

AFTER

Every diocese has its own system of reporting back via its General Synod members to both deaneries and parishes. Successful examples from previous synods include:

- **Blogs** – these can be a reflection afterwards or posted during the actual sitting.
- **Short video or podcast** – ideal if you own an ipad or iphone!
- **Written report** that can be circulated via email or posted on diocesan website
- **Powerpoint/Prezi** to accompany written report when at a parish meeting or deanery synod

For advice on any of the above contact your diocesan communications team/director but the most engaging reports tend to be those which include stories and personal reflections which illustrate the debate.

Feedback suggestions – pick an issue that:

- Has been in the news or is relevant to your diocese – provide some factual background, explain what was voted on and outline next steps.
- Everyone can do something about
- Maybe a new challenge

Contacts

Contact details for the communications team can be found at www.bit.ly/commsoffice or alternatively you can contact them at comms@churchofengland.org / 0207 898 1326

Communicating General Synod

A guide for members



Members of General Synod are not elected as delegates and can vote according to conscience but obviously being aware of the particular concerns of your diocese can help in reporting back and picking debates to contribute to or be aware of.

Digital presence

The Church of England website (www.churchofengland.org) is the main place for all Synod information from press releases to the papers for each session. There is a box on the home page that links through to all Synod information you may need and the media centre houses all the latest news releases.

The official General Synod Twitter handle is **@synod** (more below) - there is much synod chatter online and it can give a flavour of debates and discussions. We have thousands of followers who keep up with debates from afar.

Sharing General Synod news ... before, during and after

Before

- The **outline agenda** is published around two months before the next sitting of Synod and is published on the Church of England website. This does not provide background or linked papers but gives a flavour of the next session
- The communications office at Church House, Westminster hosts a **pre-synod press briefing** on the Friday when the first papers go out. This is usually around three weeks before Synod sits. The Secretary General, Chief Legal Adviser and Clerk to General Synod outline the forthcoming items on the agenda and take questions.
- This is always accompanied by a **press release** on the agenda which links through to all the background papers and explains the key issues. There are invariably press reports following the conference, picking up on various debates and issues. It always worth checking the original papers that have fed the press reports.

- If your diocese has a **Diocesan Synod Motion (DSM)** being debated, Church House will be in touch with the diocesan comms office about who is best person to do interviews around it. We are always keen to have more than one spokesperson.

DURING

Press presence and interviews

- There is a **media operation** throughout synod (at both London and York) with a press room and press gallery. Media are provided with opening speeches and the opportunity to interview synod members. If you know you are going to contribute to a debate it is worth talking to your diocesan communications director about whether you may want to do interviews around it. The communications team at Church House, Westminster deal with journalist's questions and requests but also like to proactively offer members up for interview. Please note journalists are often in the refreshment rooms and will have a **blue** coloured pass. They cannot film or record in these areas – this can be facilitated elsewhere by the comms team - but may chat to you.
- Synod is **live streamed** and the link can be found on the CoFE website, the media centre also contains a summary of decisions for each debate and press releases.
- We also produce **audio files** after each debate which can help if you want to play a particular speech when reporting back to your diocese. The websites for both archbishops will contain reports of their speeches and contributions.
www.archbishopofcanterbury.org / www.archbishopofyork.org
- **Twitter** – the name and diocese of each speaker is tweeted through the official synod Twitter feed **@synod** with a line about what they are saying (all in 140 characters).