

Creative Communications

July 2018

Thinking Strategically About Church Communications – Part 1

Nancy Cox Davidge

What's your congregation's approach to church communication? Is it primarily a way to provide information to members; a way to keep people informed about what's going on?

Or, is communications viewed as evangelism? A way to build and nurture relationships and community; a way to touch people emotionally, connecting with their heart or soul?

Perhaps it is somewhere in between.

Many times, when we think of church communication as sharing information, we focus on the what: A special worship service. An adult formation program. The annual campaign.

Often, the results are disappointing. Few people show up for a program or event. Pledge cards aren't returned. People complain that they didn't know. Sound familiar? Your message was in Sunday's bulletin, the last two weekly e-newsletters, on the church's electronic message board, and announced at every service this past Sunday.

In his 2009 TED Talk, "How great leaders inspire action," leadership expert Simon Sinek asks "How do you explain when things don't go as we assume? Or better, how do you explain when others are able to achieve things that seem to defy all the assumptions?"

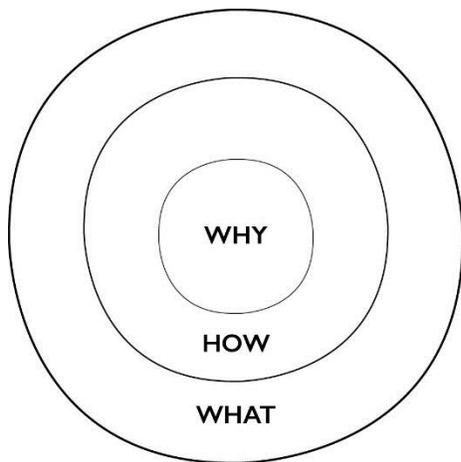
The Golden Circle

In this time of information overload, are we really surprised when someone can't recall our message? Think about your own behavior. What percent of your mail, email and text messages do you read each day? Which messages prompt you to take action and why?

Might we be taking the wrong approach?

Simon Sinek believes many of us are.

Using examples as varied as Apple, the Wright Brothers and Martin Luther King Jr, Sinek uses his golden circle model to show why some organizations or individuals are able to inspire while others are not:



The outer most circle represents what you do.

The middle circle represents how you do it.

The innermost circle represents why you do it.

Most organizations communicate from the outside in. From clear statements of what they do, to the ‘fuzzier’ messages of how and why.

Sinek advocates reversing this, based on his study of leaders with the capacity to inspire, to make impact in the world.

The pattern Sinek discovered is that inspired leaders or organizations, regardless of size or industry, all think, act and communicate from the inside out. They talk about their purpose, call, belief. Why their organization exists. They share why they get out of bed every morning. In sharing what they believe, their message speaks directly to people who believe – or seek – what they believe.

His message: “People don’t buy what you do, they buy why you do it.”

Reversing our approach to communication

What might it look like if we changed our approach from communication as sharing information to communication as a way to share what we believe? Some examples:

- Presiding Bishop Curry’s sermon at the royal wedding of Prince Harry and Meghan Markle is a powerful example of an inspired leader leading with why. His passionate message, “There’s power in love,” resonated with people around the world, resulting in a surge of interest in him and The Episcopal Church. (My google search for ‘bishop curry and royal wedding’ before writing this paragraph resulted in 6,440,000 results in 0.038 seconds.)
- Across our church, Episcopal dioceses and congregations, anticipating increased interest due to Curry’s prominent role, reviewed their messaging and photos in advance of the wedding, anticipating an increase in site visitors. Here’s the Episcopal Diocese of Fort Worth’s home page; note their “Reclaiming Jesus” statement.
- The Episcopal Church website: “As Episcopalians, followers of Jesus Christ, we believe that God loves you – no exceptions. We believe in following the teachings of Jesus Christ, whose life, death and resurrection saved the world.” This message is prominent on the home page of The Episcopal Church’s website: “Loving, Liberating and Life-giving.” Visitors clicking on the first topic on the home page (The Episcopal Church) are shown a menu listing: What we believe, What we do and Who we are. Throughout the site, visitors are shown examples of the many ways Episcopalians model God’s love for all – no exceptions.

