St James Clitheroe Communications Policy

March 2020

Naomi Lynas

St JAMES CLITHEROE

This document is intended to present clear guidelines for clergy, staff and members of St James Church Clitheroe to enable clear and consistent communication. It is not intended to be a straitjacket, but to provide clarity and consistency which is helpful for anyone connected to the church – members and non-members alike.

Our communication needs to support our Mission and Vision Statement.

Mission and Vision Statement

St James Church, Clitheroe seeks to help people:
- Connect to God, through worship and prayer and the Bible
- Change in response to God, through discipleship and relationship
- Transform our community for God, through mission, service and justice

The illustration of cogs is very helpful here: this is a partially linear process which usually starts with connecting to God, but each cog turns the adjacent cogs. All the cogs then continue turning together. Our communication needs to be aware of and reflect this process.

Oversight and Responsibility for Communications

The Operations Manager has oversight of the main channels of communication, and is responsible for encouraging consistency and clarity in communication.
She will work closely with staff, clergy and volunteers, especially Team Leaders and Tech Teams to improve the quality of communication within and from St James.

Communication Channels

It's important to have and utilise the right channels in communicating. Some communication channels may be more effective in certain areas. The following are our media channels: **digital, print** and **in-person.**

1. Digital
   a. Website: https://stjamesclitheroe.co.uk
      The website is updated as frequently as necessary, and is a very flexible tool in communicating information. It is also our 'Front Door' – visitors will head to our website before anything else.
   b. Weekly Email (Mailchimp)
      This goes out at 9am on a Friday morning to anyone who has subscribed to our mailing list, including anyone who is registered on ChurchSuite.
   c. ChurchSuite
      Our church database system. This allows for personal emails, group emails, rotas, ministries, small groups and tracks our workflows. We have My ChurchSuite enabled, so that our members can manage their own personal information.
   d. YouTube
   e. Facebook
      i. Facebook Page: The outward focused 'business' page of the church
      ii. Facebook Groups: Our church community online. This tends to be made up of our more well-connected members.
   f. Instagram
      i. Main feed: The official page of the church

ii. Stories: Behind the scenes, live action, instant video and photos which only stay visible for 24 hours
   g. Twitter

2. Print
   a. Weekly notice sheet
   b. Network magazine
   c. Welcome packs
   d. Postcards
   e. Fliers
   f. Invitation Cards
   g. Connection Cards
   h. Posters
   i. Banners
   j. Next steps cards
   k. T shirts
   l. Outdoor Signage

3. In-person
   a. Service announcements
   b. Screen announcements
   c. Video announcements

COMMUNICATING EFFECTIVELY

In communicating effectively, we must make sure our message is clear and consistent.
We want to avoid:
- Being constantly overwhelmed by keeping up with tasks
- A lack of time and resources for creativity
- Reactive workflow instead of a proactive plan
- Being behind schedule or everything coming together last minute
- No time to create systems and processes

Instead, we are aiming for:
- A clear and consistent message with a clear call to action
- Information that is easy to find and easy to understand
- Information that is engaging, attractive and accessible
- Content that either connects people to God, helps people change in response to God or that transforms our community for God.

Communication and Event Guidelines

To communicate any message to any audience, we must first ensure we know about our purpose and audience.

1. Who's the target audience/those attending or participating?
2. What are we trying to accomplish for the kingdom of God?
3. What are we trying to accomplish for those attending?
4. What are some barriers that can hinder the audience's goal?
5. What's the solution to that problem/barrier?
6. How many volunteers/staff/clergy will be needed?

Promotion Planning

When we promote events and services, we divide these into 'Tiers' so that we can better understand how much time we need for planning.

Tier 1: High Level Events

These kinds of events are vision and mission driven. They involve the Rector, staff and at least 60% of the congregation. These are events such as community outreach events, Christmas and Easter. Typically, a high-level event will need at least 12 weeks of planning, structured as follows:

