

Why your church needs to create Multi-channel Communications, Or why you can't just put your bulletin on the web and be done with it

Why your church needs to create Multi-channel Communications




Or why you can't just put your bulletin on the web and be done with it

from yvon prehn



effective church communications



Timely topic because church communicators are asking.....

"We're doing our announcements on PowerPoint and we have all the information about our weekly activities on our website.

"We are an outreach oriented, contemporary church and our staff has been wondering—do we still need a written bulletin also in this age of technology?"

Is there ONE way to communicate that works best for churches today? If so, it is print as we've always done it?

Or something new—the web, blogs, podcasts, video, email, PowerPoint?

Is it social media such as Facebook, Twitter and whatever else new thing comes up?




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The answer is. . .

- All of the above
- We are in a time of exploding communication options
- But the creation of new ones does not mean the old ones disappear
- It is a time of both/and NOT either/or




We protest!

- Church communications work is hard enough already!
- Schedules are full
- Budgets tight
- Any way we can simplify is appealing
- Besides, we prefer.....
 - Print, web, Facebook, handwritten notes.....



Reality check....

- We are talking about church communications
- And it's not about us
- It's about serving our Lord and his people
 - Even when we feel we don't have the time, money or strength to do it
- Let's understand it better and get to work!



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What is Multi-channel Communication?

- Using a variety of ways to communicate a message
- Three key channels:
 - Print
 - Digital
 - Web and social media
 - Visual, PowerPoint, Video
 - People



Multi-channel essential because

- Pastoral/people reasons
- Practical reasons
 - Outreach & Connections
 - Limitations of web and PowerPoint
- Response to our message matters!



Pastoral/People reasons

- Biblical views of people
 - Care for the 1%
 - Sacrificial love
 - Not please ourselves
- In practical terms
 - A variety of people
 - Who require a variety of communication channels
 - Not all age related, though some is




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Practical: Isolation of websites

- Search engine limitations for churches
 - Great if you know name and city
 - Not so good with spiritual needs
- Print and people the links to digital
 - Everyone should be involved in outreach
 - Business cards, bulletins, postcards, flyers give website address




Practical limitations of PowerPoint

- Context needed to make sense
- Emotional impact = inadequate, confusing communication
- People remember images, not facts
 - By Thursday or Friday.....
 - If it isn't on the refrigerator
 - It isn't happening



Solution: Print bulletin, with inserts

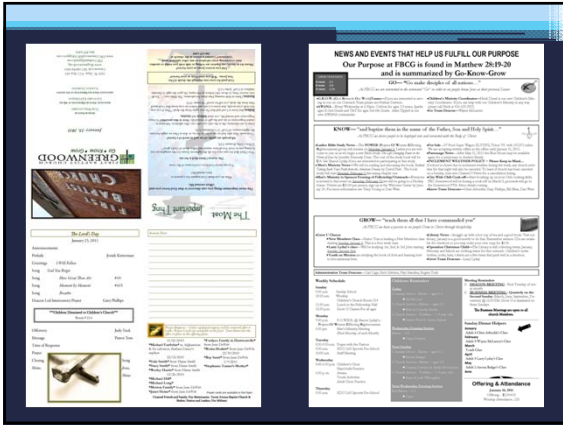
- Can be studied later
- Inserts can be posted
- Links to website checked out



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The most important channel

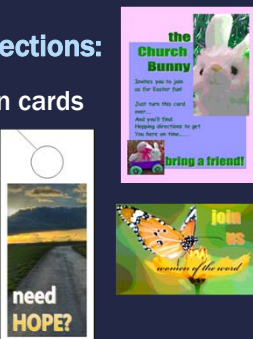
- Your people
- But your people need to be equipped
- Provide complete & clear website & social media as a foundation




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Provide print connections:


- Business/Invitation cards
- Bulletins, inserts
- Newsletters, brochures, flyers, post-cards, door-hangers





Additional Practical Tips

- Changing the format **does not mean changing the message**
- One message into many formats
- Don't change type, logo, colors, wording or it will be confusing




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One person does have to do it all

- Create a team recognizing. . .
 - Different people prefer different channels
 - Some like print; others digital
 - Styles differ, one doesn't fit all
- Match skills and styles with the proper channel and person
- DON'T FIGHT— MEASURE & PRAY




Whatever channels you use

- Have congregational training times
- Demonstrate what you do
 - What's on the web
 - Update schedule
- Why you do it
- How to participate
 - Sign up?
 - Automatic?
 - Contributions welcomed?



Finally

- Measure results
- Modify as necessary
- Stay open to new ideas
- Remember.....

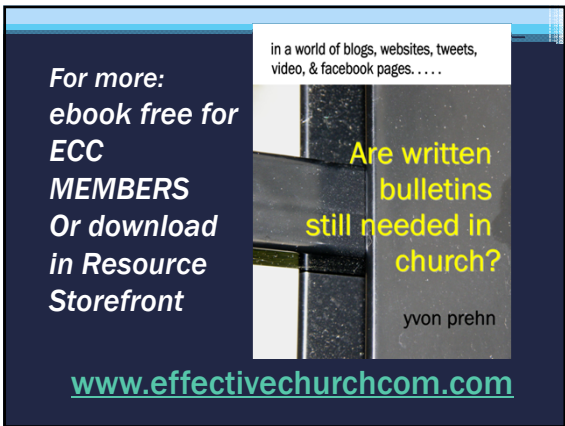


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