- St. Mary’s Episcopal Church in Los Angeles models their belief in God’s love for all as one of the first “safe parking” sites in the city. They designate ten spaces each night for neighbors who live in their vehicles in partnership with an organization that organizes the logistics. They’ve shown up at local council meetings to speak about their experience offering shelter, to talk about their neighbors – housed and unhoused – in the light of the gospel. More here.
- The Gospel of Luke also provides us with examples of communicating the why. Throughout his gospel, Luke’s stories include the impact of ministry, revealing the significance of the experiences his gospel describes. Luke tells us how the shepherds were affected by events surrounding their visit to the manger. In “Communications Lessons from Luke,” ECFVP blogger Linda Buskirk writes, “They were so excited they returned to their duties, ‘glorifying and praising God for all they had heard and seen.’”
- To show how this lesson could be applied, Linda offers a newsletter update on desired renovations to worship space. Rather than saying that acoustics would be improved by replacing the ceiling panels, in Luke’s tradition it might read: “New ceiling panels will make our worship and praise reverberate in our hearts and rise to God in glory, instead of falling flat.”

Making the shift

What’s the first step towards moving towards a communications strategy that starts with why?

A good way to start is to invite church leaders and communications staff or volunteers to both read this article and watch Sinek’s TED talk. Watching his talk as a group is recommended, followed by a conversation exploring these three questions:

- What is your “gut” reaction to Sinek’s approach of starting from the inside out?
- Thinking about your church’s communication style, can you share an example of where you are communicating from the outside in? How might you reverse that? Or, can you share an example of where you are already communicating from the why?
- If the group seems enthusiastic about this approach, invite each participant to share their why. If there are concerns or if the group is mixed, the invitation could be to share their why or the cause of their concern.
- When considering change, it is important to give everyone present the opportunity to be heard, while also honoring an individual’s request to pass. A technique that facilitates this is to sit in a circle, extending an invitation to the person next to the leader to speak, then moving around the circle inviting the next person to speak or pass, before moving on to the next question and repeating the process. Sometimes it is helpful to set a time limit for speaking; using the timer on a smart phone is an easy way to monitor this.

You may want to designate a scribe to record some or all of this conversation. Question 2 might be approached by inviting participants to write their responses on post-it notes, which could then be posted by categories that make sense for your congregation.

Stay tuned for Part 2 of “Thinking Strategically About Church Communications” in the August issue of Vestry Papers. We’ll focus on additional – and realistic – steps a congregation can take to become more strategic in their approach to communication.

[Nancy Davidge](#), a multi-faceted communicator and strategist, is principal of The Davidge Group, offering strategic marketing and communications services to help organizations and businesses tailor messaging and approaches to their target audiences. The founding editor of ECF Vital Practices and editor of the 2015 revision of the Vestry Resource Guide, Nancy is the recipient of over 30 Polly Bond Awards for her work with both Episcopal Divinity School and Episcopal Church Foundation.

Resources

- [Communications for Episcopal Leaders](#) an ECF webinar led by Nancy Davidge, March 6, 2014
- [Something Small but Possible](#) by Anna Olson, ECF Vital Practices Blog, May 8, 2018
- [Small Offerings, Big Fruits](#) by Anna Olson, ECF Vital Practices Blog, May 30, 2018
- [Communications Lessons from Luke](#) by Linda Buskirk, ECF Vital Practices Blog, February 15, 2018
- [Collecting Our Stories](#) by Dan Handschy, Vestry Papers, November 2014

Podcasting for Beginners

Benjamin Gildas

At the [Priest Pulse](#) podcast we have a motto: “We believe the Church is alive, and we’re keeping our finger on the pulse.”

Anyone who is keeping their finger on the pulse today has noticed an uptick in the presence of podcasts. When we began our foray into the field four years ago, there were very few Episcopal Church specific pods out there. [Easter People](#), from Virginia Theological Seminary, had already laid groundwork, along with some others. *The [Collect Call](#)*, a brilliant liturgy and Book of Common Prayer podcast, was winding up around the same time as *Priest Pulse*, and [Popping Collars](#) was hosting fantastic discussions on pop culture from a progressive Christian perspective (and they still are!). A quick look on the iTunes store or your favorite podcasting app today will show you how many offerings there are — and there are more on the way.

The podcasting community knows it’s getting a bit overcrowded. WNYC, the New York City radio station and veritable podcast factory known for hits like [RadioLab](#), is launching a new kidcast (a podcast for children) called *This Podcast Has Flees*, wherein rival pets, a dog and a cat in the same

household, launch competing podcasts. The explicit joke is that everyone has a podcast these days, even the dog and cat.

