


Communication Channel Selection :
Print, PowerPoint, Web, Social Media,
 including the benefits and limitations of each one, plus why multi-channel communication requires a team

Yvon Prehn
www.effectivechurchcom.com


One of the biggest questions today

- Which channel should I use
 - Print?
 - Web?
 - PowerPoint?
 - Social Media?
 - All of the above?
 - None of the above?



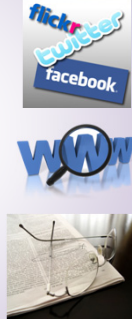
Assurance first

- You don't have to be a techie, geek, under 30 to understand this material
- You don't have to use every tool in the most advanced way possible for it to have an impact
- YOU can do all you need to do to minister effectively
- Because you are called and equipped by the Alpha and Omega!



Overview approach

- Though we all want one simple way to communicate
- No one channel is best, most useful or most effective
- We are in a time of “multi-channel” communications
- Not either/or, but both/and
- **Strategies to survive follow. . .**



It's not about us

- Our preference is not the most important thing
- We need multi-channel communication because our people vary in:
 - Access to technology
 - Finances
 - Literacy
 - Physical limitations
 - Skill level
 - Likes/dislikes
- We are their servants & pastors



People Solutions

- Don't assume who uses what—survey
- You don't have to create them all
- Value of a communication team
- Various people have skills in different channels
 - Don't make assumptions based on age!
 - In skills
 - Interest
 - Understanding
- **EVERYONE** can learn how to create in any channel!



Next: An Overview of Channels

- Define
- Uses
- Benefits
- Limitations
- Misc. tips and comments
- Not a How-to



Print

- Still most accessible for many
- Instant access communication central
- LINK to all other multi-media through:
 - Church bulletin, inserts
 - Outreach postcards
 - Business/invitation cards



Print challenges

- Becoming one of the most expensive
 - Don't let finances determine production
- Look at alternate ways to print, consider
 - Digital duplicators for short term, throw-away
 - Online printers for fancy color
 - ***BUT YOU do the design***
 - www.vistaprint.com



PowerPoint

- Useful for impact
- Expected in worship for many churches
- More limited than most imagine



***PEOPLE DO NOT REMEMBER
DETAILS from POWERPOINT***

- Also useful for teaching

Web

- Not optional—no longer impressive
- Just because you have one doesn't mean its useful
- MUST be up-to-date
- Opportunity to link for more information
 - In the church
 - Christian resources



Design is NOT what is most important

- Information is!
- Access is!
- Mobile phone access making some design useless and unnecessary
- Use a system that integrates with mobile phone access, e.g. WordPress
- TEST access!



MUST to learn to do, modify your own

- One person updating can be a problem
- Strong recommendation: WordPress
- Learn to create a website with it, even the basics
- Won't be intimidated
- Save lots of money



Email

- So basic.
- Expected
- Often misused
- DO NOT post email addresses if they are not answered !!!



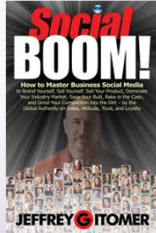
Email newsletters, bulletins

- Can be tremendously effective
- Don't make them your only source of communication!
- Constant Contact & many more
 - \$15 a month for up to 500 on list, unlimited emails
 - www.constantcontact.com



Social: Facebook, Twitter, YouTube, etc.

- Don't have them just to say you have them
- Must have useful content
- One of the best pieces of advice in **Social Boom**
- Provide VALUE MESSAGES and people will connect with you.



The most important channel of all

- Your People!
 - Make everything successful
 - Destroy all other communications
- Inspire them
 - “What is the gospel according to you?”
- Equip them
 - Website, invitations, business cards, emails
- Check out what you do
 - Secret caller, visitor



The newest channel

- iPads and Tablet devices
- Kindles and e-readers
- “What will you do when an iPad costs \$40?”
- Don't let your excitement deceive you
- More on this coming



Summary and Review

- No one perfect tool, not now or ever
- Always need them all to “be all things to all people that we might reach some”
- Lots more, how-tos & articles on website
– www.effectivechurch.com
- And resources sheet
- Keep praying for wisdom and remember