

# Bayside + COTC

## Communication Plan Draft

Tone and Vibe: Celebratory, Bayside Fam is growing, etc. partnering with, merge

### Service Communications

#### **Bayside**

1. Nov 7 - Announce new campus to church; Randy to do it and intro kristin (SCREEN Needed?)
2. Nov 14 - Quick MC mention about the excitement to grow our Bayside family as a lead into the KB offering & video
3. Nov 21 - Message to welcome new campus BGC
4. Nov 28 - During campus welcome in the message, highlight newest campus Bayshore Gardens

#### **COTC**

1. October 17 & 24 - Ps Stan announces to church; promote celebration service on Nov 21
2. October 31 & Nov 7 - Pastor Stan introduces Ps Phil and Melissa; promote celebration service on Nov 21
3. November 14 - Pastor Randy speaks and prays for Ps Stan & Ps Phil; promote celebration service on Nov 21
4. November 21 - Celebration Service
5. Beginning November 28 - Bayside message streamed (Nov 21 service)

### Website

1. Nov 8
  - a. Statement on homepage of COTC site; link to learn more about Bayside link to **the** new landing page
    - i. **Deliverable**: homepage section with announcement and link to new page; have you heard the news? We are merging with Bayside...
  - b. Homepage feature on mybayside.church to highlight new campus and link to the new landing page
    - i. **Deliverable**: The new landing page to welcome COTC to the Bayside family and include info on Nov 14 & 21 services, link to about us page, and stay Connected CTA (app, social, newsletter sign up)
    - ii. <https://mybayside.church/bayshore-gardens-campus/>
    - iii. <https://mybayside.church/welcome/>
  - c. The campus added as location, map, etc
    - i. **Deliverable**: Leslie to add in all areas of site
2. Dec 6- Redirect COTC site to mybayside.church <https://mybayside.church/welcome/>
  - a. **Deliverable**: here to watch the service? We are streaming live from Bayside!

## App

1. Nov 8
  - a. Bayshore Gardens Campus added as a location
  - b. Button on home of app to highlight new campus; clicks to new landing page
    - i. **Deliverable**: add to location listing and campus button
  - c. Information on merge and downloading Bayside app on Church of Cross current app
2. Mid-December
3. ber
  - a. Remove button on home of app; Bayshore Gardens remains location and campus listing like other campuses

## Social

### **Bayside FB & IG**

1. Nov 8 - "Did you hear the news? Bayside has a new campus"
  - a. **Deliverable**: Photo of COTC and Bayshore Gardens logo or text on images
2. November 14 - Create FB Campus Group
  - a. **Deliverable**: Graphic ready; Olivia create group (Collab with Natalie); COTC fb direct to group, phil mention in services; (have cotc mains invite people to groups)
3. Nov 17 - "This weekend we were honored to launch our newest campus".
  - a. **Deliverable**: Swipe photos from Nov 14 service; PR praying for Ps Stan, PR praying for Ps Phil, a few tight shots of church life

### **FB GROUP- TO DO**

1. Who has access
2. What are the guidelines- Kalaina or Nat
3. Cover Photo
4. Content Creation for first month of posts- Sydney/ Angie? EX: Wednesday morning prayer/ events/ Sunday morning/ going away party for their pastor.
5. Slow Roll Out SAME as IG/FB
6. Graphic Ready to Go, Welcome introduce etc- Sydney

4. November 21 and beyond - Bayshore Gardens campus incorporated in social as other campuses are --share celebration service

### **COTC FB & IG**

1. Nov 17 - United in content posted; using similar images and copy for Nov 17 post but customize for COTCFAMILY.
  - a. **Deliverable**: Sunday recap - pastor randy/stan/phil

2. Nov 22 - Jan 2 - merge content; note that COTC accounts closing soon; CTA (call to action) to follow Bayside and Bayshore Gardens FB group
  - a. **Deliverable:** Sydney and Olivia to collab on planned content and mimic where possible. Where possible, COTC to post content highlighting Ps Phil, celebrate joining the Bayside fam, etc.
  - b. **Deliverable:** Nov 28 - Jan 2 (FB Only) - begin posting on Sunday mornings to join us online at links to Bayside stream (CO, FB and YT)
3. Jan 2 - Close COTC social accounts

## **YT**

1. Week of November 8 - Change Bio and Header Image; link to subscribe to Bayside YT
  - a. **Deliverable:** graphic of “COTC joining the Bayside Family” and post Pastor Stan video giving quick highlight of the change
  - b. **Deliverable:** COTC continue streaming services
  - c. **Deliverable:** COTC to begin process with YT to merge accounts if possible.
2. November 28 -
  - a. Change Bio and Header Image to Bayside branded
    - i. **Deliverable:** Update graphic to be Bayside only and link to subscribe to Bayside YT
  - b. Video with Call to action to watch on Bayside services streamed
    - i. **Deliverable:** YT video

## **Newsletter**

1. December 3rd - Merge email lists and send cotc members unsubscribe option - welcome email (work with leslie).
  - a. **Deliverable:** Graphics to design newsletter; Leslie to send
    - i. Copy: Welcome to the Family - you’re receiving this email because you’ve been added to our email list, if you’d like to unsubscribe, click the link in the footer. We’re so glad to have you in our Bayside Family. In these emails, you’ll find upcoming events...
    - ii. Additional section to stay connected - social media including link to Campus FB group
2. Week of \_\_\_\_\_ - 2nd newsletter with same format (pending open and click-through rates of email #1)

## **QUESTIONS**

1. Should we list “Bayshore Gardens Campus (formerly COTC)” where possible? I.e. location listing, signage, etc.
2. Bayside Service elements all verbal, no video. Is that ok?
3. Ok to start working with Sydney/David at COTC or do we need to wait for lead team, Gregg, etc?

Nov 14 sign in the yard

Set up time with Sydney now-ish