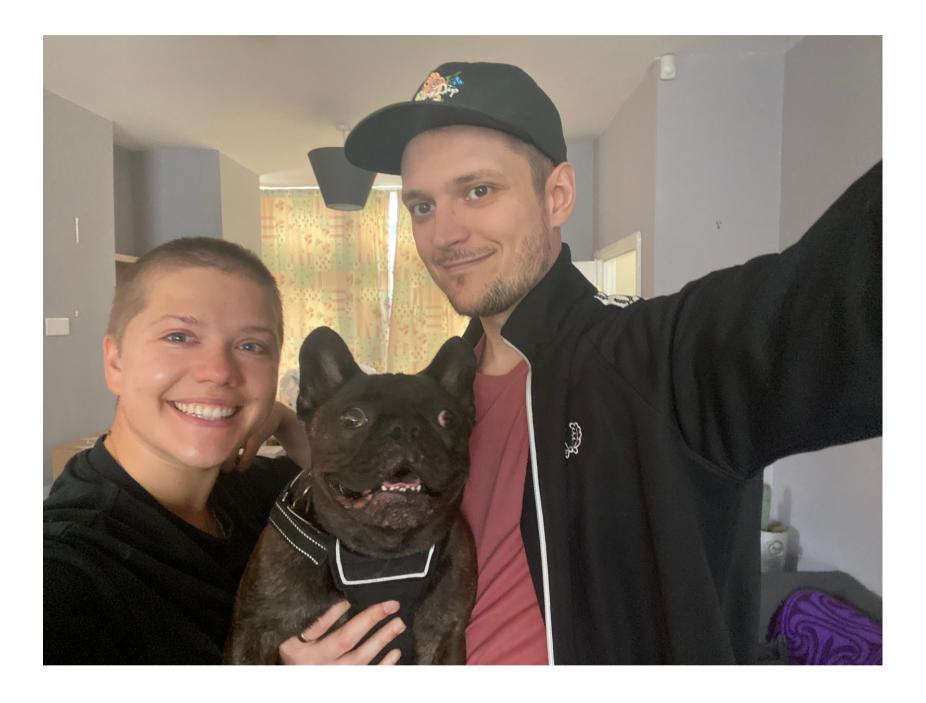




# Hello

Hannah South coast Dorset Husband & dog Digital Missioner & comms consultant MA Digital Theology at Spurgeon's College Sea swimming, walks & tea Find me online @thehannahfh or fhdigital.co.uk



# Challenges

- Churches are getting smaller
- Competing with 101 other things going on
- Difficult with reduced teams & limited resources
- Can become time consuming
- Overwhelming What do I do?!





### Opportunities

- Great Commission in 21st century?
- Salt & light
- Reach is bigger than ever before
- Use communication to build relationships throughout the week









#### Getting Started Why?

- Build a comms strategy
- Guide for you & teams especially when there are changes
- Guide for you when trying new platforms
- Needs to be accessible, used & adapted where appropriate
- Doesn't need to be overly complicated or big.
  - Who are you? Organisational identity, brand, resources
  - Audience current & goal
  - Platforms
  - Content pillars

# Content Planning What?

- Start big & work down
  - Year overview
  - Quarterly / termly
  - Community / liturgical calendar / events
- Platforms
  - $\circ$  Website
  - Newsletter
  - Youtube
- Content forms
  - $\circ~$  Written long / short form
  - Image photos / graphics single / collection
  - Video short / long vertical / landscape audio / visual

- $\circ$  Monthly / weekly
- Schedule

- Facebook
- $\circ$  Twitter
- Instagram
- Evergreen / topical
- Organic / curated
- Trends

• Links

TikTok Threads

#### Content Ideas What?

- Shouldn't always need to be Sunday centric, but don't forget to invite people in the week
  - We're onsite & online
  - There's Sunday school & kids clubs
  - Here are some key reflections/questions from the service
  - We're looking forward to .....
- Week activities
  - Places of Welcome
  - Community cafes
  - Drop in services
  - Kids club
- Missional/ Evangelism
  - Stories from your church family
  - Bitesized chunks from sermons or parts of teachings

- - from us

  - the holidays

• Engage with your local community • Where is a favourite place for coffee in town? • Do you recognise this spot [photo] • Great to see this new businesses just around the corner

• Praying for all those starting school/university over this month, praying for getting results, praying for those in

Share local charities/ causes

#### Building a Team Who?

- Comms is not just for a few people in the church. It's for everyone
- Listening & prayer
  - What is your community saying?
- Content ideas
  - Looking at what others are doing
  - Finding appropriate resources
- Content creation
  - Photography
  - Videography
  - Graphic design
  - Writing

- Social media management
  - Scheduling/ posting
  - Responding

  - Accessibility

• Engaging with other accounts

# Tools & Resources

- Canva
- Unsplash
- Pixabay
- Pexels
- Buffer
- Hootsuite
- Meta Business suite

## Things To Remember

- Get support from your church
- Do what you can
- Have fun, experiment with the platforms
- It's social not broadcast chat to your audience & other accounts
- Try something & if it doesn't work for your team, church or community, that's fine!



# Things To Help

Resources on my website - fhdigital.co.uk/hubb-church/

- Slides from today
- Content ideas
- Content planner template
- Strategy template
- First Friday webinars
- Gourds & Pomegranates podcast

# Thank you for listening, any questions?

You can find out more on fhdigital.co.uk or get in touch on hannah@fhdigital.co.uk

