



# Church Communication Today

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## Why should we prioritize communication?

- "Go make disciples . . ." – Matthew 28:19.
- "They went out and spread the news" – Matthew 9:26

We are in the relationship business – Luke 10:27  
We are all "people, people" – Genesis 1:27

Kill the communication . . . Starve off the relationship.



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## How we use communication

- To strengthen relationships within the community of faith.
- To create a climate that helps people see the **messages** of the church.
- To plant seeds of faith.
- To empower people to make Jesus known to others.

The purpose of communication is not to be attractational.  
**The purpose of communication is to be missional.**



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### The promotion formula

- The best **message** to . . .
- The best **audience** by . . .
- The best **method** at . . .
- The best **time**.



This puts pressure on

- Communication management
- How we see the communication budget
- What we do and promote as a church and to what end




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### How communication has changed

- 1999 – Fear over Y2K signaled *something*
- 2000 – 51 percent of households owned a computer
- 2001 – Email was normalized
- 2004 – A \$16 billion drop in direct mail began, ending in 2013.
- 2008 – Text-messaging began an impact on American culture
- 2009 – Facebook installs the ‘Like’ button
- 2010 – Internet use doubled since 2007
- 2017 – Email saturation / Facebook pay-to-play signaling *something*




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### Management makes or breaks the process

- A part- or full-time staff member
- A committee or team approach
- Outsourcing key responsibilities



- Churches must provide time and budget for managers to explore communication methods and how to use them.
- Churches must invest in functional writers.




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## The budget

- Financing communication is not an expense. Financing communication is an investment.



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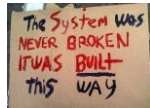
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## The Communication System: A Review

- Database Management & Audience Identification
- Management & Budgeting
- Creating a Climate
  - Digital Communication
  - Print Communication
  - Interpersonal Communication
- Hospitality Ministry
  - Daily reception; Ushers, Greeters & Hospitality Ministry
- Follow-Up with Guests



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## Research is important to understanding

- Discussion Groups
- Surveys
- Community Studies
- Debriefing ministry events and activities
- Massaging the database



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### The church brand

- Consistency in logo, color, typeface presentation.
- Scalable.
- Understandable.
- Meaningful.




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### Today's website

- Gets you into the marketplace.
- Is guest focused with a handful of crossover pages.
- Minimal pages.
- Designed with the responsiveness to smart telephones and tablets.
- Scrolling is okay – more and more on the Home Page.
- Multiple sites are okay.




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### Social Media

- Facebook is King.
  - Facebook Live! and Video in the church.
- Social Media In the United States
  - About 90 percent of those 18-29 use social media.
  - About 35 percent of those over 65 use social media (tripled since 2010).
  - More than 50 percent in lowest income households use social media. (56)
  - In 2013, more than half of those with high school diploma or less were using social media.
  - Race and Ethnicity have no affect on social media usage.
  - Even in rural areas, more than 50 percent of people use social media.



Source: Pew Research




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### Social Media

• Social Media

Platform	Users
1. Facebook	1.59 billion
2. Whatsapp (Mobile Messaging)	1 billion
You Tube	1 billion
8. Instagram	400 million
9. Twitter	320 million
11. Skype	300 million
14. Snapchat	200 million
17. Pinterest	100 million
19. LinkedIn	100 million




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### E-Mail

- Get a handle on all that e-mail leaving the church.
- Most diagnostics indicate 20-25 percent of e-mail is opened.
- Yet, it's possible to reach 98 percent of those under 65 with e-mail.
- But, more than 4-6 per month quickly burns a database.




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### Post Cards

- About 70 percent of churches report printing / mailing a newsletter.
- Many churches are replacing the old print newsletter with a monthly post card that can also be used as a neighborhood invitation.




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### What about print?

- A monthly printed and mailed newsletter is acceptable provided it's not type-heavy and can be easily read.
- Beware the worship bulletin.
- Stop the tri-fold brochures for every ministry.
- Packets.
- Flyers . . . Think posters instead.
- Bulletin boards are out.




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### Announcements

- **Worship** is not a promotion environment or a town hall meeting.
- Keep announcements to a few, and keep them simple.
- Slides should be black on white with colorful art.
  - Include video announcements




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### Take a big deep breath

- Checklist for smaller membership churches
  - Strengthen your usher and greeter ministry
  - Have a simple website – even if it's just one page advertising your Sunday services, prayer ministry, pastor, and how to contact you.
  - Have a Facebook Page, and post every morning.
  - Send a weekly email to all of your members and guests.
  - Keep your Sunday announcements simple. Keep your bulletin simple.
  - Consider 4-6 post cards throughout the year.
  - Have a system of follow-up with guests.




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