



# College & Young Adult Ministry

communication & social media strategy

Prepared for:

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## Step 1: Define Existing Channels

Based on my assessment of ministry I have identified and defined the following communication & social media channels and their current usage:

1. **Website Blog/RSS Feed** – ...
2. **Stage Announcements** – delivered from stage to audience during each large gathering
3. **Printed Card** – placed on chairs before each large gathering
4. **Facebook** – facebook.com/...
5. **Twitter** – twitter.com/...
6. **TXT Messaging** – ...

## Step 2: Define Potential Channels

In addition to the current communication & social media channels you use I recommend considering these additional channels:

1. **Weekly E-news** – customized e-newsletter sent to a subscriber list
2. **Welcome Card** – print piece specifically for newcomers
3. **Video Updates** – low-production (i.e. iPhone) posted online
4. **Welcome/Connection Table** – serves as a connection point



# Step 3: Define Channel Strategies

## WEBSITE/BLOG RSS FEED

Successful blogging is not about being the best writer on the web. It is about creating a valuable connection with your audience by providing relevant content while keeping the dialogue flowing with comments. A blog is a commitment you are making with your audience that you will continue to post relevant, timely information that adds value to their lives.

### DO ...

- Use images whenever possible, real ministry photos are the best!
- Create compelling post titles
- Encourage and respond regularly to comments
- Link post on Facebook & Twitter
- Post at least once a week
- Write quick, interesting & purposeful posts

### DON'T ...

- Use a generic author (i.e. college ministry)
- Write boring titles
- Write long, monotonous posts

## THE BIG WINS

There essentially 3 big wins in blogging. First, the user chooses to read the post because of a **compelling title and/or image**. Second, the user chooses to **share or “Like” the content** with others. Third, the user chooses to **comment directly on the page** to enter into a conversation about the post.

## Who – Audience

Your primary audience is **website users** who will revisit the website to read new blog posts, and/or subscribe to the RSS feed to receive post updates without having to visit the site.

Your secondary audience is **social media users** who will see your blog post via Facebook or Twitter.



## What – Types of Content

**Compelling images** are important. We scan the web when looking for compelling items to click on and are much more likely to stop on a link that has a compelling image next to it.

**Interesting titles** are important too. Often we post bland, generic-sounding titles for content that after a click or two people just glance right over. Read more about writing interesting titles at <http://www.tofurious.com/marketing-tips/8-ways-to-write-effective-blog-post-titles/>.

When thinking about a blog post ask yourself, “What would I be interested in reading and why?” Content is king. Your posts can be **short and to the point**. For example, check out Seth Godin’s blog (<http://sethgodin.typepad.com/>) and notice how brief most of his posts are. They feel more like reflections with a few good nuggets that add value to the readers.

Good examples of content might include:

- Reflection on a sermon
- Feedback on an idea, event or new initiative
- Announcing new photos
- Providing ongoing resources for groups & volunteers
- Side notes for a sermon that you didn’t have time to talk about
- Ministry news & updates
- Insight behind the scenes of the ministry
- Getting to know volunteers, staff & members
- Live updates & photos from a team doing justice in another part of the world
- Video announcements
- Series promotions/introductions

## When – Days & Times

**Consistency is key** when posting a blog. It’s best to have a post available prior to a large gathering so that you can promote it during the gathering. But, it also depends on the content. For example, you may decide that you want to post updates on a mission’s trip. This would require active updates as often as possible so that the reader’s can follow along and feel that they are a part of the trip.



## Frequency – How Often

It depends on the content and how you use the blog. Typically, **at least 1 post per week** on any of the above content is good, but, twice a week is great! Whatever you decide to do be sure you stick with it ... **consistency is key!**

## How - Recommended Tools

Ministry is integrated into church's content management system which is a great tool for keeping the blog up-to-date. We can even **setup several bloggers** to maintain one blog - they could focus on different content in order to bear the burden together while keeping the content fresh. With every new post be sure you are **cross-promoting by copying/pasting the post link on Facebook AND Twitter.**

Also continue to **follow the post for at least 1 week** checking back to see if there are any comments that require a response. If a commenter does not get a response they will likely not comment ever again because they feel like they are talking to a wall.



## STAGE ANNOUNCEMENTS

Stage announcements require a voice that demands attention providing information that is almost immediately valuable to the listener. Stage announcements should be used to **highlight 2-3 big things** happening which require the listener to act soon. It is important that announcements point out what is already in front of the listener on a printed card so they have a visual reminder beyond just listening to the announcer.

