventu

Christian church



Address (required)\*

469 N Victoria Ave, Ventura, CA 93003



Located within

## Suggest an edit



[Suggest an edit](#) · [Own this business?](#)

- When you're on your Google listing, click on "Suggest an edit" to change your place name, add categories (like Christian church or Christian bookstore).

## Edit your business info ×

Christian Science Church & Reading Room Ventura

### Hours

Sunday: 9:45 AM–11:15 AM  
Mon, Wed, and Fri–Sat: Closed >  
Tue and Thu: 11:30 AM–2:00 PM

### Contact

Phone number ⊗  
(805) 642-4891

Website ⊗  
<http://prayerthatheals.org/ventura>

### About

Opening date >

### Place photos

Add helpful photos like storefronts, notices, or signs

# Suggest an edit



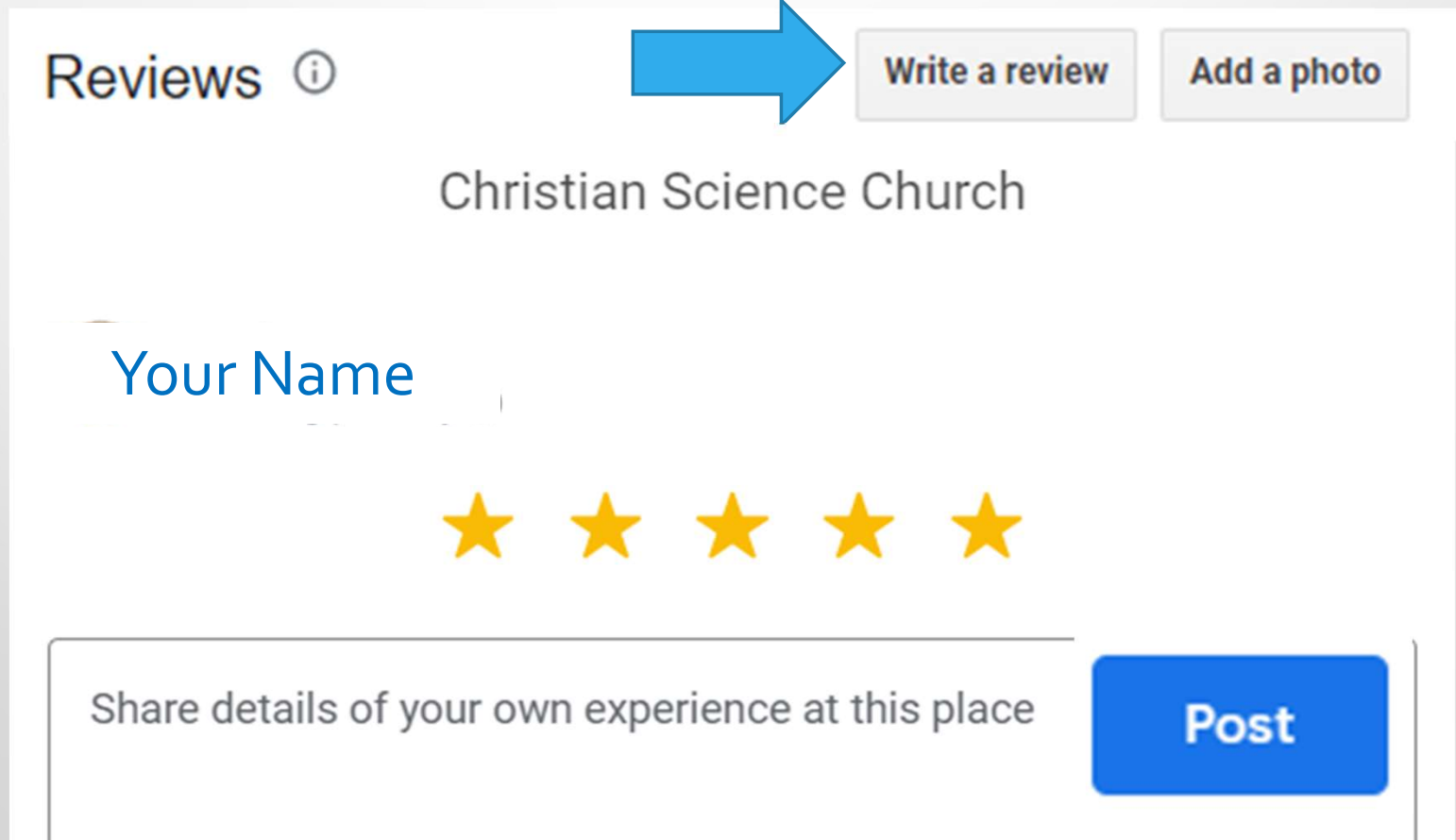
[Suggest an edit](#) · [Own this business?](#)


