

# Social Church

Building a Modern Communications Framework  
for your Congregation



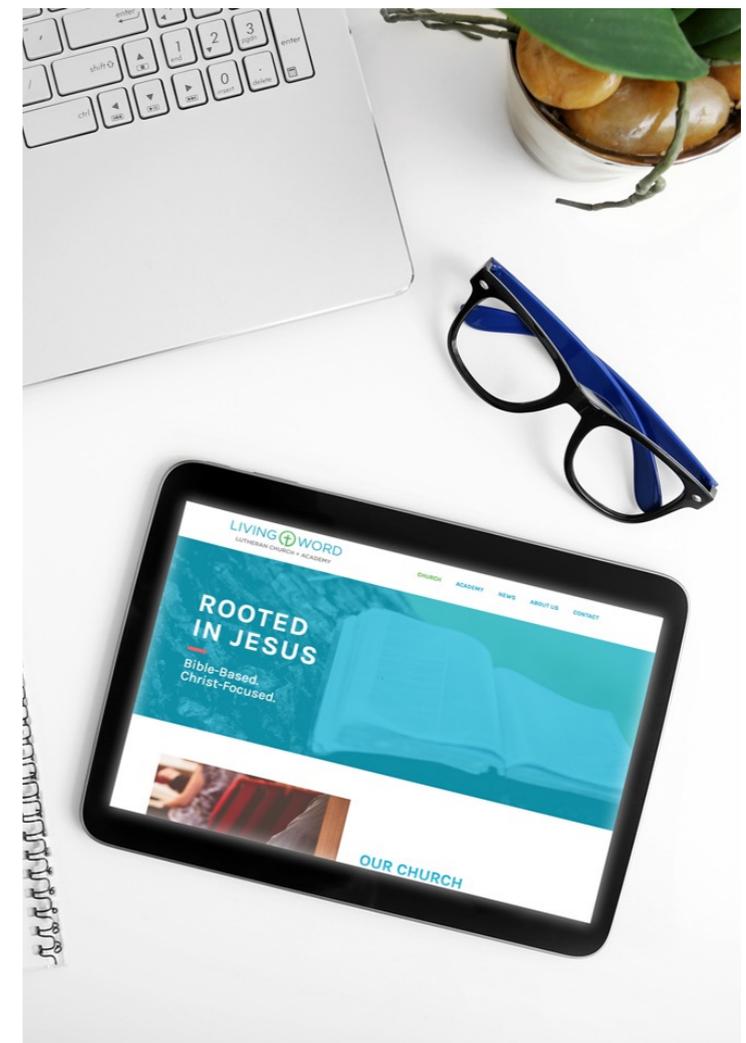
