Simple Church Communication Strategy

*A church communication strategy is one of the most overlooked tools in ministry. But having a good, simple strategy in place helps you be more effective in your communication. This template takes you through 5 key definitions that will help you be more intentional and effective in your communications. And then provides a table to set out your strategies.*

# Communication problems

*WHY do you need to communicate? What are the problems you are hoping to solve with your communications? You may have several problems, or just one. In defining them, try to stick to a single problem for each bullet point.*

# Aims and objectives

*WHAT are you trying to achieve by communicating? Again, you may have several, or just one. Try to be specific and measurable in your aims and objectives. This will help you to better measure the success of the strategy.*

# Target markets

*WHO are you trying to communicate with? Different target markets will require different messages, and different channels (media). Try to be as specific as you can about your target markets – this will help you define the best messages to tell, and the best media to distribute the messages.*

# Key messages

*These messages will be HOW you achieve your objectives. You may have one overarching key message, or lots of different ones aimed at different target markets. When thinking about key messages, think about how each message might contribute to your aims and objectives.*

|  |  |
| --- | --- |
| **List your Target Markets here** | **List what messages you want to tell them here** |
| *Eg youth* | *The benefits of youth growth groups* |
|  |  |

# Communication Channels

*Channels are WHERE your messages might appear. It is largely dictated by what target markets you’re trying to reach. Think about how your target market communicate, that will give you the key to finding the best channels.*

|  |  |
| --- | --- |
| **List your communication channels here** | **List what target markets you will reach here** |
| *Eg Instagram* | *Youth, young adults* |
|  |  |

# Strategy

*Once you have defined all of the above, figuring out exactly what you’re going to do makes up the strategy. For example, reaching young adults who need to feel part of a tribe, might be a photo campaign on Instagram showcasing the community they’re part of. Try to find a strategy to address each of the communication problems you defined above. An individual strategy may solve one of the problems, or a few different problems.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **List your communication problem** | **Briefly outline strategy** | **Target market** | **Channel** | **How will we point people to Jesus through this** | **Duration** |
| *Eg Youth and young adults are very involved in their own community segments, but disconnected with the wider church.* | *Photo campaign showing different aspects of community. Often different segments of the community are disconnected, so sharing these glimpses of community among the wider church will help build a sense of a whole* | *Youth and young adults* | *Instagram and Facebook* | *Glimpses of Christian community*  *Captions pointing to Christian community.* | *Post 2-3 per week for 1 month* |
|  |  |  |  |  |  |