

# COMMUNICATING THIS CHRISTMAS

MAKING THE MOST OF YOUR  
SOCIAL MEDIA PLATFORMS

COMMUNICATING  
THIS CHRISTMAS

WELCOME!

- Digital Missioner
- SWBA sessions
- Find me on social  
@TheHannahFH  
@FHDigitalUK

# COMMUNICATING THIS CHRISTMAS

## WHAT ARE YOUR GOALS?

- Contacts
- Community
- Discipleship
- Fundraising
- What is after Christmas?

# COMMUNICATING THIS CHRISTMAS

## HOW?

- Social media
  - Email
  - Posters
  - Postcards
- Local radio/ newspaper
  - Word of mouth

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## WHAT?

- Can people find what's happening?
- Utilise a theme. Consistent but not repetitive
- Have a content plan with everything on!
  - Video (Short form & simple)
  - Photos
  - Text graphics
  - Links to resources on website
  - Humour, interest, local, people

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## WHAT?

- Bible readings
  - Poems
  - Invitations
- Setting up & Christmas activities
  - Behind the scenes
  - Show the face of the church
- Ask questions, start a conversation
  - Covid safety

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## RESOURCES

- The Fuelcast
- Associations
- Digital Church Toolkit Christmas Video
  - Bible Society - Dai Woolridge
  - Church of England
  - CPO
  - Hope Together
  - The Children's Society
- [open.life.church/christmas](https://open.life.church/christmas)

# COMMUNICATING THIS CHRISTMAS

## TOOLS

- Inspiration - churches, big brands, Pinterest
- Visual - Unsplash, life.church, Lightstock
- Creating - Canva, Adobe Spark, Crello
  - Scheduling - Hootsuite, Buffer
- Video - Movie Maker, iMovie, DaVinci Resolve



## COMMUNICATING THIS CHRISTMAS

# REMEMBER!

- Have a plan & a team!
- Make sure to take time out
- Schedule but engage with audiences live
  - Show the real people
    - Little and often
- Let people know what is happening
  - One click envangelism

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# THINKING ABOUT 2022

- Short form video is here
- Digital needs to be a part of your ministry offering
  - Who has gifts?
- Social is not a notice board

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THANK YOU FOR  
LISTENING!

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Resources - [fhdigital.co.uk/resources/](https://www.fhdigital.co.uk/resources/)