

## Communication Plan

The majority of church communication will fall into one of the following five categories:

### Category E

Static or annual revised descriptive communication about who we are as a church and what our basic ongoing provision of services is. This communication should be aimed at the unchurched and newcomer's and should cover the basics, respond to Frequently Asked Questions. This category of information should not be date specific, have as long a shelf life as possible and therefore be as concise and restricted as possible whilst accomplishing the task.

### Category D

Termly information, or content of interest over the next month to three months. This communication will not require immediate response or action, but does contain date specific detail. It exists to help generate excitement and aid advanced planning.

### Category C

Information which is becoming increasingly relevant for the next 2-3 weeks.

### Category B

The here and now. Information of immediate interest over the next week - ten days. This communication will usually require some response or action from the recipient and will cover all events and courses happening over the next fortnight.

### Category A

Don't panic... however this is important, urgent and often unexpected. This event has been cancelled. Snow has closed the church. We need a response from the church family within days.

## When should this communication occur?

Long term	In prior months	A month in advance	3 weeks in advance	2 weeks in advance	1 week in advance	During Week before	Event / Course/ Sunday
<b>Cat. E - ongoing communication - just happens</b>							
	<b>Cat. D</b>						
			<b>Cat. C Max 5 items - lighter detail</b>				
					<b>Cat. B Max 3 items - fuller detail</b>		
<b>Cat. A</b> (Major significance)						<b>Cat. A</b> <b>Emergency</b>	

*Communication items will transition through categories and increase in intensity as the proximity to the outcome reduces*

## Communication Channels

	Communication Channel	Purpose	Content	Target audience	Format	Duration / Frequency	Linked with	Responsibility & Implementation
	<b>Website Content (Standard)</b>	Providing 'Static' information about the church, Where we are, What's the standard provision, FAQs	As little as possible to explain: Who we are What we do How to find out more FAQs	General public, someone searching for a church	Digital only - short articles,	Annual	Church Guide	Exec to review Ops Dir to moderate Ministry Heads to generate Comms officer to implement
	<b>Church Guide</b>	Something 'nice' to give to someone visiting	Concise website in a book - Summary of the above	Newcomer's - at church in person on Sunday	Externally printed DL size glossy booklet	Annual or bi-annual	Supporting web content for more info and dedicated URL	Exec to review Ops Dir to moderate Ministry Heads to generate Comms officer to implement
	<b>Website Calendar</b>	Full and comprehensive calendar of all church events and activities	Event details: 1. What? 2. When? 3. Where? 4. Contact? 5. Description	All	Website calendar entry - subscribable to using ical feed	Ongoing live feed	All other communication to link to	Events manager (CS)
	<b>Service Term card</b>	Provide specific details about whats happening in Sunday services over the current term	Specific service dates and details incl. 1. communion slots 2. Who's preaching 3. Sermon theme 4. Specials	Newcomer's Church Family	A5 booklet	Termly (3 - 4months)	Supporting web content for more info and dedicated URL	Service planning team to generate  Admin team to implement

	<b>Communication Channel</b>	<b>Purpose</b>	<b>Content</b>	<b>Target audience</b>	<b>Format</b>	<b>Duration / Frequency</b>	<b>Linked with</b>	<b>Responsibility &amp; Implementation</b>
	<b>Ministry Specific termly flyers</b>	Provide specific details about age or group specific activities for the current term	Dates of activities and events Theme or ministry focus Contact details	Ministry specific - youth, families, students, Cameo etc.	A6 duplex postcards	Termly (3 - 4months)	Supporting web content for more info	Ministry heads to generate Comms officer to implement
	<b>Seasonal / Festive publicity</b>	To advertise Easter, Christmas etc.	All relevant event and service details	All - Church Family and general public	A5 duplex flyer	As required, usually twice a year	Supporting web content for more info, dedicated URL	Exec to generate and authorise, Comms officer to implement
	<b>Project or function specific Communication</b>	To communicate specific information for an soleproject or remit	Example - Gift Day brochure, service re-launch brochure	As required	Usually a letter, pack or printed A5 brochure	As required	Supporting web content for more info, dedicated URL	Exec or authorised sub group (Finance Team) to generate, Comms officer to implement
	<b>Monthly magazine, currently 'Life'</b>	Build community, promote church events and activities, provide feedback  Category 'D/C' promotion, interest over next month - three months	1. Conversational dialogue 2. Feedback and celebration 3. upcoming Events for next month 4. In depth articles of church interest 5. Monthly calendar 6. Items generated from within church congregation	The Church Family And Newcomer's	A5 12-16 pages  Also as uploaded PDF	Approx. monthly (8-10 issues per annum)	Supporting web content for more info	? to generate and oversee  Comms Officer to moderate and edit  Admin team to implement