- **Update church service or RR hours, add phone number, add website, add date your church opened, add photos.**



# How to improve your church & Reading Room Google listings

- **Reviews – Ask members and attendees with Gmail accounts to submit a 5-star review with a short recommendation. Many people rely on reviews!!**



Reviews ⓘ  Write a review Add a photo

Christian Science Church

Your Name

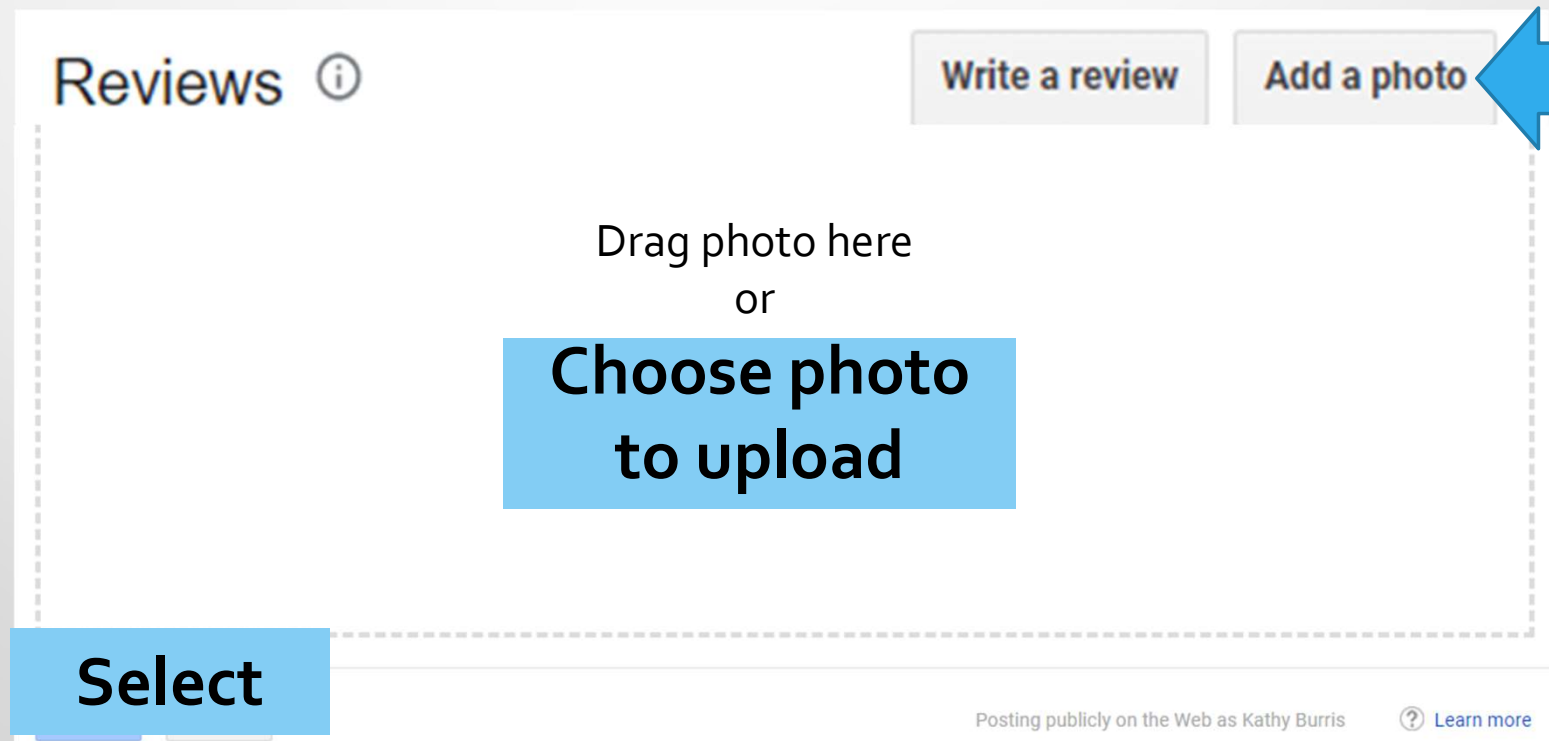
★ ★ ★ ★ ★

Share details of your own experience at this place

Post

# Add Photos

- Upload new photos
- If your RR is in a different location, upload church photos to church listing and RR photos to RR listing.