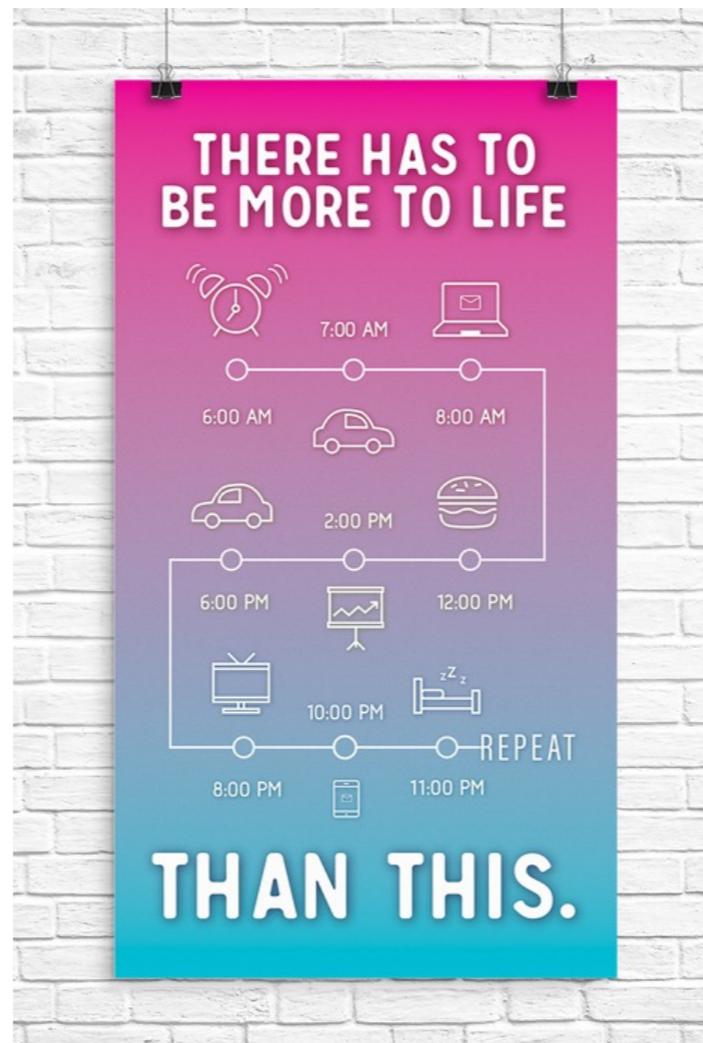
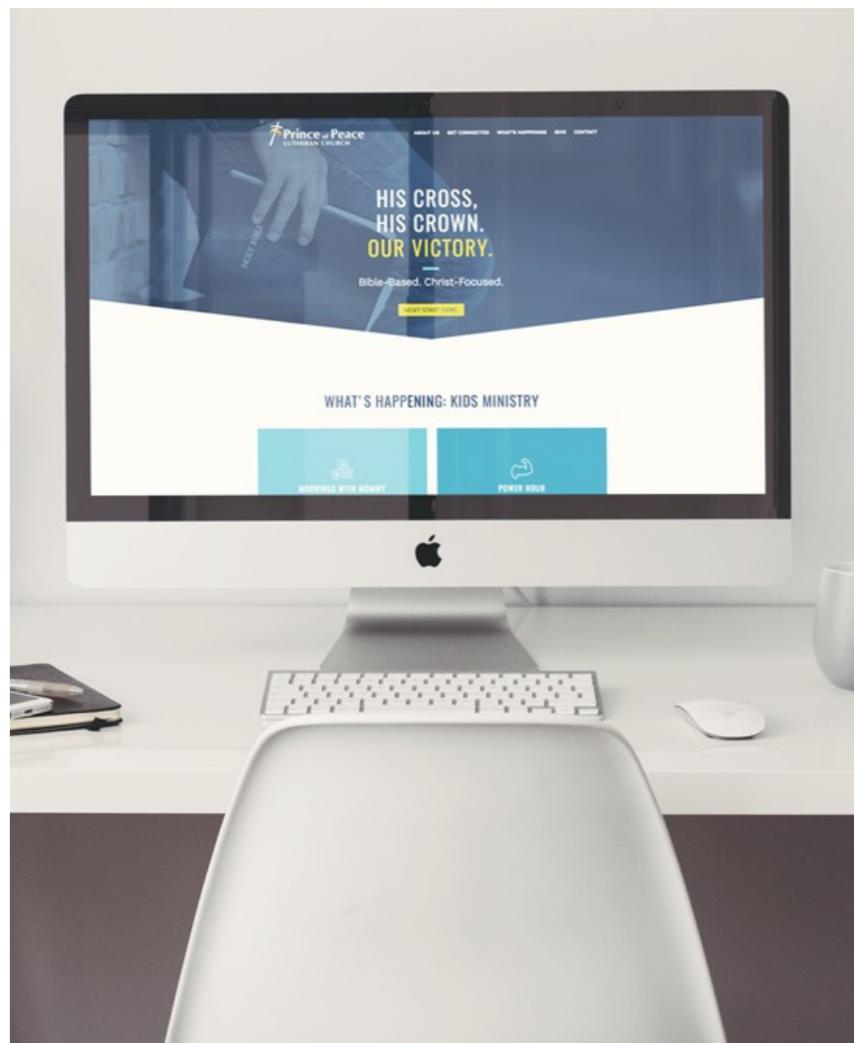
Hi, I'm Alli.



