Diocesan Communications Strategy
Engaging Clergy & Churches | Increasing Visibility | Reaching the Wider Community

1. Vision & Purpose

To create a dynamic, engaging, and accessible communications strategy that connects clergy, churches, and the wider community, increasing visibility and amplifying the gospel message through digital and traditional media.

2. Key Objectives

- **Engage Clergy & Churches** – Strengthen internal communication, encourage participation, and provide resources that empower church leaders.
- **Increase Visibility** – Enhance the diocese's presence across multiple platforms to build recognition and credibility.
- **Reach the Wider Community** – Use storytelling, digital evangelism, and media outreach to share the gospel in relevant and compelling ways.
  Crisis Communications Protocol: Establish a clear and proactive crisis communications plan, including designated spokespersons, media holding statements, internal notification procedures, and rapid response strategies. Ensure messaging is timely, truthful, and aligned with diocesan values to protect trust and minimise reputational damage.

3. Core Messaging & Tone

- **Christ-Centered & Hopeful** – Communicate the good news of Jesus in a way that inspires and invites.
- **Authentic & Relational** – Build trust through transparency, real stories, and genuine engagement.
- **Clear & Consistent** – Ensure messaging aligns across all channels, reinforcing diocesan identity and mission.

4. Communication Channels & Tactics

Internal (Clergy & Churches):

- **Regular Clergy Briefings** – Weekly email updates and video messages from diocesan leadership.
- **Resource Hub** – Online portal with sermon ideas, media kits, and best practices for local church communications.
- **Clergy Social Media Community** – A space for sharing news, encouragement, and ideas.

External (Wider Community & Visibility):

- **Website & Search Engine Optimisation (SEO)** – A user-friendly site with engaging content, event listings, and linking to 'A Church Near You'.
- **Social Media Strategy** – Active presence on Facebook, Instagram, X (Twitter), and YouTube, using a mix of faith-based storytelling, live-streamed events, and interactive Q&A sessions.
- **Traditional Media Engagement** – Regular press releases, radio/podcast collaborations, and local newspaper partnerships to increase reach.
- **Digital Evangelism** – Encouraging senior leaders and churches to utilize livestreams, short-form video testimonies, and online outreach campaigns.

5. Measuring Success

- **Engagement Metrics** – Track clergy participation in communications channels and feedback from churches.
- **Social & Web Analytics** – Monitor reach, interaction, and audience growth across digital platforms.
- **Community Impact** – Gather stories of transformation and engagement from local churches.

6. Next Steps & Implementation
- **Immediate:** Increase weekly bulletin audience and redesign the output. Explore the presence of/desirability of a clergy WhatsApp or Facebook groups in Deaneries and work on messaging, conduct website audit, and develop a content calendar. Create a 'Bishops' Social Media Profile.
- **Short-Term (3-6 months):** Establish social media strategy, introduce digital training for churches, and increase media partnerships.
- **Long-Term (6-12 months):** Evaluate impact, refine messaging, and expand outreach initiatives based on data-driven insights.

Conclusion
Effective communication is vital for engaging clergy and churches, increasing diocesan visibility, and sharing the gospel with the wider community. By leveraging both digital and traditional media, we can create a compelling and unified voice that strengthens faith and connection across the diocese.