

# Communication Channels

- Church Website
  - Communication Hub--everything should be found here
  - From website, distributed to other channels.
- Weekly parish printed bulletin
- Weekly parish e-news
- Parish/ministry social media channels
- Local media, news services
- Direct email/direct digital communication
- Phone/text
- Word of mouth



# Components of a Successful Press Release

- Timeliness
- A compelling, concise headline
- A lead paragraph answering the 5 Ws
- Quote(s) from ministry leader and/or beneficiary
- Clear call to action
- Short sentences; paragraphs only 1-3 sentences
- Keep it *brief overall*



# Capturing the Right Images

When taking and selecting photographs for use in printed or online communications, it is best to use:

- Images of people directly engaging in ministry (it's fine to use a "plandid"!)
- Tight shots with a few people, preferably from the waist up so they can be seen clearly
- Images showing faces/expressions clearly
- Images that are visually vibrant either in color or personality

It is best to avoid:

- Photos that are far away from their subject
- Photos that are too dark/light/out of focus
- Low-quality images that become very pixilated when they increase in size







# Simple Photography Tips

- Identify your light source and ensure that your subject is facing towards the light - light should not be behind your subject
- Stage your subjects slightly so they are well lit and you can capture an image where you can see their facial expression
- It is good to capture images of a full group, but for marketing purposes, it's better to capture the group in action
- Take multiple shots and experiment - try both horizontal and vertical, use portrait mode on your iPhone if your subject is close up, try angling the camera from a different perspective



# Videography Tips

## *Capturing simple soundbites on your phone*

- Good lighting a must! Light on face of subject; darker background.
- For audio without a mike, phone must be fairly close to subject with little to no background noise
- Want to be close to subject (but not so close that there's distortion) with several feet between subject and background.
- Look carefully at background
- Shoot horizontally (landscape) for most uses.\*\*
- Stay steady; have subject look directly into camera
- Ask subject to speak in complete thoughts, give context (5 Ws) and "color".
- Press record, count down silently from 3 and then nod head to cue subject.
- For easy audio upgrade: Rode Smart Lav+ and/or TRRS to lightning adapter



# Social Media Best Practices

- Post consistently - plan content in advance if you don't have time several days per week to monitor
- Respond to messages and comments. Set up an automatic reply if you don't monitor comments
- Utilize analytics to understand your audience
- Video content is key to organic reach & engagement
- Use powerful visuals. Test out a user-friendly design platform like Canva if you don't always have photos to share.
- Source out similar accounts (like EDLI and EMLI!) to understand audience/following
- Share content that other people create! You don't have to make everything from scratch.



# Additional Resources

- **Episcopal Communicators:**  
[www.episcopalcommunicators.org](http://www.episcopalcommunicators.org)
- **Caffeinated Church:** [www.caffeinatedchurch.org](http://www.caffeinatedchurch.org)
- **United Methodist Communication Office:**  
[www.resourceumc.org/en/agencies/communications](http://www.resourceumc.org/en/agencies/communications)
- ***Speaking Faithfully: Communications as Evangelism in a Noisy World*** by Jim Naughton & Rebecca Wilson
- **Episcopal News Service (for press releases/major events):** [www.episcopalnewsservice.org](http://www.episcopalnewsservice.org)
- **Public Affairs Office of the Episcopal Church:**  
[www.episcopalchurch.org/public-affairs](http://www.episcopalchurch.org/public-affairs)

**If you're in the news, let us know!**  
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**know at [info@episcopalchurch.org](mailto:info@episcopalchurch.org).)**





*Which communication channels do you feel confident in managing? With what channels would you appreciate further support or training?*