

# Managing Communications Issues

UPS NASBA July 24, 2015

# Why communications



# Today's Data

- Expectations
- Faith traditions
- Staff size
- Budget

# Today's Agenda

- Church communications ministry
- Communications process
- Public relations and marketing
- Print and digital properties
- Hospitality and confidentiality
- Crisis and change Initiatives
- Effective meetings

# Ministry of Communications

- Overview
- “Tell out the Greatness of the Lord”
- “Proclaim the Good News”
- R-A-C-E
- Spokesperson roles
- Governance

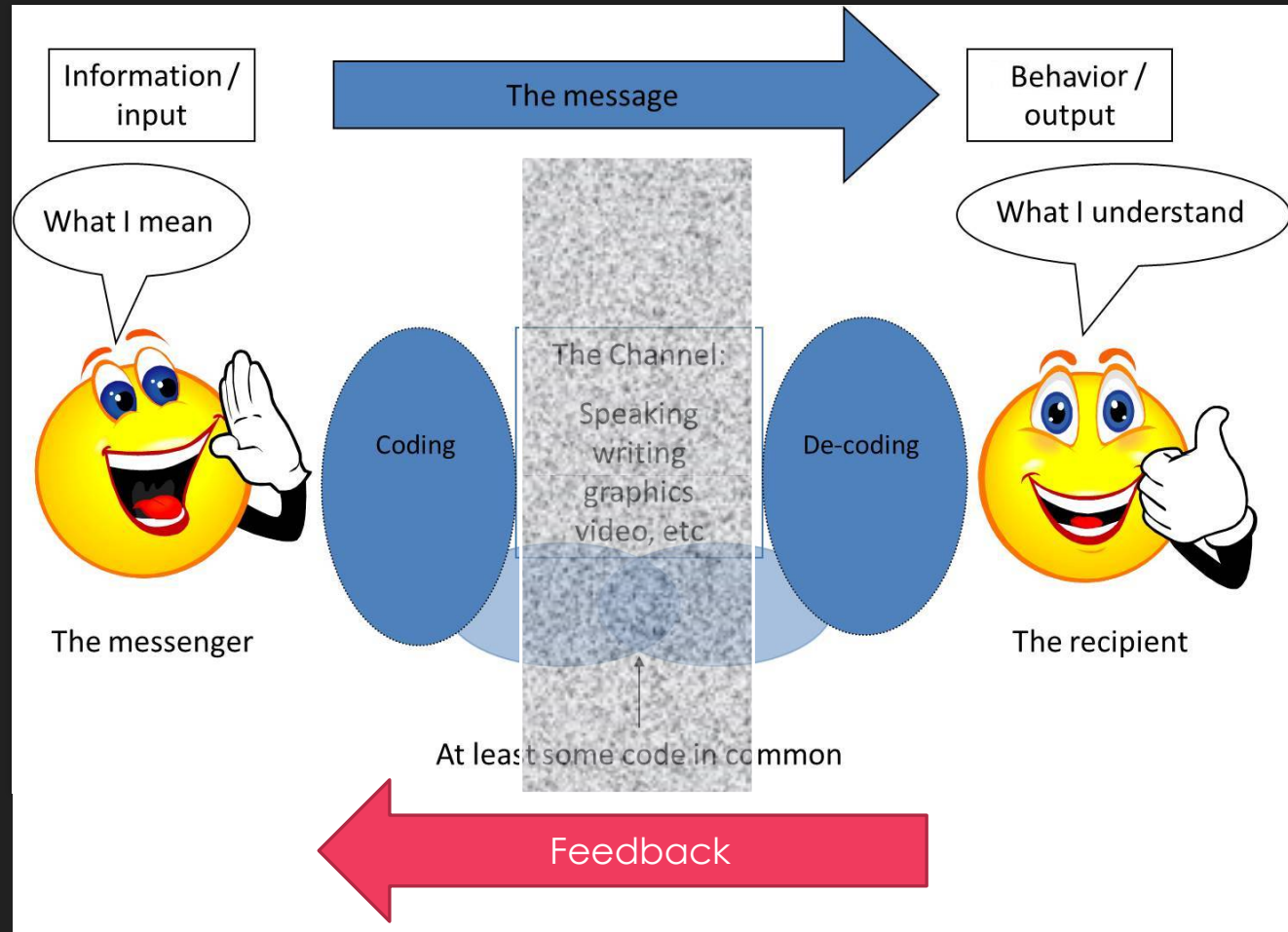
# Communications Process

Message: what you want to say

Channel: mechanism for reaching the intended audience

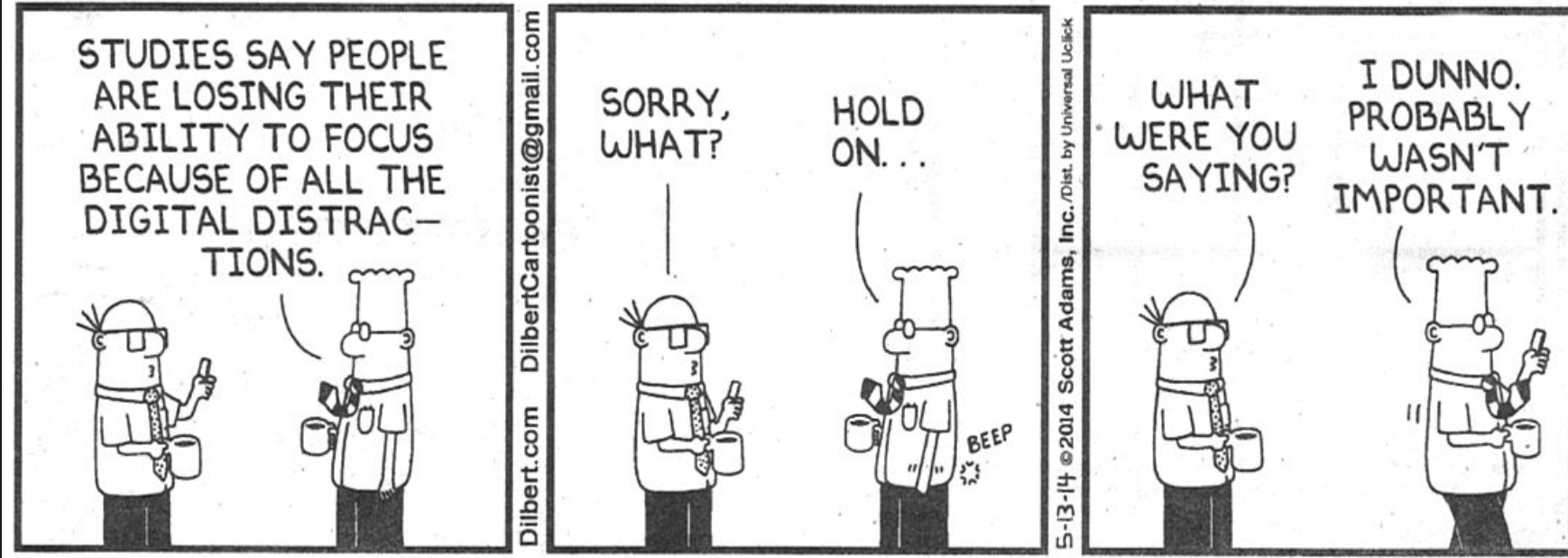
Receiver: interprets the message and responds

Noise: interference within the channel and within the receiver



# Noise?

**DILBERT** SCOTT ADAMS



# Research

- What you know you don't know
- Audit
- Preferences
- Competency
- Audiences



## Audiences



# Action

- Action goals
- Communications plan
- Tactical design
- Message creative

# Communications Plan

## Communications Plan for St. James's Episcopal Church January 2015 – December 2015

### AREA: Worship

#### Objective

Coordinate, prepare, produce and publicize service materials for Sunday services, special services, memorials and events.

| Tactics                                                                                                               | Responsible       | Deadline                 |
|-----------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------|
| 1. Contact content providers: Lisk, Whitmire, clergy                                                                  | Emily             | Monday weekly for Sunday |
| 2. Assemble service components for review                                                                             | Emily             | Wednesday weekly         |
| 3. Print, fold and collate service bulletins                                                                          | Emily, volunteers | Thursday                 |
| 4. Produce ad hoc worship materials                                                                                   | Emily             | As needed                |
| 5. Prepare, upload, promote and archive service videos and sermon excerpts from Sunday and special seasonal services  | Emily             | Weekly                   |
| 6. Raise online visibility of sermon videos and sermon texts by including player on home page                         | Russell           | Web redesign             |
| 7. Raise online visibility of service videos by including links in sermon database                                    | Russell           | Web redesign             |
| 8. Promote through website, eChimes and other publications YouTube channel sermon excerpts from service video content | Russell           | weekly                   |

