

# *Creating a Communication and Digital Media Plan for Your Church*



**GREATER  
NEW YORK  
CONFERENCE**  
of Seventh-day Adventists

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# *Workshop Overview*

- Why You Need a Plan
- Basic Comm Strategy
- 7 Steps to Build Your Comm Strategy
- Social Media Strategy
- Recommended Platforms
- Best Practices
- Other Tips





# *Why You Need a Plan*

Having a communication strategy and plan

- ensures consistent messaging
- keeps messages aligned with church's vision
- engage and involve your audience





# *Basic Communication Strategy*

- What/How to Say It
- When to Say It
- Whom to Say It To





*Done with church?*

**IT'S DIFFERENT HERE.**

*Chestnut Hill United Church*





# *7 Steps to Build Your Strategy*

1. Identify church's current goals
2. Identify target audience
3. Create key messages
4. Assess what you have
5. Poll your church about preferences
6. Decide on metrics and milestones
7. Create a work plan



Audience	Priority Message(s)	Messengers	Tools	Timeline	Who's Responsible?
Families with children	<ul style="list-style-type: none"> <li>- spiritual journeys</li> <li>- caring community</li> <li>- strong preaching &amp; teaching</li> </ul>	<ul style="list-style-type: none"> <li>- former skeptics &amp; seekers</li> <li>- teachers</li> <li>- clergy</li> </ul>	<ul style="list-style-type: none"> <li>- video blog of members' spiritual reflections</li> <li>- online calendar of education programs</li> </ul>	<ul style="list-style-type: none"> <li>- priority in August to September</li> <li>- January</li> </ul>	<ul style="list-style-type: none"> <li>- Christian education chair working with communications staff person</li> </ul>
University community	<ul style="list-style-type: none"> <li>- strong preaching &amp; teaching</li> <li>- beautiful liturgy &amp; music</li> <li>- mission</li> </ul>	<ul style="list-style-type: none"> <li>- clergy</li> <li>- teachers &amp; students</li> <li>- choir</li> <li>- members in mission</li> </ul>	<ul style="list-style-type: none"> <li>- audio recordings of sermons &amp; music</li> <li>- seasonal guide to programs</li> <li>- video interviews of members who do mission</li> </ul>	<ul style="list-style-type: none"> <li>- priority at Christmas &amp; Easter</li> <li>- seasonal guide in August, January</li> <li>- mission focus before summer mission trip, holidays</li> </ul>	<ul style="list-style-type: none"> <li>- clergy</li> <li>- Christian education chair</li> <li>- music director</li> <li>- mission committee chair working with communications staff person</li> </ul>
Disaffected from other traditions	<ul style="list-style-type: none"> <li>- welcome for skeptics, seekers, lifelong Christians &amp; people exploring Christianity</li> <li>- mission</li> </ul>	<ul style="list-style-type: none"> <li>- former skeptics &amp; seekers</li> </ul>	<ul style="list-style-type: none"> <li>- essays by and videos of members asking hard questions</li> </ul>	<ul style="list-style-type: none"> <li>- Advent, Lent</li> </ul>	<ul style="list-style-type: none"> <li>- clergy</li> <li>- communications staff person</li> </ul>
Social justice activists	<ul style="list-style-type: none"> <li>- strong preaching &amp; teaching</li> <li>- mission</li> </ul>	<ul style="list-style-type: none"> <li>- clergy,</li> <li>- mission partners</li> <li>- mission members</li> </ul>	<ul style="list-style-type: none"> <li>- articles &amp; essays about education programs</li> <li>- sermon recordings</li> <li>- stories &amp; videos about mission advocacy programs</li> </ul>	<ul style="list-style-type: none"> <li>- year-round with focus on evergreen stories that can be used when space permits</li> </ul>	<ul style="list-style-type: none"> <li>- Christian education chair</li> <li>- advocacy committee chair</li> <li>- mission committee chair working with communications staff person</li> </ul>







# *Why Social Media?*

- People are there!
- People need hope/light
- Advertises your church
- Engages/connects to audience
- Drives people to website