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# Our Big Goal

- ▶ Twelve Two Creative exists to **change lives** by helping churches and ministries **design and build** effective, modern **communications strategies**.

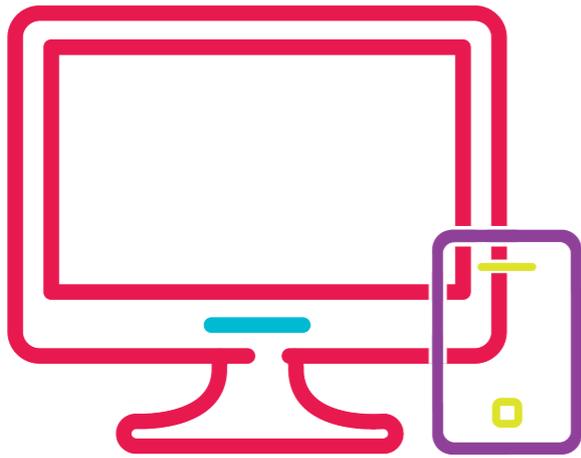




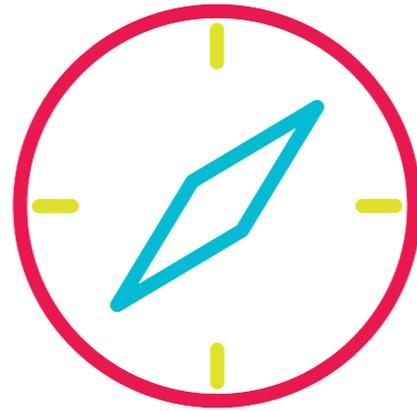
# Resources

Available at: [twelvetwocreative.com/grow](https://twelvetwocreative.com/grow)

# Today's Agenda



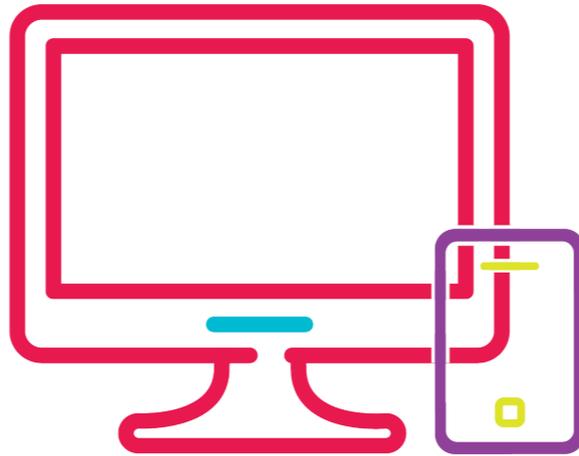
The Communications  
Landscape



The Roadmap



Q+A



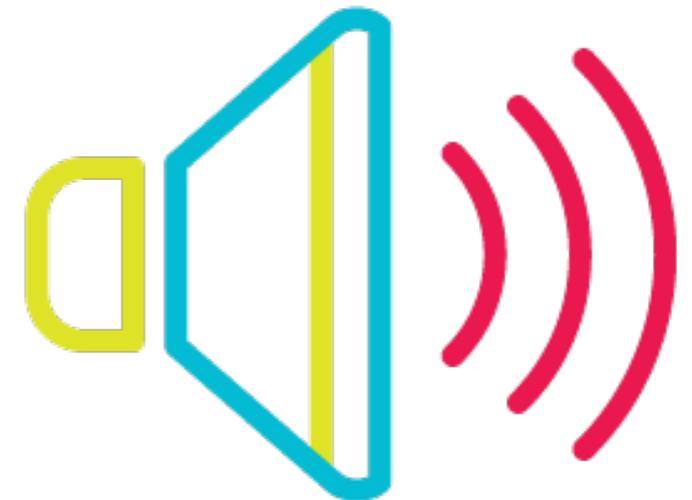
# The Communications Landscape

It's a noisy world out there.