14-16 weeks before	Planning of event, including key themes and ideas, identifying purpose and intended audience. Agreement with key individuals. Budget setting.
9-12 weeks before	Communication of event to different ministry areas. Adaptation for specific groups e.g. children, youth, housebound. Equipment and support requests from ministry areas, including video filming and editing.
8-10 weeks before	Design of promotional materials. Printing of promotional materials. Ministry areas work on individual elements Circulation of printed material Filming of promotional video
6-8 weeks	Recruitment of additional volunteers Circulation of printed material Editing of promotional video Order all necessary supplies
4-6 weeks before	Promotion of event in church services Direct email to all church members Promotional video in service and on social media Promotion of event on social media and website
3 weeks before	Assembly of any materials that aren't time-sensitive (e.g. food) Continue to promote heavily in services and on social media using a variety of methods
2 weeks before	Final planning sessions Clarification of running order/final details Additional promotion and behind the scenes on social media
1 week before	Set up and rehearsal Additional promotion and behind the scenes on social media
EVENT WEEK	Event is held
1 week after	Review and evaluation Follow up with attendees

Tier 2: Mid level event:

These kinds of events are also vision and mission driven. They may involve the Rector and staff but may also be driven and led by other teams as appropriate. They typically involve and at least 40% of the congregation. These are events such as community group outreach events (e.g. a Youth or Childrens outreach event), a men's or women's event or a prayer week.

Typically, a mid-level event will need at least 12 weeks of planning, structured as follows:

10-12 weeks before	Planning of event, including key themes and ideas, identifying purpose and intended audience. Agreement with key individuals. Budget setting.
8-9 weeks before	Communication of event to different ministry areas if relevant. Equipment and support requests needed, including video filming and editing.
7-8 weeks before	Design of promotional materials. Printing of promotional materials. Circulation of printed material Filming of promotional video if required
5-6 weeks	Recruitment of additional volunteers if required Circulation of printed material Editing of promotional video if required Order all necessary supplies
4 weeks before	Promotion of event in church services Promotional video in service and on social media Promotion of event on social media and website
3 weeks before	Assembly of any materials that aren't time-sensitive (e.g. food) Promotion in services and on social media
2 weeks before	Final planning sessions Clarification of running order/final details Additional promotion and behind the scenes on social media if possible
1 week before	Set up and rehearsal Additional promotion and behind the scenes on social media if possible
EVENT WEEK	Event is held
1 week after	Review and evaluation Follow up with attendees

Tier 3: Minimum level event

These kinds of events are staff and ministry led. They may involve the Rector and staff but may also be driven and led by other teams as appropriate. These are regularly occurring events such as worship services or internally focused events, like a youth night. They may also be outreach focused (e.g. Alpha) but may need less preparation and planning time as we run these events regularly and there is external support and material available.

Typically, a min-level event will need 4-6 weeks of planning, structured as follows:

4-6 weeks before	Planning Commissioning of videos if necessary Book equipment
3 weeks before	Design of any relevant promotional materials Inform all other ministries for adaptation if necessary
2 weeks before	Preparation by individual ministries
1 week before	Promotion in-service and on social media
EVENT WEEK	Event is held
1 week after	Review and evaluation

	Follow up with attendees

Event Planning Checklist

1. **Plan**
- Who is the target audience?
- What is the goal?
- What are the barriers?
- How does the event support the mission and purpose of the church?
- What's the call to action?
- How will we follow up with attendees after the event?

2. **Design**
- What are the event themes?
- What communication channels will be used?
- What's the booking method?

3. **Promote**
- Print: Fliers, posters, banners, postcards
- Video
- Website
- Social Media
- Direct email
- Announcements

4. **Event Management**
- Set up
- Welcome
- Host/speaker
- Band
- Tech
- Refreshments
- Clear up

5. **Evaluate and Celebrate**
- What went well?
- What do we need to learn for next time?
- How are attendees being followed up?
- How have we appreciated volunteers?

COMMUNICATION CHANNELS AND CONSISTENCY

Our church logo is as follows:

The font used in the logo is Arial, and the colour of the yellow 'halo' is #eee34b.

The following ministry areas have their own versions of the logo:

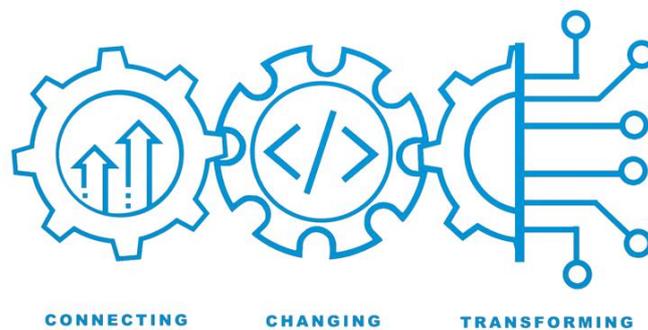Youth   Children   Families

These are the only versions of the church logo which should be used.