### DO ...

- Welcome the newcomer and provide a tangible next step
- Choose 2-3 announcements that occur soon
- Give a clear and tangible call-to-action
- Command audience's attention
- Communicate the what, when, where and why
- Reinforce announcement with print & screen

### DON'T ...

- Stare at the ground
- Read the announcement from a card - know your material
- Take audience's attention for granted
- Announce things that audience can't do anything with

## THE BIG WINS

There are 3 big wins in stage announcements. First, the **listener is compelled to act** by the clear, concise and confident communication by the announcer. Second, the announcer should **command the audience's attention** and communicate the **what, when, where and WHY** it is important. Third, the information communicated should be **visually reinforced both on the screen and in the hands of the audience via print** form. It is usually a great idea to physically display the printed visual piece to help make the connection from the announcement to the printed material.

### Who – Audience

Your audience is right in front of you. These are people who likely spend a lot of time listening during their day. They are tired but willing to give you their brief attention if you can offer them value. Confidence is important because it demands attention. If you believe what you're saying is important then so will they.



Always start by **welcoming the newcomer**. This person has no idea what is going on. Often we get so comfortable inside ministry that we forget that there are new people that don't know how anything works, who anyone is or what to do next. **We lose people when we don't engage them and give them a tangible next step.**

### What – Types of Content

Types of content are usually based on an immediate action. Ask yourself, "What is the action item?" In other words, what are you asking your audience to do with the announcement you've provided? If you're not sure either figure it out quickly, or, forget that announcement. **Always have a call-to-action.** Avoid content that does not require immediate action – your audience will likely forget or the announcement is too far away to take seriously at the moment.

### When – Days & Times

It is best to run stage announcements at the point when the audience is most focused and willing to listen and absorb. **This is almost always just BEFORE the sermon but AFTER the worship.** It is a transition and they are prepared to hear whatever it is you want to say to them. Use this time wisely and respect your audience's willingness to give you their attention.

### Frequency – How Often

Stage announcements should occur every large gathering.

### How - Recommended Tools

A simple index card with the bullet points will suffice. The bullet points are the what, when, where, why and the call-to-action.



## PRINTED CARD

While we live in a digital age having something tangible to put in people's hands can still be an important tool. The printed card does not need to be fancy, it just needs to be compelling and valuable enough for the person to want to take home. The card is also extremely effective when held up during stage announcements to draw an important announcement to what the person has in front of them.

### DO ...

- Match printed materials & call-to-action with stage announcements
- Change look & content often
- Use keywords for website engagement
- Place in a person's hand and/or make available at welcome table
- Welcome the newcomer and provide a next step

### DON'T ...

- Clutter with unimportant junk
- Place on chairs
- Use the same content over and over
- Overwhelm person with too much text

## THE BIG WINS

There are 3 big wins with a printed card. First, the person feels the card is important enough that **they want to take it** with them. Second, the card has additional information for both newcomers and current attendees on **how to connect** to other communication and social media channels. Third, the printed card information **contains a call-to-action** that compels the person to explore additional communication and social media channels.

### Who – Audience

Your audience already has enough clutter to carry around. They need something that's accurate, reliable, concise, clear and memorable – and in a size they'd like to carry around.

There's no need to place print pieces on every chair. It would be much more effective to personally **place a printed piece in each person's hand**, or, **make the printed pieces available at a welcome table** as people walk in. Use only what you need, leftover printed materials are not only wasteful but also depressing





to look at and can communicate either a failure to plan, or, an underwhelmed audience that does not value the printed piece itself.

## What – Types of Content

The printed card should have a **dramatic visual change** every time a person sees it. If it looks the same every time it is less likely anyone will pay attention. The only content that should be consistent is a welcome to newcomers with a next step and the other communication & social media channels.

The content that should rotate every week are the stage announcements and less important side items.

You should begin to take advantage of **search keywords on the website** so you can do more with less on the card. For example, the card could have a title, one sentence and a call-to-action keyword to encourage the person to visit the website & search the keyword to register or read more.

You can highlight side items such as new blog posts, the sermon media library, events far away, scripture of the week, places you hang out afterwards, prayer requests and tonights sermon.

## When – Days & Times

A new printed piece should be provided for each large gathering.

## Frequency – How Often

Each large gathering.

## How - Recommended Tools

I recommend we redesign the printed card to make it very simple to rotate content and change the look & feel quickly. In Design, Photoshop, Illustrator and iWork Pages are all great tools to make this happen.



