

*Training for
Communication
Leaders*

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Atlantic Union Conference

Today's Presentation

MAIN TOPICS

What is the Role of Communication?

Marketing Church Events

Using Social Media

Avoiding Copyright Violations

Atlantic Union GLEANER

Q&A Session/Available Resources



What is the role of communication?

COMMUNICATION IS THE RIGHT ARM OF EVERY EFFECTIVE ORGANIZATION.

- News & information
- Public relations
- Design/Branding

- Media relations
- Social media
- Advertising & promotion

- Strategic planning
- Training & mentoring
- Crisis management

- Media production
- Teamwork



Communication Leader's Duties

Ensure members remain informed & the church is appropriately represented to the public.

Main Responsibilities for Church Communication

PUBLIC RELATIONS

First impressions are lasting impressions

- exterior signs
- website & social media platforms
- highway signage
- build community relationships

Main Responsibilities for Church Communication

MEDIA RELATIONS

Identify target audiences & stakeholders

- increase public awareness
- get media to communicate church activities & events
- get church's views included in news media accurately & effectively

Main Responsibilities for Church Communication

NEWS & INFORMATION

- multiple strategies necessary to foster church's presence in the community
- keep church members informed and engaged
- keep conference communication director and union communication director informed

Pastor Clavour Tucker, GNYC Communication Director
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Main Responsibilities for Church Communication

ADVERTISING & PROMOTION

- various methods to reach target demographics
- keep abreast of planned events and activities
- create promotional materials

Marketing Church Events

Promote church programs and events
to boost attendance

The Event: Before, During, After

1

GATHER YOUR TEAM

Photographers, social media managers, media/production crew, etc.
Meet regularly up to the event.

2

DEVELOP STRATEGY

How will you communicate? What will you communicate? Who is your audience? When will the messages go out?

3

ALERT MEDIA

Pitch coverage angles
Write news release
Pre-write articles
Conference & union communication

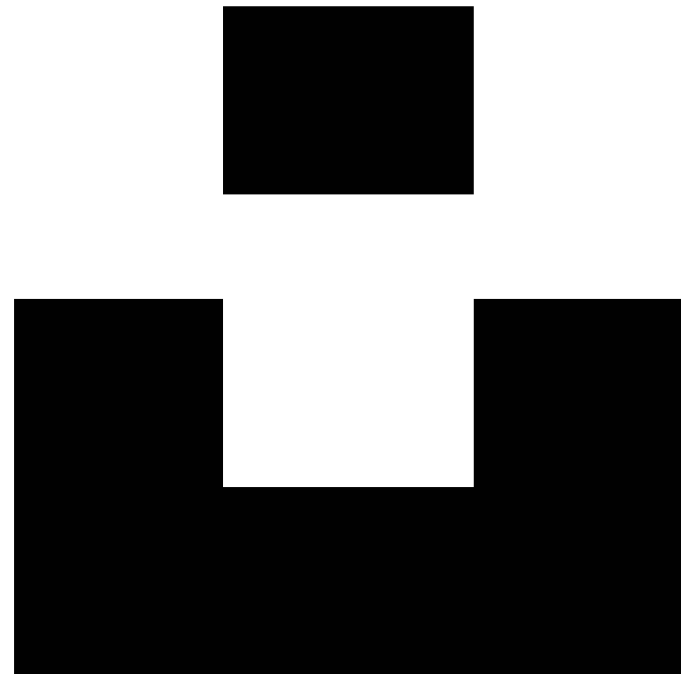
4

WRAP UP

Finalize story
Say "Thank You"



Hemingway
Editor





Using Social Media

Grow your church's online audience, boost engagement, and reach more people

Create SMART goals
to accomplish more
on your social
media pages.

S Specific

M Measurable

A Attainable

R Relevant

T Timely

Social Media Tips

1

KNOW YOUR TARGET AUDIENCE

Conduct community assessment

2

CREATE MEANINGFUL & ENGAGING POSTS

Develop meaningful interaction

3

CREATE SMART GOALS

Establish your focus and stay on target

4

PAID ADS

An inexpensive way to reach more people

5

AVOID HEATED ARGUMENTS

You may receive negative comments

6

SCHEDULE YOUR POSTS

Save time and stay on target

Avoid Copyright Issues

Five rules to keep in mind

Copyrights are rights granted to creators of original works that are fixed in a tangible form of expression.

1

You are not the owner

2

Get permission - Avoid a fine

3

What is “public domain?”

4

Finding something on the internet does not count.

5

REPEAT: Get permission - Avoid a fine



Atlantic Union GLEANER

Writing tips and story suggestions



ATLANTIC UNION
GLEANER FYI

www.atlanticuniongleaner.org

Read online!





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