

JANUARY 2019



COMMUNICATIONS SHARING GOOD NEWS



DIOCESE OF TRURO
DISCOVERING GOD'S KINGDOM
GROWING THE CHURCH

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HAVE A PLAN

Are you effectively communicating the Good News of the Christian faith and the role and services provided by your church? Creating a team to decide your communication priorities is always a good place to start. A strategy helps everyone know what you are hoping to achieve and can help you get the most from all your hard work.

Getting a strategy

Strategies can take on epic and mythical powers and can strike fear into anyone asked to create one. In reality, it is just deciding on what you want to do, why you want to do it, when, how and who is going to do each bit. If you are the person asked to put one together:

1. Create a team to help you sketch out the rough plan. Your strategy won't work if it's all your own ideas and doesn't have the backing of the main players.
2. Make it relevant. Your strategy has to fit in with the vision, direction and aims of your church/parish.
3. Look online. We provide plenty of help with creating a strategy on the diocesan website.

4. Share it. There's no point in creating a masterpiece if no one else gets to see it. Your Communications team (see point 1) should be your first port of call. Once you've got agreement there, share it with your whole church.
5. Your strategy will need updating. Plan to review your strategy at certain points throughout its life and decide when you need to either update it or replace it. Things change. What worked and was needed this year, may not be where your church is next year.

**Help is available.
See the Strategy & Planning section for more.**

IDENTITY

After 2,000 years the Church of England may have a fairly strong identity, but every church is unique and in a world that is ever busier, it is easy to get lost.

Why is Identity important?

Organisations and the general public are now more Identity (brand) aware than ever and there is an ever increasing number of brands vying for our attention. A clearly recognisable Identity can be as important as the services we provide and that extends to the messages and values we uphold. Your Identity should come through your strategy, the aims you have set out for yourself. It is more than just a logo.

People trust strong brands because they know what to expect. Think about what your church's Identity (brand) says to people. What can they expect from you?

Help is available. See the Strategy & Planning section for more.

Developing a logo for your church?

A strong brand image is a powerful asset. You may already have a logo. Review it. Does it reflect what your church is, what message does it give out? Do you have a

mission statement? Is that included or reflected in your logo? You need to be able to get your message across in your logo - it might be the only thing people see. Identity should be a part of your strategy. What will your church look like in publications, online?

1. The logo should be applied consistently – for example its colour and its positioning on a page or screen should remain familiar.
2. The quality of the logo used reflects your values. If you use a poor quality copy, what might people attribute to your church?
3. The look and feel of what you produce is important. A good quality, well designed, easy to read, informative publication will say: "We are professional. We are here to help. We provide good service and we can be trusted." Think about your bank. Would you trust a letter from them if it was printed on poor quality paper, with a low quality, slightly out of shape logo?
4. Your logo should be clearly visible - put it on your noticeboard, on your church sign, on your church stationary.

**Help is available.
See the Strategy & Planning section for more.**

REACHING OUT WITH THE GOOD NEWS

So you've planned what you want to do and now you want to tell the world about all the fun projects, events and hard work that is going on in your parish. But how?

Who are you talking to?

Whatever way you want to do it, always start by thinking about who your audience is, i.e. your parish team, your regular congregation, your local school or the wider community and then tailor your communication (whether it's the channel you choose, the message it carries or the language it uses) to fit. Those people closely involved in parish life probably wouldn't appreciate it if you began by introducing yourself and giving a brief history of your church! Whereas, those in the wider community might not understand the more theological language you've mastered.

RIGHT: An example of audience identification from one parish's communications review

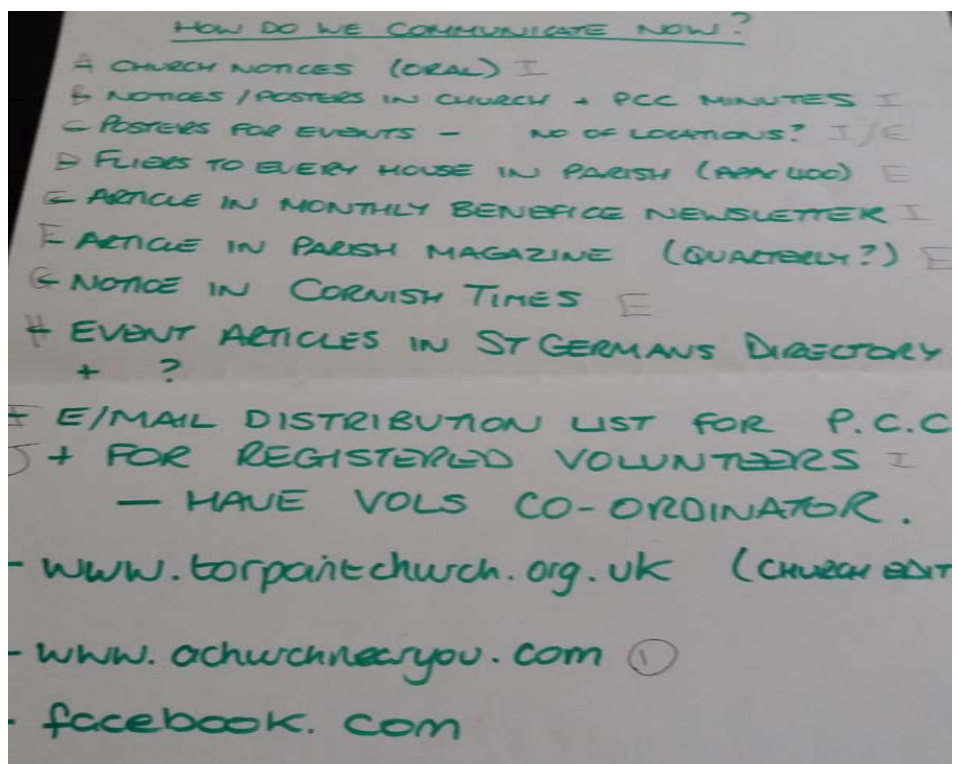


What communication method will you choose?

There are a great many ways now in which to 'talk' to people without actually having to talk to people! While you may be happy using one method, is that the best method for your audience? Remember that the medium you choose can sometimes be a message.

Someone and no one

By completing these two exercises and then allocating the various communication methods to the audience, you will not only identify your main audiences currently, you will also pick up on where your gaps are and those people who may feel overwhelmed by the deluge of messages coming their way.



ABOVE: The parish looked at how they were currently speaking to people

PEW SHEETS

A good opportunity to remind people of upcoming events and those who need prayer. Don't forget to add your social media or website address as a 'further information resource'. Great for those already using your church whether regularly or as visitors.

CHURCH NOTICEBOARDS

Colourful and informative posters work well. Remember to keep your poster information short and concise and in large print. Photos or images (always check the copyright) are good to use. You will have seconds to catch someone's eye and give them the basic information. Remember to remove old notices as soon as possible.



ABOVE: This noticeboard speaks volumes in terms of identity but provides little to attract passers by

PARISH MAGAZINES OR FLYERS

While not all parish magazines are church produced, where there is one, it is still a good opportunity for you to promote your news, information, events, etc. It is important to remember the audience for these publications and tailor your writing style and content to match.

'Think people'

People like to read about people, particularly local people. With Events, give as much notice as possible and try and ensure any follow-up reports of events are provided as soon as possible after the occasion. Less text and more photos is the key.

Producing a parish magazine is time consuming, can be expensive and relies on having people who are committed



ABOVE: Clear, clean and concise

to doing it. If you don't have a magazine and producing one just isn't feasible, why not think about having a regular flyer (Or tweak the look of your Pew Sheet)? A simple two sided A5 or A4 sheet that you can put on your noticeboard, put in your local shop window, or post through letter boxes. You can also share it on your website or social media.

The key is to make it informative, concise and use as many photos as you can. People are interested in people and their local community so try and avoid stock type items or heavy details of events. It's better to do less and go bigger, than to try and stick to the same number of sides by filling up with general downloaded material. And for the overkeen writers, remember an editor is there to edit so don't be afraid to be ruthless.

Help is available.
Go to the PR, Media & Publicity Section or visit
[www.trurodiocese.org.uk/resources/](http://www.trurodiocese.org.uk/resources/parish-resources/communications/resources-communications/)
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THE WONDERS OF THE (WORLD WIDE) WEB

Regardless of what you think about the internet, you cannot deny that it's out there and almost everyone is using it. Therefore, it's important your church plays a part in that community.

A CHURCH NEAR YOU

A Church Near You is a Church of England website. A Church Near You (ACNY) provides a simple online presence which should be maintained even if you have your own website. ACNY is often the first thing web searchers come across so even if you only add a link to your own website, it is an important way of making yourselves known.

**Help is available.
See the Digital section resources.**

PARISH WEBSITES

Not everyone who is interested in your news will live within your parish. Indeed with Cornwall receiving over five million visitors a year it is important that your church has representation online and even for those close by, a website is a useful promotion aid.

KEEP IT SIMPLE

The simpler your website and the easier it is to find the information, the more successful your site will be and the more manageable.

HELP PEOPLE FIND IT

Your site needs to be easy to find. Google searches web pages for titles and words. Therefore perhaps include the names of the churches or the villages/ towns in the web address rather than your benefice name? Or use your local town and village names in titles and captions on your pages.

