

Parish Administrators Workshop
Church @209, Augusta
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I. Story about progression of communications:

1. What I imagined in 1984 - newspaper: writing stories, taking photos, contact sheets, sizing them with a reduction wheel, working with a graphic designer at a print shop, also press releases, responding to press calls, earned media efforts
2. What it looked like in 1991 - pagemaker/quark - suddenly graphic designer
3. What it looked like in 1998 - html - suddenly webmaster
4. what it looked like in mid-2000s - email newsletters, move to content management systems for websites
5. what it looked like in late-2000s - Facebook, blogs, youtube- suddenly videographer
6. what it looks like now - multiple social media platforms, web conferencing, live streaming - suddenly you're a social media expert

Same for congregations - print newsletter, bulletin boards, flyers, phone chains, sign-up sheets, event posters,

II. **First thing** - take an inventory of all your communications efforts you have:

print:

- bulletin
- newsletter
- annual report
- stewardship letter/materials
- brochure for visitors or special events/concerts
- new member welcome materials
- sermons
- bulletin boards
- sign up sheets

digital:

***IMPORTANT:** Have a generic email for the church that is used for all digital accounts. (domain registration, web hosting, email newsletter.) Keep the web addresses, username, password in a safe place in the office. Mac truck scenario.*

- website with mobile functionality
- e-newsletter -
- email list for notifications
- facebook
- twitter
- instagram

- youtube
- live-streaming services
- Google ads/SEO (try running three or four google ads at once to beta test)
- power point during worship
- blogs
- sermons on website

other:

- outdoor signage (permanent and temporary for events)
- indoor signage (restrooms/office/parish hall)
- stories/releases to local newspapers
- public access cable
- community calendars
- holiday/back to school advertising
- chamber of commerce
- people to people sharing
- phone calls
- morning announcements
- newcomer bag

III. **Next thing** - take an inventory of your audience

- year round members (regulars)
- summer members
- community members interested in events/music
- community members interested in opportunities to serve
- partners in other local churches/community organizations
- "quarterly" members
- Christmas/Easter members
- summer visitors
- seniors
- people with young families
- choir
- vestry
- people who sign up for things: lectors, chalice bearers, coffee hour, Sunday school, nursery, fundraisers

there is no general audience - must custom your message to smaller audiences or mix and match

IV. Websites -

www.diomainehosting.org

- a. basic way for people to find you, get to you, learn about you
- b. the repository for stuff...where you send people once you get their attention

don't expect anyone to wake up in the morning and say, "I wonder what's new on St. Swithen's website?"

flow of info is such that it a "push" world

V. Newsletters

avoid pdfs by email - better off cutting and pasting content into subject of an email
longer stories posted on website with blurbs that link (can also be used in the bulletin)
www.mailchimp.com - www.constantcontact.com
post archived links to newsletters on your website and FB page
get email subscription button on your home page

Constant Contact instructions (probably similar on Mail Chimp)
From dashboard<"Sign-Up Tool" (link on right sidebar)<"Create a Sign-up Form
(button on upper right)

Follow prompts (call me if you get stuck ;)

VI. Bulletin

captive audience/post your website weekly - use it well

VII. Facebook - "Social Media is free like a puppy is free"

Page - Group - Profile - Events

develop a voice - not just for information only (consider signing posts if multiple people
post - offers level of authenticity)

Good examples of FB pages with an engaging, consistent voice
Bangor Police Department

<https://www.facebook.com/Bangor-Maine-Police-Department-227432866078/>

Grace Bainbridge Island <https://www.facebook.com/GraceBainbridgelsland?fref=ts>
Church @ 209, Augusta <https://www.facebook.com/princeofpeacemaine/>

all about engagement - recent research shows that older generations are sharing with
younger. - moms share with daughters

- HITS - how idiots track success
- success is found in engagement - likes, comments, sharing
- train your social media users to engage
- only about 17% of those who like your page will ever see anything you post. consider boosting to your local zip codes - events, links to news stories, feel good stuff, holiday services
- FB doesn't make best use of hashtags
- resist the urge to publish your FB to your Twitter (Bishop Lane's twitter goes to diocesan FB - different thing...though he needs to sign them ;)
- schedule posts - all of our Cycle of Prayer posts are scheduled months in advance with \$5 boosts to zip codes of those churches listed

Show our insights/and how to boost

VIII. Other social media channels

- twitter - snarkier, use of one or two hashtags (Beatitudes were all under 140 characters) - not a priority for congregations unless you have an avid Tweeter you can trust with the church identity
- instagram - unlimited number of hashtags - all about the visual - DRA - if you have a good photographer who gets social media - turn her loose

Overall consistency is important - Conan O'Brien posts just once a day but it's always funny. - Again importance of consistent voice

IX. The weekly newspaper

- Have coffee with the editor if you haven't already.
- submit the day after it goes to press
- reporters are lazy and newsrooms are understaffed at all levels - give them quotes, give them photos, make it easy to publish your stories and event notices

X. Signage - again a great, free, way to share your news...especially if you're on a well-traveled road. Have fun with it.

Recommended reading: **The Digital Cathedral** by Keith Anderson

<https://www.churchpublishing.org/digitalcathedral>