



WEEKLY COMMUNICATIONS CHECKLIST

The 10 things to do every week if you don't have a communications director

1. Connect worship and communications.

Consider if you have clear lines of communications between preaching/worship and those who are producing your communications tools (bulletin, worship announcements, building displays, website, etc.) When communications tools align with the messages in worship, newcomers and church family members know what to do next to engage or move forward in their faith.

2. Open up the valve and make sure information is flowing from your leadership team to other key leaders and implementers.

As your executive team plans, regularly ask, "Who else should be a part of this conversation?" Make sure your staff and leaders know about upcoming initiatives, sermon series, strategic plan objectives, church-wide events, etc.

3. Review what is coming up in the next 7-10 days at your church.

What rises to the top as a church-wide priority? Feature it on your website, app, bulletin, e-news on in your video announcements.

4. Take note of what's happening in the next 30 days.

These opportunities are nearing the final countdown when it comes to communications. Consider who would benefit most from these items and list ways to connect with these audiences.

5. Keep a master calendar that gives you an overview of the next 6-12 months at your church.

What are the top priorities as you invite folks to participate in ministry opportunities? How can you encourage teamwork? Any major initiatives/events that would benefit from a specific planning team? Talk about these calendar items in your staff meeting to help avoid scheduling conflicts.

6. Find the story.

Life change is taking place through the ministry work of your church! How can you share the stories from individual ministries, small groups, families, etc.? Think videos, print or online articles, photos and social media sharing. Pick a few stories and make a plan to let the congregation see how others are living on mission!

7. Schedule weekly social media posts.

What are you currently using? Facebook? Twitter? Instagram? If you're just getting started, try investing in one option and do it well! This will help you create a community online and avoid feeling overwhelmed. Try posts that go beyond sermon series and events. Ask questions. Invite people into conversations.

8. Update your content.

When newcomers visit your website, help them find current, interesting, engaging photos and content!

9. Evaluate and analyze.

What recent event, series or ministry opportunity could you learn from? Who participated? What was their response? Consider your web analytics. Use available stats to find out who is visiting your website, engaging with you on social media or opening your weekly e-news. These facts can help you learn more about what you are doing well and where you should invest more resources.

10. Considering hiring a Communications Director!

Even a part-time staff member can make a significant difference in keeping information flowing among staff and leaders, as well as to the congregation and community.