#### Objective

Publicize special services through Chimes, eChimes, Sunday Chimes and press contacts

| Tactics                                                                                                               | Responsible    | Deadline                |
|-----------------------------------------------------------------------------------------------------------------------|----------------|-------------------------|
| 1. Write, post to the website and include in publications as required information on worship opportunities            | Russell, Emily | Weekly, bi-weekly       |
| 2. Incorporate regular and special worship service schedules and information in the Parish Resource Guide and updates | Russell        | Annually, semi-annually |
| 3. Place events in community and online calendars at least one month prior to occasion                                | Russell        | As needed               |
| 4. Create and maintain list of press contacts for faith information publishers                                        | Russell        | monthly                 |
| 5. Write and distribute press releases at least one month prior to occasion                                           | Russell        | As needed               |
| 6. Prepare and distribute monthly calendar of activities, including mailings and online postings                      | Russell        | monthly                 |

# Planning Exercise

Develop the objective(s) and tactical action plan for your church for one of these projects.

Your church will hold a women's retreat with several national speakers including church leaders, as well as local spiritual thinkers/opinion leaders holding workshops. This will occur over a fall weekend and a worship service will be included. Awareness of your church and programs are the communications objective, paid registrations are the economic objective, audience will be drawn from anywhere within a day's drive.

Your clergy will lead a pilgrimage to the Holy Land next year. The two week itinerary will provide a week of study at a local religious institution and some travel to significant sites and monuments. This will be the first of a series of trips under a new initiative by your church's leadership to visit spiritually important locales overseas. Participation by your church members is the main communications goal.

# Communication

- Publication system
- Print properties
- Digital properties
  - Special role of social
- Media relations

## Publication system

- Clergy
- Lay Leadership
- Program directors
- Committee chairs
- Project managers
- Diocese, Synod, Convention



# Editorial Calendar

St. James's Episcopal Church  
Publications Schedule and Editorial Calendar  
(excludes regular weekly service publications: Sunday Chimes and bulletins)  
January – December 2015 – Done =

| Publication      | Content                                     | Production start | Publication date |
|------------------|---------------------------------------------|------------------|------------------|
| Study Guide      | Topics, schedule                            | 12/22            | 12/31            |
| Sunday Forecast  | Topics, schedule                            | 12/22            | 1/2              |
| Alert            | MLK Jr. Evensong                            | 1/9              | 1/12             |
| eChimes          | News and events                             | 1/8              | 1/14             |
| Vestry blast     | Slate                                       | 1/12             | 1/16             |
| Music Notes      | Organ Concert                               | 1/19             | 1/21             |
| Parish Directory | ACS records                                 | 1/6              | 1/22             |
| Mardi Gras blast | Invitation                                  | 1/16             | 1/20             |
| Study Guide      | Topics, schedule                            | 1/20             | 1/22             |
| ECW News         | WomanKind, Lecture, Announcements           | TBD              | TBD              |
| Music Notes      | Choral Eucharist                            | 2/9              | 2/11             |
| eChimes          | News and events                             | 1/22             | 1/27             |
| Sunday Forecast  | Topics, schedule                            | 1/27             | 1/30             |
| Spring Chimes    | Columns, news, cover stories, Winter photos | 2/2              | 2/18             |
| Mardi Gras blast | Live Auction promo                          | 1/29             | 2/3              |
| eChimes          | News and events, annual meeting             | 2/5              | 2/10             |
| Mardi Gras blast | Silent auction promo                        | 2/5              | 2/11             |
| Mardi Gras blast | Last notice                                 | 2/12             | 2/13             |
| Lent blast       | Schedule                                    | 2/13             | 2/16             |
| GIYI             | Invite/starts daily                         | 2/13             | 2/17             |
| Study Guide      | Topics, schedule                            | 2/17             | 2/19             |
| eChimes          | News and events                             | 2/19             | 2/24             |
| Sunday Forecast  | Topics, schedule                            | 2/24             | 2/27             |
| Music Notes      | Dylan Mass                                  | 3/2              | 3/4              |
| eChimes          | News and events                             | 3/5              | 3/10             |
| Music Notes      | Three Choirs Concert                        | 3/9              | 3/11             |
| eChimes          | News and events                             | 3/19             | 3/24             |
| Study Guide      | Topics, schedule                            | 3/23             | 3/26             |

# Tactical considerations

- Writing for print
- Writing for digital
- Writing for social
- P-O-E-M
- Big three
- Useful utilities
- Examples of digital properties