# Digital Media Platforms





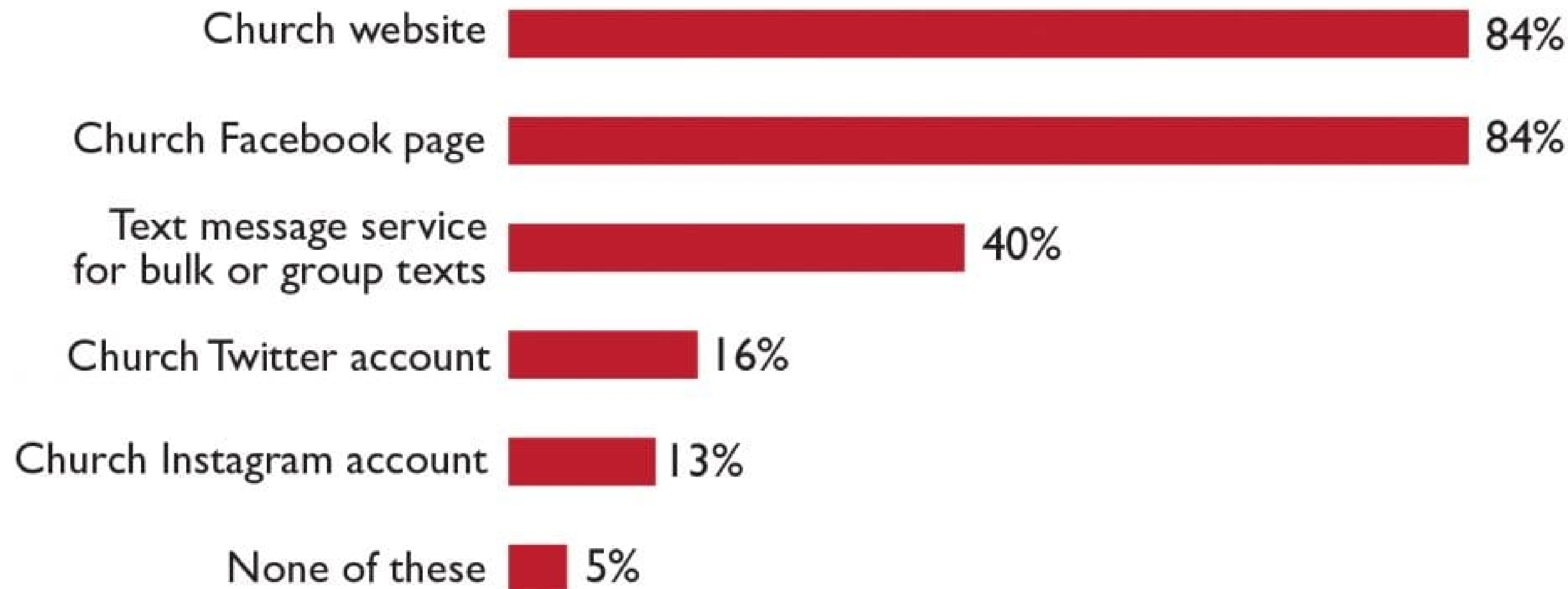
## *Recommended Platforms*

1. Website
2. Facebook
3. YouTube
4. SMS/Texting Service
5. Instagram



# Which if any of the following does your church actively use?

Among Protestant pastors



*Note: Respondents could select all that apply.*



# *Best Times to Post*

- Weekdays (early) 9 am -12 pm
- Facebook: Monday-Wed at 12 pm
- Instagram: Monday-Friday from 12 pm-1 pm
- Sunday has lowest engagement





# *What to Post*

- Scripture quotes
- Requests for prayer or sharing other's prayer requests\*
- Videos and photos of your church's services
- Testimonials from your church's members
- Daily mini devotional posts
- Videos of worship within your church
- Happy photos of your church serving the community
- Spotlights on different leaders
- Sermon series promos
- Special events and positive updates
- Blog posts from your church or other thought leaders
- Christian book recommendations
- Follow up questions from sermons



<b>Time</b>	<b>Mon</b>	<b>Tue</b>	<b>Wed</b>	<b>Thu</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b> <sub>02</sub>
<b>8:00 AM</b>	Bible verse of the day	Biblical quote of the day	Sermon recap	What's coming up this weekend	Bible verse of the day	Biblical quote of the day	Reminder for service
<b>12:00 PM</b>	Weekly church announcements	Past event highlights	Midweek church announcements	Church staff spotlight	Past event highlights	Weekend church announcements	Quote from morning sermon



# *Other Tips*

- Know your audience
- Keep Info up to date
- Boost posts
- Run paid advertising campaigns
- Engage with users
- Use hashtags #
- Automate/schedule (SocialPilot, ContentStudio, Buffer, Hootsuite)
- [sdadata.org](http://sdadata.org)
- Use QR codes





*Thanks for Listening!*

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