The Connecting, Changing and Transforming Cogs work with the logo to reinforce our Mission and Vision.
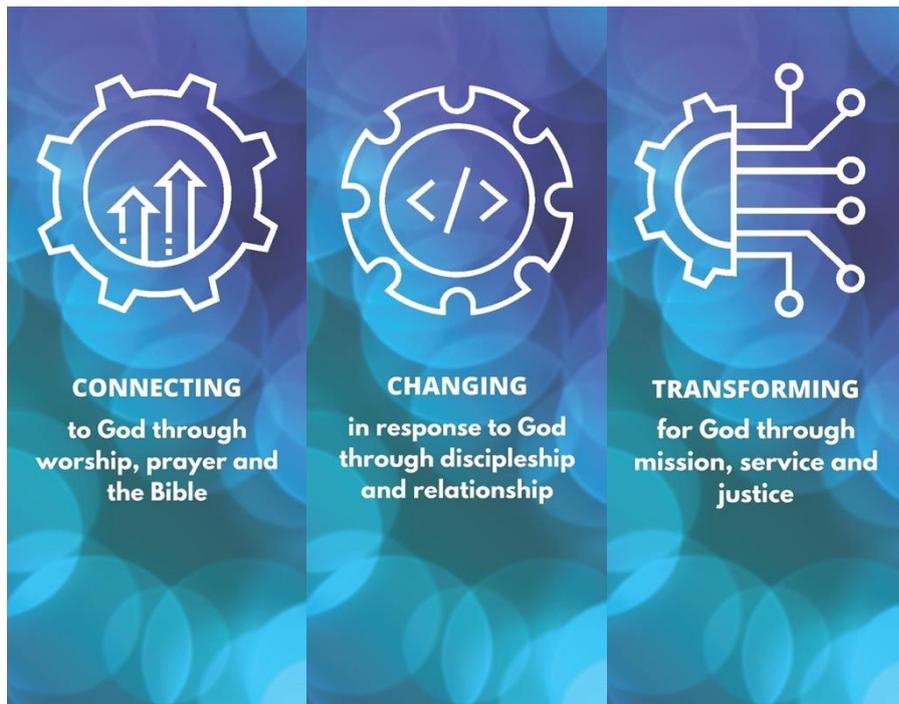

The phrasing of the Mission and Vision themes is as follows:

Connecting to God through worship, prayer and the Bible
Changing in response to God through discipleship and relationship
Transforming for God through mission, service and justice

Fonts

Main Headings: A R I A L   B L A C K (capitalised, spaced at 0.2)
Paragraph Text: Calibri Light
Titles: Arial Narrow Bold
Other frequently used fonts include Dancing Script, Riverside FREE Regular and Coustard

Colours

Our main branding colours are blue, yellow and navy.

True Blue: 0f58b4

Navy: 001c5b

Mid Blue: 2276ea

Yellow: eeea4b

True Blue: 0f58b4	Navy: 001c5b	Mid Blue: 2276ea	Yellow: eeea4b
R: 15 G: 88 B:180	R: 0 G:28 B:91	R: 34 G:118 B:234	R: 238 G:234 B:75
C:92 M:71 Y: 0 K:0	C:100 M:94 Y:31 K33	C:78 M:54 Y:0 K30	C:10 M:0 Y:83 K: 0

DIGITAL COMMUNICATION CHANNELS

Website

Our website is updated as frequently as necessary and is a very flexible tool in communicating information. It is therefore essential that the information on the website remains accurate.

With the exception of the Homepage, the Safeguarding page and the What's On page, everything on the website fits under one of the following menus:

Connecting
Changing
Transforming
Children
Youth

The website, and particularly the homepage, are our front door online. Most people will look at our website before they look at anything else. Therefore, it is essential that the language on the website is accessible and inclusive, and that the images are clear and attractive.

Some pages are static and so the information is relevant long term (although will need reviewing periodically). Many pages are current and need reviewing much more frequently.

Static Pages (reviewed every month)	Current Pages (reviewed every week)
Safeguarding	Homepage and What's On
About Us, Whos' Who, Plan a Visit, Worship, Prayer, Life Events	Alpha
Small Groups, Mentoring	Discipleship Track, Teaching, Sermon Archive
Get Involved, Men, Women, Developing Leaders, Giving, Gift Aid, Mission Partners,	Current projects, Resources, CAP, Kickstart, Kings Highway Church, Resourcing Church
	Children
	Youth

Images should be our own if possible (and if not, should be changed as soon as possible so that they are our own). Font size should remain consistent. The background of each page should be white with black text.