# Tactical considerations

## ○ Writing for print

- Journalistic
- Inverted pyramid
- Who, what, when  
where, why, how
- Use quotes
- Be detailed
- Example

## ○ Writing for digital

- Less formal
- Title or subject line
- Summarize
- Links to more content
- Use pictures
- SEO
- Example

## ○ Writing for social

- Conversational
- Brevity
- Questions or  
connections
- Virality
- Example

# Writing Exercise

- Your church is having a regular change in top lay leadership.
- The incoming person has a long history of lay participation including missionary work (to Honduras, 2013, 2015), annual giving (chair 2010) and clergy selection (search committee, 2009).
- Is a local business executive.
- Joined the church in 1985.
- Teaches Sunday School.
- Runs in a regular charity 10K.

# Content strategy

- Storytelling
  - Print
  - Video
  - Audio
- W-O-U-M
- Resources
  - Plan forms
  - Video tips

# Digital Properties

- Website is key – your digital doorway
- Google downgrades your website in searches if it is not “responsive” for mobile users
- Video content on your website increases your relevance in Google and Bing
- Your main digital property needs to interact with social utilities your parishioners use
- Know what your website is used for, ask your users

# Special role of Social Utilities

- Channel automation
- Channel amplification
- Audience engagement
  - Video
- Content curation

next

# Special role of Social Utilities



# Special role of Social Utilities



St. James's Episcopal Church shared a link.  
Posted by Russell Lawson [?] · 18 hours ago

Wow! Luckily, parishioner Worth Osgood was on the scene at this crash to take on the Good Samaritan role!

<http://wtvr.com/2014/07/07/parham-road-interstate-95/>



Lanes reopen after crash closed I-95 north in Henrico  
wtvr.com

An overturned tractor trailer closed lanes on I-95 north at Parham Rd. (mm 83).



St. James's Church @BeaD... 20h

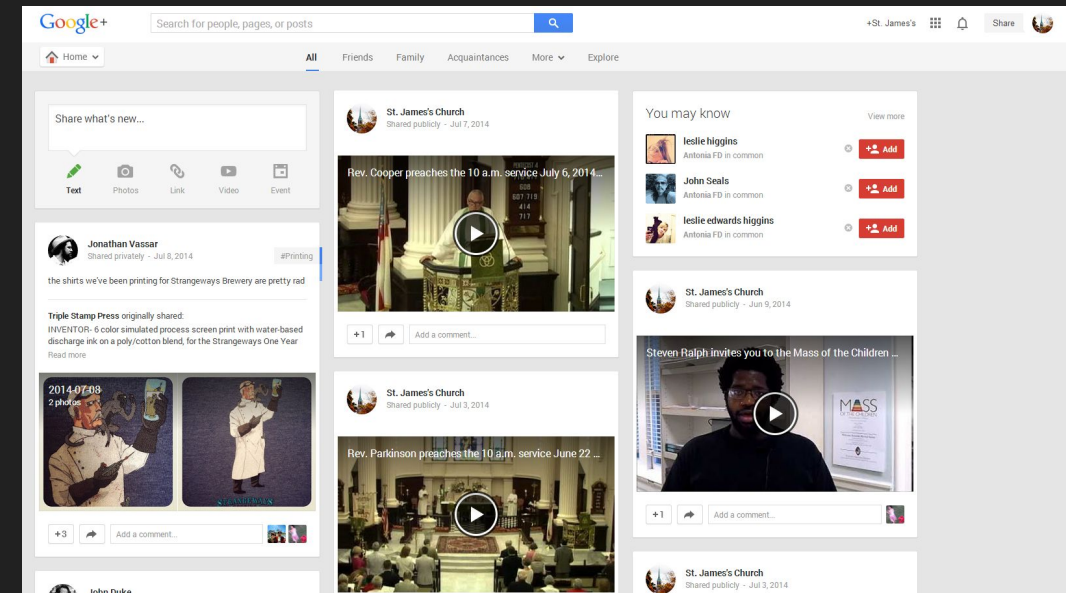
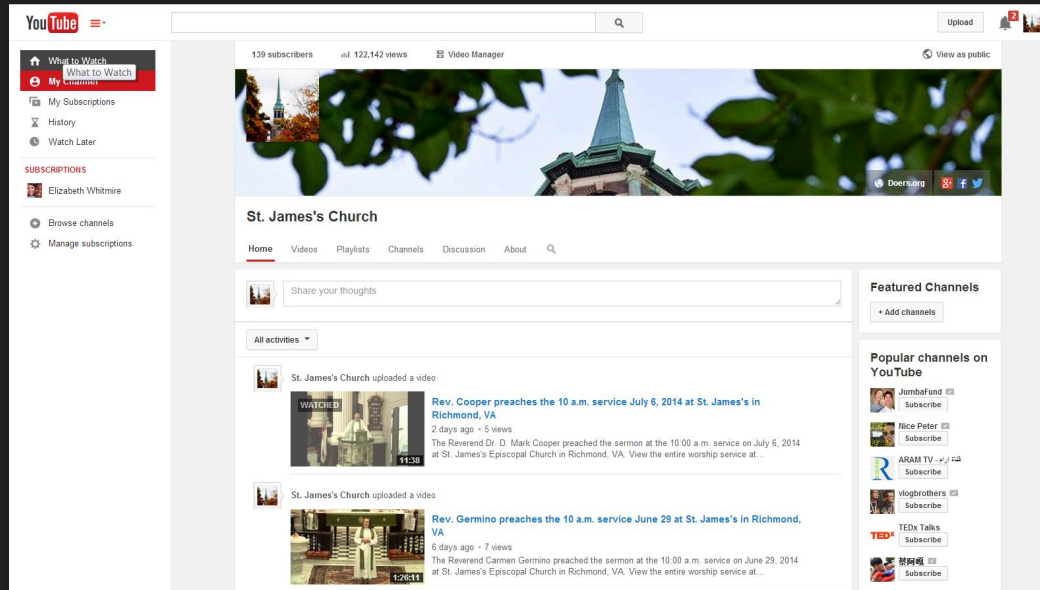
Wow! Luckily, parishioner Worth Osgood was on the scene at this crash to take on the Good Samaritan role!...

