



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/Prayer graphics on socials and Google Drive
- ELCA and NC Synod branding kits on the website
- Highlight congregations
 - TikTok/Reels, Instagram posts, and web stories
 - Instagram stories to share more to followers.
 - Sharing directly from congregations website and social media accounts.
- Offer support to congregations
 - Communications Consultations via Zoom
 - NC communicators Facebook page
 - Membership discounts for Caffeinated Church and PRC
 - Branded outreach items

Identify, Equip, and Nurture Whole and Healthy Leaders

- Share leadership resources
 - Articles
 - Online events
 - Shareable content
- Share inspiration and laughter
 - Posts that offer humor and levity
 - Moments of joy
- Address leadership concerns. Leaders tell us:
 - Their congregation doesn't understand why they give to the synod.
 - Where do our dollars go? webpage
 - Videos, blog lists, etc.
 - Congregations don't have a sense that they are part of something larger than themselves.
 - Congregations and leaders are not taking advantage of available resources (Highlight resources)
 - Congregations don't understand what a synod is. Synod is not an office or a staff, but a people. (clarify language)

Embrace and Engage in Collaboration

- Highlight congregations
 - Share directly from and link to congregation pages
 - Story-telling
- 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 collaborations
- Invite direct engagement
 - Questions, polls, live conversations, etc.
 - Social media posts that invite engagement
 - Share content directly from other social media pages.

Proclaim the Promise of the Resurrection with a Prophetic Voice

- Focus social media on gospel and values-based content geared primarily toward folks in congregations, outside of the ELCA, or any church community.
 - TikTok has the greatest organic distribution mechanism.
 - Digital Ministries
- Continue prayer and verse posts on social media
- Share stories that highlight the gospel, grace, love, Christ-Centeredness, and other synod core values on social media, website, e-News, and print.
- Highlight resources that are the ministry content rather than just pointing to a specific event or resource. (Digital ministry should be prioritized over promotion/advertisement on social media.)
 - Only link out for additional interest.
 - Share from ELCA