While it may be true that the market is becoming oversaturated, there's a reason we are seeing so many Episcopal podcasts pop up. If you're keeping your finger on the pulse of the Church and keeping up with trends in the world, the desire to create relevant content is only natural. In fact, it's essential to our mission as Christians. Throughout history, the Church has used the newest communication technology to spread the good news of Jesus Christ and proclaim the message of love, justice and peace.

When considering your place in digital ministry, focus on this: be yourself. Find your own authentic voice and discern your call to digital ministry. For you, this may not be a podcast. Perhaps your authentic voice is best used blogging, or you have the skills needed to make solid video content or to enter into grand ideas I haven't yet begun to imagine, using platforms I'm not aware of. The internet is constantly evolving and moving on, and the oversaturation of the podcast medium means new platforms and technologies are just around the corner. Actually it means they're already here, we just don't know about them yet.

Getting started

If you feel you are called to enter into podcasting with an idea too important to ignore, I have good news for you: it isn't very difficult. My co-host, Colin Chapman, and I didn't really know what we were doing four years ago when we began *Priest Pulse*, and I knew even less four years before that when I launched my first podcast, [No Avatars Allowed](#) (a video game and theology podcast). With no professional training, I launched the All Ports Open Network, and I produce [The Hive Cast](#). Today the internet offers so much help to beginners in the form of articles and YouTube videos. Here are a few of my own quick tips to get you started:

- First, pick up a solid microphone. You can do this without dropping too much money. I would recommend the [Blue Snowball microphone](#) which will only set you back around \$70. If you're not planning on having group conversations or doing in-person interviews, you could get away with spending a little less on their iCE model, but be warned: it only has one setting for recording. If you want to get a little fancier, purchase a studio boom arm and a pop filter as well.
- Second, find your recording software and start learning. The best way to learn is to play with it. If you use a Mac, you already have an amazing application in Garageband, which will be all you need to make a start. I use a pay-what-you-want program called [Reaper](#), which I highly recommend. Many people use the program [Audacity](#). You do not need to purchase Pro Tools to begin podcasting!
- Third, in order to make a podcast that is easy to listen to, you'll want to make sure your end result is "leveled" well. This means all the volumes are at similar levels. Luckily for us, there's a program that does the heavy lifting, the [Levelator](#). Once you have a final product and you've exported it into .wav format, open Levelator, open your podcast episode in the program, and it actually levels it for you. That little miracle worker puts out a copy of your

file with a .output extension on it that sounds fantastic.

- The last thing you'll need to do is get your podcast to your listeners. You'll need to host your show somewhere, like [Liberated Syndication](#). Libsyn, as it's called, will do the hard work for you. You pay them a modest monthly fee, answer a bunch of questions, upload some podcast art that showcases who you are and what you do, and it creates your RSS feed and connects your podcast to various sources where listeners can find it. You'll need to follow a couple other steps they lay out for you to get your podcast on iTunes. But Libsyn is very user friendly, and I highly recommend them.

Content is critical

The best advice anyone can give you for podcasting is this: the most important thing you need is good content. Content drives everything. If your heart and soul is in your vision for what you are creating and the content is both good and desired by listeners, you're off to a good start. Quality content is more important than an expensive mic or professional production. I bet you know someone with the skills to get you up and running. And there are consultants and producers out there, like myself, who you can hire to help you get started.

If you want to learn by example, there are forays into podcasting and new technology to investigate. [The Hive Apiary](#), a wellness and spirituality website that supports progressive Christian and spiritual women's growth in faith and wellness, offers the *Hive Cast* hosted by the Rev. Dr. Hillary Raining and Ken Raining. The [Episcopal Cafe](#) has a podcast network with incredible offerings like 2FAB—Two Feminists Annotate the Bible. If you want an example of how podcasts can share amazing personal stories of ministry impact, check out [Hometown](#) from Episcopal Migration Ministries. And if your church has been blessed with a large budget and is looking for ideas on how to engage locally in ministry while also sharing the good news digitally, you might want to check out [Theology Live](#) from Grace-St. Luke's Episcopal Church in Memphis.

Everyone in ministry wants to keep their finger on the pulse. This is an exciting time to be a Christian and an Episcopalian, as God's Spirit leads us into new and uncharted territory with opportunities to use technology for evangelism that we never dreamed possible. If you are reading this, then I sincerely believe God is calling you to find your own authentic, missional voice in this digital age. I pray you discern where God is calling you, and that God gives you the courage and boldness to see it through.