<fb.me/1y6VE8GOM>

Details

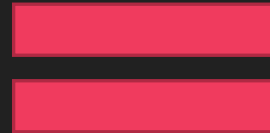
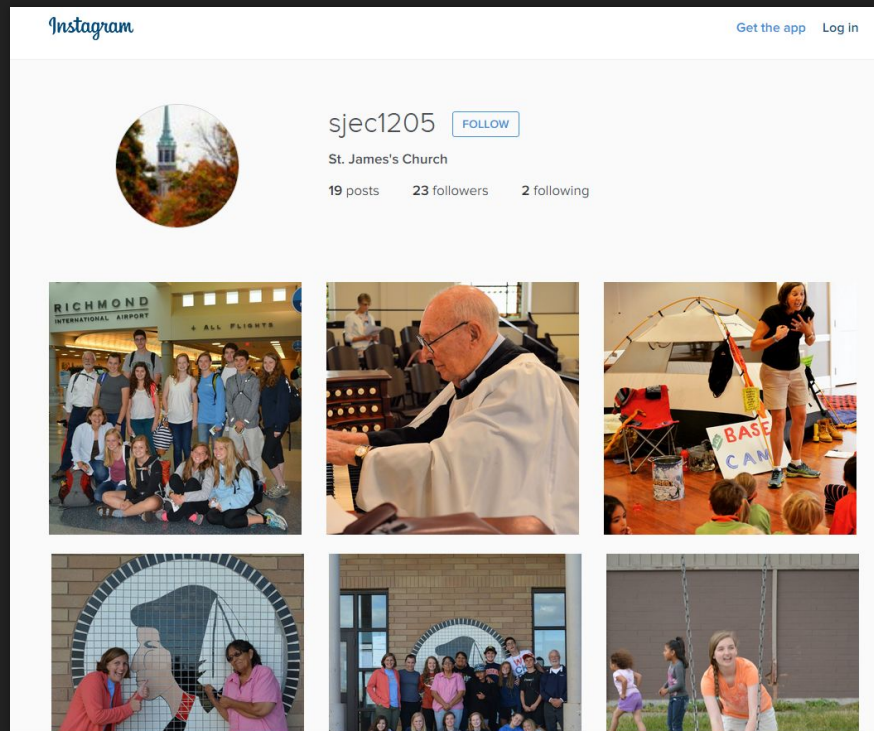