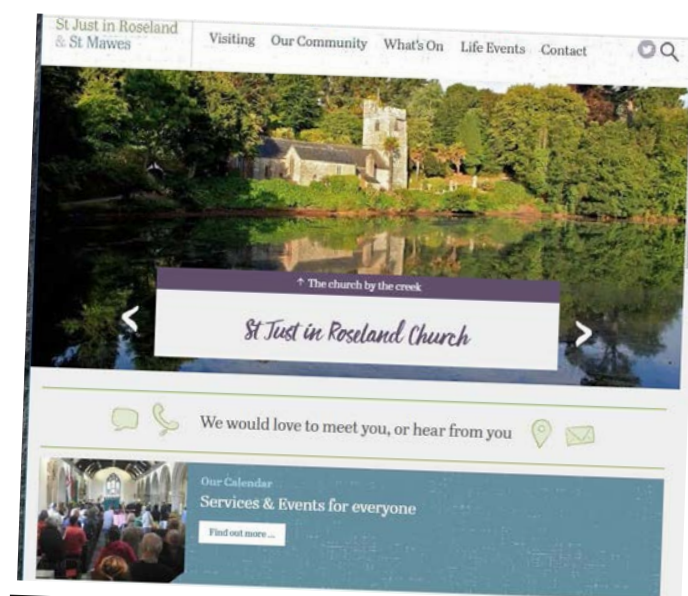
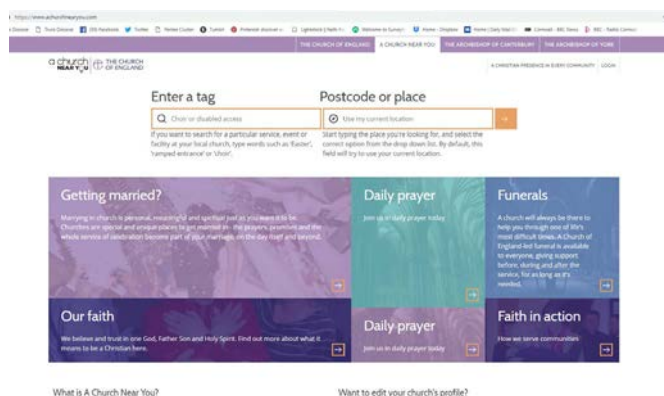
MAKE IT RECOGNISABLE

It's also important to be easily identifiable so make sure to use the church/ parish/ benefice logo and pick a colour scheme that runs throughout all your communications.

MAKE IT INTERESTING & INFORMATIVE

Think about who might visit your site. What would your congregation want to know? What would your wider community be interested in? What would appeal to visitors?

* Flower festivals, family history information, important historical links or artefacts are all things that will appeal to people who may not normally consider visiting your



church and to tourists who may be considering visiting your area on holiday.

* Include basic content such as services, activities, events, your location and whether you are open during the week.

* Have a bit about what your church is there for, what we believe, why we do worship this way, faith stories.

* Think about having a Frequently Asked Questions section.

* Videos (You don't have to spend a fortune. A short clip filmed on a phone can be very effective).

* Amenities (Whether its that your parking is down the road or that you have a toilet, highlight that).

SOCIAL MEDIA

Why?

It is important to be social. Social media is now mainstream. Facebook, Twitter, Instagram, Snapchat, Pinterest, the list is endless. Social media sites have billions of users. You may not be one of them but people in your church will be and people walking past your church will be.

Many potential Christians (and even some fully paid up members!) will not be looking to find your website, or perhaps even know your site exists. But, millions are on social media and you have the potential to appear in their social media news channels daily.

Social media allows you to have a two way conversation and is very immediate but it also requires a lot of attention.

Which ones?

It is never a good idea to try to do everything. Go back to your strategy. Who are your audiences? Who do you want to speak to? Which site(s) do they use?

Instagram and Facebook are the two main social media platforms in use today along with Twitter. It is simple and FREE to set up a facebook page for your parish and can be done in minutes. Instagram is equally as easy to get into and also FREE.

Think of facebook as being like a magazine, it is photo driven and people are more likely to read longer articles. Instragram (One billion active monthly users) is worth considering particularly if you have a lot of youth projects or are trying to get involved in youth projects. It is also a

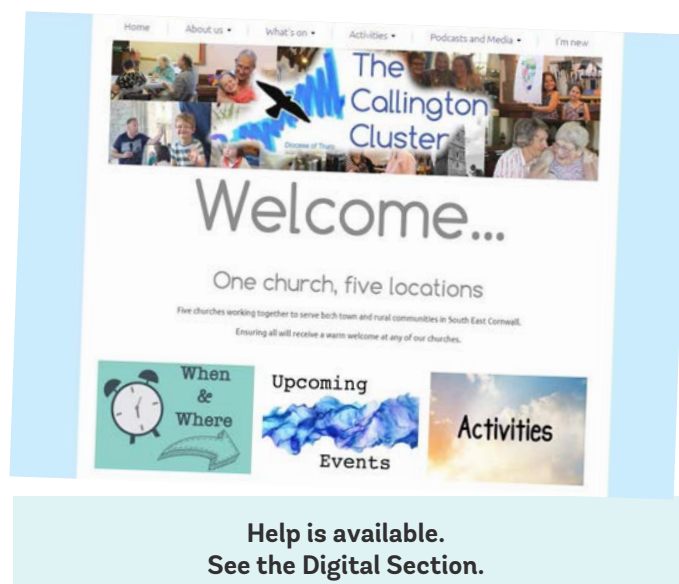


photo driven site. Twitter is like breaking news, short and snappy but gone just as fast.

How?

Not got the skills to run your church's social media site(s)? Don't panic. Ask for help. There will be plenty of people in your church using social media who may like to get involved. There are also resources on the diocesan website to help you.

The diocesan communications team is happy to come to your parish and help you get your social media channels set up and advise you on how to make the most of them.

Stay current

Whether its your website, noticeboard or social media channel, the most important thing to remember is that it must be kept up-to-date. People will stop using your sites or visiting your noticeboards if they know it's only updated once a year. You want people to know they can trust you as the 'go to place' for accurate information

**Help is available.
See the Digital section.**

LOCAL MEDIA

Love them or hate them, your local media are useful in getting your good news out to the community.

Local media is just as strapped for time and money as the rest of us, so are keen to use submitted stories and photos. In fact they receive a lot of their content that way.

Is it news?

If you are keen for your news to have a chance of making the news pages or the radio programme, firstly ask yourself, is it news?

News is:

- * Something new (so if you are looking to push your appeal and its been going for six months, you are going to need to do something or find something new to hang it on).

- * Something different (unless you are aiming for the community or town and country type pages) you are going to need to avoid giving a straight report on your church service.

THINK

Who? What? Where? When? How?

AVOID

Jargon & Acronyms (or at least explain them)

DO

Keep it short (one side of A4); Include quotes; Give contact numbers

MAKE YOUR PHOTO COUNT

They may only use one so pick one that tells your story



ABOVE: Revd Caspar Bush is interviewed for Songs of Praise at St Piran's Oratory

Picture credit: Radio Cornwall

* Visual - A good quality, interesting photo (A Service of thanksgiving to raise funds story won't do as well as a photo of the vicar doing a sponsored abseil down the tower to raise funds).

* People not events (An event will also be relegated to a What's on listing, so look for the 'people' angle)

Interviews

Interviews are always a good way to get your story out there and journalists appreciate being able to talk to the 'real' people in a story.

So here are a few tips to make sure you get the most out of it because every interview is an opportunity:

1. PLAN: Even if you've set it up, it's always a good idea to plan what you want out of it. What do you want people to think once you've finished?

2. THREE KEY MESSAGES: These will grab attention. Keep them short and sharp. Use language everyone can understand. Have facts or evidence to support your messages.

QUICK TIP

Just because there is a journalist on the phone or in the church doesn't mean you have to act straight away. Take a number and call us.

QUICK TIP

Presentation is important in interviews even those not being filmed. Avoid fidgeting, maintain eye contact and look interested!

3. GET ONE

FREE: If there are questions, answer them but always try and get an extra answer in for free! You'll get more of your messages across and control the agenda more.

4. I DON'T KNOW: If you get a difficult question you weren't expecting, be honest. If you don't know say that but justify it with something appropriate - 'that's a question for the CofE nationally', 'my Bishop' etc.

5. GETTING BACK ON TRACK: If a question has taken you off message, answer it but use your answer to get back on track. "Yes, closed churchyards take up space (ANSWER) however we've turned ours into a community space (BRIDGE) and now offer wildlife workshops (ON MESSAGE).

Help is available.

See the PR, Media & Publicity section or visit
www.trurodiocese.org.uk/resources/parish-resources/communications/

**When things aren't going quite the way you planned, don't panic!
We are here to help.**

DIFFICULT SITUATIONS

Despite all our best intentions, there will be times when we have to deal with media in difficult circumstances. The communications team is here to help.

If you find yourself in a sticky situation please get in touch with us as soon as you can, don't wait until the media are contacting you before you call us.

The more time we have, the better it is.

Our contact details are on the back page of this booklet or on the diocesan website.

RESOURCES

This section features resources to help you with your parish communications. There are more resources on the diocesan website at www.trurodiocese.org.uk/resources/parish-resources/communications/

The resources available are divided into sections.

Strategy & Planning

11 - 29

This section includes:

- 11 Communications Planning Guide
- 12 - 21 Planning Worksheets & Templates
- 22 Top 5 tips to develop an effective church digital strategy
- 24 A Communications Planner template
- 26 Targeting your audience
- 28 A short branding exercise

Crisis Planning

30 - 31

This section includes:

- 30 Disaster Recovery information
A Disaster Recovery Template for Parishes*
A Crisis Communications Plan Template*

Digital

32 - 50

This section includes:

- 32 What you need to know about looking after your church's digital presence
- 34 Ten top tips when writing for the web
- 36 Why your church should be using A Church Near You
- 37 A Church Near You useful links
- 38 What's New in a Church Near You
A guide to social media*
- 40 A Checklist for setting up social media accounts
- 42 Understanding your audiences on social media
Facebook for Beginners*
Facebook for Non-profits best practice guide*
- 44 Facebook Pages Vs Profiles Vs Groups
- 46 Understanding Facebook Insights
- 48 An Introduction to Instagram
Instagram for Non-profits best practice guide*
C of E Social Media Infographics 2018*
Social Media Policy Template*
- 49 - 50 How to develop your Church website
Wifi Acceptable Use Policy for Churches Template*

PR, Media & Publicity

51 - 58

This section includes:

- 51 Taking Great Church Photos
- 54 Building your photography library
Copyright Guidelines*
- 56 How to create great posters to promote your events
Photo/ Video consent form templates for adults & children*
Press Release Template*
Media Handling Guide for Parishes*
- 58 National Church Guidelines on filming in church prices

Online Resources

Further resources are available on the diocesan website at www.trurodiocese.org.uk/resources/parish-resources/communications/resources-communications/ these resources include:

Free to use poster templates
A branded Diocese of Truro Powerpoint template
A Link to CCLI Copyright guidelines
The Diocese of Truro Logo
A Link to the Diocese of Truro Photo Image Library
A link to the Parish Communicators Group (Facebook) & more

Training

The Communications Team is available to provide training. We currently have training sessions on:

Internet Safety
Digital Marketing
Working with the Media

We are also available to assist parishes with communications reviews. For more information on how to contact the communications team, see the back page.

