

Using At the heart of Christmas theme in your local community

Turn on subtitles in your Zoom menu



Free tools and resources to help churches with their digital communications



Digital Labs blogs, newsletter, webinar, conference

At the heart of Christmas



This year's Church of England Christmas theme

But Mary treasured all these words
and pondered them in her heart.

Luke 2.19

No one has ever seen God. It is God the only Son,
who is close to the Father's heart,
who has made him known.

John 1.18

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THE CHURCH
OF ENGLAND

At the heart of Christmas



The message behind the campaign

- A **challenge** for those who already belong to Church to ponder the fullest meaning of Christmas
- An **invitation** to others who may not yet belong to place the story of Jesus
- And a **doorway** that can open onto a variety of calls to action
- A **message** that can be used alongside local, diocesan and national campaigns and activities

ACNY Resource Hub – free digital downloads

Available to editors on **ACHurchNearYou.com Resource Hub**

Includes:

- Free music
- Digital downloads
- Presentation backgrounds
- Social media graphics to customise
- Cover images
- Free stock photography

Editor login: <https://www.achurchnearyou.com/hub/>

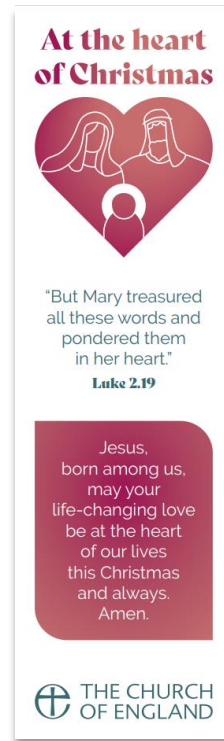


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OF ENGLAND**

Church House Publishing – printed resources



Open your camera to scan the code

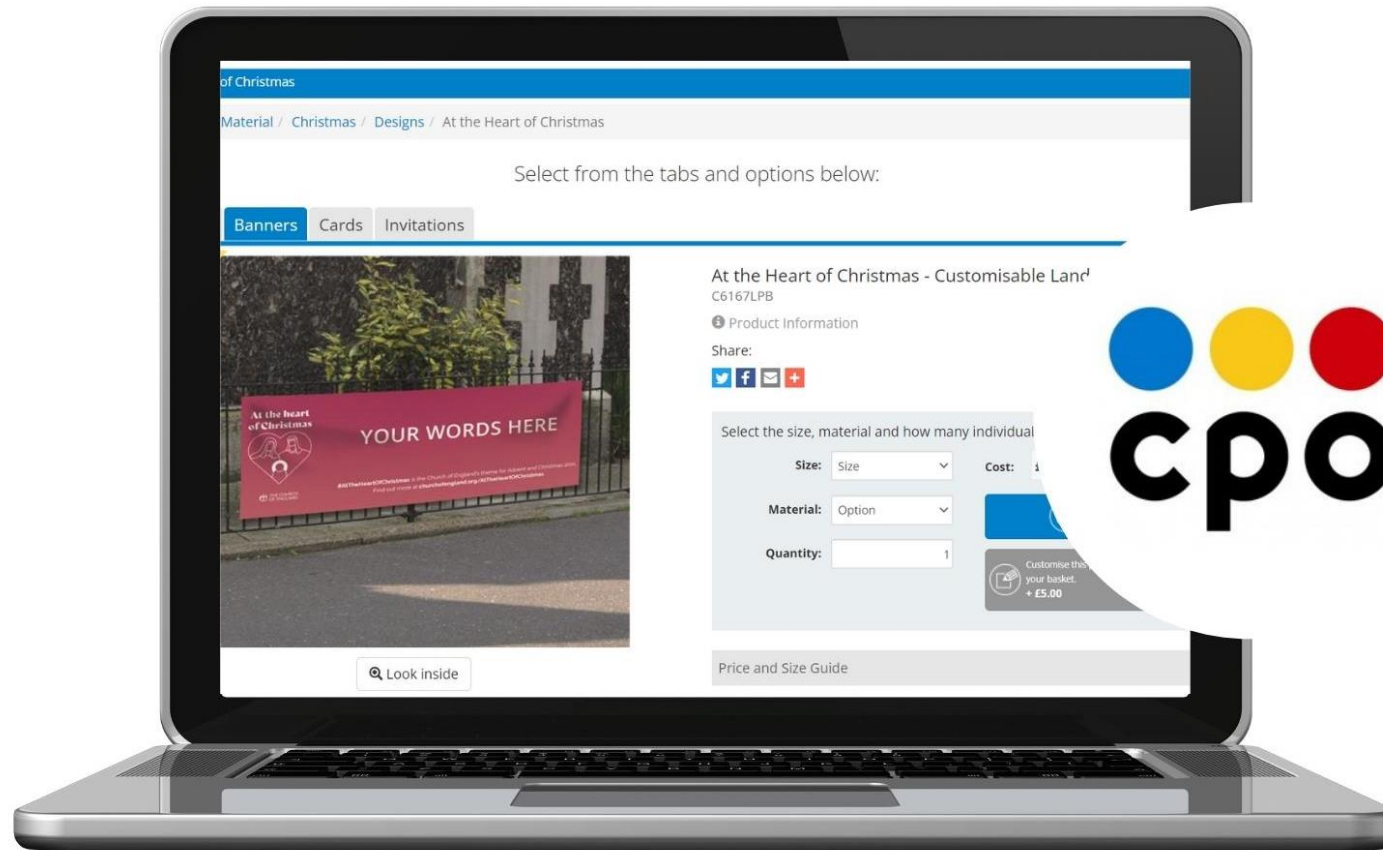
Or click the link
<https://www.chpublishing.co.uk/features/at-the-heart-of-christmas>