Reviews ⓘ

Write a review Add a photo

Drag photo here  
or  
**Choose photo  
to upload**

**Select**

Posting publicly on the Web as Kathy Burris [? Learn more](#)

The image shows a screenshot of a web interface for adding photos to a review. At the top left, the word 'Reviews' is followed by an information icon. To the right are two buttons: 'Write a review' and 'Add a photo'. A blue arrow points to the 'Add a photo' button. Below these buttons is a large dashed rectangular area containing the text 'Drag photo here or Choose photo to upload'. The 'Choose photo to upload' text is highlighted in a blue box. At the bottom left of this dashed area, the word 'Select' is also highlighted in a blue box. At the bottom right of the page, there is a footer with the text 'Posting publicly on the Web as Kathy Burris' and a 'Learn more' link with a question mark icon.



## All churches can add photos

- Pictures of Services and Sunday school (remember for children, get a permission slip from parents)
- Photos of special events – ex. Wednesday pizza dinner for families with everyone coming to the testimony meeting.
- Photos of Sunday fellowship after church

## If you own your Google listing, post

- A Bible quote (change frequently)
- Lecture Info
- Quote from a pamphlet such as “To Be a Christian Science Nurse.”



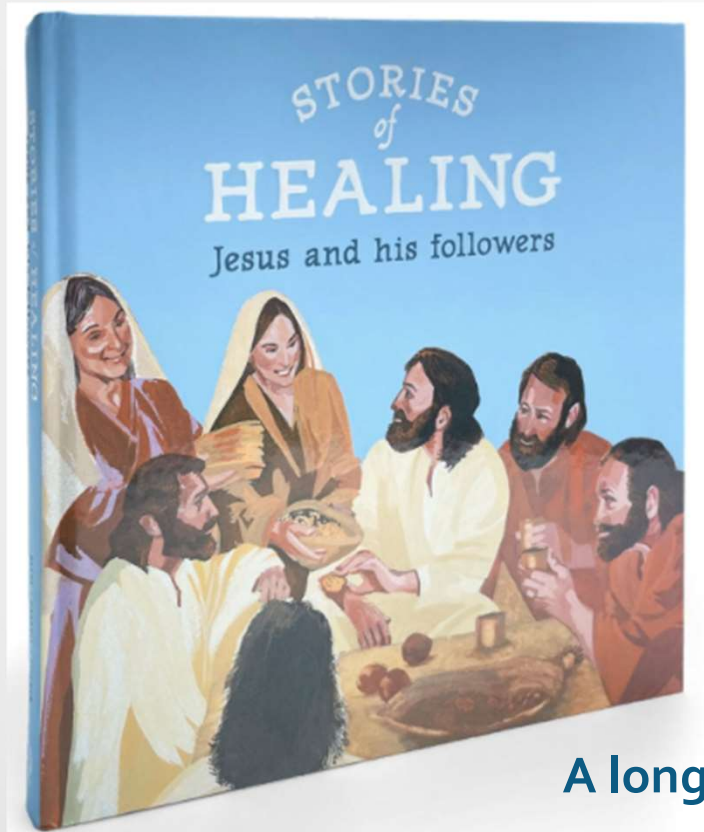
## **All Reading Rooms can add photos**

- **Pictures of book covers, pamphlets, products, etc.**
- **Photos of displays in the Reading Room, as they change, add pictures on your listing.**
- **Photos of events**

## **If you own your Google listing, post**

- **CSM weekly covers**
- **Text about products (next slide)**
- **Information on special or regularly scheduled events at Reading Rooms i.e. discussions on CSM, Sermon on the Mount, reading Bible Lesson together**

# Examples of Healing



***Stories of Healing,  
Jesus and his  
Followers is  
available in  
Reading Rooms &  
Online***

**A longstanding infirmity healed  
John 5:2-25**

After this there was a feast of the Jews; and Jesus went up to Jerusalem. Now there is at Jerusalem by the sheep market a pool, which is called in the Hebrew tongue Bethesda, having five porches. In these lay a great multitude of impotent folk, of blind, halt, withered, waiting for the moving of the water. For an angel went down at a certain season into the pool, and troubled the water: whosoever then first after the troubling of the water stepped in was made whole of whatsoever disease he had.



