



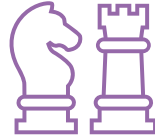
Five ways to keep your church connected

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THE CHURCH
OF ENGLAND

Communications strategy



Social Media

YouTube / Vimeo

ACNY / Websites

Newsletter /
WhatsApp groups

Zoom / video
conferencing

Discoverability
New audiences
Community members
Local outreach
Evangelism
Building sense of
community
Online services
News & Updates
Short video
Live & pre-recorded
video
Sign post to other areas

**Discoverability – not all
local**
New audiences
Community members
Evangelism
Sharing videos to other
places
Cataloguing videos
Online services
Live & pre-recorded
video

ACNY - Discoverability
Community members
**New audiences from
search engines or direct
traffic**
Information
News
Events

Community members
Information
News
Events
Keeping them in the
know
Communicating
important news

Community members
Interactive meetings
Building sense of
community
Online services
Broadcasting live to
other platforms



Goals

Create
community

Inform

Maintain
services and
events

Welcoming language, clear communication, avoid insider speak and Christianese



Your community should be at the heart of all your communications. What do they need? How can you help?

1. Use your social media profiles to build community

Use your church pages and profiles for external communication

- Think about your wider community and how you can add value, not just broadcasting information
- What do they need to hear right now?
- Be sociable
- Post to your church profile, and join local Facebook groups
- Show how your church is still open and active!

1. Use your social media profiles to build community

A few examples from our churches



St Marks Church, Pennington

Yesterday at 07:00 · 🌐

30th April, the last day of the month, and the last word is 'paint'. You've create a spectacular display of images so far this month, we're excited to see what you'll do with this.



@revlesleyjones

5h

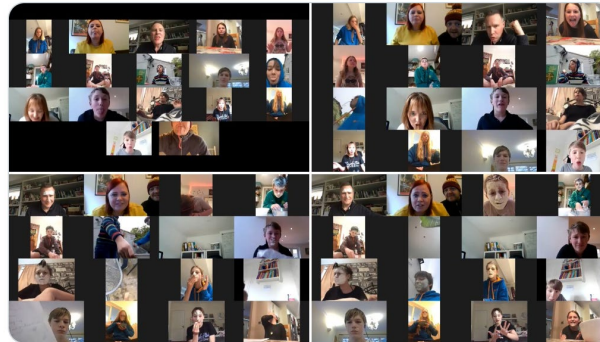


Our Wednesday Place of Welcome is not taking place in St. Michael's Church at the moment but it is still happening with St. Michael's Church online - if you would like to join in on Wednesdays after our Daily Service just send us a message for details. Today we were giving a big #ThumbsUpForYourPostie



St James' Rowledge @stjamesrowledge · Apr 29

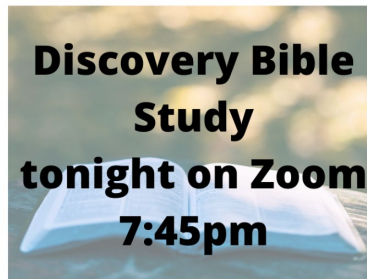
Some silly and messy games tonight at #hungry! Apologies to any parents who got the flour and water concoction on their carpets!! @churchofengland @CofEGuildford @RussGant #games #youthgroup #quiz



St Luke's E17

29 April at 15:40 · 🌐

Join us at St Luke's E17 for Bible Study this evening. We'll be looking at Acts 15:22-41. Anyone is welcome to join in. Let us know and we'll send more details if you want to join the conversation. #church #notthebuilding Diocese of Chelmsford The Church of Englandnd



St Peter's Brockley

1 April · 🌐

It has been amazing to see the response to those in need in our #community, and although it has been a difficult time, we are so hopeful when we witness people loving each other so well!

We do need more people to help with some practical support, if possible.

There are those in our community who are struggling, or are working on the frontlines (our wonderful #NHS folk, social workers + other first responders) and we'd love to provide practical solutions for them (as well as #prayer)!

If you would like to help with either; technical support for those struggling to get online, or cook a meal for someone else, or delivery it, or keep in touch with people who are on their own - please do let us know and together we can help those in need.

Please contact us via social media or visit St Peter's website (link in bio) and click on 'Join in' then 'Serve' for contact details and options to get involved. #brockley



St Marks Church, Pennington

3 hrs · 🌐

I think facebook have been reading our hedge. They've just announced their new facebook 'care' emoji with these words: Even apart, we're in this together



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1. Use your social media profiles to build community

What can you post? Think beyond talking about church services

- Local information
- Answer faith questions
- Be a source of hope
- Pray for your community!
- Talk about the support you are offering
- Invite to join online services or groups
- How can people get in touch
- Share clips of pre-recorded and live video
- Ask questions and have fun!
- Activities or fun challenges

2. Create online groups

- Facebook groups or WhatsApp groups
- Facebook groups are more discoverable
- Whatapp groups are better for your internal crowd
- Socialising and a place for members to provide support
- Be specific about who the group is for and it's purpose
- Come to our Groups webinar for more advice on running and setting up a group!



Think of it as your church
foyer or small group

3. Use Video

Helps to keep a community connected and maintains the habit of regularly gathering together

- You do not need lots of equipment, or for it to be perfect! Your community want to see and hear you in an authentic way.
- Use a platform that your community can access easily or are familiar with.
- Involve other people as hosts
- Remember licences for performing music!

Live video ideas – Not just services!

- Bible studies, sermons, children's activities, thoughts, reflections, prayers, quiz nights, Q & A's

3. Use video

Platforms available

- YouTube – on your laptop (Mobile requires more than 1000 subscribers!)
- Facebook – Laptop or mobile device
- Instagram – through Instagram stories on your mobile device
- Twitter – mobile device
- Zoom meeting or webinar – remember to password protect your meetings

4. Update A Church Near You

- It is a point of contact for your community
- Promote your online services and groups
- Embed live video and use the tag 'Livestream'
- Keep your community informed of ways you can support them
- Receive online donations
- Provide information on life events



These points relate to your own church website too!

5. Email

- Way to contact your community members
- Add value
- Inform
- Clear and simple communication



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