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CPO - Customised banners and posters



Open your camera
to scan the code

Or click the link
<https://www.cpo.org.uk/range.aspx?range=6167&prod=C6167PP&cat=5010&pt=10>

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Invitational resources



What does At the heart of Christmas mean to you and your community?

Personalising the resources will **increase the impact of the message** because it more **relevant to your community**.

There is a greater collective impact when we share one message across the country.



What does '**At the heart of Christmas**' mean to your church community and your local community?

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Examples



Generous Hope is our diocesan focus for Advent 2021 and the early part of 2022. We are celebrating the generosity of God who inspires us to live generously – as individuals and churches in our communities.

During Advent, linking to the national Church of England's [At The Heart Of Christmas](#) theme, we will be highlighting inspirational acts of generosity across our diocese through a special Advent calendar on Facebook. We'd love to hear about any examples of generosity you've been involved in or come across – email us at comms@lichfield.anglican.org

Read [this letter](#) sent from Bishop Michael about Generous Hope.

<https://www.lichfield.anglican.org/our-faith/generous-hope/>

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Examples



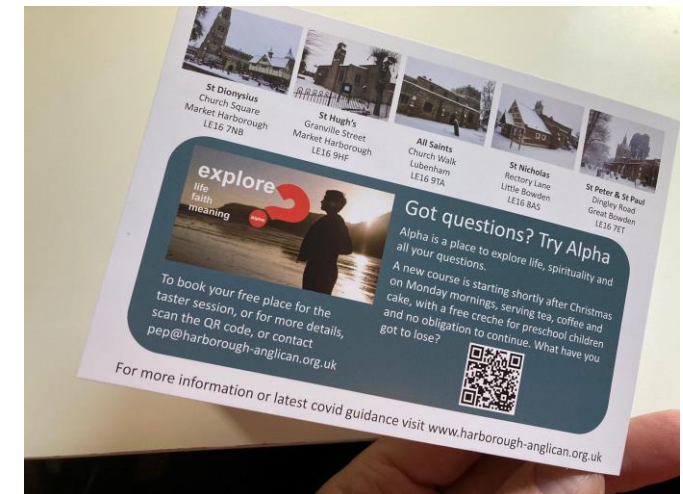
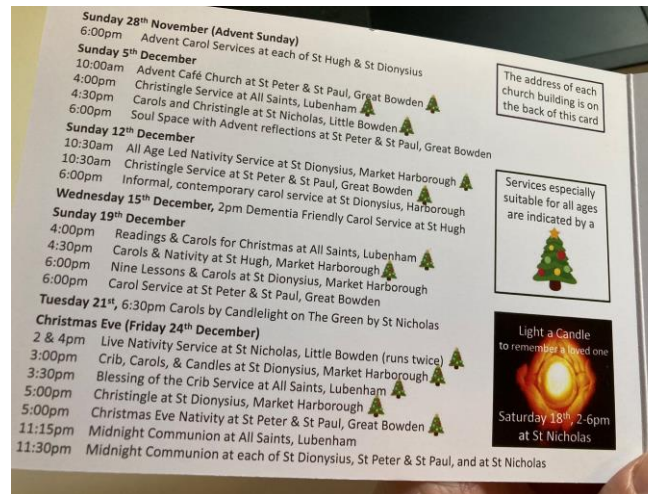
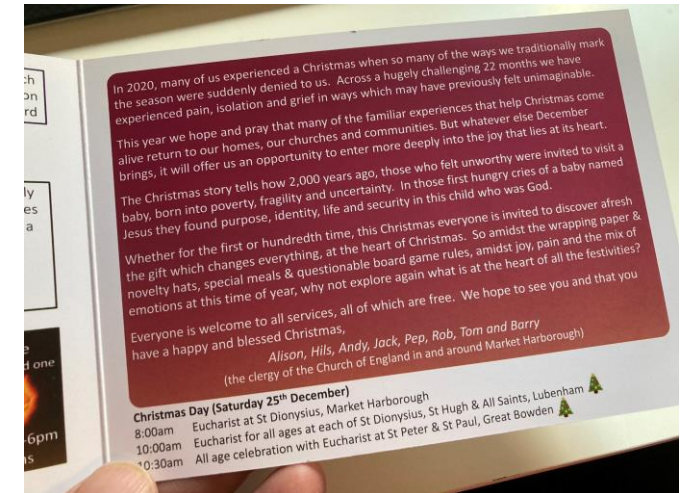
Barry Hill
@revbarryhill

