


The Crossing: Final Deliverables

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Claire Wallace



**Deliverable:
Social Media
Profiles**



Name: Penny (Larson) Wilhelm (she/her)

Neighborhood: East Weymouth

How did you find out about The Crossing?: My friend, Christine Jugueta, was the original music director when The Crossing was founded. She brought me in about six months later, in January of 2007.

What is your favorite part about The Crossing?: Personally, my favorite part is that I get to worship through making music; I'm the drummer on the Music Team. But more than that, the focus on Radical Welcome as a foundational tenet, combined with a focus on the Eucharist, creates a really special environment for worship. I often tear-up as the priest is delivering the Eucharistic Prayer, with the clarion call that all are welcome.

What is your favorite community bonding activity?: Over the years I've really enjoyed small groups. The ability to connect more deeply with a small group of people for various reasons (two that I remember strongly was a catechesis group before I was received in The Episcopal Church and a couples small group that my husband and I took part in).

Why did you choose The Crossing over other worship spaces?: When I came to The Crossing, I had been unchurched for more than 15 years and I wasn't particularly looking for a worship space. The thing about the Crossing that is different from other churches I have known is the sincerity around the open welcome to everyone and the willingness to be changed by new people. The Crossing is never insistent that its way is the one right way. It's the combination of welcome and flexibility that really sets The Crossing apart from other worship communities I've been a part of.



Name: Jacqueline Elias (she/her)

Neighborhood: Chelsea

How did you find out about The Crossing?: I first heard of The Crossing through my sister who is part of the Dioceses. I was looking for a community that was LGBTQ friendly because I myself identify as a lesbian. I wanted a place where I could feel safe and welcomed and I could worship God without judgement.

What is your favorite part about The Crossing?: I felt right at home when I joined The Crossing. Tamra and the rest of the members made me feel welcomed. I love how diverse The Crossing is. The Crossing is a place for all that have felt like they don't belong. I like to think about it as a community where all who have been broken or wronged come to feel the spirit of God and to heal their heart. It is a place full of love and understanding of each other's differences.

What is your favorite community bonding activity?: I love how The Crossing hosts events like Fire Pit Fridays or how we grab dinner as a community after worshipping.

Why did you choose The Crossing over other worship spaces?: It truly is a safe haven for all of us who identify as LGBTQ and for our allies.

Importance and Challenges of Social Media Presence

- The Crossing's Social Media pages were previously lacking in personal content
- No sense of community portrayed/unclear what The Crossing was
- Social media profiles create an episodic frame
- Biggest challenge was getting responses back, willingness to participate, sensitivity on personal information

**Deliverable:
Web Presence
Insights**

The Crossing

Insights, Analytics, and Recommendations

- Deep dive into social media (Instagram and Facebook)
- Recommendations based on findings
- Some introductory SEO considerations



Accounts Reached	146
Accounts Engaged	22
Followers	197
Posts Count	12
Reels	0
Impressions	1058
Profile Visits	106
Website Taps	11
Email Button Taps	0
Business Address Taps	3
Call Button Taps	0
Top Age Range	25-34
Gender	63.2% Women
Content Interactions	66
Likes	62
Comments	2
Shares	2
Top Liked Post	9
Active Days	Saturday, Tuesday, Friday
Hours	3-6

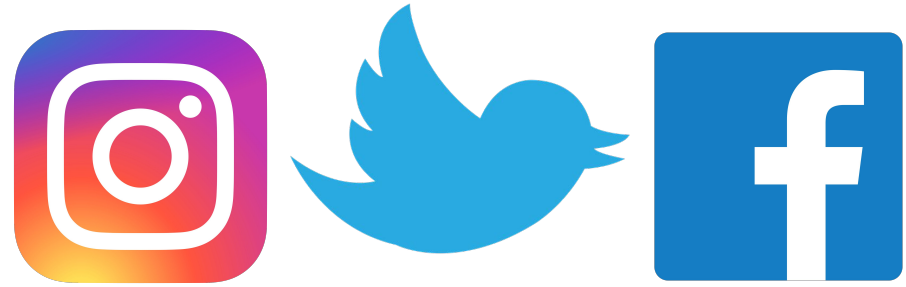
Instagram Analytics

The Crossing Data Guide

[Learn about SEO, Instagram, Content Planning, and more!](#)

**Deliverable:
Influencers &
Accounts of Interest**

Accounts of Interest.



Other Episcopal Churches in New England.

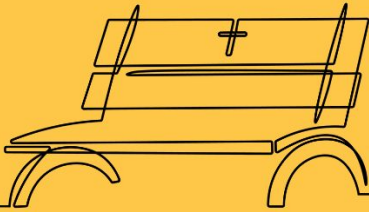
Social Causes that The Crossing cares about.

LGBTQ+ friendly groups that tackle religion.

