



Practical Checklist

CHURCH COMMUNICATION AND PUBLICITY

Refresh and improve how you share church information through posters, emails, websites, social media, and other channels

Ideal if you are a church/circuit admin, volunteer, steward, Minister, or have ended up running your church's social media

This is not a comprehensive list but outlines key areas that Methodist Churches often struggle with, and signposts resources to help.

Collated by Elliot Crippen - Digital Enabler for Yorkshire North&East Methodist District

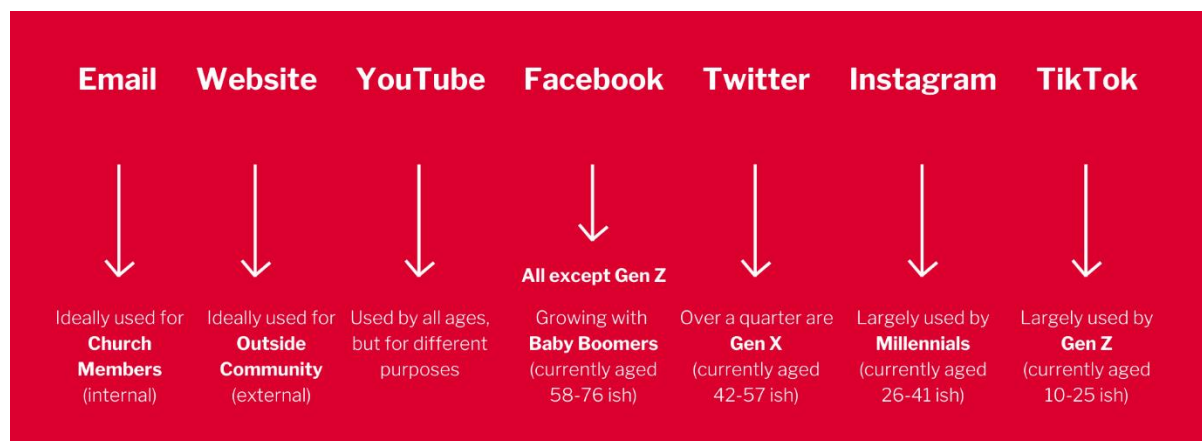
www.yorkshirenemethodist.org/digital-resources



ARE YOU USING THE RIGHT PLATFORM FOR THE AUDIENCE?



Your communication and publicity could be amazing, but unless it is being distributed via the best medium then it might never reach your intended audience (whether that's church members, your congregation, wider community, those outside the church). It's always best to ask how people would like to receive church communication, but here's a suggested starting point, based on general trends:



Of course, there are others such as printed material, WhatsApp (best for small groups) or Facebook Groups (best for community), but whatever you're using, try to define your target audience very precisely. It can be tempting to say we want to reach 'everyone', but this isn't possible and waters down our effectiveness. Focus in on exactly who you are trying to reach. Finally, remember, when resources are limited, don't spread yourself too thin. You don't need to use all these channels - it's best to do one well, rather than lots poorly.

Find more resources, help, and guidance on Digital Strategy [here](#)

ARE YOU DESIGNING APPEALING AND ACCESSIBLE PUBLICITY?



It's important that our communications, whether for an internal or external audience, are presented professionally and clearly for everyone – giving a good first impression. We want our posters, leaflets, banners, notice boards, notice sheets, emails, documents, websites, social media, and PowerPoints to look the best they can and enhance our message.

NEW DESIGN AND BRANDING TRAINING (click to follow link)

A full guide for anyone involved with creating church content who doesn't have a background in graphic design. Use it to help make small adjustments to improve how your church communicates.

Find more resources, help, and guidance on Graphic Design [here](#)



ARE YOU WRITING USEFUL AND CLEAR COMMUNICATION?



It can be easy to forget to think from an outside perspective when communicating church information – some things might seem obvious to us, but it's important not to forget to include key information that might not be known to those outside the church or regular attendees alike. Where relevant, make sure to include...

The Who, What, When Where, Why and How

- **Address & postcode of the church/venue** (or directions and/or a link to Google Maps)
- **Start AND finish times** (particularly for regular meetings, not just special events)
- **Price – or if it's free to attend**
- **Is there parking?**
- **Is there a dress code?**
- **If there is a particular building, room, or door to use for the event**
- **Who will be leading the event and some details about the person** (not everyone will know from just a name if they are your minister, superintendent or a guest speaker)
- **Who to contact, or where to go to find out more details**

Try to be accessible so everyone can receive your message. Try to avoid...

- **Acronyms and abbreviations**
- **Methodist jargon, or include explanations** (e.g., Fellowship, Connexion, Circuit, Presbyterian, Eucharist, Superintendent, Sacrament, evangelism, liturgy, Synod etc.)
- **Titles without explanation** (What is Messy Church? Café Church? Parade Sunday? Sunday Club? Etc.)

Think things through from your audiences' perspective, and don't assume the little details are general knowledge.

ARE YOU PROVIDING A CALL TO ACTION?



A "Call to Action" is a marketing term that refers to encouraging visitors or readers to take a desired action.

All church communication, whether internal or external, should provide a call to action. It may be obvious, such as a poster encouraging attendance at an event. But what about in our emails, newsletters, or on social media? We often send out lots of information without explicitly encouraging any follow up or engagement. What should people to do as a result?

- Share this information with others
- Email us your testimony
- Find next steps on our website here
- Comment your thoughts below the post
- Click to help volunteer at this event
- Contact [person] if it's your first time coming
- Follow our social media page
- Tell us your story