Fr. Benjamin Gildas is Founding Co-Host of the podcast Priest Pulse and rector of Incarnation Holy Sacrament Episcopal Church in Drexel Hill, PA, where he lives with his wife and three children. Ben produces The Hive Cast, a podcast from The Hive Apiary hosted by the Rev. Dr. Hillary Raining and Ken Raining. In 2018 Ben launched the All Ports Open Podcast Network, where he hosts several podcasts including Pod of Love co-hosted with his wife, Melissa. Ben is a speaker, writer, producer and consultant on technology, podcasting and digital ministry, and he can be emailed at ben.priestpulse@gmail.com.

Resources:

- [Reclaiming Relevance](#) by Lori Mills-Curra, Vestry Papers, March 2013
- [The Ministry of Communications](#) by Richelle Thompson, ECF Vital Practices Blog, February 27, 2012
- [Storytelling as Evangelism](#) an ECF webinar presented by Edmund Harris, May 24, 2016

Creating a Visual Identity for the Episcopal Church, Step-by-Step

Melissa Walker

Before beginning to create the Visual Identity Guide for the Episcopal Church, I needed to find the tone or “look and feel” of the Church. To learn this, I watched loads of Michael Curry sermons. Keywords such as courageous, bold, fun and colorful came to mind. I made a list of many other keywords that reflect the spirit of those sermons.

A keyword list is a first step in the important process of developing an identity system for your congregation or diocese. The list of keywords that you develop will drive the process. Make sure your words are strong, lively and authentic.

Build a mood board that reflects the look and feel of your congregation or diocese

From the list of keywords, I began work on a mood board to show visually what these words might look like. You can create a mood board old school style with magazine clippings, scissors and glue, or you can pull online images and ideas and build it digitally. Make the board at least 17” x 11,” so you can hang it up and refer to it during the design process. I looked at other identity systems that stressed courage, such as the Olympics from 1968 and 1984, and other non-profits that are bold and colorful, like Girl Scouts and World Conservation Society. Then I added book covers, poster designs and other images that represented a fun spirit.

Assemble all the images you collect in a collage or grid, 15-20 per page. Have your team pick one board that is the most successful in telling the story of your identity visually. You may have to take parts of each to make a new final mood board. Keep referring to it to help you make decisions as you move along to the next steps.

Design: Start with what you have and move on to typography and color

Next, I looked over what already existed in the church’s identity, like the logo. This is a good place to start. Our logo needed a little freshening up, so I removed the gradient and updated the typeface, rendering it more modern and giving the typography some context. The type chosen should have some meaning, and I chose Garamond for the serif. It’s highly accessible and in the same lineage as the original typeface used for the Book of Common Prayer. Gill sans was chosen for the sans serif. It pairs excellently with Garamond in overall stature and is also the typeface of the Church of England. A serif and a sans serif typeface will give you more flexibility in creating many voices and moods with your identity.

The color palette is core to bringing all the elements together in a cohesive way. Because bold and colorful were my keywords and not somber and quiet, the choices were obvious. Bright, earthy tones were chosen. The two primary colors of the Church were red and blue from our shield. The bright, secondary colors were orange, green, yellow, light blue and purple. A secondary color palette offers greater flexibility, enabling designers to create individualized looks for different campaigns or organizations while still keeping the look in the family.

This color exploration brought me to the many missions inside the Episcopal Church. There needed to be a system that gave each mission its own identity, while keeping them all in the family. I used color to give them an individual look. The head of each mission was asked what color best represented its work. From there, I made sure the colors looked like a family by trying to keep the mission mark colors in the warm temperature range. The self-appointed colors became each mission's individual identity inside of the Church and could be used as an easily recognizable main ingredient in layouts, presentations and ads. The Episcopal Church shield locks-up within each mission mark to make the connection to the Church immediate.

Keep it real with photos

One thing that stood out to me as a striking aspect of the Episcopal Church were the photographs I'd seen of Episcopalians in action. Real people in real situations — attending a service, making sandwiches for the homeless, marching for a cause, giving ashes out on the street. Images like these speak volumes. That's when I decided that stock photos were out. The Episcopal Church is about real people in action and on the move. We needed images from real cameras, not phone cameras, that were high resolution and print ready. To do that, we are building a library of high resolution images captured at revivals and other events to help tell our story with real people — and with their permission.

Something I learned from working with many different style guides in my career is that the more rules you have, the more difficult it is to do your job. Flexibility and a DIY spirit were necessary to empower congregations of different sizes to use this identity guide. That is why I kept it simple and short, just a few basic directions and a solid core of typography and color. We wanted to help people to make design decisions and keep the look of the Episcopal Church similar in spirit and voice across the world.

