

communications as evangelism 3

**Being Known:**

**Newsletters and**

**Social Media**



the episcopal diocese of western north carolina



# CONTENTS

1. Basics of being known in a digital space
2. Social Media (the Rev. Rozo)
3. Content Creation and Planning
4. Newsletters
5. Resources, Contact, Info for Next Workshop









## **How being known affects our ministry:**

- Connects congregations/communities in new and authentic ways.
- Seekers see a vibrant community they might want to join.
- Those who need help know how to get the help they need.
- Gives the church a voice in spaces where encouragement, empowerment, and love are greatly needed.





# BASIC GUIDELINES

- Be known to your audience
- Don't overextend (limit channels)
- Keep colors and fonts consistent
- Be human
- Keep it simple with great visuals



# SOCIAL MEDIA





A serene sunset scene over a body of water. The sky is a gradient of warm colors from light blue to deep orange. Silhouetted tree branches with large, rounded leaves frame the top of the image. In the distance, a range of mountains is visible against the horizon. On the right side, a dark, forested hillside descends to the water's edge, where a small boat is visible. The water in the foreground is calm with gentle ripples, reflecting the soft light of the setting sun.

# CONTENT PLANNING



# CONTENT IDEAS

- Interesting/quirky/funny stories.
  - Behind-the-scenes moments at a service/event.
  - Be willing to be vulnerable.
- What moves you about this week's lectionary?
- Why do you have certain ministries?

*Events and gathering announcements are a given, but they should be mixed with the life of your community.*

## Impactful posts are

 thought-provoking

 useful

 funny

 beautiful

 socially relevant



# CONTENT PLANNING



Trunk - your brand  
Branches - content pillars  
Leaves - keystone stories



# ACTIVITY TIME!

SKETCH YOUR CONTENT TREE

try for at least  
two branches  
with three leaves  
each





# WAYS TO CREATE

- Canva - Easy design. (Pro is free for nonprofits!)
- Pixabay and Pexels - free photos/video

Visio Lectio - lectionary art







# NEWSLETTERS





# STAYING OUT OF THE SPAM FOLDER

- Make sure recipients want your emails!
- Avoid spam words/titles.
- [Authenticate your emails](#)
  - If you use an email marketing service, this makes it known that the email is coming from your organization and not an unverified sender.
  - Get CNAME/DKIM or TXT records to publish in your domain's DNS settings in order to self-authenticate.
  - It's pretty technical. Ask for help.



# QUICK TIPS

- Snappy subject line?
- The opening keeps people scrolling.
- Balance text and images.
- Make it mobile friendly.
- Be consistent - send at the same day and time each week.
- Test and proofread.
- Look at your metrics.
- Don't overthink it.





# RESOURCES



**Content Strategy**  
[Helpful Article](#)

**Newsletter Tips**  
[Helpful Video](#)

**The Rev. Sarah West**  
[Lectionary art for bulletins](#)

**Church as Brand**  
[Helpful Article](#)

**The Rev. Lizzie McManus-Dail**  
[Jubilee, Austin – Insta](#)  
[Social Media as Ministry –](#)  
[webinar](#)



# CONTACT



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# NEXT TIME

## Communications as Evangelism 4 Being Seen: Media Outreach

September 14

2 p.m.

[RSVP](#)