Team Administrator Nik tells me 14,000 of these arrived today! All ready to be bundled up into roads over the coming weeks so (with a fair wind) they can be hand delivered as invitations to every home in Harborough, Lubenham, Great Bowden & Little Bowden #AtTheHeartOfChristmas



The Church of England

12:05 PM · Nov 4, 2021 · Twitter for iPhone



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Examples



Examples



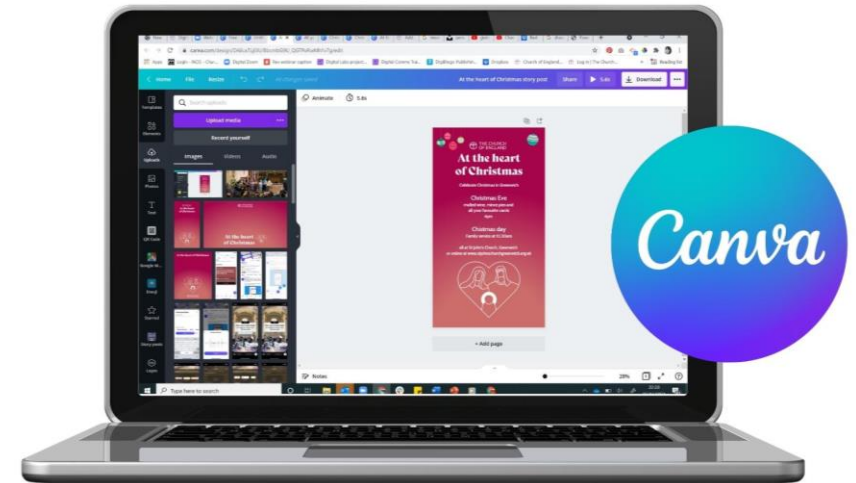
Personalise the resources yourself

Open a free Canva account

Create a Canva account  <https://www.canva.com/signup>

Canva for non-profits  <https://www.canva.com/canva-for-nonprofits/>

Canva for church **Facebook group**  <https://www.facebook.com/groups/CanvaForChurch>



AChurchNearYou.com video and social media generator

Become an editor for your church on A Church Near You  <https://achurchnearyou.zendesk.com/hc/en-us/articles/360008013638-How-to-become-an-approved-Editor-of-a-church>

Access the Resource Hub  <https://achurchnearyou.zendesk.com/hc/en-us/articles/360018780734-Using-The-Resource-Hub>



Content ideas

- Videos with the **message of Christmas** – what does it really mean?
- **Pre-recorded and live video** are powerful communication tools
- Share invites to services and events
- Raise awareness to your **local impact projects**
- **Christmas music and carols** – use the free downloads from **ACHurchNearYou.com Resource Hub**
- What's going on around you? **Share news from your community**



Remember to be sociable on social media


- Social media is a place where **communities gather and have fun**
- **It's not just a billboard** for events and services
- **Ask questions** – favourite carols, Christmas dinner favourites, or a themed quiz
- **Invite your community to share** what is at the heart of Christmas for them



Content creation examples

St Marks Church, Pennington
15 September · 🌐

If you get the opportunity, do check out the incredible flower festival at [Winchester Cathedral](#) this week. The photos looks amazing



Winchester Magazine
14 September · 🌐

Do book tickets to see the stunning array of flowers from floral societies from Hampshire and further afield, masterminded by creative director [Pip Bensley Flow...](#) [See more](#)

👍❤️ 10 1 comment 1 share

👍 Like 💬 Comment ➦ Share

Most relevant ▾

Write a comment...

Chloe Wilson
I'm going this afternoon yeah 😊 it's epic
Like · Reply · 5 w

St John's Church, Ellel
14 October at 18:06 · 🌐

We're going to guess what the category is based on your answer...

