

“HOW DO YOU TELL YOUR STORY?”

COMMUNICATIONS & SOCIAL MEDIA IN MINISTRY

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WHO ARE YOU SHARING YOUR STORY WITH

- Internally- employees, volunteers, board/council: what do they need to know
- Externally- your audience, who are they and what do you want them to know
 - Who is this,?
 - What are they saying?
 - Why do I care?

WHO IS THIS?

- Organization Name & Mission Statement
- Visuals- logo, designs, colors, fonts, layouts, photos, videos, graphics
- Content- individual message, stories/testimonials, interviews, quotes, audio clips
 - Consistent style of writing (Chicago, MLA, etc)
 - Spelling/grammar/fact check
 - Copyrights for licensed materials

WHAT ARE THEY SAYING?

- Does this fit with who we are and what we do
- Facts- Who, What, When, Where, Why, How
- Transparency/Honesty
- Language- simple, easy to understand (average knowledge level of audience)
- Length of content

WHY SHOULD THEY CARE

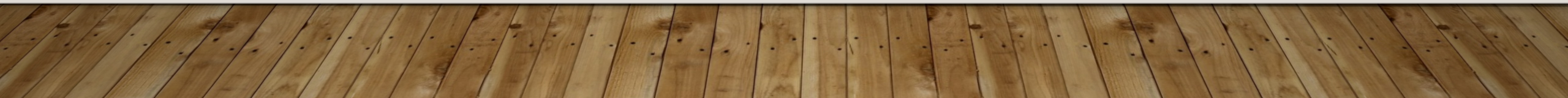
- Personal touches and Emotional impact
- Leaders and respected members as the face of the organization or groups within the organization lend importance and credibility
- Include stories that you already know meet their interests (trending topics, in the media now, survey comments, audience feedback, platform data/statistics)
- Use platforms where people are already looking for information

MISCELLANEOUS TIPS

- Try to use visuals as much as possible
- Longer content for print, shorter versions for online.
- Make sure you have permission to use any personal stories or images
- Don't be afraid to research and use new platforms
- Re-evaluate your communications every few years

SOCIAL MEDIA

- Facebook
- Twitter
- Instagram
- Youtube/Vimeo
- Snapchat/Reddit
- Others- Google+, Pinterest, LinkedIn, HootSuite, Flickr, Imagr, etc
- Blogs



KNOW YOUR ONLINE AUDIENCE

- Generational Differences- Baby Boomers, Generation X, Millennials, Generation Z
 - Know what kind of interaction each generational segment prefers
 - Know when your audience is online
 - Post positive content when possible

DEVELOP SPECIFIC MESSAGES

- If you have different segments within your audience, take the time to create specific messages for them
- It's ok to have multiple messages, as long as they fit with your mission and your overall brand identity
- Connect the different messages when possible

USE ANALYTICS

- Tracking & Benchmarks
- KPIs
 - Awareness- Impressions, Views, Reach
 - Growth- Followers, Likes, Subscribers
 - Engagement- Reactions, Clicks, Comments, Shares
 - Conversions- Event registration, financial contributions, recruitment

GENERAL TIPS

- Interact with your followers
- Use visuals as often as possible
- Make sure your content is mobile-friendly
- Take advantage of your networks when you can
- Integrate across platforms
- Create a content calendar

MISTAKES TO AVOID

- Generic messages
- Punctuation in hashtags
- Failing to update regularly
- Sharing only requests for donations/sponsors/volunteers
- Ignoring negative comments or trolling

QUESTIONS?

- What questions are there about communications in general
- What questions are there about social media