Weekly Email

The Weekly Email goes out at 9am on a Friday morning to anyone who has subscribed to our mailing list, including anyone who is registered on ChurchSuite.
This is a fantastic tool for getting people's attention, of reminding them of what is coming up and is one of our most effective communication tools.

The weekly mail always contains (usually in this order):

- Details of the Sunday service, including the names of the host and preacher, the service thumbnail and YouTube link.
- Any 'featured' upcoming events that are outside of the normal events and activities.
- Details of any children and youth events and resources for them.
- Any church family news: births, marriages, funerals etc. Death announcements are usually sent separately.
- Any additional information relevant to Connecting to God: Prayer, Worship or Bible study
- Any additional information relevant to Changing in response to God: Small Groups, Discipleship Track Courses
- Any additional information relevant to Transforming for God: Kings Highway Partnership, Mission Partners

Items in the Weekly Mail always work best if they have an accompanying image. All items for the weekly mail should be sent to admin@stjamesclitheroe.co.uk by midday on Thursday.

ChurchSuite

ChurchSuite is our database system. It is fully GDPR compliant, and church members can log in to My ChurchSuite to control their own information.

ChurchSuite is our tool for the follow areas:

Address Book
Children
Calendar
Attendance
Small Groups
Rotas
Giving
Room Bookings
Planning

Anyone who serves on a team or leads an area of ministry will have the relevant areas enabled on their MyChurchSuite.

The Address Book is managed by the Operations Manager. Twice a year (January and June), she will send out a blanket email to everyone registered to ask them to check the information we hold is correct. Generally, the more information we can obtain, the more ministry we can do: for example,

while having people's home addresses may seem irrelevant, it can also allow us to send cards if someone is ill.

The Children's Module is managed by both the Children and Families Minister and the Youth Minister. They are responsible for keeping this up to date and should review this at the start of every academic term.

The Calendar is embedded directly into the website. It is also linked to room bookings, planning and rotas. Any event, whether it happens every week or only once, must be put into the calendar first. Room bookings, planning and rotas can then be derived from this.

We currently only monitor attendance of children and youth. We would like to start using the attendance module more to monitor attendance of small groups and discipleship courses as this will help us to support people more appropriately.

Rotas should be scheduled and sent out a month in advance. These are mostly done quarterly, although some are done termly, as fits a teaching sequence. These are done by the ministry leader and should be sent by email as well as published on Church Suite.

Giving is uploaded into ChurchSuite by the 5th of each month. It is not pulled through automatically from the Bank Feed.

Room Bookings are entered by the Admin Assistant as soon as a booking is made. It is essential that rooms are booked as soon as possible, as the rooms are in constant use.

Planning is managed by Service Hosts, the Operations Manager and the Admin Assistant. Each term, the Admin Assistant will put in the service details and the service templates. These are automatically linked to the rotas and the services in the calendar. As part of the service planning process, the Service Host will enter as much detail as possible into the Planning module for that date – including audio and visual source, timings and any other details. This will then be sent out on a Friday afternoon by the Operations Manager to anyone on the rota for that week.

YouTube

Our YouTube Channel is www.youtube.com/stjameschurchclitheroe

Our YouTube channel hosts both our Sunday services (and any other online services) as well as additional videos.

Sunday Services are livestreamed from 10.25 on a Sunday morning. The livestream should include the thumbnail and a description, including the names of preacher and service leader, as well as the Bible passage.

All videos should have a thumbnail and a clear description using key words. The admin assistant is responsible for putting these into playlists, so that sermons are grouped together.

The Live Chat stream on YouTube is key for creating community. Where possible, hosts should encourage the use of this.

Facebook Page

Our Facebook page is www.facebook.com/stjamescl

Our audience on Facebook is much wider than our church membership. Therefore the content our our Facebook posts must reflect this. The aim of the posts on the Facebook page is to develop community and share very accessible spiritual content. The tone of the page should always be relevant and generally positive.

