

2018 Strategic Plan for Communications

Communications Matrix

- In-service announcements
- Ministry specific live announcements
- Worship Folder
- Connection Card
- Worship Folder inserts
- TV loop slides
- Website
- Weekly email
- Ministry specific emails
- Website homepage slides
- Website announcement bar
- Website calendar
- Website ministry specific pages
- Website ministry specific calendar
- Text for alerts
- Voice alerts
- Facebook
- Instagram
- Twitter
- Ministry specific Facebook groups
- Mailbox fliers
- Children's Center mailbox fliers
- Posters
- Fliers
- Brochures
- Rack cards
- Invite cards
- Personal invitation or word of mouth

Communication Hierarchy

- Listed in the Communications Matrix there are a number of ways we can help facilitate communication with others
 - How do we prioritize different communication needs? What's so important that it gets an in-service announcement or a place in the Worship Folder, verses social media?
 - Keep in mind our primary and secondary audiences when we're discussing communication hierarchy.

- **All church communications—including events and important information pertaining to both campuses**
 - In-service announcement, Worship Folder insert or Connection Card, website calendar, weekly email, selective social media posting (perhaps 1-2 posts in a 3 week span?)
 - Supporting secondary communications if needed, like a brochure, rack card, or fliers
 - If it is an all church communication for a business meeting or to review a budget or large changes, we should strategically include targeted voice alerts (auto-dialer via FellowshipOne GO) and text alerts for those who may likely not utilize email, in addition to weekly and ministry specific emails, in-service announcement, Worship Folder insert, and website calendar—no use of social media is recommended
 - Inclimate weather and office closures
 - Announcement bar on website, 1 social post, voice or text alerts, weekly email and ministry specific emails
- **Campus Specific events and communications**
 - In-service announcement, Facebook page events targeted to the specific area (Powell or Bethel), weekly email
- **Ministry-specific events and communications—I.E. Emeritans, Youth, and Park Kids**
 - If it warrants an all-call for the entire church, like choir or worship band auditions or VBS signup, it may be considered to be promoted as a Worship Folder insert, in addition to the weekly email, website calendar, and 1 social post
 - Otherwise, all ministry-specific communications or events should include 1 main large listing in the Worship Folder in addition to the rolling calendar listing in the Worship Folder, ministry-specific live announcements, ministry-specific emails, ministry-specific Facebook group posts, ministry specific events calendar on the website, mailbox or Children's Center mailbox fliers, and word of mouth
- **Outside events or support groups**
 - When groups or organizations are using the facilities for conferences or support that are not directly tied to the ministry of Meadow Park how do we best communicate this?
 - Do they rely on their own strategic communications plan to help inform others or do we have the obligation or courtesy to help communicate it as well?