*** These documents are available separately in your folder.**

comms planning guide.

"the who, the how, the when and the why of planning an effective & efficient communication campaign"

why do we need a plan?

steps 1 - 3 of the comms planning process should help you clearly outline a concise & compelling need for the activity or campaign.

1. CONTEXT

set the scene. include references & links to relevant corporate/business plan priorities. detail the issue driving the need for dedicated communications activity.



include headline evidence/data/stats which demonstrate need or issue.



what internal data supports or informs the objectives? market trends? national / sector reports? good practice examples? published data?



2. AIM

outline the desired overall goal - the results the planned activity needs to deliver.

3. OBJECTIVES

create a set of SMART comms objectives - they should clearly set out outcomes & impacts [not the comms inputs]

imparting knowledge?
building an image? shaping attitudes? stimulating a want or desire, encouraging an action?

how?

4. STRATEGY

scope out the campaign in a single common sense statement. KISS [keep it short and simple]. this should function as a useful shorthand tool for explaining the campaign to others.

revisit and finalise this section once the rest of the plan is completed



who?

5. AUDIENCES

who are you trying to reach and what do you want them to do? think of both your primary target audiences and the people who influence them [secondary audiences]

create audience groups based on similar characteristics e.g. geography, demography, likely interest, sector etc

prioritise groups - acknowledging available time/resources.



what?

6. MESSAGES/CONTENT

be clear — jargon-free, no technical language, be relevant; be concise — can you deliver these messages in just a few seconds? be consistent — messages must be repeated if they are to sink in. create an engaging content plan, tell stories and create material that is memorable & shareworthy.

remember your calls to action. what do you want people to do?

where?

7. CHANNELS

be specific, research your audiences, understand what they're interested in, 'where' you can find them and which platforms they're engaging with. understand who or what their influences are.

start with audience groups and build your channel mix around it, not the other way round.

a good mix will successfully blend one to one, one to few, one to many, many to many

when?

8. TIMELINE

set a realistic timeline split into 'preparation' 'implementation' 'review' set milestones & factor in a little flexibility.

breaking complex campaigns into phases will maximise resources & maintain focus on achievable impacts.

with what?

9. RESOURCES

people/time/access to channels/budget assign tasks, estimate all likely spend [including a 15% contingency] be realistic and honest about the likely returns you can achieve with the resources you have.

don't start with a set campaign budget & portion out spend. cost out your plan and build your budget from the bottom up.



how did we do?

10. EVALUATION

evaluate based on communications objectives. record quantitative & qualitative impacts. share results. write case studies. celebrate success [and even enter the really good ones into awards*] & learn from mistakes. demonstrating ROI is key.

prepare simple headline reports for upward communication/share ROI results



gather quotes, take photos, record video, capture stats and share results.

*like the comms2point0 UnAwards

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Our top five tips to develop an effective church digital strategy

Local churches frequently get in touch to ask about how they should approach preparing a church digital strategy. Here are my top five tips on how to approach this:

1. Focus on the 'why'

Why are you or your church keen to share a project or campaign? It might be something the PCC (Parochial Church Council) has identified as a priority in the mission action plan, such as more outreach work with families, the foodbank you're opening or how you're encouraging people into your church at Christmas.

As a small team, we focus on doing several major projects well rather than lots of things badly! This really helps us to manage the resources we have and achieve maximum impact in our support for local churches. I would advise you do the same, so identify three to four areas you want to do well over the course of the year. Think about who is available to help make this happen.

2. Who do you want to reach and engage with?

As part of the process of identifying the projects or campaigns, reflect on the audiences you wish to reach. The below is based on research we did with 2,000 Christians and non-Christians in 2017 - see more here. We use this chart to ensure that what we're proposing will reach our audiences and to check that we have a broad range of materials planned for the months ahead.

Audiences – built from research with 2,000 people



3. How you share the content or campaign

What content are you going to produce? It might be a series of photos taken on an iPhone (see more in this blog from Tallie on photography) that tells the story of the foodbank, how it's impacting the lives of those using it, how those involved are living out their faith and how others can get involved.

Remember that digital is just one of the ways in which you can make people aware of the campaign, project or initiative. Campaigns work best when you use other channels, so church newsletters, local newspapers and announcements in church really help to amplify reach.

You don't have to worry about creating lots of content yourself, we post prayers and other resources regularly that you can share or re-tweet to keep your social media profiles fresh. You can see more on our Facebook, Twitter and Instagram pages. As this blog from Amaris in the team mentions, Facebook is the main channel we think you should use and Instagram if you have time and resource. It's also worth following the Archbishops on social media, as well as your diocese. Many regularly share content that will be relevant to your area.

4. Measure impact and success

There are great free analytics tools built into Facebook, Instagram and Twitter that help you to measure impact and reach. Google Analytics is also brilliant, and we use this across the Church's national websites.

5. Apply insights to future campaigns and projects

The best thing about looking at analytics is that it gives guides and trends on what has worked well, and what could be improved on for the next time. We do this with all of our campaigns.

Finally, ask the congregation and those who have been involved for their views. All of this will really help as you look ahead.

This is very much an introduction and we'll be publishing more Labs Learning blogs in the months ahead.

Adrian Harris is Head of Digital at the Church of England

Communications plan 2019-2020	Task owner	Quarter 1									
		01/04/2019	08/04/2019	15/04/2019	22/04/2019	29/04/2019	06/05/2019	13/05/2019	20/05/2019	27/05/2019	03/06/2019

Strategy

Example: Write communications strategy

Example: Seek sign off for strategy

Brand

Example: Develop and write key messages

Example: Test key messages with staff

Example: Test key messages with service users

Example: Final sign off

Email

Example: Review email sign up form

Website

Example: Review volunteer section of website

Example: Rewrite volunteer section

Social media

Example: Write social media strategy

Example: Seek sign off for social media strategy

Produce annual review

Example: Brainstorm ideas with colleagues

Example: Collect case studies

Example: Copywriter to write first draft

Example: Review copy and send amends to copywriter

Example: Copywriter to write final version review

Example: Review first round of artwork and send amends

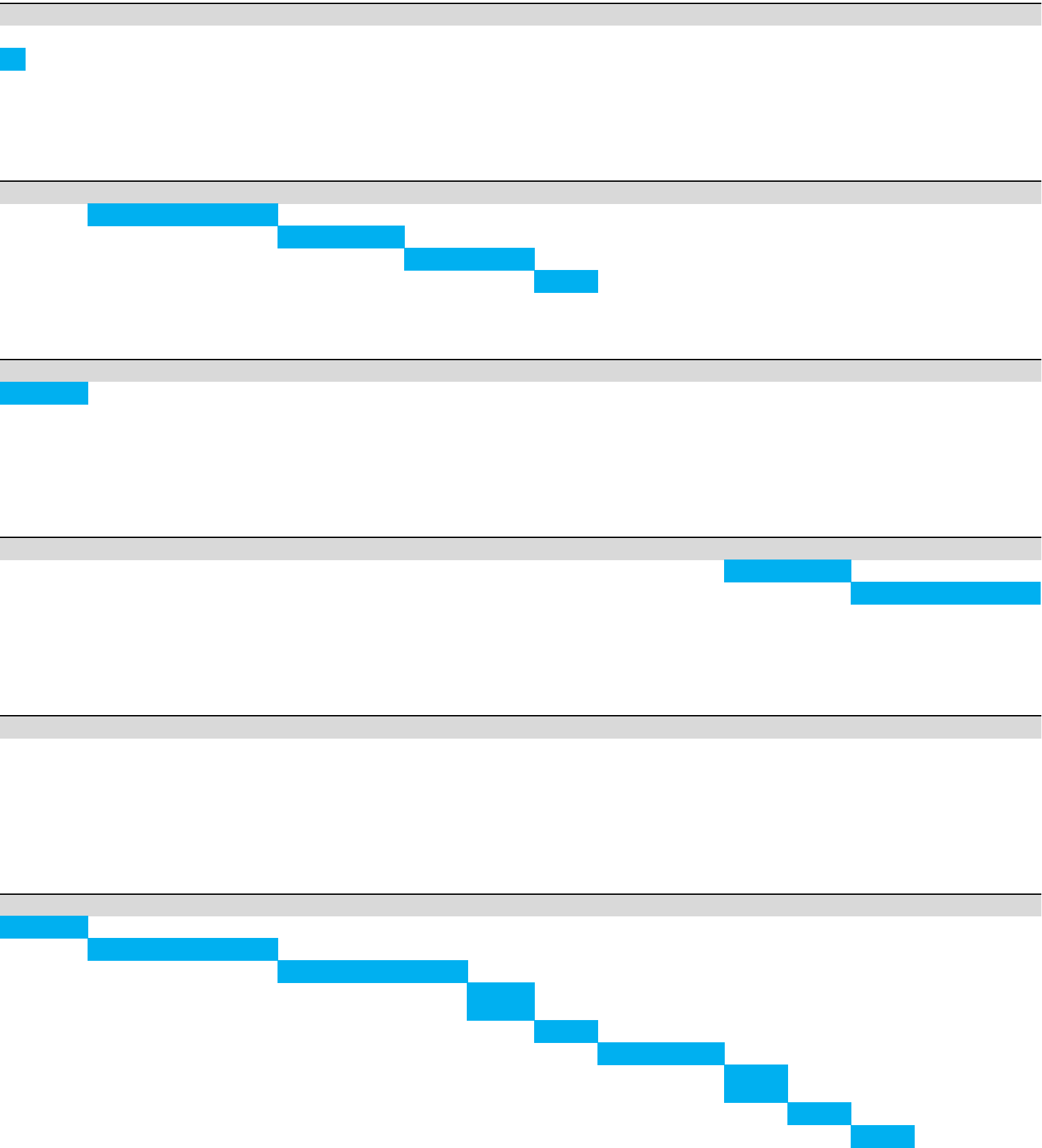
Example: Designer working on final artwork

Example: Send artwork to printers

Colour key

	Task to complete
	Task completed
	Urgent task not yet completed/over due

			Quarter 2													
01/07/2019	17/06/2019	24/06/2019	01/07/2019	08/07/2019	15/07/2019	22/07/2019	29/07/2019	05/08/2019	12/08/2019	19/08/2019	26/08/2019	02/09/2019	09/09/2019	16/09/2019	23/09/2019	30/09/2019



Researching your audience & branding

1. Who is your target audience?

Look at the specifics - demographic, gender, lifestyle, hobbies, behaviours etc.