# Special role of Social Utilities

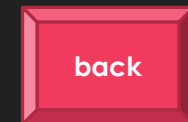
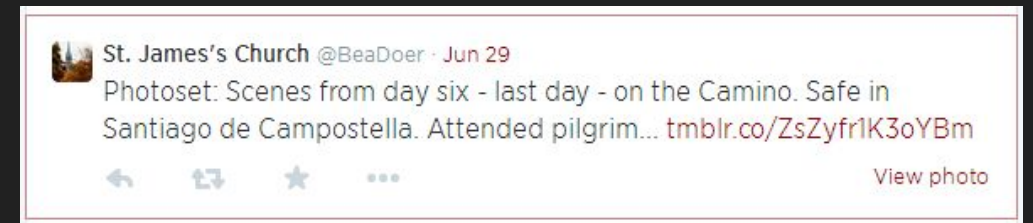
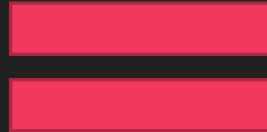
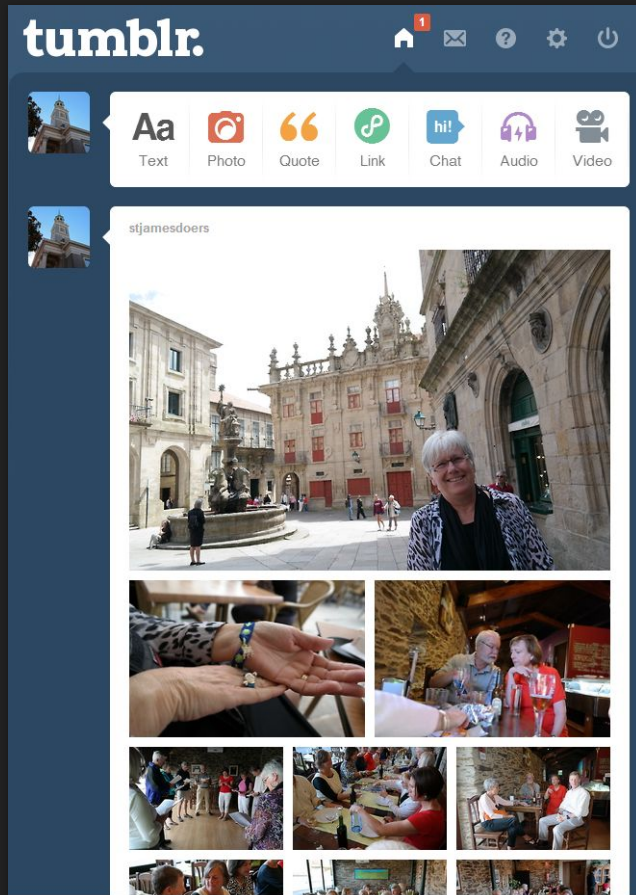




# Special role of Social Utilities



# Special role of Social Utilities



# Tips for Social Utilities: 5 Hour Week

| Day-time          | Tactic                 | Responsible          | Action                                              |
|-------------------|------------------------|----------------------|-----------------------------------------------------|
| Monday – 9 AM     | Shoot video            | Staff, clergy        | Record message about Sunday sermon                  |
| Tuesday – 9 AM    | Post to YouTube        | Staff, lay volunteer | Auto post to Twitter and Google+                    |
| Wednesday – 10 AM | Website post           | Staff/lay vol        | Post text item about Sunday service and embed video |
| Thursday – 2 PM   | Update Facebook status | Staff/lay vol        | Church page, add video link                         |
| Friday – 11 AM    | Twitter post           | Staff/lay vol        | Tweet about video, retweet website page             |

# Tips for Social Utilities: Facebook

- Facebook dominates social sharing in mobile
- Offers and interests must go together
- Friends and Fans are the main distribution channels
- Not everyone sees your posts, they must be shared to get audiences
- If you are in other channels, automate your updates
- Treat Facebook like a broadcast channel, especially useful for events and photo collections
- Audiences are communities of mutual interest

# Tips for Social Utilities: YouTube

## DIY Video

Know your goal

Keep it simple

Make it regular

Keyword, keyword

Link, link



# Tips for Social Utilities: YouTube

## YouTube Desk Kit - \$300

How  
does it  
look?





