



Communications Strategic Plan

Communications Why



To build relationships and tell stories together so that God's beloved can feel a sense of belonging.

Messages

Values: The Why Messaging

- Christ-Centered
- Generosity
- Relationship
- Reconciliation
- Open doors and diversity
- Called for the sake of the world

Purpose: Why We Choose the Method

- Cultivate and celebrate vital congregations
- Identify, equip, and nurture whole and healthy leaders
- Embrace and engage in collaboration
- Proclaim the promise of the resurrection with a prophetic voice.

Audience

- NC Synod leaders, pastors, etc.
- Members of Congregations
- Folks looking for a congregation
- Beyond the church and ELCA

Vehicles

E-news

- NC Synod leaders, pastors, etc.

Social media

- Beyond the church (building a reputation)
- Members of the congregations
- NC Synod leaders, pastors, etc. (Only in terms of offering resources and critical news updates)

Website

- NC Synod leaders
- Folks looking for a congregation

Podcast

- NC Synod Leaders
- ELCA Leadership?

Print

- NC Synod Leaders

Response

Cultivate and Celebrate Vital Congregations

- Share resources
 - Articles
 - Shareable content
 - Verse graphics
- Branding Kit
 - On our website to be used by congregations
- Highlight congregations
 - TikTok
 - Stories
 - Sharing directly from pages.
- Offer support to congregations
 - Quarterly roundtable
 - Sign up to look at website or another digital communications tool.
 - NC communicators Facebook page

Identify, Equip, and Nurture Whole and Healthy Leaders

- Resources
 - Articles
 - Online events
 - Shareable content
- Laughter
 - Humor
 - Moments of Joy
- Address leadership concerns:
 - Congregation doesn't understand why we give to the synod.
 - Where do our dollars go? page
 - Videos, blog lists, etc.
 - Part of something larger than themselves
 - Not taking advantage of available resources (Highlight resources)
 - synod was not an office or a staff, but a people. (clarify language)

Embrace and Engage in Collaboration

- Highlight congregations
 - Share directly from pages
 - Story-telling
 - “Looking for a congregation that xyz... Visit...”
- Highlight partner ministries
 - Share directly from pages
 - Story-telling
 - Social Media Take-overs, etc
- Engage in collaboration with partners and congregations
 - Co-sponsor events
 - Instagram collab
- Invite direct engagement
 - Questions, Polls, etc.
 - Live conversations
 - Social media posts that invite engagement
 - Share content directly from other social media pages.

Proclaim the Promise of the Resurrection with a Prophetic Voice

- Reach beyond leadership
 - Social Media primary audience is not NC Synod leaders
- Reach beyond congregations
 - TikTok has the greatest organic distribution mechanism.
 - Digital Ministries
 - Examples of church at work
- Prayers and Verses
 - Sunday and Wednesday
 - Move some to TikTok/Reels category
- Resources on platforms
 - Only link out for additional interest.
 - Think of social media as a ministry opportunity. The destination, not the bulletin board.
 - Share from ELCA