	Communication Channel	Purpose	Content	Target audience	Format	Duration / Frequency	Linked with	Responsibility & Implementation
	<b>weekly email</b>	<p>Ongoing conversation with church, promote and inform on what's immediate and important</p> <p>Details of immediate interest over next fortnight</p>	<p>1. Intro from Rector or Associate Rector.  2. Three items to promote  3. Any relevant instructions to church family  4. Links for interactive content, including:</p> <ul style="list-style-type: none"> <li>• Downloads of literature</li> <li>• Forms to complete</li> <li>• Ticket purchase / event booking</li> <li>• Sermon downloads</li> <li>• Video notices</li> </ul> <p>5. Next 5 upcoming events of note</p>	The Church family	Weekly email newsletter template - html - Intro, 3 articles, diary dates and footer links	Weekly by Thursday lunchtime	Link to video notices	<p>? to generate and oversee</p> <p>Comms Officer to implement</p>
	<b>Children's weekly email</b>	Ongoing conversation with children, young people and parents: promote and inform on what's immediate and important	Equivalent of church email but for 0-18s ministry	Parents and under 18s	Weekly email newsletter template - html - Intro, 3 articles, diary dates and footer links	Weekly - day TBC	Link to video notices	<p>Ch, Y &amp; F Dept to generate</p> <p>Comms officer [or other] to implement</p>

	<b>Communication Channel</b>	<b>Purpose</b>	<b>Content</b>	<b>Target audience</b>	<b>Format</b>	<b>Duration / Frequency</b>	<b>Linked with</b>	<b>Responsibility &amp; Implementation</b>
	<b>Twitter</b>	Reminders for event, generating buzz and celebrating feedback	<ol style="list-style-type: none"> <li>1. Reminders for events coming up this week</li> <li>2. Reminder for event coming up today</li> <li>3. 'Buzz' about event going on</li> <li>4. Celebration of event having taken place</li> <li>5. Longer term taster of news item</li> </ol>	Twitter followers - probably under30s and students	140 character social media feed with at least daily posts	At least daily - pre programme where possible plus ad hoc		Comms officer to oversee, generate and implement
	<b>Facebook</b>	To build community and provide a forum for event and activity details to be shared	<ol style="list-style-type: none"> <li>1. Event promotion</li> <li>2. Community Notices</li> <li>3. Sharing video notices</li> <li>4. as above with Twitter</li> </ol>	Members of closed facebook group - The Church family	Closed membership social media group	At least weekly	Video notices, twitter	Comms officer to oversee, generate and implement
	<b>Youtube</b>	Forum to share video content	<ol style="list-style-type: none"> <li>1. Video notices</li> <li>2. Sharing other video items used in church activities or services</li> </ol>	Content primarily linked from website, happening emails etc.	Online video storage and sharing	Storage vault - semi permanent	Video notices, Facebook, twitter, happening	All video content to be uploaded by Comms officer

	<b>Communication Channel</b>	<b>Purpose</b>	<b>Content</b>	<b>Target audience</b>	<b>Format</b>	<b>Duration / Frequency</b>	<b>Linked with</b>	<b>Responsibility &amp; Implementation</b>
	<b>Video Notices</b>	Details of immediate interest over next fortnight  Category 'B/C' notices and events promotion	3 x upcoming events or courses (30 seconds each) CAT. B  2-3 calendar dates CAT. C	Church congregation Happening readers	2min30 seconds max - each segment 30 seconds or less	Review and change weekly (2 week repeat allowed on occasion)	Weekly newsheet, Youtube, Happening	? to generate and oversee  Comms Officer to implement
	<b>Website Latest News</b>	Category 'B/C/D' notices and events promotion	3-5 items of	General public	Article listed on home page with clear follow-up instructions	Review and change weekly / monthly	Website slideshow	? to generate and oversee  Comms Officer to implement
	<b>Website Homepage slideshow</b>	Details of immediate - mid term interest over next month  Category 'B/C/D' course promotion	3-5 items of: 1. Upcoming Events 2. Courses being launched 3. Big church wide changes	General public	Slideshow banner 960x373pixels *.png format	Review and change weekly / monthly	Website latest news	? to generate and oversee  Comms Officer to implement

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	<b>Sunday projected slides</b>	Provide information and instruction for congregation  Details of immediate interest over next fortnight  Category 'B/C' events and course promotion	User Information slides  3-5 items of: 1. Upcoming Events 2. Courses being launched  All items included MUST be referenced in weekly service sheet	Church congregation	1024 x 768 72dpi PNGs to be loaded on to Pro Presenter	Review and change weekly	Weekly service sheet	? to generate and oversee  Comms Officer to implement
	<b>Weekly service sheet</b>	Details of immediate interest over next fortnight	1. This week's service and group details 2. Next week's service and group details 3. Follow-up information from video notices 4. Prayer points 5. Items of community interest	Sunday service congregation	A5, 4 page, single sheet fold  Also as uploaded PDF	Produce weekly - upload to website by Thursday lunchtime	Video notice content to be covered	Comms officer to oversee  Admin team to implement