View the guide [here](#).

Melissa Walker is the Senior Graphic Designer on the Presiding Bishop's staff. She created the successful Visual Identity Guide for the Episcopal Church, creating a new look for the Church's identity. Melissa holds a Bachelor of Arts degree in Graphic Design from the Academy of Art University in San Francisco, California. In her spare time, she collects original vinyl records and travels the world for design inspiration.

Resources:

- [15-Minute Marketing: from Picture to Postcard](#) by Richelle Thompson, ECF Vital Practices Blog, April 30, 2012

- [Marketing 101](#) by Peter Strimer, ECF Vital Practices Blog, May 19, 2011
- [TEC's Visual Identity Guide](#)
- [Canva](#): Free digital mood board generator

The \$50 Communications Challenge

Kyle Oliver and Joanne Fisher

Editor's note: In the \$50 communications challenge, we asked two communicators how far and how effectively they could stretch \$50 to market/communicate/message something in a creative way. We wanted their ideas for using a small amount of money to communicate a message, and more importantly, to learn from what they did in their context. This idea came from Miguel Escobar, a former member of the ECF Vital Practices team. Thanks Miguel!

Communications challenge #1: Kyle Oliver

It all started with a sermon on John 15:1-8 (“I am the vine, you are the branches”) that was part of a liturgy teaching series. I was asked to use the text to teach about Holy Communion generally, and the Eucharistic prayer in particular. The further along I got in my prep, the more I realized that a march through prayer structure does not a sermon make. Moving to a more appropriate medium and venue made sense. What I needed was something like digital flashcards. And they needed to be visually interesting, because without that dimension the whole topic felt a little dry.

Once the sermon was written, I shared the nine digital cards I'd created for it on [Facebook](#). Many of my colleagues were really into the idea. In addition to providing helpful and detailed feedback, some wanted to buy them—enough that it felt like a worthwhile experiment. Since then, I've been working my way through the Sunday liturgy to complete the set.

When ECF Vital Practices editor Charis Bhagianathan invited me to take the \$50 Communications Challenge, I decided I'd found my ad budget for marketing the set. My goal was threefold:

- Spread the word that [the project](#) was finished.
- Sell enough cards to pay for some of the time I spent creating them.
- Collect information about how they were being received and whether there was interest in buying printed decks.

My strategy was similar to the way I've promoted past content on my website, [Creative Commons Prayer](#).

Step 1: Preparation When a post has the potential to do well, I spend a little extra time sprucing up the site. Also, in addition to the post, I created the infrastructure that allowed people to [purchase and download](#) the cards.

Step 2: Scheduling I knew I wanted to run my three-day promotion Tuesday through Thursday, so the post needed to go live Monday night. Using a “soft launch” window, I notified my Patreon supporters (who make monthly pledges to support the site and receive bonus content) and the people who had encouraged me to develop the cards in that original Facebook post.

The soft launch strategy is one way that tiny sites like mine can overperform. If you have a ‘direct line’ to a highly interested sub-audience (e.g., Patreon notification emails or a long thread of Facebook commentors who will receive a notification about a follow-up comment), make sure you use it.

For this project, about 10% of the page-views and fully a third of the gross revenue came from these tiny pre-steps that did not cost any additional money or a substantial investment in time.

Step 3: Promotion. On Tuesday morning, website subscribers woke up to an automatically generated, full-text email of the post from Mailchimp. Not wanting to annoy people who are double-subscribed, I waited until Thursday to send a single-topic promotional email (my first ever) to everyone who receives my Learning, Faith, & Media newsletter—a much larger audience, but one that I assume is not as interested in Creative Commons Prayer’s approach to digitally mediated spirituality.

I supplemented this email outreach with posts on the website’s social media channels and my own. As always, I catered the text and images for each to the strengths and “native language” of the network, and wrote slightly different copy for my personal posts than for the site’s.



Just one of the ten or so posts received the \$50 “boost” from my advertising budget, targeting people who like my page and their friends (a standard ‘friends of fans’ boost), both on Facebook and Instagram. I spread the budget out equally across the three days of my campaign.

Step 4: Evaluation. Besides the insight above about the importance of targeted ‘early outreach’, two key results stand out as I sift through the metrics at the campaign’s end:

(1) Among other engagement results, the \$50 boost resulted in 57 link clicks. That accounts for a bit more than 25% of the website traffic I received from Facebook and Instagram. That’s not nothing, but this relative impact is a further testament to the value of personal relationships; the other 75% of the inbound traffic from Facebook and Instagram likely came mostly from my personal accounts.

