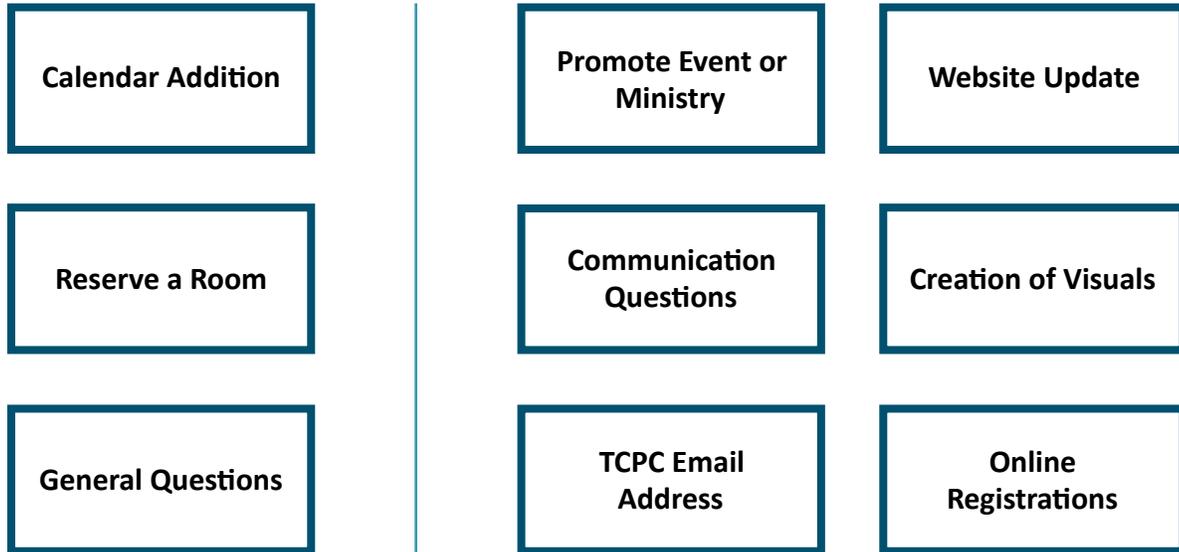




WHAT DO YOU NEED TO COMMUNICATE?



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Communication Basics

WHY WE DO WHAT WE DO

The goal of communications at TCPC is to clearly and effectively serve as the voice of the church; to connect individuals to the ministries within our walls and to our greater community.

GETTING THE WORD OUT

When it comes to promoting your event, we want to encourage you to think creatively about getting the word out. More than just relying on larger communication channels to generate all of the interest, think about how you can reach out to get others involved. Relational connections go farther than you think! When we connect with those around us, they care about the things we care about.



Promotion Request Form

NAME OF EVENT:

DATE, TIME, LOCATION:

NAME/EMAIL/PHONE OF CONTACT OR MINISTRY TEAM HEAD:

WILL YOU BE SETTING UP A REGISTRATION/SIGN UP?

DEADLINE FOR REGISTRATION (if applicable):

WORDING OF ANNOUNCEMENT: (Include details on what people can expect and the purpose of the event or ministry)

All announcements are subject to editing for length, clarity and consistency by the Communications Specialist.

DEADLINES

Your Promotion Request Form is needed two weeks before your promotion begins.

For updates to current announcements, changes are needed by the end of day Monday.

Website updates should be submitted two weeks before needed up on the site. For example, a Priority Level One event would need to be submitted 5-6 weeks before the actual event to give time for adequate design preparation, strategic planning, and promotion.

OTHER

For visuals, handouts or brochures, special presentations, and videos, please talk directly to the Communications Specialist about your ideas. Based on capacity, design and priority, we will let you know what is possible.

REGISTRATION EVENTS

If you are promoting an event requiring a signup or registration, you are responsible for providing the paper signup. If you prefer a digital signup form or have questions about that possibility, please talk directly with the Communications Specialist.

CHANNELS OF COMMUNICATION

-Social Media (Facebook, Twitter, Instagram)

-Website

Ministry Pages

Events Calendar

-Weekly eNews

-Children & Families weekly eNews

-Weekly paper newsletter (and mailings for homebound members)

-Announcement Slides in Sanctuary

-Monitors in the Commons

-Realm (Signups, messaging within ministries)

-Paper Handouts & Brochures (Ex. Welcome Packet)

-Spoken Announcements

-Moment for Mission

-Signs & Banners

-Bulletin Board

-Word of Mouth



Communications Priority Table

Priority Level	Criteria	Possible Channels
ONE	Major church-wide events or announcements that affect at least 80% of congregation	eNews 2-3 weeks Paper Newsletter 2-3 weeks Multiple Social Media Posts Website - Homepage Feature - Ministry Page Feature - Calendar Event Spoken Announcement(s) Announcement Slide Commons Monitors Bulletin Board
TWO	Key ministry events or announcements that reach a majority of that ministry's audience or more than one ministry	eNews 1-2 weeks Paper Newsletter 1-2 weeks Social Media Post Website - Ministry Page Feature - Calendar Event Possible Spoken Announcement Announcement Slide Bulletin Board
THREE	Ministry events or announcements that do not reach a majority of the audience including but not limited to recurring ministry events, classes, etc.	Consideration for eNews Paper Newsletter 1-2 weeks Possible Social Media Post Website - Ministry Page Feature - Calendar Event Announcement Slide Bulletin Board



Channels of Communication

Requests for promotion through all of the following communication channels can be submitted using the single Promotion Request Form. Please refer to the Communications Priority Table for what kinds of promotion you can expect from your submission. The Communications Specialist will utilize this Communications Priority Table and strategic discretion when deciding what channels are used for what ministries and events. The further descriptions below are meant to provide some information on how and why these channels are each used to reach the members, visitors, and community of Three Chopt Presbyterian.