# Tips for Social Utilities: Twitter

- Tweet live updates for services and events
- Use hashtags (#) to categorize your post content, make it easily findable or join in existing conversations
- Connect your visual social utilities (YouTube, Instagram, Tumblr) to Twitter
- Your givers are on Twitter, some of your tweets might include links to donate
- Twitter posts are retweeted more often if they include visual data: photo or video
- Highest retweets occur for 5:00 p.m. posts

# Tips for Social Utilities: Instagram

- Instagram has the highest rate of engagement of all social utilities
- 53% of all internet users 18 – 29 are active on this utility (Pew Research)
- Present moment is the highest content value on Instagram
- Evening hours may be the best time for posting on Instagram to engage followers



# Evaluation

- Survey types
- Pros and cons
- Feedback loops
- Online resources

# Survey research

- Quantitative survey research
  - Telephone
  - Mail
  - Online and email
- Qualitative research
  - Focus group
  - In-depth personal interview

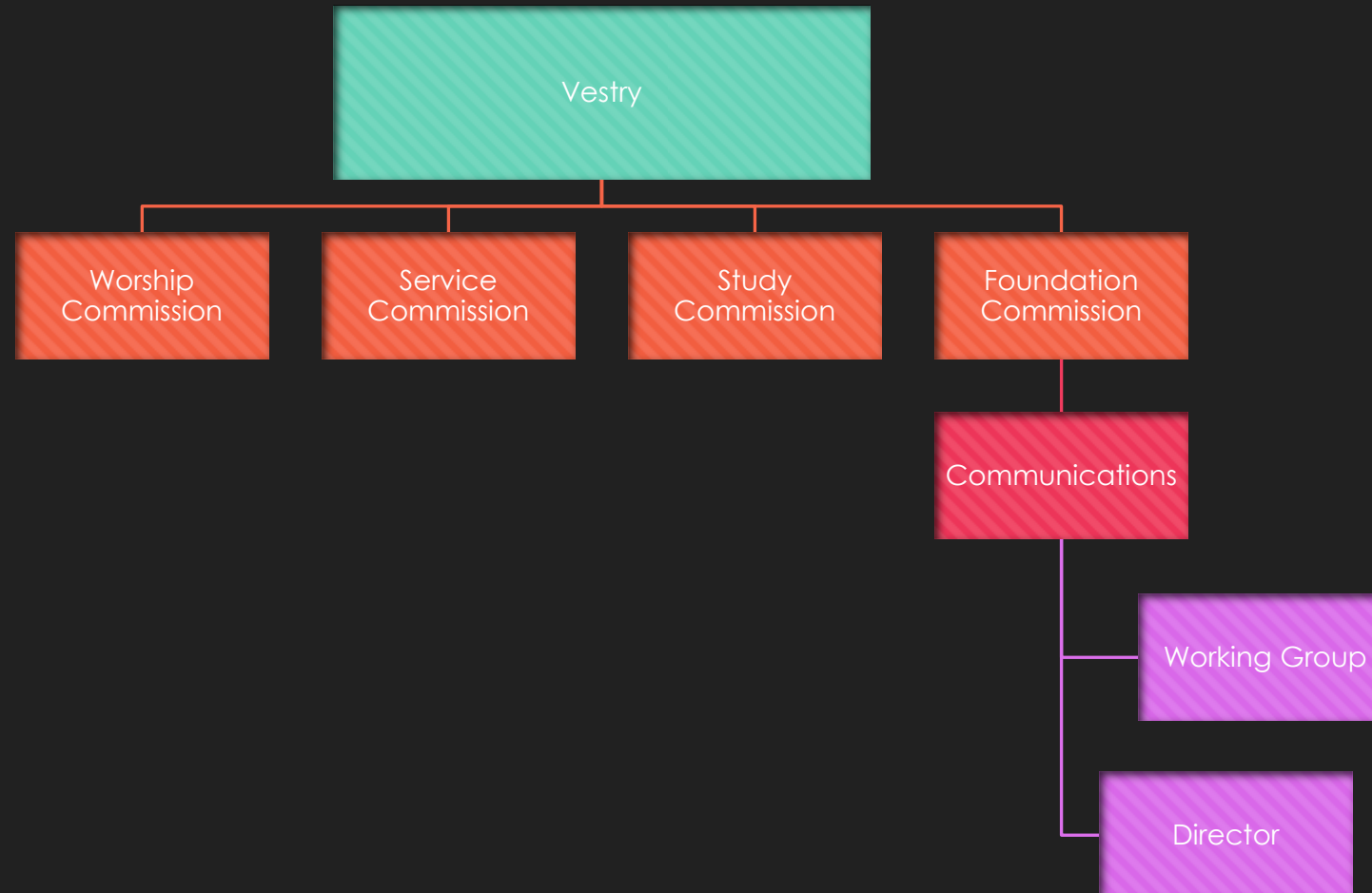
# Spokesman role

- Institutional voice
- Leadership role
- Media role
- Attribution
- Digital voice
- Crisis voice



Examples of voice

# Governance



# Hospitality and confidentiality



# Hospitality and confidentiality

- Accessibility
- Diversity
- Uniformity (Brand)
- Managing Confidentialities
  - *The Law of Church and State in America*, by Dean M. Kelley
  - Scope and location of content
- Opt in/opt out

# Crisis and change initiatives

- Plan, process, procedure
- What if
- Leadership
- Inclusion
- Transparency

# Crisis and change initiatives

U.S.