2. Do you have a Mission Statement?

This should sum up in a few lines what your goal is.

3. Research others

Look at your “competitors” (other churches). Use the spreadsheet below to note the messages, visuals, quality, reviews and mentions, marketing efforts etc.

COMPETITOR	MESSAGE & VISUALS	QUALITY OF PRODUCTS OR SERVICES	REVIEW & MENTIONS	MARKETING EFFORTS
01				
02				
03				

4. Outline key qualities and benefits you offer that the others don't.

build a **BRAND BLUEPRINT**



5. Do you have a logo/ tagline?

Does it support your answers to the above questions?

6. Your Brand voice

How you communicate needs to be relevant for each audience. Looking at your answers above, how are you communicating?

7. Brand message and elevator pitch

You've got one chance to speak to someone. In 1-2 sentences spell out your brand message, your quick grab 'elevator pitch'.

8. Brand Personality

Experience tailored to audiences' needs, backed by genuine personal interaction = brand personality

9. Brand should be visible in everything the customer sees, reads, hears.

10. Consistency

Be consistent in what you show people, how you speak to people. You are aiming to build trust. People need and like to know what to expect.

11. Be its biggest advocate

Short Branding Exercise

This exercise has four phases:

1. Brainstorm possible values and attributes for your brand
2. Separate those into what belongs and doesn't belong to it
3. Group the ones which belong into abstracted groups
4. Distil them into values, key attributes and analogies

You should be able to get a better idea by simply doing the above but if you require more information, read on.

Every brand stakeholder should take part, so if your team fits in a room, get them of all in there. If it's larger, get the people who'd be expressing the brand day-to-day. You can also bring whoever demonstrates interest—you want motivated people brainstorming. Don't do this by yourself.

Once you've listed the participants, schedule a 90-minute block for the first session in a room with whiteboards or foam boards. Get plenty of colourful sticky-notes (at least 40 per person) and Sharpies for everyone. Don't use fine point pens so ideas can later be read from a distance. Snacks could be handy too.

1. Brainstorming Attributes

For starters, keep in mind (and reinforce with the group) the basic rules of brainstorming: there are no bad ideas, and be additive to other's ideas. Set a timer for 10 minutes to instil some urgency.

Start writing out random adjectives on stickies, words (simple, exclusive) or short expressions (gender neutral, on your terms) which could be used to describe your brand. As people write down each idea, they should say it out loud and place the sticky on the table, so others can hear it. This lets participants build on each other's ideas.

People will be tempted to stick to "good" adjectives—like smart, professional, etc. Those can be acceptable, but also tend to be generic, which isn't helpful in differentiating a brand. So try to include controversial or even silly ideas, just to get the discussion going. A few of my favourites are complex, hard, expensive, aggressive, powerful, for dummies, rough. They often cause people to write down the opposing notion—or something in between, which leads to interesting discussions later on.

Throughout this brainstorm, make sure to keep people generative and on topic—no discussion about what works or doesn't should happen yet.

After about 10 minutes, ideas might start slowing down. If not, do another 10-minute round. Avoid stopping until after 2 minutes have gone by with no new ideas (the silence can be helpful sometimes).

2. Yeses and Nos

Next, write on opposite sides of the whiteboard, the words Yes and No. As a group, go take every single sticky note and agree on where it should go. Yes means "this word could be used to describe our brand", and no means, uh, no.

The discussions which happen during this step are the most important part of the process. There will be plenty of disagreement, which is healthy, but which needs to be sorted out. Some stickies might actually start on one side and move to the other (that's why we're using them!). When you hit a wall, try to deconstruct the meaning of the word in question.

A few tactics to try:

- A. Try to find a close synonym. Sometimes a specific word carries implicit meaning to some people, and replacing it with an equivalent can filter it out.
- B. Use an antonym. If it's clear the opposite of the original word belongs under yes or no, then it's easier to place the original.
- C. Separate the brand from the product.
- D. Separate the brand from the audience.
- E. Skip it and come back to it later. A word you discuss later might clarify the disagreement about the current one.

This process will take quite some time, and you should use all the remaining time in this session to finish this sorting. A few disagreements might remain unresolved, and that's OK (up to about 5 or 6 adjectives—if you have a large "maybe" group, you probably haven't gotten to the bottom of it).

You should be exhausted at this point, so call it a day. Document your board (photos are great, transcribing each word is ideal) and feel free take down all the stickies, but keep yes and no separate!

3. Surfacing Patterns

For the second session, bring the yes stickies from before. This should also take 90 minutes, but it's often done in less time.

This step is about organizing ideas in groups of emerging patterns, a process also known as clustering or affinity mapping. To get started, spread out all the yes stickies on a table.

Start picking stickies at random, and placing them on the board, grouping related adjectives close to each other. This might feel awkward in the beginning, but after 3 to 5 minutes the team will start to spot similarities, and tight groupings will emerge. You will probably see groups like these three:

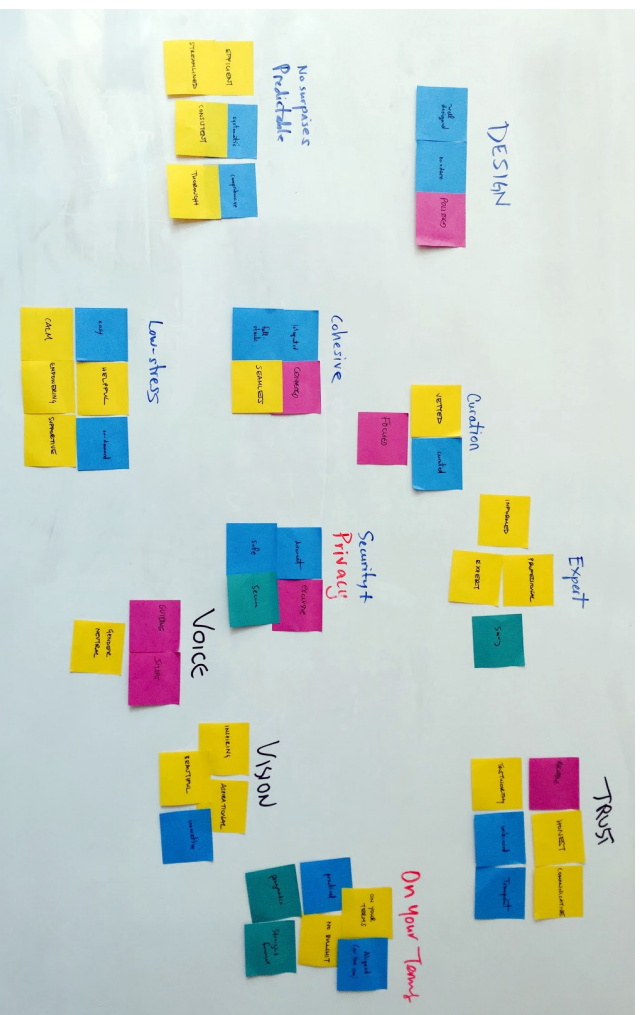
Presentation. Visual ideas about style, color, light, polish, etc.

Tone. Communication-related adjectives such as voice, assertiveness, friendliness, etc.

Personality. Human-like attributes, such as being expert-like, teacher-like, childlike, etc.

As well as other groups, mainly about values: abstract, almost philosophical notions—transparent, affordable, innovative, etc. These will probably be unique to your company's mission or offering.

Try to organize all stickies on the board in up to 60 minutes. As groups become clear, write a descriptive name for it on the board (or on a different color sticky), above the adjectives. Once you're done, your board should look somewhat like this, and you'll be ready for the last step.



What your affinity map board might end up looking like. Note the different handwriting above each group: everyone is participating.

4. Distilling into Values

This is the last step, and the most analytical. Going through each of the groupings, transpose them to a hierarchical list in a text document, including titles and content. You can work off this template if you want. Example:

Visual

Clean, Bright, Colourful, Handmade etc

Tone

Funny, Colloquial, Deferent etc

If any of the groups doesn't feel unique to your brand, ignore it. If it seems to be about abstract values, put it under a Values header, with all adjectives in a single line. Then, with the team, try to sum up what that group of values encompasses. Example:

Values

Safe, Secure, Trustworthy → Secure

Easy, Empowering, Low Barrier to Entry → Easy

Then take another pass at the resulting list and, try to coalesce each group further. Aim to limit each header to 4 items, to ensure the result is actionable.

These attributes by themselves can still be a bit ambiguous. That's when brand comparisons can be helpful.

Use the remaining 10 minutes of your session to add to the document a "Brand Comparisons" header. Under it, list at least 10 sentences using the format "More like ____ than ____". You should fill in the blanks with other brands. But brands in the broadest sense possible: well known public entities about which there's consistent perception between people. They should ideally not be in your industry, and can include celebrities, cities, typical dishes, etc. This part usually leads to fun discussions. Examples:

More like Google than Apple

More like Toyota than BMW

More like Tag Heuer than Swatch

More like Sketch than Photoshop

More like George Clooney than Ryan Gosling

More like burgers than sushi

Try to get at least 15 of these; 30 if possible.

And that's the end of the exercise, you should have now a document which outlines your brand values, shows concrete ways those values present themselves, and anchors your brand relative to others in different spaces.

Conclusion

You could work with a branding agency for a richer—and more expensive—process, which could achieve more granular results. But you have little time and money to spend, and this will get you what you need to start establishing a brand.