## More tips

- For more tips go to the “Info for Churches” section at the bottom of each page on [PrayerThatHeals.org](http://PrayerThatHeals.org) or go to [PrayerThatHeals.org/Info](http://PrayerThatHeals.org/Info).

## If you don't see your church or Reading Room Google listing

- Your listings are driven by Google Maps. Go to Google Maps ([maps.google.com](http://maps.google.com)) and enter the address. See if your church or Reading Room is shown at that address. If not, click on “Add a missing place.” It takes time for Google to add the information.



# To own your Google listing

- You have the option of owning your Google listing if you would like more control over the listing and want to view analytics.
- For more information, go to [PrayerThatHeals.org](https://PrayerThatHeals.org), scroll to the bottom of any page, click on “Info for Churches” or go to [PrayerThatHeals.org/Info](https://PrayerThatHeals.org/Info)



## More helpful information

- Watch for Google listing tips in our quarterly Joint Media newsletters.
- View blogs on owning and managing Google listings by our Online Marketing Consultant, Tina Johnson.

About Google My Business:

<https://tinareedjohnson.com/local-search/google-my-business/>

How to and manage Google Reviews

<https://tinareedjohnson.com/social-media/google-local-reviews/>



# Google Ads

- Bring more newcomers to our websites than any other source
- Made possible by Google non-profit grant
- Ads appeared 519,000 times last year, with 66,000 clicks to websites
- CSJMCSC Online Marketing Consultant creates and manages ads
- Examples: Psalm 91, Healing Prayer, Prayer for Mental Health, Bible Study, Find a Church



**Joint Media Advertising**

# Sample Google Ads

This Google Ad shows the healing and protective power of Psalm 91, and this sample appeared at the top of page 1 and on other search pages.

Google Search – Psalm 91

Ad · <https://www.prayerthatheals.org/psalm91>

**Bible Psalm 91 - Psalms 91 prayer**

These verses for protection are used as soldier's prayer and others as rescue from danger. There shall no evil befall thee, neither shall any plague come nigh thy dwelling. God is Love.

Ad · <https://www.prayerthatheals.org/psalm91>

**Bible Psalm 91 - Psalms 91 prayer**

These verses for protection are used as soldier's prayer and others as rescue from danger. There shall no evil befall thee, neither shall any plague come nigh thy dwelling. God is Love.

**Effective Healing Prayer**


What is Prayer? Favorite Prayers & More

**Healing Testimonials**

Healings as a Result of Prayer Videos or Read Verified Testimonies



# Connecting with people via Facebook

- On our Facebook page we share healing ideas, Christian Science resources and branch church information
- And people have an opportunity to connect, comment, share and ask questions.
- We have over 6,000 Facebook followers.




**Joint Media Advertising**

# Sample Facebook lecture ad

 **Prayer That Heals**  
Sponsored · 

Would you like to change your life & health for the better? Attend this free, one-hour talk to learn how to apply healing prayer & spirituality to your life. Free blessings to all!



**THIS THURSDAY AT 7:30 PM**  
**Never Alone: How Spiritual Ideas Work in Us - Newport...**

**Interested**

**Joint Media Advertising**

# Facebook ads

- Created and managed by CSJMCSC Online Marketing Consultant
- Paid for by churches/ societies; example, lecture ad campaign \$300 or \$600.
- Most often used to advertise lectures - most effective when combined with “livestreamed” web and in-person lectures
- Reach an average of 5,400 Facebook users per lecture



**Joint Media Advertising**



# First Church of Christ, Scientist San Luis Obispo, CA

SUNDAY SCHOOL

READING ROOM



Watch a public lecture sponsored by our church

BREAKING NEWS: FREEDOM IS OURS NOW

Patricia Woodard, Speaker



## How to livestream lectures on church websites

- For Web Lectures – Lecturers make arrangements for livestreaming web lectures, and the church pays the lecturer's technician.
- For In-person Lectures – If our video team is recording your lecture, you may pay \$400 for them to livestream your lecture on your church site if you have a strong internet connection. The lecture continues on your site for as long as your lecturer allows. For details, email [contact@prayerthatheals.org](mailto:contact@prayerthatheals.org).

