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





#### 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









beautiful



socially relevant

#### CONTENT PLANNING



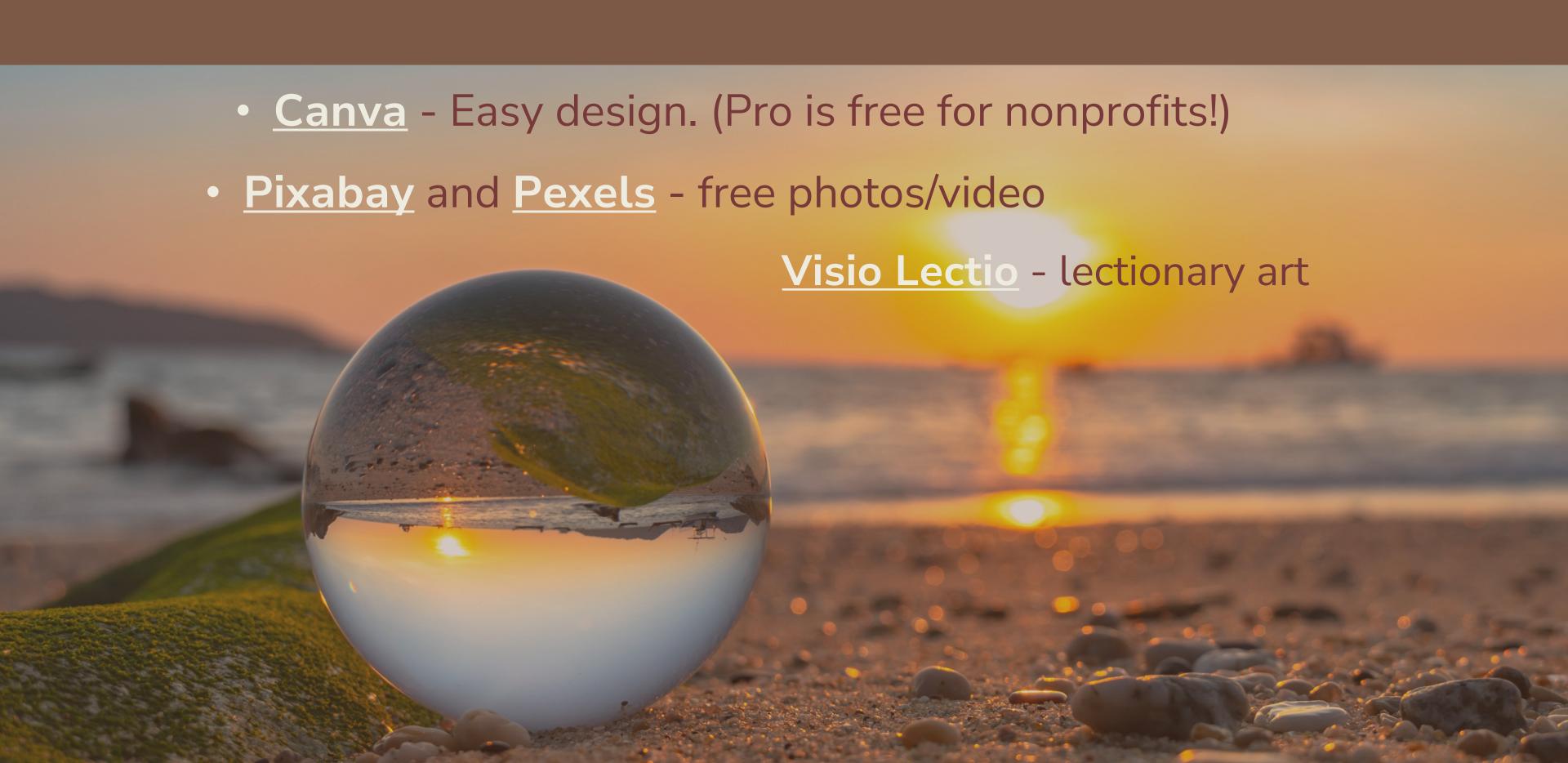


Trunk - your brand
Branches - content pillars
Leaves - keystone stories

### ACTIVITY TIME!



#### WAYS TO CREATE







#### 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

Church as Brand Helpful Article

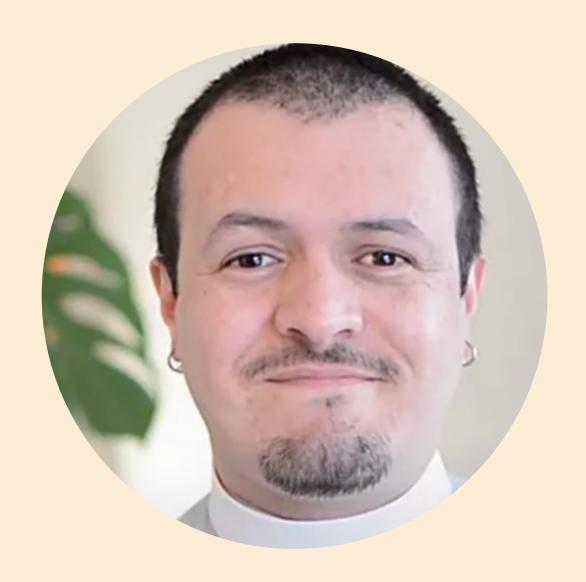
The Rev. Sarah West Lectionary art for bulletins The Rev. Lizzie McManus-Dail <u>Jubilee, Austin - Insta</u> <u>Social Media as Ministry -</u> <u>webinar</u>

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#### NEXT TIME

Communications as Evangelism 4
Being Seen: Media Outreach
September 14
2 p.m.

RSVP