

COMMUNICATING BETTER

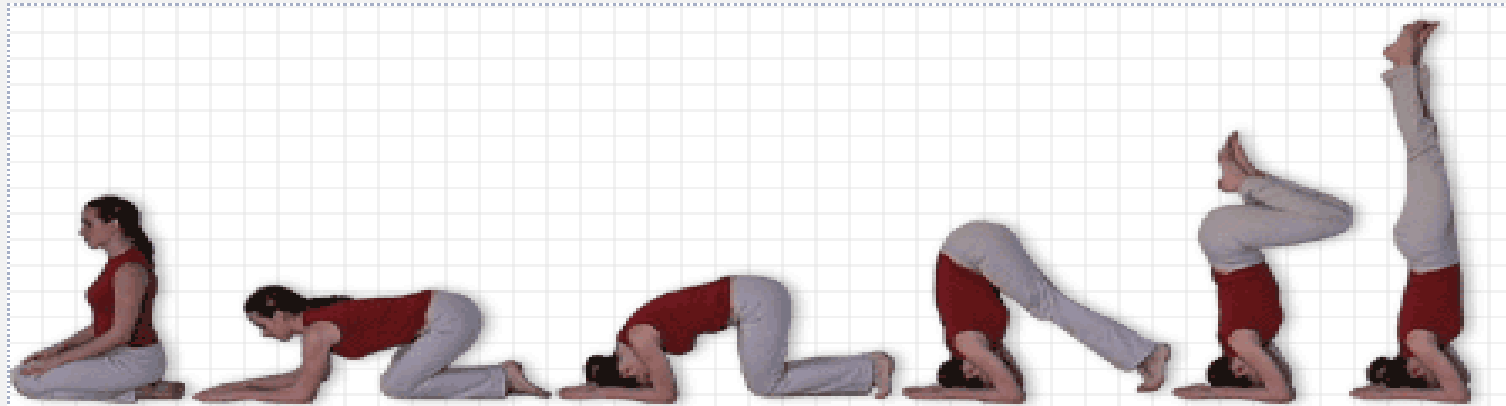
Wednesday, October 27, 2021

AGENDA

1. General Communications Theory
2. Who is your audience? Why should they care?
3. Communications to connect – Strategic and measurable
4. Group Activity: What really needs to be communicated and why? (10 – 15 min)
5. The Plan: Tactics – the next step
 1. Websites/social media - subscribing
 2. Newsletters – digital and print
 3. Copyright on images and text
 4. Evaluation and archiving the findings
 5. Security

I. GENERAL COMMUNICATIONS THEORY

- It's about you but it's really about the audience.



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2. THE AUDIENCE – WALK A MILE

- What's the message you are trying to convey?
- Who is your audience for this one?
- Why do they need to know it?
- When do they need to know it?
- What are they going to do with it?
- Why should they care?
- What additional benefit do you want from it? Connection?

3. COMMUNICATIONS: STRATEGIC AND MEASURABLE

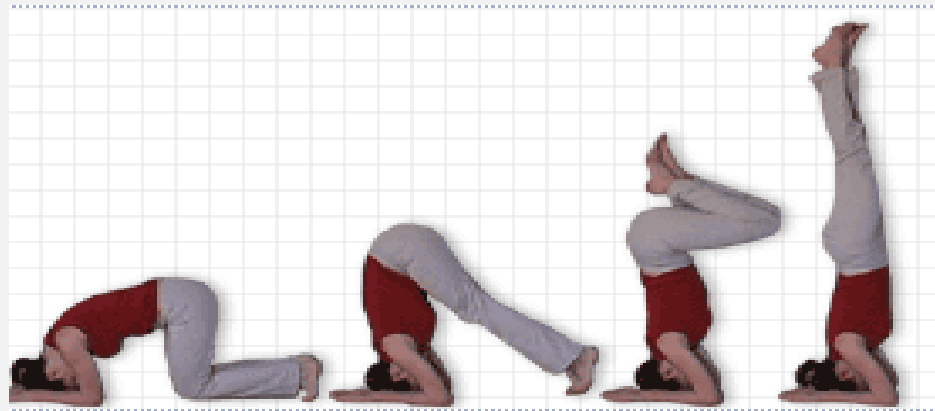
- Organizational communications need a PLAN not just a tactic
- What are you trying to achieve?
- What tactics do you need to get there?
- How will you measure success?

COMMON TRAP – STOP IT!

- We have to let people know about this – we need a newsletter.
 - Problem:
 - Have not thought through the issue – does it match your audience?
 - Have not looked at the larger landscape of communications in the region/church – how does this fit
 - Have not really thought of the audience, only the organization's need to talk

4. GROUP ACTIVITY

- Think of an issue you all share – apply the principles of thinking strategically rather than just solving the immediate problem.