# Pageviews spotlighted

Pageviews almost doubled with new look & content on Youth page

## Sunday School & Youth Activities

Unique pageviews Jan-Jun 2022 306

Unique pageviews Jan-Dec 2021 343

### Sunday School & Youth Activities

Give your child the support and spiritual foundation they need to succeed in life. Get involved at your local church and support your student's spiritual learning through Sunday School. Sign up for Christian Science publications, online resources and more for young adults, teens, pre-teens & children.

#### Sunday School



#### Youth Activities



#### Inspiration for Teens



#### CS Summer Camps





Prayer that Heals

8.95K subscribers

Customize channel

Manage Videos

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



CHANNELYTICS



Christian Science Healing changes lives! Prayer That Heals

9,372 views • 2 years ago

Curious about healing prayers for the sick, and all of life's challenges? Prayer that Heals YouTube features powerful life-changing talks, inspirational healing testimonies, Bible study, healing resources and more. Click Subscribe to get notifications for videos as soon as they are posted!

Listening to Christian Science talks can change your life! Speakers ... READ MORE

Our SoCal YouTube channel features lecture and testimony videos

Uploads ▶ Play all



Never alone: How spiritual ideas work in us - Melanie...

1.5K views • 1 month ago



Libres de toda opresión con el Amor divino - Evelin...

440 views • 2 months ago



Moving past fear - to healing - Lisa Troseth, Speaker

5.2K views • 2 months ago



Why everyone is needed - James Shepherd, Speaker

1.1K views • 2 months ago



A new view of God and its effect on well-being - Phillip...

4K views • 2 months ago



Spiritual discovery: How we can better the world - Tom...

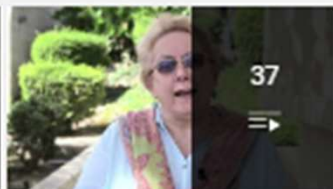
5.1K views • 3 months ago

Created playlists



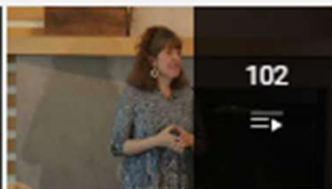
More Inspiration

View full playlist



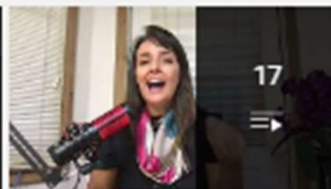
Healings through prayer

View full playlist



Talks on Christian Science

View full playlist



En Espanol

View full playlist



Thoughts on Church

View full playlist





# YouTube Videos Attract Newcomers

- 8,770 subscribers
- 420,000 video views last year with an average view duration of 22:41 minutes which is exceptional for YouTube
- Subscribers have the option of receiving a notice every time a new video is posted
- Over 2.5 million views of our SoCal lecture and testimony videos in ten years
- To subscribe, go to:  
[YouTube.com/PrayerThatHeals](https://www.youtube.com/PrayerThatHeals)



# Share our SoCal Phone Line Inspiration 24/7

- Share phone line information in desk announcements, pew cards, and church newsletters.
- **(323) 805-8700**

**Press 1 - Weekly Bible Lesson**

**Press 2 - El Heraldo (weekly in Spanish)**

**Press 3 - Sentinel Watch (weekly)\***

**Press 4 - Daily Lift (weekdays)**

**\*A new Sentinel Watch “replay” is posted on the phone line each Saturday.**

# Questions & Answers

## Closing

Where do you go first when you need help?

- Go to [prayerthatheals.org](http://prayerthatheals.org), scroll to bottom of any page, click on “Info for Churches” or go to [prayerthatheals.org/info](http://prayerthatheals.org/info)
- Email [csjmediasocal@yahoo.com](mailto:csjmediasocal@yahoo.com). Include what you have already done to try to solve the issue and specify what help is needed.

Your questions