## FACEBOOK

We all know and likely use Facebook. It's potentially the most effective communication tool we have for the college & young adult audience. Most of your audience is checking Facebook multiple times a day looking for interesting, relevant content that they can interact with. Let's give them some.

### DO ...

- Post compelling, sharable content
- Use images & videos
- Post at least once/day
- Encourage "Liking" and sharing
- Provide "insider information"
- Respond quickly to posts - think about customer service

### DON'T ...

- Talk at people
- Post more than 3 times/day
- Use third-party apps to post
- Ignore people

## THE BIG WINS

There are 2 big wins when using Facebook. First, the user will **interact (either Like or comment)** with your Facebook post. Second, the user will be excited enough about the content that **they want to share it** on their wall. It becomes viral which exposes more people to the content.

### Who – Audience

Your immediate audience is those that have "Liked" your Facebook page. If content becomes viral it will begin appearing on friends of those that "Like" your page.

### What – Types of Content

Similar to blog posts, this content must have **compelling titles, utilize images & video** and encourage the person to engage at some basic level – Like, comment, share.



Facebook is all about immediacy. Users continue to come back to Facebook multiple times a day because it changes multiple times a day with the most recent and relevant content to that person. It is constantly answering a key question, “What are you doing?”

Any time you can add interesting visual content to Facebook that is either directly related to the ministry or indirectly related to some aspect of the ministry or familiar people within the ministry you will increase the likelihood that your content will become viral. Constantly ask the question, “**Would anyone care about this and why?**”

Often churches poorly use Facebook to talk at people instead of with them. Facebook is not for you and your ministry, it is for your audience. You need to **create an environment that’s compelling for them** rather than just a huge billboard to promote every event and “thing” coming up. It’s not a bull horn, it’s a conversation.

### When – Days & Times

Often early **morning (8:30am) and afternoon (4:30pm)** posts gain the most exposure.

### Frequency – How Often

To effectively use Facebook you should plan to post something **at least once a day but no more than 3 times/day**. You should be checking your Facebook page/posts regularly – at least 5 times/day. Having **multiple page admins** to share this burden can be a great thing and increase the likelihood that people with questions will be **responded to quickly**.

### How - Recommended Tools

Facebook provides the most exposure when you **post directly to it** rather than a third-party tool. However, monitoring your conversations and automating the time a post goes live are also great ways to provide an element of customer service. Free tools such as **Hootsuite and Seesmic** are fantastic social media dashboards that allow you to track multiple social media profiles in one place.



## TWITTER

I feel your ministry should discontinue using Twitter and focus on other social media channels. Twitter does not gain a large enough following to justify utilizing your resources to keep it updated.

It won't hurt anything to keep your Twitter account and continue to post to it, however, you should not rely on it as a core component to your communication & social media strategy at this time. This may change in the future.



## TXT MESSAGING

TXT Messaging, like Facebook, can provide content in an immediate way. But, unlike Facebook, people do not want to receive multiple messages a week. There's a careful balance to using TXT messaging as an effective tool without becoming obnoxious and losing your subscribers.

### DO ...

- Be brief
- Use to communicate last-minute important changes
- Use to encourage following a large gathering (once in a while)
- Combine with other communication & social channels
- Plan and schedule ahead of time

### DON'T ...

- Send more than 1 TXT/week
- Be irrelevant
- Send early in the morning or late at night
- Ask for a reply/start a conversation

## THE BIG WINS

There is really only 1 win with TXT messaging. Because you can't rely on a linked call-to-action like you can with Facebook or other digital communication tools you must resolve that the user **reads and makes a note** of the very brief information sent their way.

### Who – Audience

Anyone who has signed up for your TXT service that has access to their phone. This audience receives a lot of messages in various forms throughout the day. You must be sensitive to these people and only send TXT messages if you are **expecting a response within 3-5 hours**.

### What – Types of Content

Think in terms of **immediacy** with TXT messages. Content should be so important that **it can't wait** or be properly be communicated via e-mail or Facebook. This could include last-minute changes to a gathering, critical reminders, encouragement (every once in a while), or an important prayer request (such as a tragedy or immediate need for someone within the college audience).



## When – Days & Times

**Never TXT early in the morning or late at night.** Mid-morning (10am) or mid-afternoon (3pm) are good times to TXT. If sending an encouraging TXT be sure it follows the large gathering and is somehow related to the point of the sermon or night.

## Frequency – How Often

TXT **no more than once a week** unless absolutely critical, or, people have asked for it. Nothing will lower your subscriber base faster than irrelevant TXT's coming multiple times/week at weird hours.