CRISIS PLANNING

Disaster Recovery Plan for Parishes

A DR plan consists of the policies and procedures that a given entity – in your case, a parish – will follow when disaster strikes. This could be a natural disaster, technological failure or human factors such as sabotage or terrorism. The basic idea is to restore the affected processes as quickly as possible, whether by bringing disrupted services back online or by switching to a contingency system.

Your DR plan should take into account the following:

IT services: Which business processes are supported by which systems? What are the risks?

People: Who are the key personnel in a given DR process?

Suppliers: Which external suppliers would you need to contact in the event of an IT outage? Your data recovery provider, for example, Electricity supplier, repair man.

Locations: Where will you work if your normal premises are rendered inaccessible?

Testing: How will you test the DR plan?

Training: What training and documentation will be provided to ensure everyone knows what they have to do?

Structuring the perfect disaster recovery plan

Even a small DR plan can be a lengthy and complex document. However, most follow a similar structure, encompassing definitions, duties, step-by-step response procedures and maintenance activities.

Introduction: A summary of the objectives and scope of the plan, including IT services and locations covered.

Roles and responsibilities: A list of the internal and external personnel involved in each DR process covered, complete with their contact details and a description of their duties.

Incident response: When should the DR plan be triggered and by who? How and when should others (PCC, congregation, diocese etc) be notified?

DR procedures: Once the DR plan is triggered, the key personnel can start to action a DR process.

Appendices: A collection of any other lists, forms and documents relevant to the DR plan, such as details on alternate work locations, insurance policies, and the storage and distribution of DR resources. A list of passwords/ bank details, other important information should be included.

Keeping your disaster recovery plan alive

Like any policy document, a DR plan is useless if it spends most of its life sitting in a drawer somewhere. There's no point in creating one if you're not going to allocate sufficient resources to training personnel on the existence of the plan, as well as what their own roles and responsibilities would be in the event of a disaster.

Keeping it up to date is important, too. As time passes, you'll need to accommodate new people, new systems and changes in your DR plan. Be sure to notify any affected key personnel when you do this.

Finally, it's fundamentally important that you test your DR plan and know whether it is viable, or even whether your procedures are fit for purpose at all. It can be tempting to test your DR plan in stages, but don't neglect to test it in its entirety from time to time, too - it'll show you if different processes cause friction when they run concurrently, as well as if there's anything you've failed to account for.

Looking after your church's social media and website? Here's what you need to know

Looking after your church's A Church Near You profile, social media channels and website is an exciting opportunity, helping your parish support its community and reach out to new people. We know there will be a lot for you to consider - especially if you are new to the role - so we have put together a list of some of the most important things to get you started in the best possible way.

1. Create a strategy

A simple and clear digital strategy is crucial to helping your serve your community online. It will look at what you want to achieve, and how you are going to do it. Your parish may already have a digital strategy in place, however if you don't have one, this is one of the first things you will want to do.

2. Understand your digital audience

It's important to have a defined audience in mind when you are creating your content, as this will help you create relevant, helpful and interesting content for your social media platforms, A Church Near You and your website.

3. Track your progress

Your analytics will provide valuable insights to help you to create an online presence that is responsive to your audience, and able to adapt and grow as the social media landscape changes.

Some of the key analytics that you can track across your channels are:

Reach - the number of individual accounts your content reached

Impressions - the total number of times your content was seen by anyone

Engagements - Likes and reactions, comments, replies, shares, retweets and video views.

In each of these areas look for the posts that performed the best, and the ones that did not. Refine your strategy by looking for trends that may be emerging from month to month and look at how can this help you going forward.

Track these statistics on a monthly basis to help build a picture of how your online presence is growing.

4. Writing for the web

The words we use are important to help us communicate effectively with our online audience, and they will need to adapt depending on whether you are writing a social media post or something for A Church Near You or your website.

5. Keep up to date with social media developments and trends.

As the social media landscape changes frequently, keeping up-to-date will help you maintain a successful online presence to serve your community and raise the profile of your church.

6. Policies

A. Safeguarding Policy.

It is the responsibility of everyone to ensure the protection of children and vulnerable adults online and offline and spot the warning signs for those who may be experiencing abuse or online bullying. Familiarise yourself with your diocese Safeguarding Policy and who to contact if you have questions or concerns.

Some points for you to consider...

When sharing images of children online photo consent must be signed by their parents or guardian, including consent to share on social media. We advise renewing these consent forms annually.

Keep photos stored in a secure location and limit access to only those who need it.

Maintain accountability by having multiple administrators on social media accounts. Facebook pages can have multiple administrators, however this is not the case on Twitter and Instagram, so make the login details available to two or three key people. If possible, the vicar should be one of your Facebook administrators and have log in details for your Twitter and Instagram accounts and your website.

For more guidance, please visit the Parish Safeguarding Handbook or contact your diocesan safeguarding adviser

2. GDPR and privacy policies.

Under the 2018 GDPR laws, everyone has a right see what information is stored about them and to have it deleted if they wish, including photos and videos. You will need to familiarise yourself with your local GDPR policy and Privacy policy.

Ten Top Tips when writing for the web

1. Remember who you are writing the content for

It's important to think about the different audiences you will be speaking to on your social media channels, A Church Near You page or your website. While we keep our tone consistent, you will be writing differently for your different audiences. The more specific the content is to the audience you are writing for, the more engaged they will be. Don't forget about the three audiences you've selected as your primary focus.

2. Think about the words you are using

There are many words very specific to our work in the church that non-Christians may not understand. Words such as benefice, mission, pastoral, incumbent and lay are words we use often and it's easy to assume everyone else knows what they mean. When people don't understand the text they're reading on a website, they're likely to leave.

3. Keep it simple

The average reading age of the UK is 9-years-old. This doesn't mean we dumb down our writing and talk down to people. Instead, we write in simple, easy to understand language in short sentences and paragraphs. When we keep the writing simple, we are being inclusive and welcoming of everyone.

4. Review your content regularly

It's easy for writing to become stale and irrelevant over time, especially on web pages you don't need to update often, such as contact details. If the text on a page stays the same for years, people have no reason to revisit the page. By reviewing your content and re-writing out of date pages, you'll keep your website fresh and interesting. It also gives you a chance to make sure the text is simple and written for the right audiences.

5. Prioritise your content

The most important information should be the first thing people read, so consider the order of what you need to tell people. The less important it is, the further down it should go. If you're writing an explainer about your church, what is the first thing you want people to know about you?

6. Use call to actions

Once people have arrived at the bottom of a webpage, what do you want them to do next? By giving them a call to action you're encouraging them to take a next step. It could be as

simple as visiting another page on the site that is relevant to them or it could be coming to a service. It's important that you encourage action from the people that visit your site.

7. Know how people read web pages

People don't really read web pages - not all of it anyway. People tend to skim pages in an F shaped pattern (Reading across the top line, dropping down the page, reading across the page again, and so on). To make it easier for people to find the content they're looking for, it's okay to break the text up into short titled sections and use bullet points.

8. White space and pictures are encouraged

Don't try and fill up a page with text as it can be overwhelming. White space (any blank space on a webpage, not necessarily white) can help direct people's eyes to what you want them to see. Pictures can help break up blocks of text and may help to communicate what you're trying to tell people. A picture tells a thousand words.

9. Don't forget about mobile

Many people will be visiting your site on their mobile phone and the percentage of people who visit websites on their phone continues to increase. Have you checked what it looks like on your phone? Large blocks of text can be hard to read on a small screen and busy screens can also make it hard to consume the content. Consider what the site visitor will see first before they start to scroll.

10. Ask other people to read your content

Once you have written your content for web or for social, it's a good idea to get someone outside of the church to read when you've written. Do they understand it? Are there any words they don't know? Are they engaged and interested in it? Their feedback will help you to ensure you are writing effectively.

Tallie Proud, Digital Communications Officer

Why your church should be using A Church Near You

Did you know that every Church of England church has a page on A Church Near You?

Since launch, AChurchNearYou.com has become a major tool to encourage people into their local church. Since the site's transformation in November 2017, even more churches are now making use of it. Is yours?

Here are eight reasons your church should be keeping you A Church Near You page up to date:

The site receives around 10 million page views a year with 50% more traffic in December 2017 vs December 2016.

Many of these visitors are coming to ACNY for the first time, 82% in fact. A lot of the enquiries churches receive through the site are for weddings and christenings.

People regularly visit A Church Near You first as it often appears top in search results.

In a recent survey of our 13,000 editors, 77% said they found the new site easy to edit

A Church Near You is completely free to use. By using it as your website you can free up money for other church projects.

The site meets modern security and accessibility standards, saving local churches lots of time and resource.

We've got exciting plans to regularly add new features and functionality

By using tags provided, you are highlighting the good work of your church nationally.

But don't just take our word for it. We've been thrilled by the overwhelming positive support we've received from those regularly using the site, both as church editors and visitors finding out more about their local church.

Here's what Helen-Ann Hartley, Bishop of Ripon, had to say:

"A Church Near You is a fantastic, free resource for our churches. I'm delighted by the way so many editors in my diocese - and beyond - are claiming their pages and using them to let millions of visitors to the site know what they get up to each week, from the regular Sunday services to the holiday clubs, foodbanks and community groups on offer. I'm excited to see how churches now make the most of the ability to use their ACNY page as their website, saving these churches money that can be freed up for other church projects. We all know how important digital is to our evangelism and discipleship strategies, and I believe ACNY can play a huge role in that."

We also spoke to two current A Church Near You editors about what they think of the site:

"The development of ACNY into a platform with improved search and user experience has encouraged us. ACNY has been a useful part of our Christmas campaign for the past two years. In December 2017 we saw a significant uplift in referrals from ACNY of users we had not interacted with before. As a working benefice our web platform is integrated across our churches. We appreciate the parish level search optimisation ACNY provides which is useful for occasional visitors to parish churches. 2018 will see us use the platform in new ways beginning in Advent."

- A Church Near You Editor, St Mark's Church, Ampfield - St Denys Church, Chilworth - All Saints and St John the Baptist, North Baddesley

"ACNY was a great stepping stone in convincing the congregation and PCC that an online presence is valuable and necessary. The biggest selling point for them was it didn't cost the church anything and was clear, well designed and accessible for all technical abilities.

