

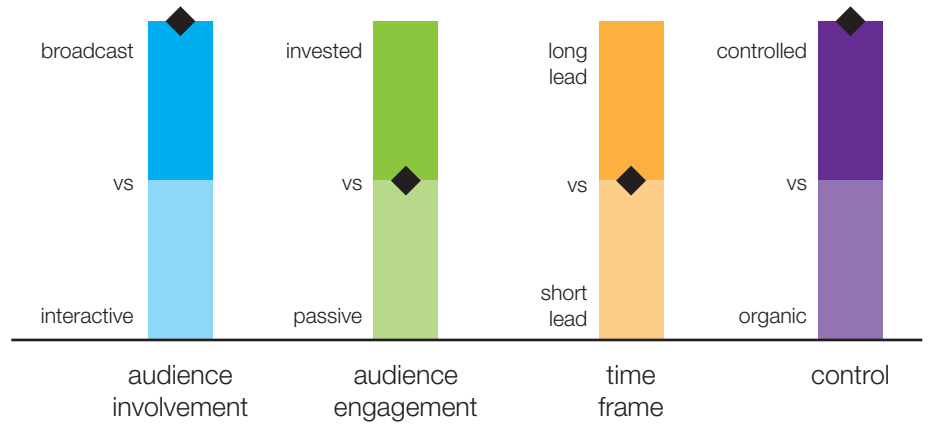
Sunday Services

Audience

Sunday congregations. These are made up of a variety of invested, attending, and fringe.

Purpose

Culture building, Information broadcasting, Teaching



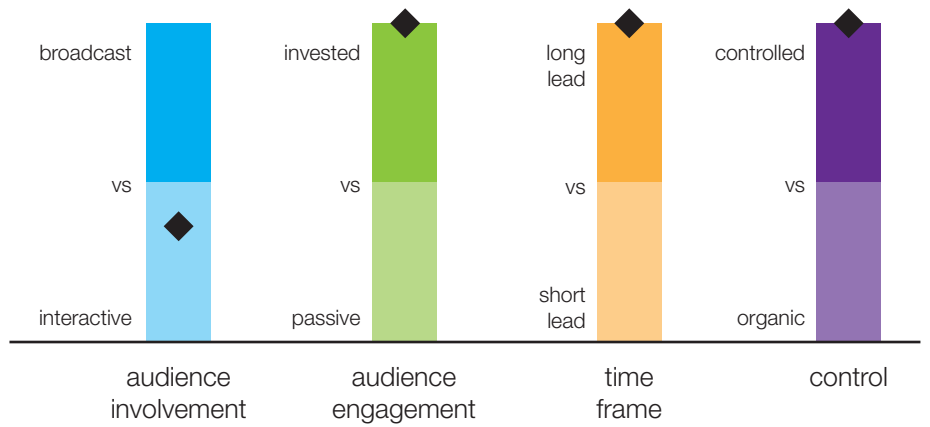
Ministry Dinner

Audience

These are generally the most highly invested and engaged members of the church.

Purpose

Culture building, Engagement, church business.