We aim to post between 1 and 3 times each day. A suggested timetable is below:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Video: Thought for the Week	Promotion: Alpha, CAP, Discipleship Track and small groups	Celebration: Testimony, Children's, Youth, Pastoral etc	Open engagement post – no spiritual content	Interview: How are we being salt and light in our community?	Promotion: Sunday's service	Engagement: Behind the scenes or inspired by the service

Additional posts can be scattered throughout the week, including sharing posts from our mission partners. However, we must be careful not to post more than 2 promotion posts in a row.

There are also St James Youth and Little Fishes Facebook Pages. These are managed by Helen and Lucy respectively.

While the largest user group of Facebook is those aged 25-34, we need to be aware that this is being viewed as an increasingly older platform. The following illustration demonstrates the change in social media use.
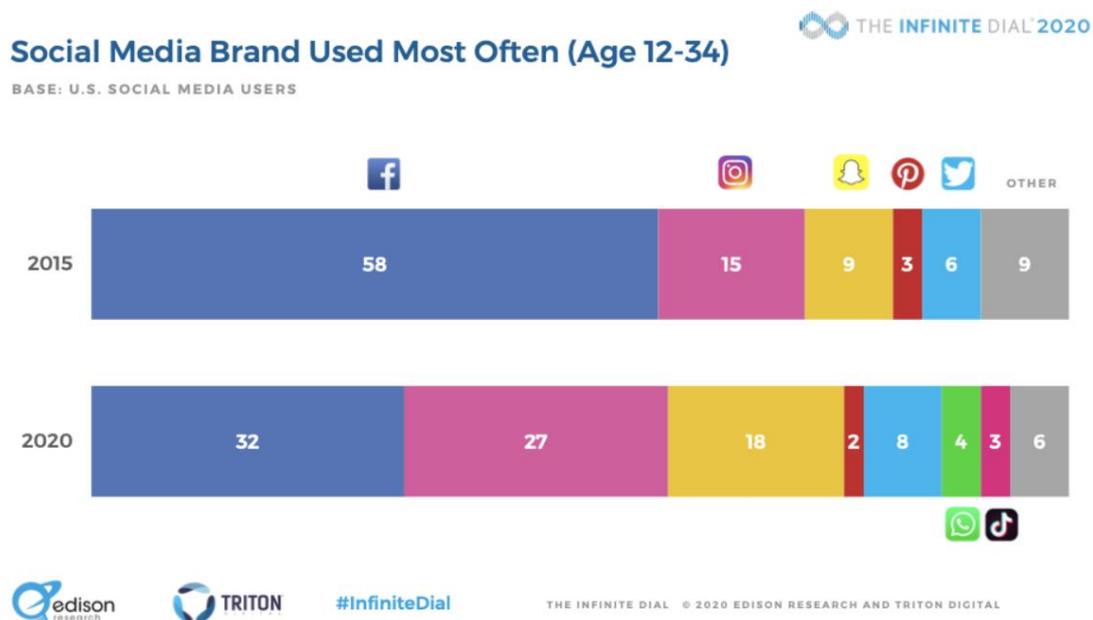
We can see that for those aged under 34, their use of Facebook is dropping significantly, while their use of Instagram and newer social media (particularly TikTok) is increasing. Therefore, it is important that we engage on these platforms too.

Facebook Group: St James Online

Our Facebook group is part of our church community online. This tends to be made up of members who use Facebook, although many people find it easier to join a Facebook group before engaging fully with the church community.

The main purpose of the group is to create connections and promote spiritual practice. It is safe to assume that most people have some measure of faith in the group, so prayer request posts, discussions about faith etc are very appropriate.

Instagram

Our Instagram Handle is @stjamesclitheroe

Our main feed is very similar to our Facebook page in that it is relevant, positive, encouraging and spiritually accessible.

We use Instagram stories to share behind the scenes, live action, video and photos which only stay visible for 24 hours. If we want to make these stories more permanent, they can be added to our story highlights which are Connecting, Changing and Transforming.

Instagram can be scheduled from within Facebook's content creator, which is very helpful. Images should be square and captions should be detailed.

Twitter

Our Twitter handle is @sjamesclitheroe

Twitter is not our most influential platform, but is useful for keeping in touch with other churches and the diocese.

Safeguarding: All communication with individuals is subject to the same safeguarding requirements as in-person contact. If you become aware of a safeguarding issue through social media, you must make our Safeguarding Officer aware immediately.

PRINT COMMUNICATION CHANNELS

Weekly Notice Sheet

The weekly notice sheet is handed to those attending the 9am and 10.30am Sunday Services.