1	Account	Instagram	Twitter	Facebook	Website
2	Life Together	@lftcommunity	n/a	link	www.lifetogethercommunity.org
3	Rachel Ward	@queerinfaiht	@queerinfaiht	link	queerinfaiht.com
4	enfleshed	@enfleshed	@enfleshed	link	enfleshed.com
5	Connexion UMC	@connexion.umc	n/a	n/a	n/a
6	Boston Faith & Justice Network	@faithjusticeboston	@JusticeBoston	link	bostonfaithjustice.org/
7	EDS at Union	@edsatunion	@EDSatUnion	link	utsnyc.edu/eds
8	Jacob's Well	@jacobswell	@jacobswell	link	www.jacobswellchurch.org
9	Old West Church	@oldwestchurch	n/a	n/a	https://www.oldwestchurch.org/
10	St. Mary's Eposcopal, Newton	@stmarysnewton	n/a	link	www.st-marys-episcopal.org/
11	Trinity Church Boston	@trinitychurchboston	n/a	link	https://www.trinitychurchboston.org/welcome
12	St. Andrews Framingham	@standrewsframingham	n/a	link	http://www.standrewsframma.org/
13	St. Lydia's	@st_lydias	@StLydias	link	https://stlydias.org/?fbclid=IwAR0MVn1V-US7
14	Vive para Cristo	@viveparacristoofficial	n/a	n/a	n/a
15	Do Better Church	@dobetterchurch	@DoBetterChurch	link	https://dobetterchurch.com/
16	Black and Pink National	@blackandpinkorg	@BLACKandPINKorg	link	https://www.blackandpink.org/
17	Episcopal Service Corps	@episcopalservicecorps	@EpiServiceCorp	link	https://episcopalservicecorps.org/
18	Brian Murphy & Fr Shay Kearns	@queertheology	@QTheology	link	https://www.queertheology.com/
19	Check Your Privelege	@ckyourprivilege	@ckyourprivilege	link	checkyourprivilege.co
20	Igbt history	@lgbt_history	@queer_history	link	https://queerhistory.com/
21	The Liberation Project	@theliberationists	n/a	link	https://www.theliberationists.com/
22	Bishop megan Rohrer	@mmrohrer	@mmrohrer	link	www.meganrohrer.com
23	Q Christian Fellowship	@qchristianorg	@qchristianorg	link	https://qchristianorg.start.page/
24	UNCHANGED Movement	@unchangedmvmnt	@unchangedmvmnt	link	https://www.unchangedmovement.com/
25	A Queer Search for Faith	@aqueersearchforfaith	n/a	n/a	n/a

**Deliverable: Social
post templates and
scheduling platform**

Social post templates



THE CROSSING

We are a Christian worshipping community that welcomes all and provides a safer space for queer or "church-hurt" folks to worship

NEWS





LOVE GOD
LOVE EACH OTHER
CHANGE THE WORLD

The Crossing
138 Tremont St., Boston, MA

**JOIN
US**

Worship every **Thursday**
7 p.m.
138 Tremont St., Boston, MA

**THE
CROSSING**

Social scheduling

The screenshot shows the Later social media scheduling dashboard. On the left is a navigation sidebar with the Later logo and menu items: Calendar, Media Library, Conversations, Analytics, Collect Media, Linkin.bio, Settings, Help, Refer, and Suggestions. The main content area is titled 'Schedule to' and features a row of social media icons (Instagram, Pinterest, Facebook, Twitter, YouTube, and a plus sign). Below this, a central message reads 'Connect a Social Profile to Start Scheduling'. This message is followed by six colored buttons, each with a social media icon and a plus sign: 'Connect Instagram' (pink), 'Connect Twitter' (light blue), 'Connect Pinterest' (red), 'Connect Facebook' (dark blue), 'Connect TikTok' (black), and 'Connect LinkedIn' (medium blue). At the bottom left of the main area, there is a dropdown menu for 'Main Group' showing '0 Social Profiles'.

Later

Schedule to

Connect a Social Profile to Start Scheduling

- Connect Instagram
- Connect Twitter
- Connect Pinterest
- Connect Facebook
- Connect TikTok
- Connect LinkedIn

Settings
Help
Refer Suggestions ***

MG Main Group
0 Social Profiles

**Deliverable: Outreach
to campus ministries**

- Connecting with campus ministries
- Community growth
- Rebranding

WHO WE ARE

The Crossing aims to provide a faith-based worshipping space for folks who have been “church-hurt”, with a focus on LGBTQ+ inclusion. We are an unlikely band of pilgrims, heretics, artists, students, mystics and activists! By meeting our community where they are, we’re reimagining faith.



WHAT WE DO

Worship meetings take place every Thursday at 7 p.m. in-person at the Cathedral Church of St. Paul (138 Tremont St.) or via Zoom. We offer scripture readings, reflections from community members, a safe discussion space, and a welcoming atmosphere for worship practices of all types.

WHERE TO FIND US

 The Crossing

 @thecrossingboston

www.thecrossing.org

info.thecrossingboston@gmail.com