GROUPS SHARE

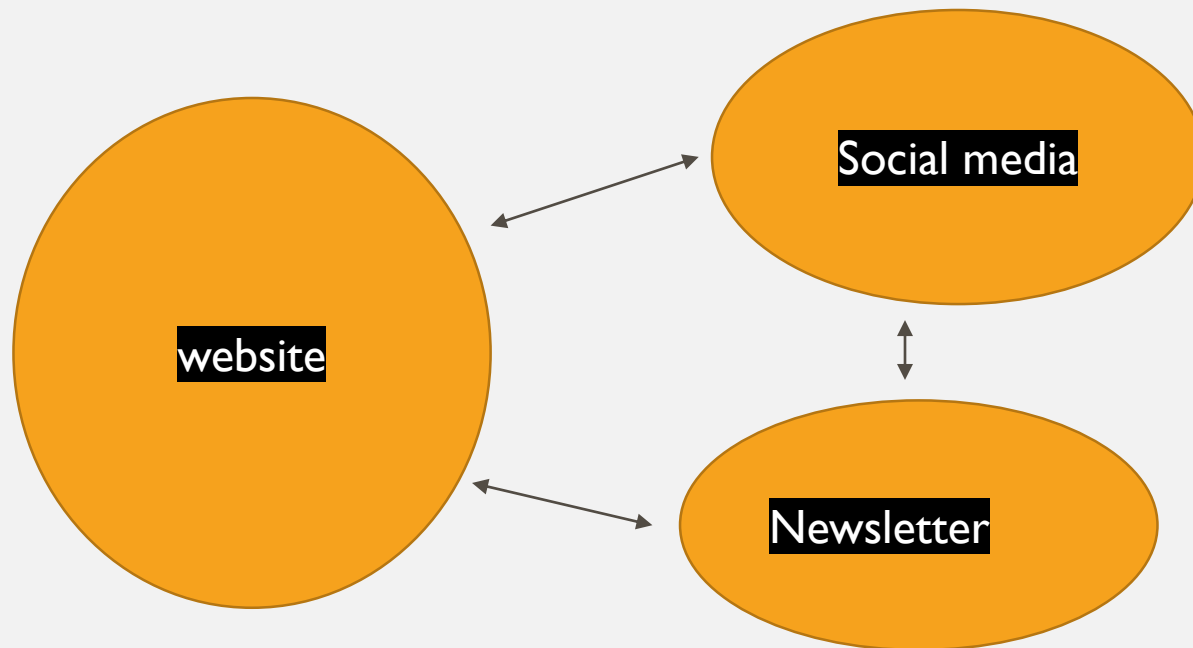


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5. TACTICS: WEBSITES/SOCIAL

- Mantra of all digital communications: Feed the Monster Regularly
- Website: Hub of all things going on in the region/COF
 - Needs to be the first place for content
 - Content needs to fit templates
 - Content needs to be spare – people don't scroll more than once
 - Needs to follow accessibility guidelines
 - Follow the templates, look at the analytics

THE DIGITAL WORLD



NEWSLETTERS - DIGITAL

- Use a service and follow the template: MailChimp
- Pay attention to the analytics
- Pay for advice on good digital content – digital is not electronic print
- Use only links when linking to other content from the GCO or others – don't cut and paste
- Don't steal pictures – fines are increasing – always clear

NEWSLETTERS- PRINT

- Needs to be its own thing
- Digital operates on links, that won't work in print.
- Think of it as a digest and have a way for people who do want the report or the budget to get it.
- Don't steal pictures – fines are increasing – always clear

COPYRIGHT ON IMAGES/TEXT

- Yes, it's a real thing and they will find you!
- Just because it is on the internet, it is not free
- Clear everything you didn't create or make sure follow Creative Commons license provisions
- Pay for an image license or hire someone to take good photos
- Always get releases from people – most events have them
- Budget for mistakes

EVALUATION

- Set up a schedule for evaluations – annually
- What worked what didn't?
- Are you achieving your goals?
- Tools:
 - Analytics from the sites
 - Readers' surveys
 - Focus groups - maybe at an AGM

SECURITY

- More than one person needs the logins and passwords to all properties.
- Churches are soft targets – think there is financial info on the sites
- Pay for good security – or risk highjacking
- When setting up something new on the web, buy up the adjoining lots.
 - .Net
 - .org
 - .com

Don't let them lapse or they become porn sites.

DO NOT BE AFRAID



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