

COMMUNICATIONS - PLANNING

Communications are reviewed and evaluated across a number of areas. This communications framework will help you to not only plan your communications effectively but also evaluate them.

MISSION	GOALS & OBJECTIVES	Decide and agree on the outcomes you want - set your goals with measurable outcomes to help you define a clear plan of action. I.E 'We want 100 people to sign up to our newsletter' rather than 'We want to reach more people with our newsletter'.
	TARGET AUDIENECEES	Identify your audiences (the groups you wish to speak to/ who are interested in you). Identify what would most appeal to each group, the benefits of communicating with each group and the response you want to receive from each group.
MESSAGE	DEVELOP MESSAGES	What you want to say needs to be specific. Be clear and positive. Your messages need to clearly convey your desired actions in order that you achieve your outcomes.
	TOPE & MANNER	A picture speaks a 1,000 words. Develop your visual style and presence. Make it clear across everything you put out. The tone of your communications need to be consistent across all your channels/ vehicles. Your 'tone of voice' needs to be the same whether they are reading your newsletter or your facebook post.
MEDIA	SELECT YOUR CHANNELS	<p>The media channels you use need to be chosen based on access (cost, capacity etc), their usefulness and credibility with your target audiences. If you only want to talk to youth, the local newspaper is unlikely to help you.</p> <p>The diocese recommends: 1. Ensure you keep your A Church Near You presence up-to-date (the site provides technical support and is among the first listed when people search for churches in Cornwall). 2. If you can manage 1, then look at social media & specifically Facebook. 3. If you have managed to do points 1 and 2 and you can put together a good business case why a separate website is needed, then you may wish to consider it. The cheapest options are not always the easiest and while having a free one created by a parishioner, friend of family member might seem too good to turn down, do put processes in place so that other people can access the site and its ownership is clearly established.</p>
METHOD	LEADER INVOLVEMENT	Senior leadership need to be involved. It reinforces the importance of the communications and ensures support.
	MANAGING IT ALL	Decide and agree on who & how. Agree the plan. Decide on when it will be reviewed and who needs to give approvals.
	SHARE IT	Select, brief and review it. Choose a mix of relevant people from your target groups, your local community, your church family, and share it with them. Use their feedback to make adjustments if necessary.