SOCIAL MEDIA

The Communications Specialist maintains all of Three Chopt Presbyterian's social media accounts, including but not limited to Facebook, Twitter, Instagram, etc. We have a basic schedule we follow for the types of posts we share each week. The goal with posting social media content is that it be applicable to a majority of the congregation. Below are some thoughts on our social media strategy that hopefully will help you understand our focus.

SOCIAL MEDIA STRATEGY

To fully leverage the power of social media, the content we post must be interactive. Good content leads to interaction, interaction leads to affinity, affinity to community. Three Chopt's mission is to embrace, empower and equip one another to live as disciples in the body of Christ. We see building social media community as one part of accomplishing this mission. What is good social media content? We are confronted with thousands of marketing messages per day, so we want our content to stand out. We don't want to oversaturate our audience, so the focus of our content should be things that apply to a majority of the church. There is still a place to use social media to broadcast information about events and ministries but this should be done strategically and in a way that creates interaction.

So, what is good content?

- Photos/Videos—Posts with photos/videos are more likely to be seen, liked/retweeted, and shared. This is also a great way to do visual storytelling.
- Graphics/Infographs—Many people are visual learners and graphics are great ways to graphically represent quotes, sermon content, and other information.

CHURCH MINISTRY SOCIAL MEDIA ACCOUNTS

No social media account should be opened in association with Three Chopt Presbyterian Church or its ministries without the Communications Specialist's knowledge. Groups within the church may want to create a space on social media for sharing information particular to that group, however, Realm can fill that need in the majority of cases. If a group wants to create a social media group, please contact the Communications Specialist to think through the available options before they set up a social media presence.

WEBSITE

The official website for Three Chopt Presbyterian Church can be found at www.threechoptchurch.org. This will be the primary source of detailed information about our church, its ministries, and events. Our

website is designed so that the home page has content most applicable to a first-time visitor. Information about Sunday Worship, our mission statement, sermons, and event highlights will be given space on the home page. Ministries are divided into Serve and Grow categories, with content about some specific ministries. Ministries are also included as individual events on the Events page, with individual landing pages for each. Ministries may request events and information be highlighted on their individual landing pages. If no specific requests are made, the Communications Specialist will use their discretion in deciding what to highlight.

WEEKLY ENEWS

The Communications Specialist sends a weekly eNews each week on Thursday afternoons. This highlights church wide events and initiatives and a handful of notable upcoming events. For certain ministries, we understand there is a need to communicate information more frequently and to a more specific audience than what happens through the normal Communication channels. In these instances, ministries are permitted to use Realm to send out such emails to groups connected with their ministry. We would ask that you do this sparingly and strategically. Email sparingly so that your audience doesn't become over-saturated with repetitive emails. Email strategically, communicating the information that is absolutely necessary. If you are in doubt whether you should send an email article through the eNews (by filling out the Promotion Request Form) or Realm by yourself, please consult the Communications Specialist for guidance.

WEEKLY PAPER NEWSLETTER

Our Sunday newsletter is distributed in all worship services with the exception of special occasions. It covers some of the same content as the weekly eNews, with an emphasis on reaching those who might not have access to email.

ANNOUNCEMENT SLIDES / COMMONS MONITORS

Announcement slides will be displayed on screens in the Sanctuary before each worship service. Some slides are standard each week and some recurring ministries may have slides regularly in the rotation. From time to time slides will be cycled out and then returned after a few weeks' break. The monitors in the Commons area have a visitor focus, with information highlighting floor plans, Sunday morning information, and large upcoming church wide events.

REALM

Realm is an online ministry tool designed for real time connection. It helps TCPC connect with you and you connect with us. Realm helps people connect at TCPC and keep in touch with the groups that matter to you. There is a mobile app available for both iPhone and Android devices. Online registrations can be created in Realm.

PRINTED MATERIALS

This category includes but is not limited to flyers, brochures, and mailings. The website is the best source for dispensing information because it can be easily updated, there's more room to put all of the necessary information, and links for sign-ups and other information are easily embedded. However, we know it is sometimes nice to have something to put into a person's hand when you're telling them about an event or a ministry. The Communications Specialist will produce all material to be distributed to the whole congregation or to all of a major ministry (e.g. all women, all men, all adults, all families, all youth). For paper materials with a smaller audience, leaders of that particular ministry are responsible for creation and distribution. The Communications Specialist is available for consultation.

SPOKEN ANNOUNCEMENTS / MOMENTS FOR MISSION

Spoken announcements are very limited. We aim to have one—no more than two or three—on a given Sunday. These must be requested in advance and will be considered for events that reach a majority of the church body. The selection of spoken announcements is a collaboration between the Pastor and Communications Specialist.

SIGNS & BANNERS

Any permanent interior or exterior signage must be requested through and approved by the Buildings & Grounds Ministry Team, with consultation from the Communications Specialist. The Communications Specialist can provide suggestions and, on a case by case basis, will design temporary banners and signs. Printing cost will be charged to the ministry requesting them.

VIDEOS

Worship service videos will be limited to storytelling videos or promotional videos for Priority One events and announcements (see Communications Priority Table) at the discretion of the Communications Specialist and Pastor. Videos can be posted on the Three Chopt Presbyterian website or shared on Three Chopt Presbyterian's social media according to the priority schedule.

BULLETIN BOARD

The purpose of the bulletin board is to provide a dedicated space for paper sign ups, affiliated community events and other TCPC ministry announcements. You are responsible for posting and removing your announcement from the bulletin board in a timely manner before and at the conclusion of your event. Sign ups may be posted for a maximum of six weeks before an event.