"As we wanted to expand digitally as a church, it was much easier to propose building upon our ACNY presence rather than propose starting from scratch. We now have our own digital vision as part of our church which all started from ACNY.

"Using the data from the new update of ACNY, we were able to create events tailored to visitor trends. We've also had several couples who, having booked their wedding reception locally and looking for a church, find us via our online presence including ACNY."

- A Church Near You Editor, St John's - Ellel

We're excited to be launching the next update to A Church Near You this month. Find out more about what's coming to the site from our presentation at July's General Synod.

If your church hasn't filled in your A Church Near You page yet, what are you waiting for? You can find out how in the ACNY Help Centre.

A Church Near You Useful Links

Responsibility for logins etc is with each individual parish. If you know the email used originally you can reset the password by simply going to the login page <https://www.achurchnearyou.com/accounts/login/>

Help and assistance for editors is available on the site here <https://achurchnearyou.zendesk.com/hc/en-us>

They can request to be an editor here <https://achurchnearyou.zendesk.com/hc/en-us/articles/360002398413-How-to-become-an-approved-editor-of-a-church>

Or you can contact A Church Near You here for assistance on resetting your login information <https://achurchnearyou.zendesk.com/hc/en-us/requests/new>

I would suggest that you ensure you have more than one editor and that the information is recorded somewhere. The Disaster Recovery for Parishes template is useful as not only will it enable you to be able to continue parish life in the event of a disaster, it also encourages you to think about how you could access your systems and where your information is saved.

What's new in A Church Near You

ACHurchNearYou.com, our national church-finder tool, receives more than 10 million page views a year - 80 per cent of these are from people visiting the site for the first time.

All of the 16,500 churches in the C of E have a page on the website, including the nearly 300 churches across Europe and Morocco. Churches can log in and edit these pages, adding photos, services and events and information about the life of the church. Follow the steps on our [Editor Help Centre](#) to claim your church's page if you are not yet using the site.

After relaunching the seven-year-old site in time for Christmas last year to get the site secure, mobile-friendly and easier to edit, we started work on phase two of the new ACNY this summer.

These changes now mean churches can use the site as their website for FREE. By following [these simple steps](#), you can point your domain towards your A Church Near You page, so you can still use your existing URL to encourage people to find out more about your church. This means you won't have to reprint literature with your URL on, or update any information on your social media channels about your web address - using your existing www. will take visitors through to your ACNY page.

These pages have lots of new functionality, as requested through our regular editor surveys, to help meet the digital evangelism and discipleship priorities of our churches - as well as the more practical ones!

The upgrade we launched in the last month includes the ability to add a gallery, news stories and news sheets and to see your analytics on your church's page, showing you how many people have visited your page this week, month and year when logged in.

As ever, our editor help centre is on hand to guide you through the new features, so if you would like some help, do read the help articles provided:

How to use the new gallery:

achurchnearyou.zendesk.com/hc/en-us/articles/360009847713-Using-the-Gallery

How to choose which of your services or events appear on your homepage

achurchnearyou.zendesk.com/hc/en-us/articles/360009717534-Choose-which-of-your-Services-or-Events-appear-on-your-church-s-ACHurchNearYou-homepage

How to choose which of your news stories appear on your homepage

achurchnearyou.zendesk.com/hc/en-us/articles/360009717654-Choose-which-news-stories-appear-on-your-church-s-ACHurchNearYou-homepage

How to add a news story

achurchnearyou.zendesk.com/hc/en-us/articles/360009717674-Adding-news-stories

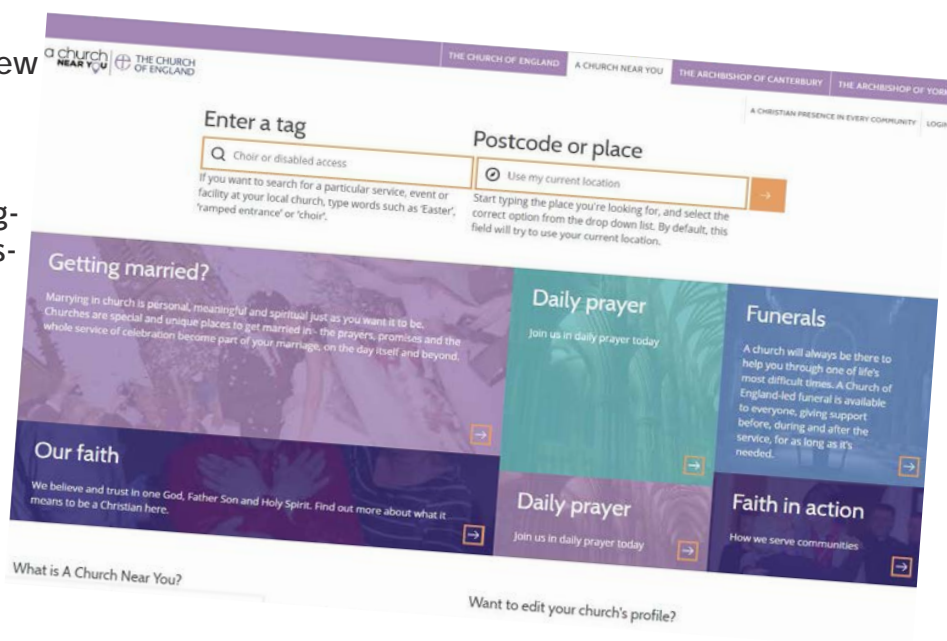
How to add a notice sheet

achurchnearyou.zendesk.com/hc/en-us/articles/360009717754-Adding-notice-sheets

How to edit and unpublish new stories or news sheets
achurchnearyou.
zendesk.com/hc/en-us/
articles/360009832893-Editing-
and-unpublishing-news-stories-
and-notice-sheets

How to use the new
campaign feature
achurchnearyou.
zendesk.com/hc/en-us/
articles/360009717474-Add-
Church-of-England-National-
Campaigns-to-your-church-s-
AChurchNearYou-page

How to use the new Inbox on ACNY
achurchnearyou.zendesk.com/hc/en-us/articles/360009832913-Using-your-church-s-Inbox-
Messages-on-AChurchNearYou



Amaris Cole, digital communications manager for the Church of England

A checklist for setting up social media accounts

It's important when first setting up an account for your church or individually on Twitter, Facebook or Instagram that you fill in the profile information as fully as possible. The more information we provide, the more helpful we are to people visiting our accounts for the first time.

Before creating social media accounts, it's worth thinking about how you will use them.

Keep reading to find out what are the important fields to fill in:

Twitter

Profile picture: This should be your church logo. If you don't have a logo, what not create one in Canva? Be aware that the logo will appear in a circle so make sure the logo doesn't get cut off in the corners.

Cover picture: Choose a nice picture from a service or event showing the people that make up your church family.

Bio: You have 160 characters to explain what kind of a church you are, how do you worship? Remember to use easy to understand language.

Location: Let people know where your church is.

Website: Link to your website or A Church Near You profile to help people find out more about you.

Settings: Select suitable privacy and notification settings. If your church has capacity, we advise you to open up your private messaging inbox to all so that people can contact you through it.

Facebook

Cover and profile picture: same as above! If you have both Twitter and Facebook, try and use the same images to provide consistency.

Contact Information: On the 'About' page, make sure you've filled in as much contact information as possible, including your website or A Church Near You profile

About: This page also has About and General Information text sections to explain more about your church. Similar to your Twitter bio, think about the most important information people need to know about you (and again, use easy to understand language)

Settings: Make sure all the right settings including privacy and notifications have been set up.

User roles: This is where you choose who has access to edit the page. We strongly recommend having 2-3 administrators (users who have the ability to add/removed pages editors) this will help avoid the page becoming inaccessible by the church.

Instagram

Profile picture: This should be your church logo. Be aware that the logo will appear in a circle so make sure the logo doesn't get cut off in the corners.

Website: Link to your website or A Church Near You profile to help people find out more about you.

Bio: You have 150 characters to explain what kind of a church you are, how do you worship? Remember to use easy to understand language.

Settings: Select suitable privacy and notification settings.

Once you have these basics filled in, you are ready to post!

The Church of England Digital Team

Understanding your audiences on social media

When looking at what social action projects to run, a church tends to look at how best they can serve the local community. If there are lots of young families, maybe a toddler group would be sensible, if there is high deprivation, perhaps a foodbank would be useful. Knowing your audience allows you to best serve people

When thinking about your digital presence in the community, it's just as important to think of your online audiences: what you're offering them online and how you're speaking to them.

The first thing to ask yourself is: who do you want to talk to? Are you in a high student area? Do you hold a lot of weddings in your church? Are you a tourist destination? Before doing anything, it is worth thinking about the top three audience groups you would like to engage with online. This might be something you discuss with your PCC or your church communications group.

Once you've decided on your audiences, it's time to flesh them out a bit more. What age range are they in? What interests might they have? What reason would they be engaging with your church? Understanding the people you're talking to will help you talk to them in a way they will find engaging.

This work will inform all areas of your digital presence, from your website to social media. Our work centrally is focused around nine audiences. We interviewed 2,000 Christians and non-Christians to understand how the Church can harness the power of digital and social media. You can see these audiences in the digital presentation from February General Synod.

Things to consider when structuring a website:

When building a website or restructuring the current content, use your audiences to decide where content sits. For example, your homepage should be for an audience group who don't know you yet. You can welcome them, provide service times, location details and other details relevant to newcomers. Information that caters more to your current church congregation, perhaps notices, rotas and the prayer diary, can be placed deeper in a clearly marked section.

Things to consider when posting on social media:

Different social media networks have different audiences. For example, Instagram tends to have a younger audience than Facebook and Twitter. Think about the kind of information you want your primary audiences to know about and this will help inform your tone and style of posting. For example: if one of your primary audiences is families, you may want to post regularly about family-focused events, prayers to say with children and crafts ideas to help tell Bible stories. Take a look at what we're planning for families this Advent and Christmas.