Name your

Top 3 ▾

DON'T SAY WHAT THE CATEGORY IS, LET US GUESS!

3 comments

👍 Like 💬 Comment ➦ Share

Most relevant ▾

Write a comment...

Stephen Mander
Matthew 11:12, Titus 2:9, 1 cor 6:9
Like · Reply · 1 w

➦ View 1 more reply

Author
St John's Church, Ellel
Bible verses?


The Point
18 October at 18:37 · 🌐

Exciting news! Yesterday it was announced that our very good friend [Jules Middleton](#) will be the next Priest in Charge of St Edward the Confessor Church, in Burgess Hill.

The vision for this appointment is for it to be in partnership with The Point and for Jules to invite a team to go with her to St Edward's and for us to work together as much as possible.

Jules, Phil and the family will move to Burgess Hill in January and then Jules will start this new role in early February.

Do have a listen to this video of Will interviewing Jules!



church. So, we came along and we started worshipping with The

👍❤️ 23 5 comments

👍 Like 💬 Comment ➦ Share

Most relevant ▾

Write a comment...

Christine Short
Very exciting news.
Like · Reply · 5 d


[View 4 more comments](#)

St Marks Church, Pennington is 🤪 feeling funny.
24 June · 🌐

As promised, some of the ...less professional... parts of our upcoming service - the last collaborative service with our friends from [St Thomas and All Saints, Lymington](#) for the time being!

As we're now able to be back in our church buildings, we hope that you'll come and visit us at St Mark's or St Thomas - but rest assured that if you can't, we will continue to stream our 8am and 10am services on YouTube too.

We've made so many friends along the way - and even those we've... [See more](#)



um Google book.

👍🤪❤️ 30 4 comments 7 shares

👍 Like 💬 Comment ➦ Share

Most relevant ▾

Write a comment...

Helen Williams
how lovely to see Sarah too!
Like · Reply · 17 w

[View 2 more comments](#)

Reach into your local community using social media


- **Make it easy for your community** to share and invite
- **Decorate your social media pages and website** using the free downloads
- **Create Facebook events**, as well as listing events on your website to make it easy to share
- Share your events into **local Facebook Groups, Next Door**, and **local WhatsApp groups**
- Add **locations** to *all* your posts (Check-In on Facebook)
- Use **local hashtags** #Norwich #Norfolk #Norwichliving (on Instagram and Twitter)
- **Talk about your local community** on your website – help your page to appear in local Google searches



Examples

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10 ❤️ 1 comment 1 share

Like Comment Share

Most relevant ▾

Write a comment...

Chloe Wilson
I'm going this afternoon yeah 😊 it's epic
Like · Reply · 5 w

St Marks Church, Pennington
28 August · 🌐

Getting set up for today's fair, we'd love to see you at St Mark's Church. Gifts, cakes, plants, bric a brac, raffle and tombola.



32 ❤️ 6 comments 5 shares

Like Comment Share

Most relevant ▾

Write a comment...

Frances Newman
The carrot cake was fabulous! Haven't tried the jam yet!
Like · Reply · 8 w

[View 2 more comments](#)

St Marks Church, Pennington
1 August · 🌐

Uniform pop up this week at [Pennington Junior School](#)

SUSS Uniform Recycling Project
Free reuse School uniform events open to ALL households

AUGUST

Pennington Junior School
5th August 11am-12pm
~~~~~  
New Milton Library  
6th August 11am-12pm  
~~~~~  
Lymington Food Bank
19th August 11am-12pm
~~~~~  
Pennington Junior School  
26th August 11am-12pm  
~~~~~  
New Milton Library
27th August 11am-12pm

Uniform donations gratefully received
Email: suzanne.stepupsafespace@gmail.com
www.stepupsafespace.com

SUSS Uniform Recycling Project
Charitable organisation

[Send Message](#)

Tips for using social media more effectively

- Publish all your videos and images **directly on Facebook**
- Respond to your **comments and messages**
- Post when your community are **most likely online** – 7am / 8pm
- Post regularly
- Try a variety of content types – video, images, questions, polls



Involve your community

- Ask your community to **share their pictures and videos**
- Use **polls and questions**
- Ask your community to **vote** on carols or items for Christmas services
- Ask community members to **share what Christmas means to them** by replying as a comment, recording a video, or writing a post
- Use **different presenters** to record prayers, readings and reflections



Tools and websites

ACHurchNearYou.com Resource Hub

Content Scheduling: Facebook Creator Studio, Hootsuite, Planoly, Later,

Content Creation: Canva, InShot, PicsArt, Over, Unfold

Free Stock Images and videos: Unsplash, Pexels, Pixabay, Mixkit

Photo editor apps: Canva, VSCO, Instasize



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