(2) About 7.5% of pageviews on my website that week resulted in a click on the purchase link, and about 47% of those subsequent clicks resulted in a sale. That means the traffic from my paid ad was worth about two purchases, for a net revenue of about \$40.

It’s easy to be a bit bummed that the ad didn’t pay for itself. But the parable of the sower reminds us that it’s difficult to know the fullness of the results that come of our efforts to spread the word. The point of the website, after all, is not to help me pay the bills — I’d have to do things very differently if that were the case. The point of the website is to help people engage with their faith and to help others do the same.

***Kyle Matthew Oliver** is an Episcopal priest serving at St. Michael's Church in New York City, EdD student in the Communications, Media, and Learning Technologies Design Program at Teachers College, Columbia University, and 2016 ECF Fellow. You can [find more here](#) to read blog posts, sermons, and sign-up for his newsletter. Previously he was digital missionary and instructor in the Center for the Ministry of Teaching at Virginia Theological Seminary. His vocational heart still belongs to the e-Formation Learning Community.*

Communications challenge #2: Joanne Fisher

A few days ago, I asked an older friend of mine to lead the charge on collecting “missional stories.” I thought the easiest way would be to have everyone post their story on social media and then add a hashtag.

Faced with yet another technological challenge, her good-humored reply was, “I draw the line at hashtags.”

Somewhere between automation and relationship, between baby boomers, millennials and Gen Z, is a technological happy medium. It wasn’t until the end of my \$50 Challenge that I stumbled upon the answer to a question I hadn’t thought of asking before. How can we better bridge the communications gap between young and old?

A one-stop shop for websites

For a little backstory, I discovered a technology gem while listening to a podcast several years ago. It was a commercial for Squarespace. Now I know that there are many one-stop shops for websites, but Squarespace caught my ear first and subsequently earned my business.

The first website I created was for an [annual scavenger hunt](#) that I organize. When we launched the hunt three years ago, I needed a landing page to talk about the race, share the rules, get sponsors, post pictures and register teams. Remembering the Squarespace commercial, I took to the web and managed to do exactly what they promised. I learned the platform and created a live webpage in a single morning. Seriously!

Kids helping kids

But back to the Challenge. For the past 20 weeks, I have had the honor of helping lead a Confirmation class of nine amazing high schoolers. Tasked with creating a service project from start to finish they decided to address “Health Equality.” Their fundraising event, a July kickball tournament, will raise money for scholarships to help kids get active.

By April, there was still one hang-up to their plan. They needed a website, and they needed it quickly. The kids wanted to have a website in place when they presented their plan at the next vestry meeting, and that meeting was only a few weeks away.

I sat down at our planning meeting with cash in hand and spent \$20 on the domain name and \$16 for the first month of hosting. (Spoiler alert: The vestry loved the group’s plan and is sponsoring the next two months of hosting.)

Bridging the generation gap

So how did I spend the last \$14?

On relationship! We didn’t have time at the meeting to really flesh out the website content. So I met up after school with Sarah, the confirmand who had taken on the role of web manager, and we spent the \$14 on edibles. We began work and created a website that looked professional and polished in under two hours. If you hurry, you can see our [homepage](#).

Technology can be an amazing tool for reaching across the generation gap. It’s not about asking someone to do something because they’re young — or thinking that another person will never get it, because they’re old. Technology can offer a perfect excuse to sit down together to enjoy a few laughs, some good eats and create a polished website.

#letsdothis!

Joanne Fisher is the Youth Missioner and Director of Communications for the Diocese of Easton on the Eastern Shore of Maryland. A lifelong Episcopalian, she served as Events Coordinator at St. James by-the-Sea in La Jolla, CA, after graduating from UC San Diego, and then moved to Easton, MD, to begin her career in Youth Ministry. She served as the Children’s, Youth & Family Minister at

Christ Church Easton for 14 years and has served at the Diocesan level for four. She and her husband, Travis, enjoy curling and geocaching with their daughter, Reilly.

Resources

- [Social Media Campaigns](#) by Charis Bhagianathan, Vestry Papers, November 2016
- [Facebook for Small Churches](#) by Jenny Shutt, Vestry Papers, July 2017
- [Developing Your Communications Plan](#) an ECF webinar led by Rebecca Wilson and Jim Naughton, December 1, 2016