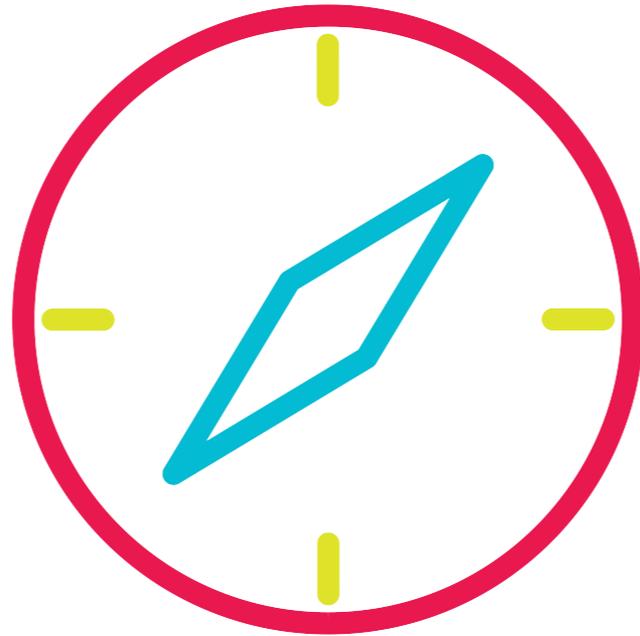
# Chaos + Noise

- ▶ We're bombarded daily with messages from advertisers, entertainers, the media and corporations.
- ▶ Where people go to consume news and share stories changes *all the time*.
- ▶ Business and brands put huge resources into cutting through the clutter to get noticed.
- ▶ It's easy to get lost in this world.



# A Simple Solution

- ▶ Our world is longing for truth in the midst of all of this chaos and noise.
- ▶ We desire rest and peace in the midst of busyness and uncertainty.
- ▶ A carefully planned and thoughtfully executed communications plan helps us stay on-mission with our message of the real truth, rest and peace in Jesus.
  - ▶ This creates consistency and focus, which builds momentum and trust.
  - ▶ It's also being a good steward of the time, talents and treasures we've been blessed with.



# The Roadmap

Designing an effective communications framework



# The Roadmap

## ▶ **Step 1: Define Your Audience**

▶ Who is your target?

▶ Get specific: If we're trying to be everything to everyone, we end up connecting with...nobody.



*Resource: Outreach Avatar Worksheet*

# The Roadmap

## ▶ **Step 2: Set Your Goal**

- ▶ What is the main purpose of your church's communications activity?
- ▶ What next-step actions do you want people to take because they saw a message from your church?
  - ▶ Ex: Attend Sunday worship? Join a Bible Study? Volunteer? Visit a web page?
- ▶ Discipleship Process + Communications = YES.



*Resource: Peace Lutheran Church 2018 Ministry Plan*

# The Roadmap

## ▶ **Step 3: Define Your Channels**

- ▶ Once we've identified who we're connecting with, we need to identify the best ways to reach them.

### ▶ **Step 3A: Identify your Home Base(s)**

- ▶ In this past, this was our physical location.
- ▶ Now, we've extended our home base to the web through our *owned* website.

### ▶ **Step 3B: Set-up your Outpost(s)**

- ▶ Where does your prospect spend their time?
  - ▶ Facebook? Pinterest? Instagram? Their email inbox? iMessage? A coffee shop?
  - ▶ Pick one - *and only one* - to get started.