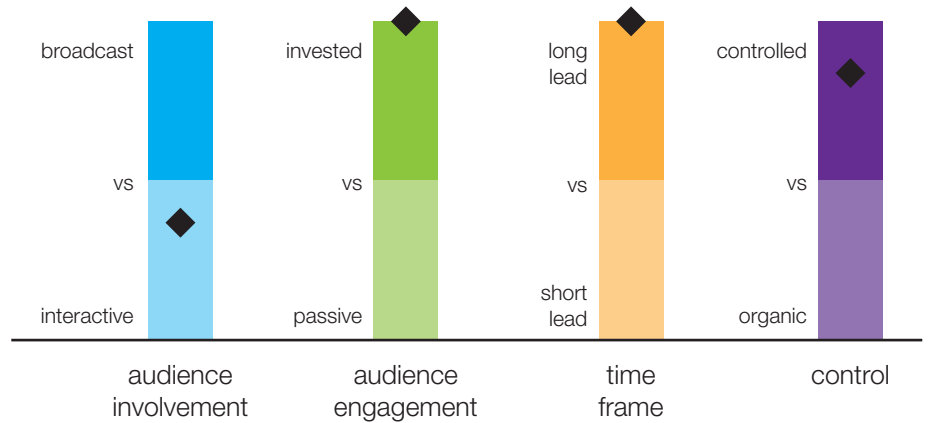
Training Day

Audience

Grow leaders and other highly invested and engaged members of the church

Purpose

Specific Training, Information engagement, Culture building



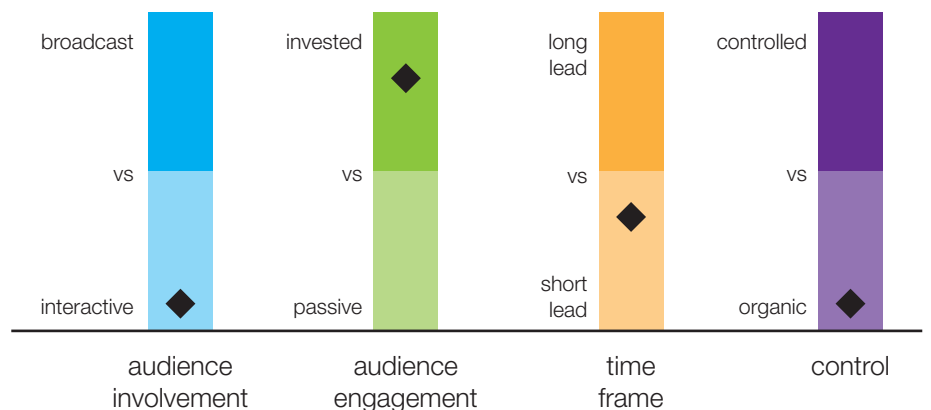
Growth Groups

Audience

Our people. These are generally engaged people.

Purpose

Culture and community building, Information engagement, Teaching



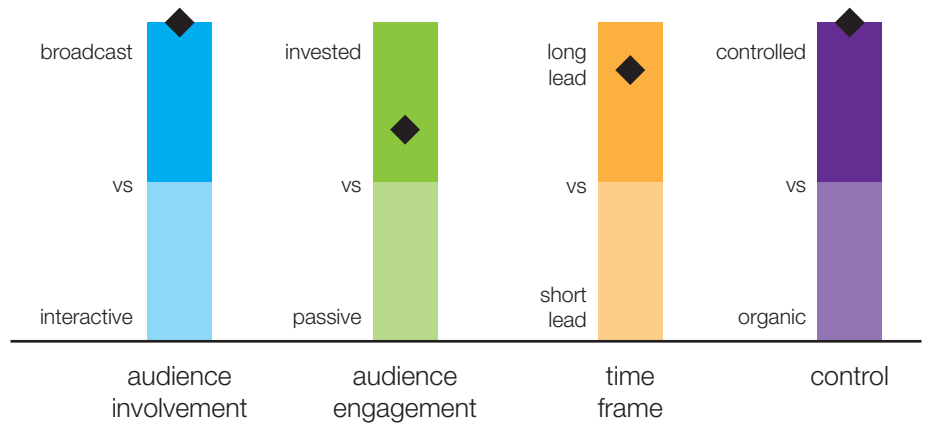
Post

Audience

Targetted as needed

Purpose

Used for information broadcasting things of significance. It is at the point now where post is the cut through medium. If designed well we have the potential to use this effectively to build engagement with information for significant items.