3445 COMMENTS

## Church Massacre Suspect Held as Charleston Grieves

By NICK CORASANITI, RICHARD PÉREZ-PEÑA and LIZETTE ALVAREZ JUNE 18, 2015

Email

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CHARLESTON, S.C. — The [mass murder](#) of nine people who gathered Wednesday night for Bible study at a [landmark black church](#) has shaken a city whose history from slavery to the Civil War to the present is inseparable from the nation's anguished struggle with race.

Fourteen hours after the massacre at Emanuel African Methodist Episcopal Church, in which the Rev. Clementa C. Pinckney, the church pastor and a prominent state senator, was among the dead, the police in Shelby, N.C., acting on a tip from a motorist, on Thursday arrested [Dylann Storm Roof](#), a 21-year-old white man with an unsettled personal life and a recent [history of anti-black views](#).

The killings, with victims ranging in age from 26 to 87, left people stunned and grieving. Witnesses said Mr. Roof sat with church members for an hour and then started venting against African-Americans and opened fire on the group.

At Morris Brown A.M.E. Church here, blacks, whites, Christians and Jews gathered to proclaim that a racist gunman would not divide a community already tested by the fatal police shooting in April of an unarmed African-American, Walter Scott.



After a deadly shooting at Emanuel A.M.E. Church in Charleston, S.C., details of the case and suspect were released, intentionally and by mistake, and an arrest was made in less than 24 hours. By Erica Berenstein on June 18, 2015. Photo by Chuck Burton/Associated Press.

### RELATED COVERAGE



Killings Add Painful Page to Storied History of Charleston Church  
JUNE 18, 2015



Dylann Roof, Suspect in Charleston Shooting, Flew the Flags of White Power  
JUNE 18, 2015



# Crisis and change initiatives



EMANUEL AFRICAN METHODIST EPISCOPAL CHURCH  
110 Calhoun Street Charleston, South Carolina

Today is 6/20/2015



HOME PASTOR'S PAGE HISTORY STAFF ANNOUNCEMENTS CALENDAR CONTACT US



## Welcome to Emanuel

Emanuel African Methodist Episcopal (AME) Church is the oldest AME church in the south. It is referred to as "Mother Emanuel". Emanuel has one of the largest and oldest black congregations south of Baltimore, Maryland. The current pastor of "Mother Emanuel" is The Rev. Clementa Pinckney.

Jesus died a passionate death for us, so our love for Him should be as passionate.

*Sister Jean German Ortiz*

### SUNDAY WORSHIP SERVICES

9:30 a.m.  
Church School  
8:30 a.m.

[Donate](#)



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# Effective Meetings



# Effective Meetings

- What would you like to see happen as a result of this meeting, i.e., the end result?
- What pre-planning needs to take place?
- What materials will you need?
- How will everyone be involved and participate?
- What assignments will be given before, during or after?
- How will this meeting be evaluated?
- Will follow-up take place? if so, when? by whom?
- What form will follow-up take?

# Resources

- 5 Hour Online Marketing Planning Worksheet
- Communications Audit Report 2013
- Communications Plan for SJEC 2015
- Communications Committee June 8 package
- Creating Content – Three Rules to Effectively Building your Brand
- Generic Social Media Planning Worksheet
- How to Monitor Social Media in 10 Minutes a Day
- Hubspot Social Media Image Templates
- I Witness Accounts
- Shutterbug Squad Schedule
- Social Media Benchmarks 2015
- Social Sharing Habits
- Social Media Marketing Industry Report 2015
- The Essential Guide to Social Media for Non-Profits
- Video camera tips and production cheat sheet
- Website Mobile First Design
- Website RFP

# Takeaways

- Communications process
- Communications and the church's mission
- Array of channels and tactics
- Value of preparation and discernment

# Questions and reactions

Let's hear them!



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