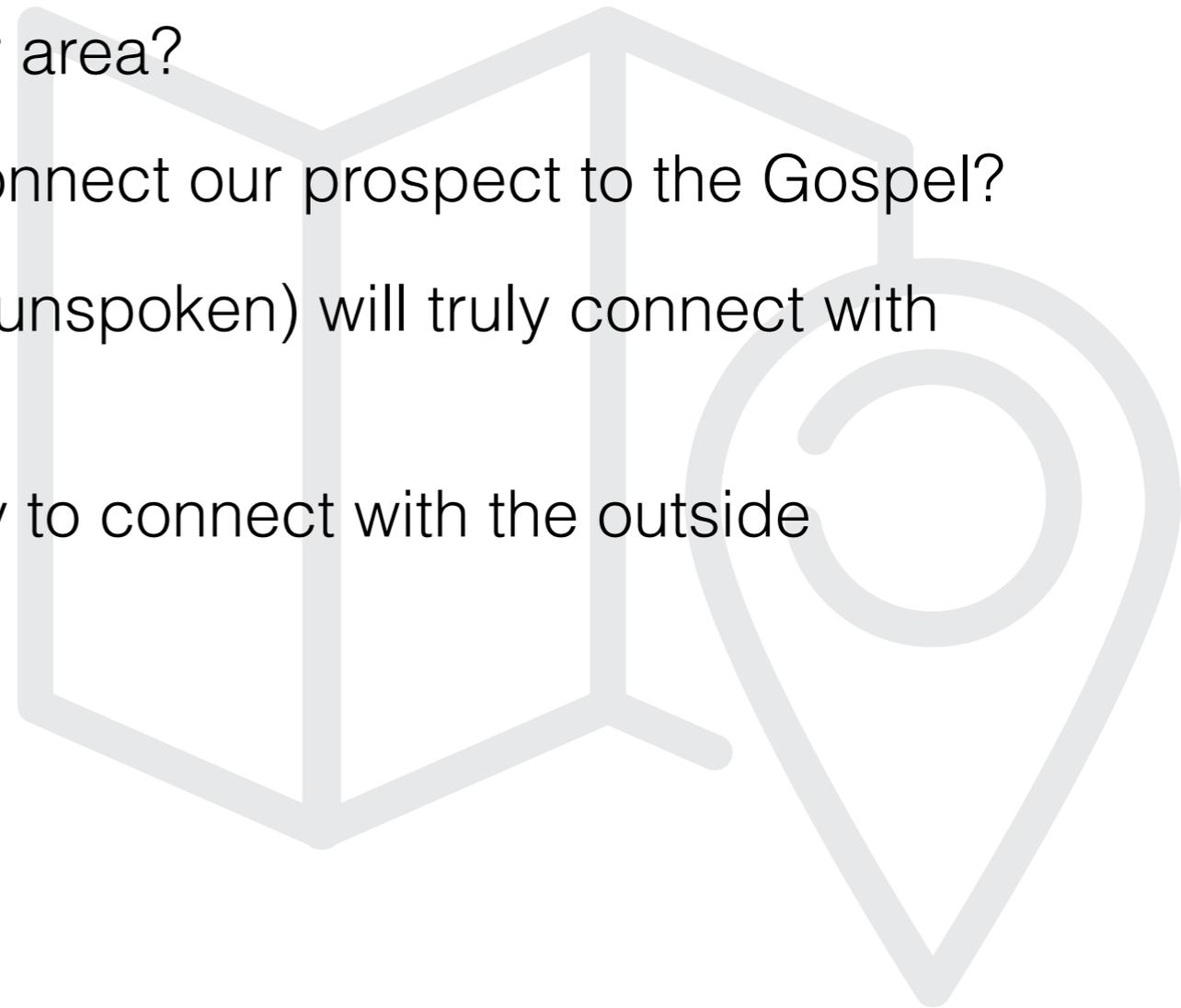


*Resource: 5-minute Social Media Strategy*

# The Roadmap

## ▶ **Step 4: Check For Alignment + Clarity**

- ▶ What does your ministry do better than anything else?
- ▶ What makes you different from the other churches and communities operating in your area?
- ▶ How does our ministry help connect our prospect to the Gospel?
- ▶ What messages (spoken and unspoken) will truly connect with our avatar?
- ▶ Have we created a community to connect with the outside world?