Direct Email

Audience

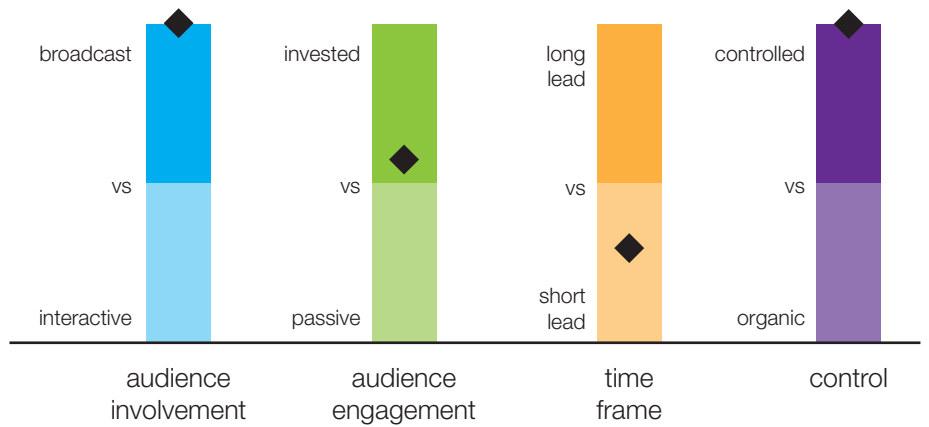
Targetted based on content and purpose.

Purpose

Information broadcast.

Should be used sparingly as it has the potential to get lost in the clutter, and have it's effectiveness as a channel reduced.

If designed well, it has the potential to be used to build good engagement with information.



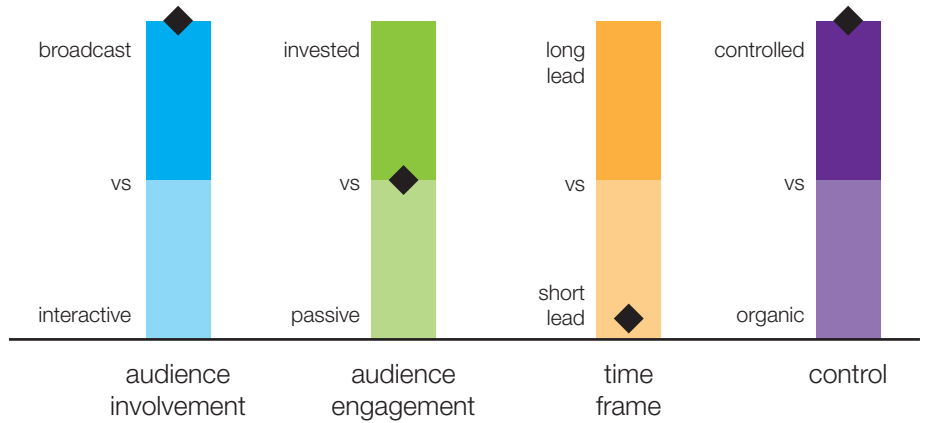
Instagram

Audience

443 followers. There are a lot of our invested and engaged members, but there are also a number of those outside our LC community, but within the wider church community.

Purpose

Visual storytelling – to build engagement with our mission, vision and values.



Email Newsletter

Audience

~560 subscribers from our direct community.

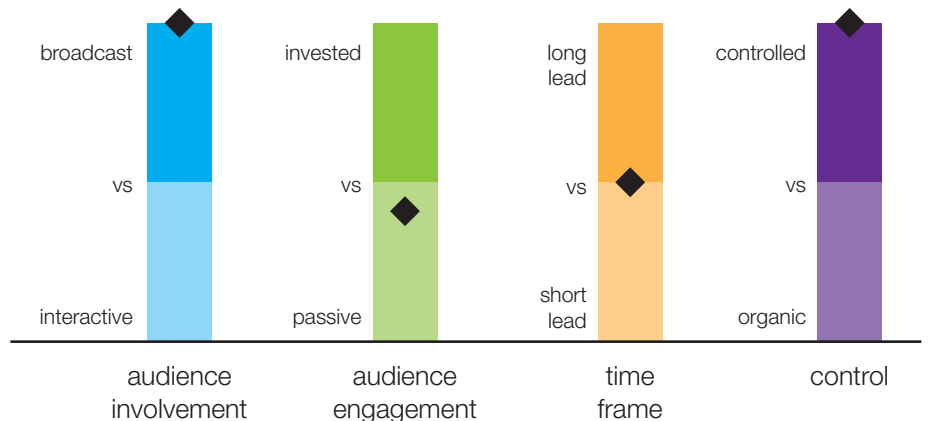
Usually a 30% open rate, with varying click rate depending on the information presented.

