Digital Communications in the Church: Thinking Creatively About Social Media, Website and Email

- Intro - Hannah, Tiffany, Corey
  - Brief background & current role

- **QUESTION**- How many of you handle Social Media? How many cover your church website? How many cover email communications?

- The reason why we do anything communications related: To inform or inspire people
  - Specifically in their walk with Christ

- Overview
  - Whether you heard about this breakout from the marketing breakout yesterday or you planned to join anyway, we're so glad you're here!
  - Communications is such an important part of ministry – YOU are valuable. God has created you to do something incredible. The church couldn't do what we do without you!
  - We want to be a resource for you today – our purpose is not to show off. We don't consider ourselves experts. But if we can show you some of what we do to help you, we want to do that!

- There are so many layers of Communications we could focus on today, but we're going to focus on just three: Email, Social Media & Website
  - Feel free to ask us any questions at the end if there's something we didn't cover!

- Before we dive into the fun stuff…
  - I shared some of this yesterday during the Marketing Breakout, but all of this will be true for digital marketing.
  - For every piece of content, and every plan, you will want to think through these things:
  - Who you are as a church
    - What's your mission, core values, etc.
    - What you put out there, how you look, what you emphasize cannot be disconnected from who you are.
    - Stay true to your church – authenticity is key and more important than chasing trends.
  - What you want people to do through this piece of content (Call to Action)

- - - ■ Invite people to join a group
      - ■ Come to a service
      - ■ Start serving on a team
    - ○ Who you are trying to reach
      - ■ Website and social media are broader audiences
      - ■ Usually email is more internal – people who are already invested
      - ■ Customize your content and messaging to the audience

- ● Email Communication
    - ○ Weekly Newsletters
      - ■ Send to our whole church on Fridays about Global announcements (matches what is shared leading up to the weekend)
      - ■ Give people something that is valuable and relevant to everyone
    - ○ Targeted communication (usually "from" a person)
      - ■ Happy Easter from campus pastor
      - ■ Relate Conference communication
      - ■ Emails to top givers about offerings
    - ○ Misc Sends
      - ■ Sermon Recaps
      - ■ Birthday campaign
    - ○ Emails average at a 43% open rate; targeted sends are closer to 50%
    - ○ Things to keep in mind
      - ■ Subject Line
      - ■ Tone
      - ■ Length

- ● Website
    - ○ Your website is really the front door to your church. It's what everything links back to and what people will check out before attending.
    - ○ Create your website with that in mind – we start by creating our website to meet first time guest needs first, and current attendees second
    - ○ The idea of building a website can feel overwhelming, especially if you are wearing multiple hats.
    - ○ If your church doesn't already have a website – there are so many platforms you can use with pros/ cons to each one - Squarespace, Webflow, Wordpress are just a handful to name.
      - ■ Tiffany will share about her experience with ShowIt
    - ○ We use Webflow – it offers design flexibility across devices, ecommerce, on site support, and basic SEO control (as many of the other platforms do too)

- ○ Again, it's all about what works best for you and your team! We currently utilize Webflow but previously we had been on Wordpress.
  - ■ We love Webflow because it doesn't require any coding skills
  - ○ *Walk through our backend of Webflow*
  - ○ If you don't have a website or you would like to redo your website, there are a ton of contractors out there for all sorts of platforms. I know of some who work on Wordpress and Webflow if you'd like to connect with them.

- ● Social Media
  - ○ Social media is a huge part of your identity – younger generations may even go there before your website
  - ○ Bayside is on FB, IG and YT
  - ○ Corey oversees our Bayside social media, Pastor Randy's social and Relate Network social – he's a busy guy! Which leads me to my next point…
  - ○ Start with a plan – it doesn't have to be formal or exact, but you should have some kind of plan and be ready to flex
  - ○ We plan out a month at a time
    - ■ We start with topics and general ideas
    - ■ Show calendar (these are mostly posts, not stories)
    - ■ Show planning document
  - ○ Talk about real time Sunday content
    - ■ Capturing video mostly with a camera
    - ■ Resharing what we are tagged in
    - ■ Highlighting campuses throughout
    - ■ Recruit photographers and videographers to help you with this!
    - ■ It's ok if you're not posting a ton of graphics (these are great to mix in but also not typically the highest performing content); design on Canva if needed
  - ○ Don't overthink your content – maybe it's simple but gets a lot of engagement – then keep doing it!
  - ○ Tell stories! Reels are great for this.
  - ○ Examples:
    - ■ Sunday: https://www.facebook.com/reel/817166023761197
    - ■ Capcut templates: https://www.facebook.com/reel/773513391505004
    - ■ Beyond the message: https://www.facebook.com/reel/938213357456323
    - ■ Baptism: https://www.facebook.com/reel/7071721412897213

- ○ For social, you might not always need a hard CTA, but in some way you might have a soft one. Don't forget your CTA if you have one.
  - ○ If you don't have someone dedicated to social media – that's ok! I've been in your shoes before. (Volunteers are great for this)
  - ○ Apps:
    - ■ Instories for reels & stories
    - ■ Capcut for reels
    - ■ Meta Business Suite - scheduling & responding to content

- **Close**
  - ○ Check out Relatenetwork.com for resources
  - ○ hannah.jones@mybayside.church – Communications Director
  - ○ tiffany.casehiser@mybayside.church – Website Content Designer
  - ○ corey.messigner@mybayside.churc – Digital Content Specialist

- **PRAY**