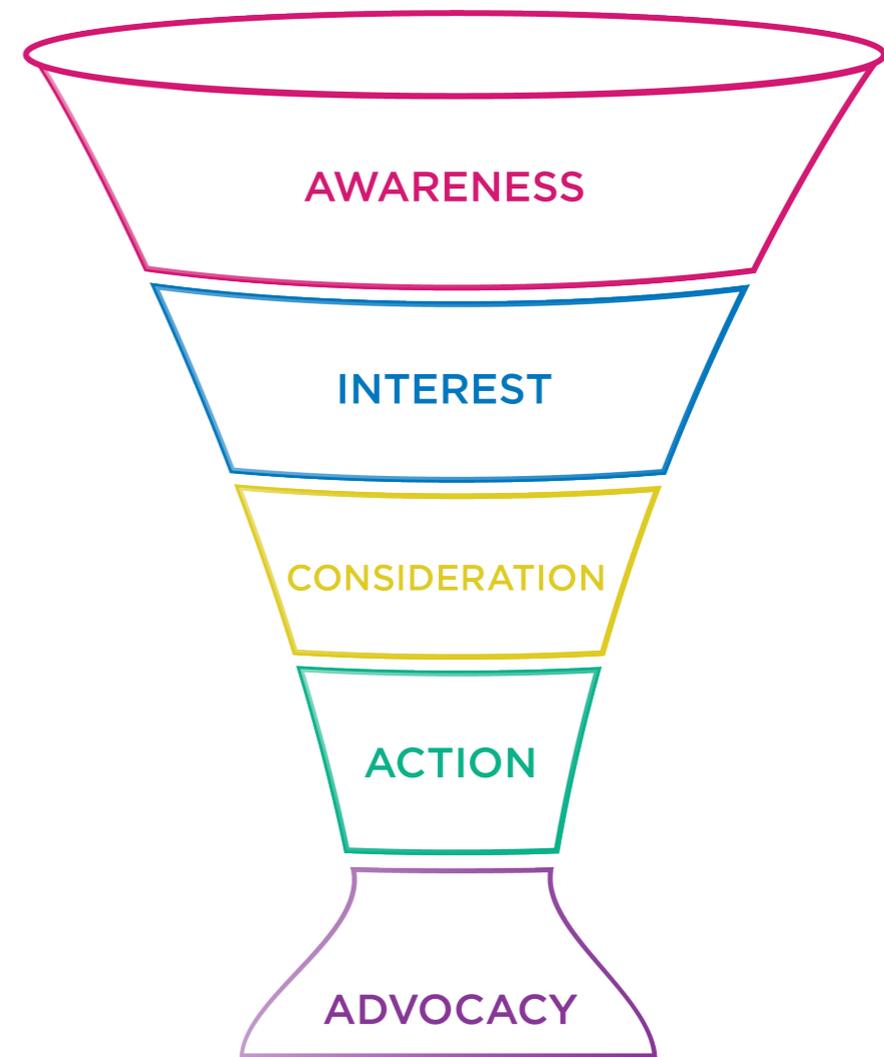
# The Roadmap

## ▶ **Step 5: Understand Our Avatar's Journey**

- ▶ The “Conversion” Funnel
- ▶ Consistency and repetition builds momentum and motion.



*Resource: Conversion Funnel Checklist*



# The Roadmap

## ▶ **Step 6: Get to Work!**

- ▶ Prioritize based on your ministry plan & discipleship process.
  - ▶ Specifically, how will your communications & outreach activity support your ministry's goals?
    - ▶ Ex: Design & launch a new website that gives our avatar **a great first impression of our congregation and worship service**, while providing our members with a home base to go for all of the news, updates and information **they need to grow at our church.**
- ▶ Design a repeatable process around planning and requesting ongoing communications help.



*Resource: The Big, Giant Communications Planner*

# The Roadmap

## ▶ **Step 7: Review!**

▶ Perform a *regular* communications audit.