## How - Recommended Tools

Ministry currently uses a TXT platform. If possible, try to plan out and schedule your TXT's ahead of time.



## WEEKLY E-NEWS

Think of weekly e-news as your **digital version of stage announcements and the printed card**. E-news is a fantastic tool to keep people connected to what's happening in your ministry. It also serves as a reminder for people that forget or were not in attendance for key announcements.

### DO ...

- Provide calls-to-action in the form of buttons
- Use images
- Use engaging titles & brief content
- Send once/week

### DON'T ...

- Write lots of copy
- Promote without a next step
- Spam

## THE BIG WINS

There are 2 big wins for weekly e-news. First, the **user is reminded and clicks** on an announcement's call-to-action. Second, the **user is willing to share** the e-news with others via social media channels.

## Who – Audience

Your e-news audience is likely the same you would expect during a large gathering. They are likely internet and social media savvy and familiar with online calls-to-action via links & buttons.

## What – Types of Content

Similar to stage announcements and the printed card you are using e-news to **highlight big, immediate items that also have a call-to-action**. The beauty of e-news is that the user can engage with the call-to-action immediately **via a link or button**. Keep the content **brief and provide a call-to-action**. The **use of images is key** in not only separating blocks of content/announcements but also keeping e-news visually engaging and drawing the user's attention appropriately.



## When – Days & Times

E-news should be **sent once/week and separated at least 3 days from a large gathering event**. This gives you the ability to connect with your audience to promote items or provide reminders without being viewed as over-aggressive or overbearing.

## How - Recommended Tools

Mailchimp is a fantastic e-news tool for sending to & managing subscribers.





## WELCOME CARD

Connecting a newcomer as quickly as possible with the ministry, next steps (calls-to-action) and communication & social media channels is perhaps one of the most important pieces to a healthy ministry. A welcome card not only is a passive way to provide this information but also to collect newcomer information allowing follow up and adding to the e-news subscriber list.

### DO ...

- Welcome and affirm newcomer apprehension
- Be brief and clear
- Communicate the vision & mission
- Provide a next step
- Request basic information
- Connect them with a real person
- Follow up soon
- Make welcome card easy to find

### DON'T ...

- Assume they will get welcomed & connected on their own
- Assume they already know the routine
- Ignore them or forget about them
- Overwhelm them multiple next steps

## THE BIG WINS

There are 2 big wins with the welcome card. First, the newcomer is **willing to take the next step** given on the card. Second, the newcomer **provides some basic information** to allow you to connect with him/her beyond their attendance at their large gathering.

## Who – Audience

Newcomers are often apprehensive. They are in a new environment surrounded by new people that seem to know what's going on. It brings out insecurities that **we tend to lose touch with when we are in the "inner circle"**. Newcomers want to know what you are about, what's next, and how to get connected as quickly as possible. It is a delicate relationship that can be easily lost if the newcomer is **not recognized and provided a simple next step** to connect deeper into the ministry.



## What – Types of Content

The welcome card should be **brief, clear and engaging**. Try to understand what it's like to be introduced into a new environment. Write a brief welcome note from the leader to **affirm the apprehension** that the newcomer may be feeling and **communicate the clear vision and mission of ministry**. Encourage them, welcome them and give them a simple next step. **Connect them with a real person as quickly as possible**. Request the most basic information possible to stay connected with them (**name, phone & e-mail**). It is important that you **follow-up with the newcomer** via e-mail or phone as quickly after the large gathering as possible to thank them for coming, ask them how they found out about your ministry (record this information), **reinforce the next step**, help answer any questions, and invite them back to either the large gathering, or, some event coming up very soon. Additionally, **send out a welcome e-mail** with similar content as the phone call.

## Frequency – How Often

The welcome card should be available **every large gathering and easily found**, or, handed to the newcomer as they arrive, or, through a welcome/connection table. Follow-up should occur as soon as the day after your large gathering.

## How - Recommended Tools

A simple phone call and Mailchimp for sending a welcome e-news are great tools!



## VIDEO UPDATES

Video updates are low-production, personal connections to leaders within your ministry. These updates are great when you want to communicate something important in a conversational manner and allow it to become viral online. Using something as simple as an iPhone you can record, edit & post a video update in as little as 5 minutes!