Purpose

Information transfer. Let people know what is happening in our church.

Should be a mix of business and culture

Weekly - set deadline each week, set broadcast time each week.



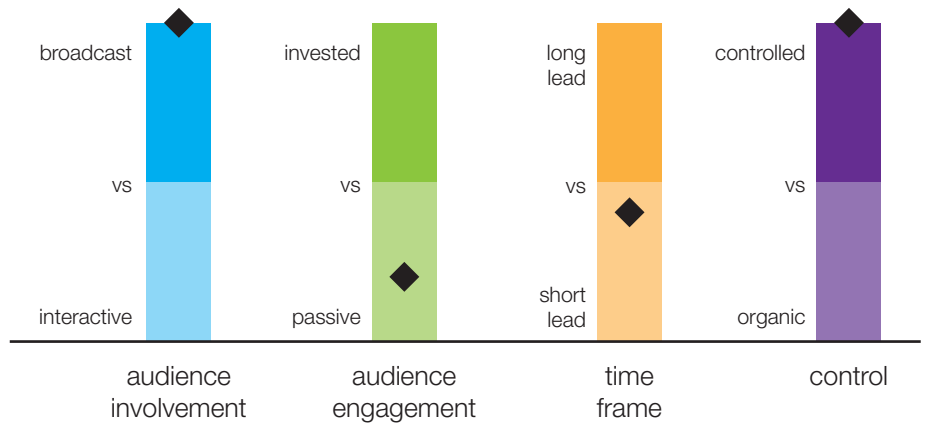
Vimeo/YouTube

Audience

Vimeo - 76 followers, mostly invested members of our communities, but like all socials, includes others that are interested in what we do.

Purpose

Video storytelling and teaching content broadcast.



Facebook

Audience

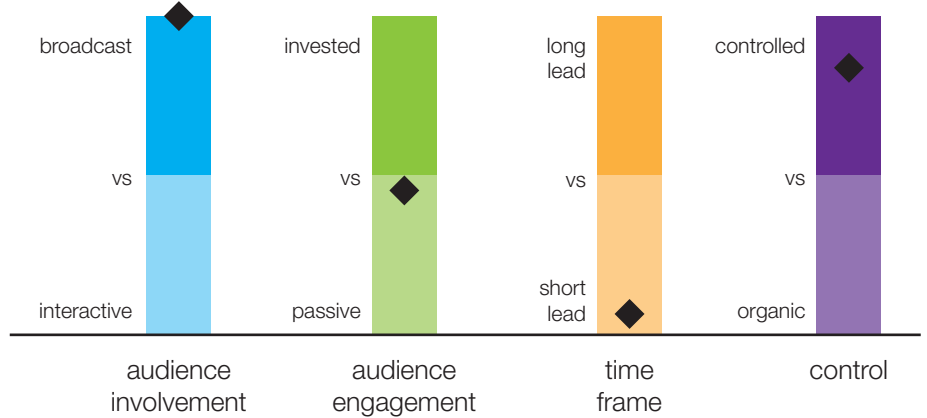
1294 people who follow our page.

Only 878 of those are in Brisbane. So there's more than 1/4 of our audience that are interested in what we do, but aren't in our community. A lot of our audience here are interested but not necessarily invested.

There is a significant crossover between this and our other more internally focussed channels.

Purpose

Builds an external picture of who we are as a church day to day. It is good for messages that contribute to a positive experience with our mission, values and vision.



Facebook Groups

Audience

Creek Road - 352 Members, mostly in our direct community

City South - 143 Members

Springfield - 55 Members, mostly in direct community

These are people who are generally pretty engaged with our MVV.

Purpose

Build community, by providing a space for our members to interact with each other.

Broadcast to an invested audience.