Network Magazine

Network Magazine is currently edited by Graham Haldane in a voluntary capacity. It is brought out every 2 months.

The planning, writing and editing cycle takes approximately 6 weeks.

Week 1: Editor meets with staff to decide themes and articles. Editor commissions any special articles.
Week 2-4: Articles are written by staff and contributors, and sent to editor.
Week 5: Editor puts together the magazine and sends to Operations Manager and Admin Assistant.

Week 6: Admin Assistant prints and assembles 80 copies of the magazine. Operations Manager puts digital copy on website and in weekly mail.

Anyone can submit an article for Network. It is mostly read by our adults over 50 so may be less relevant for families.

Welcome Packs

Individual Welcome Cards were designed in 2017. These give general information about the various ministries of the church.

Welcome to St James' Church.

If you are new to the area, new to the church or are returning to us after a break, please fill in the form on the other side of this card, and hand it to anyone on the Welcome Team, or leave it at the Welcome Desk or church office.
We will try and help you all we can to feel at home.

You can contact us on 01200 423608 or admin@stjamesclitheroe.co.uk

St James' is a vibrant church in the heart of the Ribble Valley in Lancashire, and is part of the Church of England. We are made up of people of all ages, backgrounds and personal circumstances and are always keen to welcome visitors and those wanting to know more about the Christian faith.

stjamesclitheroe.co.uk

connecting - changing - transforming

Name(s):

Address:

Postcode:

Tel no:

email:

Please add me to your database and weekly email list ☐

Date:

Please tick:
new to the Ribble Valley
new to St James' Church
returning to St James' Church

Please tick if you would like to know more:
Exploring Christianity
Baptism preparation
Marriage preparation
Small groups
Children
Young People
Older people
Meeting new people
Other (please contact me)

These are collected into a pack which can be given to newcomers by the Welcome Team. The contents of the cards and the pack should be reviewed every six months by the Operations Manager.

Other Print Media

We use postcards, fliers and cards to support other church initiatives. These are decided on an ad-hoc basis, usually as part of outreach or pastoral care ministry. These are usually designed by the Operations Manager and printed externally.

T-shirts are to be worn by those serving in Children's and Youth Ministries. This helps to identify those leaders, and is also helpful for safeguarding. It provides continuity week to week. Volunteers should speak to the Childrens and Families Minister or the Youth Minister for these.

Gilets are worn by the Welcome Team. Again, this provides consistency and clear identification of who to go to for visitors. The Operations Manager is responsible for these.

Banners and Outdoor signage may be useful for promoting one-off events, or even recurring events such as Alpha. These can be put above the front church doors.

Noticeboards are generally allocated to one ministry area (one must always be for Safeguarding). For many people, they are a primary information tool; and, for our visitors, they present the first impression of St James Church and its partnerships. They are a way to build interest in the various ministries and to motivate people to participate in and pray for the ministries.
An effective bulletin board has several components:
- Purpose—Why does the ministry have a bulletin board? Is it a collection of information? Is it inspirational? Is a bulletin board even a necessary communication tool for a particular ministry?
- Timeliness—Is the material changed frequently and systematically (at least every three months)?
- Lack of Clutter—Does everything on the board support the purpose of the board? Attractiveness—Is it colourful? Is it well labelled? Is there white space? Are the materials fresh?
- Readability—Are the posted documents written clearly and concisely?

IN PERSON COMMUNICATION CHANNELS

Service Announcements

By their nature, announcements that are part of the service get a high level of attention. In-service announcements should be reserved for things that are new and of high value to the church. Ideally, the message should be applicable to at least 50% of the congregation.

Very often, the most effective way to communicate your in-service announcement is with an interview or video: something that is not just a straightforward announcement.

When you are planning your event, you will plan when you will be best served by in-person announcements. Event organisers should work with the service host and operations manager to create the most effective in-person announcements. In-person announcements always work best when they are supported by print and digital media.

Screen Announcements

Screen announcements are displayed on screen before and after service. They are also shared on the Live stream. They are a really effective way of communicating key information.

Screen announcements are created on Powerpoint by the Operations Manager on a Friday morning. They should be in 16:9 widescreen format and include all relevant images and information.

Video Announcements

Video announcements are highly effective, and our preferred method for in-person announcements. They can be time-limited and can also be run multiple times on multiple platforms.
All submissions for video announcements should be with the Operations Manager by 5pm on Thursday evening to allow for editing and linking. Video should be shot in landscape with good quality audio.