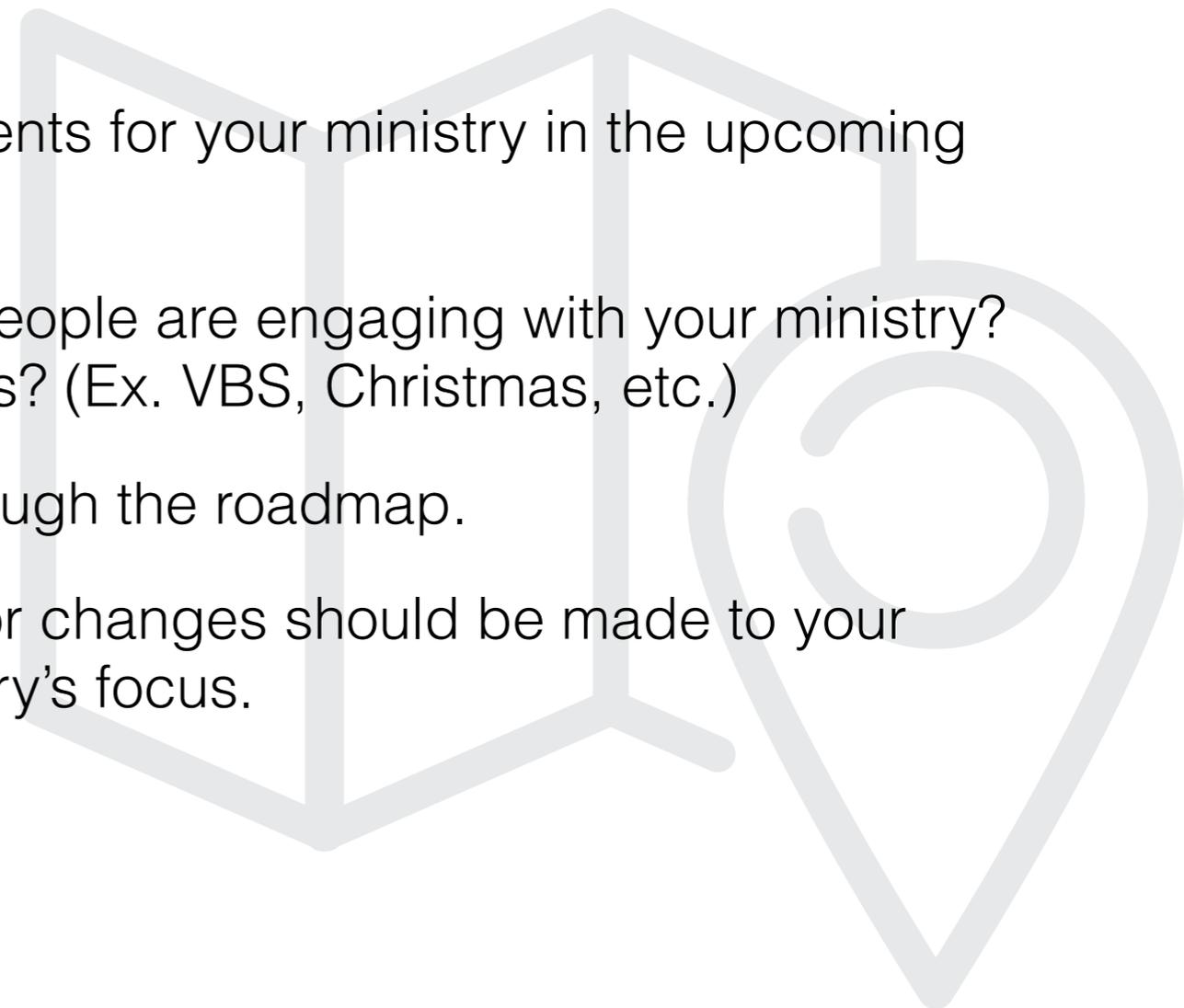
▶ **Evaluate:** What's working and what isn't? What's missing or confusing? What's been wildly successful?

▶ **Identify:** Key dates and major events for your ministry in the upcoming term.

▶ What are the main ways that people are engaging with your ministry? What are your major "on-ramps? (Ex. VBS, Christmas, etc.)

▶ Take each of these events through the roadmap.

▶ **Website:** Discuss what updates or changes should be made to your website to best reflect your ministry's focus.



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Q+A