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	<b>Cat A emergency communication</b>	We need to talk to the whole church family, (and/or general public) asap	<ol style="list-style-type: none"> <li>1. Last minute change of plans</li> <li>2. Crisis management</li> <li>3. Urgent action required</li> </ol>	Church family	Press release style:  <ol style="list-style-type: none"> <li>1. Direct full membership email.</li> <li>2. Facebook/ Twitter</li> <li>3. Website homepage article</li> <li>4. Mass text message (IF VERY URGENT)</li> </ol>	Ad hoc - as required and seldom used		Exec to authorise, oversee and implement
	<b>Cat A Events of news of annual or major significance</b>	The church family need to be forewarned about something significant in advance - For example weekend away, summer festival etc.	<ol style="list-style-type: none"> <li>1. Save the date</li> <li>2. Booking form</li> <li>3. Major 'heads-up!'</li> </ol>	Church family	Multi format but to include <ol style="list-style-type: none"> <li>a) flyer</li> <li>b) brochure / booking form</li> <li>c) website content</li> <li>d) advance email notification</li> </ol>	As far in advance as possible		Exec to authorise & oversee  Admin team to implement

## Methodology

1. This communication plan will be reviewed on a weekly basis. It will then be communicated to the Ops Team at their weekly meeting and facilitated by the Communications Officer.
2. The Exec will be kept apprised of current communication priorities and will be given opportunity to input into future communication priorities
3. A shared outlook calendar will be maintained, associated with its own email. Any staff member is welcome and invited to send communication requests to this email address. The Communications officer will then prioritise them according to the guidelines above, and maintain a colour coded calendar of all communication implementation plans, accessible to all staff members. It remains the responsibility of the relevant ministry head to check that their communication request has been received and put into action.

March 2015

Guildford, GBR -- Today 54° F / 31° F Tomorrow 51° F / 35° F Thursday 49° F / 33° F

Search Communication Plan (Ctrl+E)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
23 Feb Life Magazine Community items Life Magazine Main Articles Life Magazine Supporting Co...	24 Social Media priorities Website Latest News: Website slideshow:	25 Weekly Service Sheet item 1 Weekly service sheet item 2 Weekly service sheet item 3 Weekly service sheet item 4	26 happening item 1 happening item 2 happening item 3	27 Projected slide 1 Projected Slide 2 Projected slide 3 Projected slide 4	28	<b>1 Mar</b> Video Notice 1 Video Notice 2 Video Notice 3 Video notice Adv teasers
2 Prepare termly ministry flyers	3 Social Media priorities	4 Weekly Service Sheet item 1 Weekly service sheet item 2 Weekly service sheet item 3 Weekly service sheet item 4	5 happening item 1 happening item 2 happening item 3	6 Projected slide 1 Projected Slide 2 Projected slide 3 Projected slide 4	7	8 Video Notice 1 Video Notice 2 Video Notice 3 Video notice Adv teasers
9	10 Social Media priorities Website Latest News:	11 Weekly Service Sheet item 1 Weekly service sheet item 2 Weekly service sheet item 3 Weekly service sheet item 4	12 happening item 1 happening item 2 happening item 3	13 Projected slide 1 Projected Slide 2 Projected slide 3 Projected slide 4	14	15 Video Notice 1 Video Notice 2 Video Notice 3 Video notice Adv teasers
16	17 Social Media priorities	18 Weekly Service Sheet item 1 Weekly service sheet item 2 Weekly service sheet item 3 Weekly service sheet item 4	19 happening item 1 happening item 2 happening item 3	20 Projected slide 1 Projected Slide 2 Projected slide 3 Projected slide 4	21	22 Video Notice 1 Video Notice 2 Video Notice 3 Video notice Adv teasers
23 Life Magazine Community items Life Magazine Main Articles Life Magazine Supporting Co...	24 Social Media priorities Website Latest News: Website slideshow:	25 Weekly Service Sheet item 1 Weekly service sheet item 2 Weekly service sheet item 3 Weekly service sheet item 4	26 happening item 1 happening item 2 happening item 3	27 Projected slide 1 Projected Slide 2 Projected slide 3 Projected slide 4	28	29 Video Notice 1 Video Notice 2 Video Notice 3 Video notice Adv teasers

92 THIS FOLDER IS UP TO DATE. CONNECTED TO: MICROSOFT EXCHANGE 100%