### DO ...

- Be brief, personal and to the point
- Allow your personality to come through
- Be sporadic
- Use social media channels to post/share video update
- Keep it simple (low production value)
- Look straight at the camera (engage the viewer)
- Tell them what they should do with the information you provided

### DON'T ...

- Post often
- Be long-winded
- Waste the viewer's time

## THE BIG WINS

There are 2 big wins with video updates. First, the viewer will perceive the update as **personal and engaging** because of the visual impact of a person visually communicating something important. Second, the **viewer will engage with a next step or understand the purpose of the update** in a way that they remember and could communicate clearly to others.

### Who – Audience

Because video updates will likely be posted on your **blog, e-news & social media channels** your audience will be those that have **already given you permission to communicate with them** in some way. These people are engaged at some level in the ministry and should be familiar with the person in the video. They will likely be willing to engage in a simple next step or respond in some way to the video update because they've bought into the vision & mission of the ministry at some level.



## What – Types of Content

Video updates are great to reinforce points in a sermon, provide encouragement, promote something big coming up, communicate a key change in the ministry, encourage a deeper connection to the ministry, reflect upon something on a leader's heart or possibly even further communicate some points (side items) the speaker did not have time to get into during your large gathering.

## When – Days & Times

As with Facebook, video updates are great to post early **morning (8:30am)** and **afternoon (4:30pm)** gain the most exposure.

## Frequency – How Often

You **do not need to be consistent** with video updates. Use these sparingly so that their impact will be greater. **Every other week is more than sufficient** for video updates in lieu of other communication and social media channels you use to connect with your audience. Much of the viewers willingness to engage with this content will be (in part) due to its rarity.

## How - Recommended Tools

Keep it simple. Use a smart phone with decent quality to record and post the video. Post to YouTube and copy/paste embed code into a blog post, or, post directly to your Facebook page.



## WELCOME/CONNECTION TABLE

A welcome/connection table is first for the newcomer and second for those that need more information or a next step. The welcome table should be able to provide a next step for a person regardless of how long he/she has been attending. It is a natural, comfortable, personal progression into deeper ministry engagement.

### DO ...

- Be knowledgeable
- Be visible & easily accessible
- Be engaging, friendly, proactive & eye-level
- Provide next steps, connections & a device for searching & registering
- Be a dependable source for all materials & information

### DON'T ...

- Be disorganized
- Be understaffed
- Be reserved, shy or unaware
- Ignore

## THE BIG WINS

There are 3 big wins with a welcome/connection table. First, a newcomer is **instantly engaged on a personal level** and invited to take a next step & provided basic information via a welcome card. Second, the table volunteers are **welcoming everyone** for the large gathering and **making themselves available to help** answer questions about anything from big events happening to how to get connected in key areas of ministry. Third, the table **serves as a connection point** where all materials, information is available with a knowledgeable, friendly volunteer going above and beyond to be sure the person feels valued, connected and informed.

The welcome/connection table should be **the default location that everyone knows to go** when they have any questions.

### Who – Audience

The welcome/connection table will have a broad audience of newcomers and current attendees. The volunteers should be willing to engage and provide information in a friendly way to everyone who approaches them. There should be **at least 4 volunteers** (both men & women) who are ready to connect anyone with a



next step or accurate information. These volunteers should also be familiar enough with the ministry and things coming up that **they can make valuable suggestions** on how to further connect or engage with the ministry. They should **be familiar with ministry policies & procedures as well as all leaders** within the ministry.

## What – Types of Content

The welcome/connection table should be equipped with at least 1 laptop, iPad, or other **device with internet access** to quickly find information, or, allow a person to register immediately for e-news, events or other important sign-ups. Any printed information such as welcome cards & printed announcements, registration forms, releases, maps, sign-up forms, auto decals and Bibles should be available. The table should be stocked with plenty of pens as well.

## Frequency – How Often

The welcome table should be available and staffed during every large gathering **at least 30 minutes before and after** the large gathering.

## How - Recommended Tools

The welcome/connection table should be **directly in the path** of anyone walking into a large gathering setting. It should be almost so obnoxious that people must walk around it to enter the large gathering. In short, it should be extremely **visible and accessible**. Visually, it should be **clean, welcoming and appropriately staffed** (i.e. no “back in 5 minutes” mentality). The table does not need to be a table at all. In fact, having a bar-height table where **volunteers can stand next to the person** they are engaging with at **eye-level** is important. High tables allow the person to fill out and grab printed materials without having to bend over - they are more easily accessible.

Use **banners & signs to communicate the table's location** as well as the type of information a person may expect to get there (i.e. “Are you new? Stop here.”, “Sign-up here”, “Information”, etc.). Remember that if you are in an area with a lot of people standing around you may need to display a sign or banner much higher to be seen in a crowd.



