

# PBC Communications Guide

October 2014

## Purpose

The purpose of this Guide is to record our Strategy and to ensure that PBC communicates appropriately with the various audiences we engage with:

- Members
- Wider congregation
- Community
- Professional partners

## Communications Strategy

This communications strategy seeks to ensure that communications into, from and within PBC serve and are aligned with our organisational purpose, which is:

The advancement of the Christian faith in accordance with the Basis of Faith primarily but not exclusively within Paulsgrove and the surrounding neighbourhood.

Clear, timely and accurate communications can help PBC achieve this purpose.

By adopting this Strategy we recognise the importance and relevance of appropriate and timely communications and the important role of clarity in dealing with all contacts in a way which is relevant and appropriate to the recipient.

## Communications Guide

### Audiences

There are specific audiences with whom we need to communicate to achieve our purpose. The most important audience is our Membership and congregation; these are people who are regular attenders at Sunday services and who are most likely to be engaging with the work of the Church.

Other audiences are those in the community who have a link (formal or informal) with the church but who do not tend to join the worship on Sundays, such as those who attend Choices courses, WAMBATS etc.; those in the wider community who do not currently engage with any activity; and professional partners with whom PBC can work to achieve our purpose in any way.

For the purposes of this Guide the following key groups within the overall receiving audience are identified:

- Members & congregation  
IT literate  
Non-IT literate
- Contact community
- Non-contact community
- Professional partners

Each group will have a specific communications preference.

## **Messages**

Consistency is key to our messages. Whatever the method of delivery, each audience must receive it in a way that they can relate to. This requires us to ensure our communications are appropriate to the intended audience – which may vary from professional partners through to people who struggle with written English or for whom English is not their first language.

To maximise impact we should summarise the key message in any specific communication item in three key points which can if necessary be repeated. In other words:

- Tell people what you are about to say
- Say it
- Tell them what you've said

## **Tools and activities**

The communications preference survey carried out in May 2014 identified that the key delivery media are:

- Oral announcements
- Printed news sheet
- Printer news letter
- Web item
- Facebook / Twitter (linking to web item)
- Specific letter
- Notice boards

## **Resources and timescales**

The Guide is intended to help PBC to deliver our communications strategy, which is to do what we promise and never over promise. Within the context of this Guide we will use our resources to meet timescales for the issue of information (i.e. prior notice of events, prior notice of meetings and issue of documents for meetings).

## **Evaluation and amendment**

Having performed an initial communications audit we will undertake to monitor the effectiveness of our Guide by repeating the audit on a regular basis. This will be co-ordinated by the Programme Team. The audit will use the same set of 'open' questions with appropriate prompts and benchmarks. This will also ensure that our Communications Strategy can be reviewed regularly, three years between reviews.

## **Channels**

### 1. Oral announcements

Oral announcements will be made as required during the Sunday service. It is intended that unless the matter is one of urgency, these oral announcements will serve to reinforce items already communicated by other means (see below).

### 2. News sheet

A weekly news sheet will be prepared by the Church Administrator and published to the web site (with Facebook and Twitter being automatically updated at the same time) no later than 6pm Friday. Those who have signed up for email notification will also receive an email with a link to the web site as part of this automatic notification.

30 printed copies of the news sheet (including a number in large print) will be prepared for issue at the service on Sunday by the Stewards, to anyone requesting a copy or who has no access to electronic means of communication.

The news sheet is posted on the public area of the web site so can be seen by any website visitor.

### 3. Newsletters

News letters may be issued for specific purposes – usually in respect of ministry updates such as the termly news letter for the children's work. By their nature these newsletters will be in hard copy.

### 4. Web site

The web site is available to any editor to upload content using the content management system. The Church Administrator is responsible for approving the content which will then be visible on the web site. Some content is for members only and is uploaded into the dedicated members area of the web site. Any member can obtain a username and password to gain access to this area.

### 5. Media outlets

Occasionally an activity or event will be considered for wider reporting by the media. In such cases a press release will be presented to the Elders for approval and release.

### 6. General Advertising

This is more likely to be adopted when an event needs to be advertised to the local community. This may take the form of flyers, leaflets or posters which will be produced in the 'house style' of the Church using appropriate facilities. A copy will be posted on the web site and notified using the automatic Twitter and Facebook feed.

### 7. Closed audience letter

In some situations (where a matter of delicacy is being communicated for example) a personalised letter will be prepared by the Elders and circulated in hard copy by hand to members only.

### 8. Notice Boards

There will be four notice boards available at various locations in the church:

Lobby Board – this will hold key 'welcome' information regarding the Leadership team and other “who's who” along with insurance details, Statement of Faith and other key organisational messages.

Sanctuary Board – this is located at the south (entrance) end of the Sanctuary and holds information about activities being undertaken by the Church – courses, meetings etc. This will be the key notice board for any items requiring notice to the membership e.g. Meeting agendas.

Missionary Board – this is located at the south west corner of the Sanctuary and is managed by Tim & Cheryl Bowen to enable people to keep up to date with news from our mission partners.

Community Board – this will be located in the side (Leomister Road) entrance lobby, on the wall facing the toilet entrance, and will be for community use e.g. Election notices, events in the community, etc. It is intended for anyone to use but notices will be subject to scrutiny and inappropriate messages / notices will be removed. Any notice will be removed after three weeks.

The following table gives a summary of the types of communication and the suitable audience. Where applicable, 'H' indicates 'hard copy' (printed) and 'S' indicates 'soft copy' i.e. Available by computer access.

Type	Members	Congregation	Community	Partners
Oral	Yes	Yes		
News sheet	Yes H S	Yes H S	Yes S	Yes S
News letters	Yes H	Yes H		
Web site	Yes S	Yes S	Yes S	Yes S
Media outlets	Yes H S	Yes H S	Yes H S	Yes H S
General advertising	Yes H S	Yes H S	Yes S	Yes S
Closed audience letter	Yes H			
Notice Boards	Yes H	Yes H	Yes H*	

\* - community board only