Language

How you speak to each audience is going to be different. For example: the text on a page about the history of the church will be different to text on a page about the youth club. While you want the voice to remain constant - as if it were the same person speaking - think about the words and the tone you use on each webpage and each social media post.

Other things to consider

Think about audiences when designing posters. The colours you use will change depending on the people you're wanting to reach - bright primary colours are suitable for children's events, whereas light pastels are right for weddings.

Your audiences evolve over time, so make sure you're thinking about who you are reaching and the role your mission action plan plays in this.

Make sure everyone who posts to your social media accounts and website are all aware of your primary audience groups so you're all on the same page.

Facebook: Pages vs Profile vs Groups

Do you know the difference between a page, a profile and a group on Facebook? Which is the right one to use for your church? If you're not sure, keep reading to find out more about the different kinds of accounts you can have on Facebook.

Profiles

If you've created an account on Facebook, this is your profile. It's where you share your interests and photos with friends you've connected with. To have a page or a group, you need to have created a profile first. Profiles have more restrictions on who can see your posts. Because of this, we wouldn't recommend setting up a profile for your church. To view the content, the person would need to request to become the church's 'friend' which may stop people from investigating further.

If you've set up a Facebook account just to manage a page or a group but you don't want people to find your account, make sure you've filled in your privacy settings correctly. Find out more on Facebook's Help Centre.

Pages

Pages are open for all to see and have plenty of other features and functionality which make them perfect for churches to use. You can create a page through your profile account but people visiting the page won't be able to see your profile unless you want them to.

Not only can you post videos, images, polls and notes (blogs) on the page, Facebook provides you with advanced metrics on how the posts are performing and the demographics of your audience which helps you to produce more relevant content for them.

Pages also have a helpful 'About' section which means your church can provide contact information, links to other social networks and your website (or A Church Near You page) and tell people a little bit about what kind of church you are.

It's recommended that each church in the benefice has an individual page. This helps people to easily find their local church and be provided with more relevant information to them, though you can share one post across other pages easily.

Don't forget to make sure you have at least three administrators for your page. The admin can add and remove people from editing the page and if you only have one and something happens to that person, you will lose editing access to the page. There are plenty of other settings and permissions which are important to set up before you start posting. Find out more on the Help Centre.

Groups

Groups are designed for small community or interest groups to communicate with each other. Though they might seem ideal for churches, they are more closed off than pages which again makes them less welcoming to newcomers. It can feel like you need to be part of the club already to join the group. Smaller groups inside a church might make use of groups however, such as the youth group, parents and toddlers or choir group as a way of easily passing on news and information.

Tallie Proud, Digital Communications Officer



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DISCOVERING GOD'S KINGDOM
GROWING THE CHURCH

Understanding Facebook Insights

If you look after the Facebook page for your church, you might have seen the analytics Facebook provides with each post and may be not sure what it was telling you. You might have also explored Facebook's insights section and been overwhelmed by the data it was providing. If you want to run a successful Facebook page, it's important to pay attention to the analytics the site offers you.

Reach and Engagement

Underneath each new post on your Facebook feed, you will see two numbers: reach and engagement. But what are they?

People reached: this refers to the number of unique people your content was seen by.

Engagement: the amount of times your post has been liked, shared or commented on.

It's important to look at these numbers regularly as knowing how successful individual posts were will help you to know what kind of posts to do in the future. For example, if you shared a photo from one of your social action projects and it was well received by your followers, it makes sense to post more images like this. Similarly, if a post doesn't reach many people or doesn't receive many engagements, it might be worth trying something else in future.

Clicking on these numbers on each post will show you more advanced analytics, including engagement data from shared posts. For example, how many likes, comments and shares, how many clicks if there was a link or who didn't like the post.

Insights

Under the Insights tab, which you can find at the top above your cover picture, there are even more analytics on offer. It can be daunting to look at all the data and figure out what it all means so here are a few things to keep your eye on:

Likes: keep track of how many people like your page over time. Look to see any spikes in people liking your page and use it to work out what might be the cause. You can use this to see how many likes you are gaining each month. With this information, you can start creating targets of how many new likes you want to gain each month or a certain number of likes by the end of the month.

Posts: this page quickly lists the reach and engagement of all your posts in one place, making it easy to compare. It also shows you what time of day and day of the week people see your content. This will help you to determine what time of day to post content to reach the most amount of people.

On this page there is also a post types tab. Clicking this will show you what type of posts are most successful.

Videos: are you sharing video content on your page? Visit this section of the insights to know how many people have watched the videos and as well as how long for. A good way of creating video content for your Facebook page is Facebook Live – check out our blog on how to use this.

People: start to learn a bit more about the kind of people that visit your page and engage with your content here. You can see what areas of the country they are from, what age and what gender they are. Knowing the demographics of your audience will help you create content specifically for them.

Tallie Proud, Digital Communications Officer, Digital Team

An introduction to Instagram

It can sometimes feel like it's hard to keep up with the latest digital trends and the platforms being used by young people.

Many church's digital presence - websites and social media - are run entirely by volunteers who don't have time to do any more than they already are. So it is really necessary to be on all the popular social channels? No!

The key to a strong digital presence is strategy and knowing your current audience - and who you might like to engage with in the future. The key is not necessarily doing more - but doing what you're doing more strategically.

While we believe every church needs a Facebook page, if you decide to join another platform, the decision to use either Twitter or Instagram depends on your audience, and where they are more likely to be. It's worth creating a personal account on both of these platforms to get to know who uses it and how.

It's no longer true that Instagram is just for younger people. While 59% of those on Instagram are aged 18 - 29, 33% are 30 - 45 and 21% are over 50.

It's a great place to show the personality of your church, who attends and what kind of events and services you offer.

Top tips for growing your audience on Instagram

1. Remember it's quality over quantity. While you want to be posting regularly, you should only post your best pictures.
2. Pictures can be taken on your smartphone, but check the quality of them. Avoid posting any blurry or pixilated photos.
3. Take time to follow likeminded accounts, and then like their pictures when you're next scrolling through your timeline. If you like their picture, they're more likely to like yours!
4. Think about your caption - describe what's happening in the photo and ask questions of your followers to encourage conversation.
5. Use hashtags on your posts - have a look at the kind of hashtags other churches are using, and also ones used by your local community. It's a great way of making your account easy to find. Research suggests posts with 11 hashtags perform the best!
6. Tag your photos - both with the people who are in them and the location - again, this makes them easier to find.
7. Use Canva to design graphics to use on Instagram to promote upcoming events. If you have a colour scheme for your logo and your website, try to stick to this branding.
8. If you get a comment or question on your post, try to reply to show you value your followers.

Amaris Cole, Digital Communications and Content Manager

How to develop your church website

Often on the wish-list for churches will be a new (or rebuilt) website. We've put together some basic considerations to help get the ball rolling.

A Church Near You

First things first: keep your free entry on www.achurchnearyou.com (ACNY) up-to-date, add a decent cover photo (preferably of people not just the building) and think about adding a few pages to highlight particular ministries: additional functionality will appear later in 2018. Thanks to a recent re-launch of ACNY, there can now be up to five editors, default administrator will be the incumbent (ACNY gets this info via Crockfords). To get started: find your church's page and click 'Edit this Church' (bottom left).

Social Media

These are free to set up and use. You can add events, photos, stories, groups as well as connecting with the wider community. Users do need to have their own account/ profile and that can put some people off.

Building/Replacing a website

Anything more than ACNY will not be free: you will need to pay each year for at least hosting and probably the domain name (e.g. www.exampleparish.org.uk) too.

- * Build-it-yourself website tools (£50-100 annual for no-adverts)
- * WordPress.com
- * Blogger.com (not just for blogs: includes templates which work well for static pages)
- * Pay a website builder (£100-500/annual): lots of web firms available.

Appearing on web searches

- SEO: To improve the chances of Google (and other search engines) ranking your pages more highly in their results, the structure and accessibility of your website is vital. For SEO-specific advice, there is good clear guidance at: <http://static.googleusercontent.com/media/www.google.com/en//webmasters/docs/search-engine-optimization-starter-guide.pdf>

- Google Cards: This is the box in the right hand corner that appears when someone searches for your church in Google. Churches will need to create a Google My Business listing (or get access to one, if it already exists). Visit the Google support page

here for help with how to do this. Not claiming this card also leaves churches vulnerable to someone else doing it and providing incorrect information.

Review your current site

- **Responsive:** Since 2008, all sites should be 'responsive', resizing content to work well on smartphones and tablet devices. Sites which aren't responsive will exclude 30-50% of potential traffic. Website templates which come with content management systems like WordPress or Joomla or Wix will all be responsive out of the box;
- **Bottlenecking:** Sites which require a single person to make updates via HTML / FTP are prohibitive as methods of communication and can suffer when people move on or aren't available. A free CMS with multiple maintenance logins (like WordPress or Joomla) would mean many people would be able to update content at any time, reducing workloads and easing communication.
- **Accessibility:** Sites built with accessibility in mind will not only be better for users but will naturally perform better on search engines. Great free tool to audit your website here: <http://wave.webaim.org>, which includes advice on how to solve any issues your site may have;
- **Ergonomics:** Navigation and 'grid' (layout) should be consistent between pages. Changes in emphasis, layout, navigation and branding can disorient the user;
- **Fonts:** A minor point perhaps, but the only real rule we'd highlight is to ban Comic Sans. The issue with Comic Sans as a font >> <http://www.comicsanscriminal.com> - being unaware of the chequered history of the font can be a problem for credibility. There are great free fonts out there eg. <https://fonts.google.com/>;
- **Images:** Ideally use at least one quality image on each page. These include pictures of people, not just buildings or objects, but check you have permission from anyone depicted. There are free image banks if you don't have pictures of your own yet, including LightStock; and the free diocesan images on our website image library.
- **Architecture:** A more advanced point perhaps, but websites that allow you to 'tag' your article/page content are more connected and future proof. Tagging is a fundamental to data architecture because it removes the hierarchical limitation of information, and enables sites to connect information laterally through topics. Read more about this

Our own diocesan website is built using the free WordPress.org engine, and is very friendly for those users who update the site and add/edit content, for all levels of expertise.