## Step 4: Define Your Teams & Tasks

Knowledgeable, insightful & proactive staff & volunteers are key to executing a successful communication & social media strategy. I have defined your teams & tasks according to your social & communication channels. Some of these human resources can be reused for multiple channels. In other words, you are likely able consolidate several tasks to 1 person.

### WEBSITE BLOG

#### Team

3-4 rotating people who enjoy writing and willing to work within a communication strategy to post according to blog schedule. They should be familiar with and have access to the CMS with an approval process that allows the Communication Director to review content prior to being posted live.

#### Tasks

- Posting brief blog posts on various topics according to a predetermined blog schedule.
- Posting at least once/month (with 4 people this is 1 post/week)
- Choosing/editing an appropriate image to compliment the blog post
- Encouraging conversations through the blog
- Checking and responding to any comments on both the blog post and Facebook link



## STAGE ANNOUNCEMENTS

### Team

2-3 rotating people who enjoy speaking confidently in front of crowds and can provide a confident, knowledgeable front. They should be familiar with the content they are providing and willing to put their confidence and energy into welcoming newcomers, promoting big things and encouraging further engagement with a call-to-action.

### Tasks

- Welcome newcomers in audience
- Provide clear, concise announcements with next steps with confidence & energy
- Be available for further questions or clarification after the gathering





## PRINTED CARD/WELCOME CARD

### Team

1-2 people responsible for designing/updating the printed & welcome cards. These people should be knowledgeable in popular design programs with a keen eye and love for design. They should be willing and able to update content and get it to the appropriate person for printing & finishing in a timely manner. They should take direction & feedback well and be available to make last-minute changes should they be necessary.

### Tasks

- Design new printed promotions/graphics
- Update the look/feel of the printed card
- Add new copy/content provided by the Communication Director
- Deliver final files according to a consistent, timely printing schedule



## FACEBOOK/TWITTER

### Team

6-8 rotating people responsible for maintaining Facebook & Twitter channels with interesting, insightful and valuable content. These people also serve as the ministry's online customer service – the digital welcome/connection table. These people should be trusted, responsible individuals with discernment on the types of content to post and how to respond to comments or answer questions online. It may be that some questions are sensitive in nature and must be handed off to a ministry leader entrusted to address those questions.

### Tasks

- Post new ministry-related content such as photos, videos, relevant links, insight & encouragement
- Give users some “behind the scenes” content with video updates, exciting developments happening in the ministry and timely updates during mission trips & other events happening in realtime (i.e. posting a photo/video from worship as it is happening, or something funny happening during a hangout, etc.)
- Post as the ministry, not as the individual
- Be creative



## TXT MESSAGING

### Team

1 person responsible for scheduling approved txt messages.

### Tasks

- Create and schedule txt messages as provided by the Communication Director



## WEEKLY E-NEWS

### Team

1-2 people responsible for designing/updating the e-news. These people should be knowledgeable in popular design programs with a keen eye and love for design. They should be willing and able to update content and schedule delivery in a timely manner. They should take direction & feedback well and be available to make last-minute changes should they be necessary.

### Tasks

- Design and update e-news with graphics & copy
- Schedule e-news according to delivery schedule from Communication Director
- Proof spelling and all links



## VIDEO UPDATES

### Team

1-2 people with smartphones responsible for recording, editing & posting video updates. These people should understand how to post videos to the blog, YouTube and Facebook as well as a general understanding of how to film & edit short videos.

### Tasks

- Film person
- Edit & post video to YouTube, blog and social media channels



## WELCOME/COMMUNICATION TABLE

### Team

6-8 rotating people responsible for owning the welcome/communication table. These are trusted, knowledgeable, insightful, friendly and patient individuals who are committed to connecting people to the ministry and helping people find their way. They have the time and energy to keep the table stocked, to read the announcements & understand the next steps, and willingness to make themselves available 30 minutes before and after the large gathering.

### Tasks

- Setup/teardown of the table
- Stocking table with pens & important printed materials
- Using internet-connected device (provided by ministry) to search for ministry information and provide ability to register immediately
- Welcoming and engaging with newcomers while also providing a next step and collecting their info
- Follow-up with newcomers within a day of visiting via phone and/or email
- Add newcomer's information to e-news list and/or ministry database (i.e. Fellowship One)
- Be familiar with upcoming events, and key connection points
- Connecting a person with the appropriate ministry leader to help get their questions answered