

Communications Conversation

- Purpose of Communications at First Church
- Communication Channels
- How to Get your Event or Announcement Publicized



Communications is ministry.

The purpose of communications is to support the vision and mission of the church.

Communications at First Church Cambridge is based on the belief that communications is **ministry**:

- digital communications - **ministry to others** through formation, fellowship and community;
- establishment of sustainable internal workflow - **ministry to ourselves** through planning and best practices



Communications is ministry.

The purpose of communications is to support the vision and mission of the church.

It is critical that we

- **maintain transparent, consistent, and trusted communication** with our community members including church members, ministry partners, denominational partners, and the general public.

It is also critical that we

- **manage communications in ways that are sustainable, repeatable and honoring** of the staff's time and energy.



Communication Channels

- Refreshed Website
- Weekly Emails
- Social Media
- First Church Blog
- The First Church List - Community Email Listserv
- Lobby Monitor & Outdoor Kiosk
- What about the Sunday Bulletin?



Refreshed Website

www.firstchurchcambridge.org

- **Members & Friends page: </members>**
 - "one-stop shopping" for what's new and what you need
- **Latest News: </news>**
 - short articles about current initiatives, ministries, and happenings
- **Events Calendar: </events>**
 - listings of all events with time, location, and Zoom links
- **Worship Links: </worship>**
 - link to livestream and worship bulletin



Weekly Emails

Sign up for e-newsletters on our Members & Friends page

- **First Glance**

- over 600 subscribers
- published at noon on Fridays
- provides an overview of programs and worship on the coming Sunday
- highlights current activities and ministries with links to read more on the website and see more on our YouTube channel

- **Links This Week**

- published on Sunday mornings
- follow-up to First Glance with links to livestream worship, Zoom programs, and YouTube premieres



Weekly Emails

Sign up for e-newsletters on our Members & Friends page

- **News for First Church Families**

- over 120 subscribers
- published at 1:00 p.m. on Thursdays
- provides families with details of children's formation and specific links to remote programs

- **Friday Café**

- over 200 subscribers
- published on Tuesdays
- provides news and information about the Friday Café, with occasional reflections on our work in community



Social Media

- Instagram: [/firstchurchcambridge](#)
- Facebook: [/FirstChurchInCambridge](#)
- YouTube: [/c/FirstChurchInCambridge](#)

We have a robust presence on social media, and our numbers are growing! We hope you are following us and are subscribed to our YouTube channel. Invite your friends to learn more about us via these platforms.



First Church Blog

www.firstchurchcambridge.org/blog

- First Church invites blog post submissions from any First Church member or friend.
- Similar to submissions to EVENT, our retired newsletter, consider this a space to share:
 - your group or committee's work
 - your own personal reflections
 - another topic of interest to the First Church community.
- Photos and videos may be included, and posts can be scheduled in advance.



The First Church List

A Community Email Listserv

- a community listserv hosted at groups.io
- a virtual hub
 - to share personal announcements and prayer requests
 - to publicize events sponsored by outside organizations or businesses
 - to ask questions or ask for help from your church community
 - to remind each other of church events or volunteer opportunities
- customize your subscription to The First Church List to receive emails separately, as a digest, or to access only via the groups.io website



Outdoor Kiosk & Lobby Monitor

Hospitality for our building users and visitors

When our building is open...

- We post the weekly schedule on the outdoor kiosk.
- We list activities and meeting locations throughout the building on the lobby monitor.



What about the Sunday bulletin?

An Order of Worship

In an effort to maintain the website as our central hub of communications, we are redesigning our Sunday worship bulletin to serve solely as an Order of Worship, rather than also as a community bulletin board.

While the bulletin will still provide essential information regarding programs, events, and activities, it will point readers to the website to find full details and specifics on joining online or in-person.

All directives will be hyperlinked in the bulletin, allowing an easy path to finding the appropriate website pages or signup forms. When we are able to worship in-person again, we plan to provide Welcoming Team members with tablets at the sanctuary doors and in Coffee Hour to assist folks without smartphones in finding information.



How to get your event or announcement publicized:

Request for Promo Form -
found on Members & Friends page and in Sunday Bulletin

Use the Request for Promo form for...

- **descriptions of formation programs**
 - *e.g. 9:30 Hour blurbs*
- **announcements of open church group or committee meetings**
 - *e.g. Earth Stewardship meeting to plan Earth Day worship*
- **descriptions of upcoming ministry initiatives**
 - *e.g. GBIO listening sessions in May/June*
- **updates on current initiatives**
 - *e.g. Public Remembrance Project next steps conversation in April*



How to get your event or announcement publicized:

The First Church List - Community Email Listserv

Send an email to The First Church List for...

- **announcements of outside organizations' events**
 - *e.g. Clergy & Laity for Affordable Housing fundraiser*
- **reminders of member-led church activities**
 - *e.g. Men's Breakfast this Saturday, Deacon-led walk next week*
- **volunteer opportunities outside of FCC**
 - *e.g. donations to the Food Pantry*
- **requests for prayer**
 - *e.g. prayer requests for family, friends, or yourself*
- **other community requests or suggestions**
 - *e.g. seeking a walking partner, playground meet-up, book suggestions*



How to provide updates to our website:

Website Change Request Form -
found on Members & Friends page and in Sunday Bulletin

Use the Website Change Request form for...

- **alerting us to typos, broken links, or incorrect information**
- **providing new text and images for your group/committee's section of the website**
 - *e.g. new Stewardship campaign info*
 - *e.g. updated resources from Beloved Community*
 - *e.g. new pictures from an event that illustrate our life together*



Thank you for your support and
patience as we live into our new
communications strategies at First
Church!