Taking great Church photos

Visual storytelling is incredibly important on social media, as people process images 60,000 times faster than words. Therefore it's crucial that you take the best photos you can and make the most out of what you have. Here are a few things to think about when taking photos:

1. Invest in a tripod

To keep photos sharp in lower light, use a tripod to keep the camera steady

The tripod can also give access to new angles such as over an edge and up in the air. There's a little bit of trial and error involved, but it can create some interesting results.

2. Make the most of external sources of light

Wherever possible, take photos outside to make the most of the natural light. If the photos must be taken inside, use the natural light coming in through the windows. Make use of well-lit areas inside - avoid using the flash as it can make things look stark with harsh shadows.

3. Pick your background carefully

Be intentional about what appears in the background of your photos. Avoid backdrops that look unattractive or distracting (bins, radiators, fire extinguishers, for example). Make the most of the architectural features your church has to offer.

4. Don't be afraid to get in closer

Taking photos from the back of church is easy and unobtrusive, but you're too far away from what's happening at the front of church to capture detail. Be part of the action and get in as close as possible. If you have a digital SLR camera, invest in a longer lens that will let you zoom in even closer. Communicate with your vicar and leadership team about what points in the service they're happy for you to get closer and where is best for you to be without distracting them (this can be an ongoing conversation depending on the type of service, who will be there etc).

5. Try different angles

Taking photos straight on is easy and fool-proof, but try and be adventurous. For example, standing on a chair/pew to get a high angle shot looking down or lie down on the floor and shoot upwards. Shoot through items, use doors and windows as frames, come up with unusual views that catch the viewers eye and makes the photos stand out from the crowd.

6. Candid/posed

Be ready to take candid photos at events, keep your camera switched on and finger on the button. Some of the best photos are candid as they look more natural. Think about how you are posing people when photographing them, try arranging them in something other than a line or a huddle. For example, have them sit together on some steps or in a group in a few rows of pews. Remember, you're taking the photo so you are in charge. You tell people how you want them to be posed.

7. Composition/subject

Be purposeful in choosing your composition and what will appear in the frame. Think about what the content of the image may communicate to someone viewing the photo. Plan ahead and scout locations for photo taking. Think about what photos you need to take to convey the right message. Choose events/moments to photograph that include plenty of people, action and emotion.

8. Posting to social media

Edit the collection of photos down to a small selection of the best before posting on social media. People won't have the time to look through lots of photos. Cut photos that look similar, are blurry or don't help tell the story. Photos of people will always be more engaging. Try and give all the photos you post to Facebook a description to help tell the story. Make the most out of Twitter's multiple image feature - you can post up to four photos at a time in a tweet. Play around with Instagram's filters, they can make you look like a professional photographer with little effort.

9. Safeguarding

It is vital to always check permissions when publishing pictures of children, this may be done through the Church or affiliated group or direct with parents.

Never publish a picture if there is any doubt about obtaining such permission.

10. Using other people's photos

If someone has given you photos to use on your website or on social media, check if they would like credit for the photos. Don't take images from Google as you don't know where they have come from or what permissions there are on the photo. The person who owns the photo would have the right to sue you if you are using it incorrectly.

11. Creative Commons

There are different types of permissions granted by the owners of photos. Here are some of the permissions you need to look out for when using images that aren't your own. Visit www.creativecommons.org to read more.

Attribution (BY) - Licensees may copy, distribute, display and perform the work and make derivative works and remixes based on it only if they give image owner credits.

Non-commercial (NC) - Licensees may copy, distribute, display, and perform the work and make derivative works and remixes based on it only for non-commercial purposes.

Public Domain (CC0) - Content that has been placed in the public domain for anyone to use, distribute and edit without any need for credit. Public domain images are really useful because no one needs crediting.

Here is a selection of high quality public domain images sites you can use:

www.unsplash.com

www.freelyphotos.com

www.pexels.com

www.splitshire.com

12. Editing photos and creating easy graphics

You don't need expensive editing software to edit photos or create social media graphics. There are some great online tools.

Pixlr: www.pixlr.com

Perfect for quick photo editing, improving the brightness/contrast and there's also an app version so you can edit on the go.

Canva: www.canva.com

Make high quality graphics for social media and more on Canva. They give you easy to follow templates, icons and fonts to easily make something that will catch people's attention. Read our blog on Canva to find out more.

Tallie Proud - Church of England Digital Communications Officer

Building your photography library

A picture tells a thousand words and research shows social media posts with images are seen by more people than those without, so it's important that every new update on your Facebook page or Twitter account has an image with it. But it can be hard sometimes to find suitable images. Below are just a few suggestions of how to increase your image library:

Hold a photography competition

This is a great way to get your whole church involved. Hold a competition with different themes and age categories to ensure all the congregation are encouraged to get involved. Maybe you could ask a local photography club to come and judge the entries? Once it's over, you'll have a new collection of church photos to use.

Find your church's amateur photographers

With top digital cameras falling in price, photography has become a popular hobby. Is there anyone in your church that likes to take photos? Why not get them involved? It also might be something that the young people in the church could be tasked with doing.

Hire a photographer

While this will cost money, the results are worth it as the photos will be of a high quality. Photography students may be a little bit cheaper to book and may appreciate the chance to add to their portfolio. Can you get in touch with a nearby college or university?

Use public domain images

There are plenty of websites that offer images that can be used without any credit or cost. Read our photography tips blog to see some of the websites we suggest to use.

Set up a hashtag or email address

Another way to get the whole church involved is to create avenues to encourage all the church to be taking photos and sending them your way, especially if there are events happening at the church that you're unable to attend. Establish a process for these images to be sent to you, such as a dedicated email address or a hashtag on social media.

Things to remember when collecting images

Don't forget about permissions of people in the photos, especially if there are under 18's or vulnerable adults. Keep an eye out for the consent form template available for churches soon.

It's important to credit any photos with the name of the photographer wherever requested.

Avoid using Google image search, even when you've filtered the results to show images marked as available for reuse. You don't know where these images have come from and could be fined if the image was labelled for reuse by mistake.

If you hire a photographer, make sure you are clear about what kind of things you want images of and how you want them to work during a service. (Where can they stand? Can they move around?)

Collecting images is a constant process as it's important not to use outdated images.

While stock photography can be useful when you don't have anything else to use, authentic photos of people in your church will always be more engaging.

Think about how you are going to store these collected photos. Who else needs access to them? Are the folders and images clearly labelled and could someone else take over managing of the library easily?

Tallie Proud, Digital Communications Officer

How to create great posters to promote your events

If you have an event at your church you want to advertise, whether it's a service, youth club, course or social, it's important that the promotional materials are eye catching and engaging.

If you don't have the money to pay for a graphic designer or buy graphic design software for an experience member of the congregation to use, you're often left with designing your poster in software not meant for design, such as Microsoft Word. This will mean the tools you have to be creative and the potential of what you can create will be limited.

But there is an online tool that will transform how you design. Canva.com is a free online graphic design programme that is easy to use and ideal for churches with limited time and budgets.

With Canva, simply create an account and select the type of graphic you want to make. You can choose a pre-made template to edit or start completely from scratch. There are hundreds of templates to use and it can be as easy as selecting the template you like, changing the sample text to information about your event and then downloading the final product. There are poster templates for every occasion, including fundraisers, concerts, conferences and much more.

If you are starting a poster from scratch, Canva lets you get really creative with all sorts of images, icons and shapes ready to be added to your design. It's just a case of clicking and dragging them into place. Once you're happy with what you've added, you can change the colours, add some text and you're ready to download. Because you've designed it online, it's also incredibly easy to share your design straight to social media.

It's worth noting that while much of what Canva offers is free, there are some resources that do cost. However, they're just \$1 per item and each item is clearly marked if you have to pay for them.

Top tips for using Canva

There are all sorts of other products you can design including social media graphics, logos, certificates, presentations, photo collages, invites and postcards.

You can share designs with people to get their opinions before you download.

Once you've finished your poster or graphic it will be saved in your workspace, making it easy to make edits/updates in the future.

It's possible to work as a team on Canva, making it easy to share and work on the same designs.

Upgrade to Canva for Work which gives you even more tools to use - non-profits can apply for a free subscription.

If it's being used for print and web, make sure you think about how it will look in both formats, especially when it comes to the borders and readability.

Top tips for creating great design

1. Limit the number of fonts you use on your poster, one serif font and one sans serif font should normally be enough (don't forget to make sure the font you use is easily readable)
2. Too much text can be confusing, try and condense the information down to the very basic information. If you have more to say, include a web address on the design where people can find out more.
3. Keep things simple - A simple design that's not too busy will draw people's eyes to the most important information, it's okay to have blank spaces!
4. Think about theme and audiences - If you're designing a poster for a youth event, for example, the colours and fonts you choose should be relevant to that audience.
5. Be specific in your composition - use size to convey importance, think about what the most important information is and where it should sit, put purpose into the arrangement of all the items in your design to lead people's eyes
6. And finally - Take risks and be bold. Try arranging your text in a different way, fill the space with a large image or using some clashing colours, it's okay to experiment and play around with the tools at your disposal.

You can find some more design tip on Canva's website <https://canva.com/create-a-design>

Tallie Proud - Church of England Digital Communications Officer

National Church suggestions for filming fees

You may be approached by media requesting permission to film at your church. The National Church communications team has provided suggestions for what could be asked for in return for permissions.

These figures are only for guidance and there is no guarantee of receiving anything.

News piece to camera - Free (mostly local media)

Documentary - £300 per day (usually per hour)

Documentary Drama Reconstruction - £600 per day

Daytime Drama - £750 per day

High-End Drama - £850 per day

UK Feature & Photography - £900 per day

Co-Production Feature - £1,000 per day

Tri-Production Feature - £1,250 per day

Please remember to ensure you have asked for a Risk Assessment from the production team/ company and have a copy of their public liability insurance.

NEED MORE HELP?

There are useful communications resources on our website at:

www.trurodiocese.org.uk/resources/parish-resources/communications/

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DIARY DATES OR NEWS

If you have a diary date, event or news story for our website or Our News Monthly, please send details through to comms@truro.anglican.org

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