

Content that works well

Content that looks good and reads well helps ensure maximum engagement

- Images: People in your church and community; local area; clear, bright and colourful scenes; friendly faces
- Content: Good news stories, behind the scenes, reuse content from Sunday services, event and service adverts

Key demographics and social media channels

Tailoring messaging to your audience (talking to people in ways they understand) helps your message to be received in the best possible way and maximises impact

- Facebook: 40+
- Instagram: under 40
- TikTok: under 30
- YouTube: 18–65
- Websites: mixed ages but an older demographic access on PCs and younger on mobiles
- Emails: 30+
- A Church Near You: wide ranging, particularly people who don't currently attend a church

Working with the media

What do the media want to see and how to get stories to them

- What do they want to see? What is going on in your church community; fundraising; good news stories; topical events
- How to write a press release: Think about the 'five W's' – who, what, where, when, why; keep your message clear and simple; write in third person; include a quote; write it publication-ready; send a minimum of one hi-res image and ensure you have consent to use that picture (of the people in the image and from the photographer)
- Who to send a press release to: Send to your local media or contact the diocesan communications team for contact details
- Crisis Comms: The communications team is here to support you. If there is high media interest in an event or story and you are approached by the media, no one in the parish should provide a comment; it could be taken out of context or misconstrued. Instead, respond with 'no comment' and refer all and any media queries of this nature to the communications team.

Top tips for design

How to make a good-looking poster, flyer or social media graphic

- Images: Use a good quality, relevant picture where possible to grab attention and ensure you have consent from people in any photos. Always use local photos where possible
- Colour: Think about the colours being used so that they don't clash and any text can be read clearly
- Text: Keep text to a minimum, ensuring that only essential text is on the design and that it is an appropriate font, size and colour to make for easy reading

Useful links

Some links to help you in your communications (please note, there may be subscription charges for some features of these sites)

- Images: www.unsplash.com, www.pixabay.com, www.pexels.com
- Design: www.canva.com, www.affinity.studio, www.adobe.com/express/create
- A Church Near You: www.achurchnearyou.com
- Find downloads for a photo consent form and order of service Word document template, and a link to our latest Canva webinar: www.salisbury.anglican.org/communications

Our contact details

Email: comms@salisbury.anglican.org or phone us:

- Rebecca Paveley (Director of Engagement): 07500 836989
- Liz Leask (Communications Manager): 07407 677564
- Allana Duncan (Communications & Events Officer): 07917 912817
- Will Triffitt (Digital Engagement Officer): 07379 095650

You can also find us by searching for the 'Diocese of Salisbury' on Facebook, Instagram, TikTok, LinkedIn, YouTube, Bluesky and Threads.

Keep in touch with us

Subscribe to our mailings to keep up to date with our latest news and resources

- Grapevine (weekly news and stories from the Diocese): www.shorturl.at/CZZdd
- Faith, Finance and Fundraising (a monthly financial update with news and resources): www.shorturl.at/TpsAG
- Working Together (a monthly update from our CEO David Pain to all postholders): email comms@salisbury.anglican.org to receive

If you have a story you would like featured or any questions regarding our mailings, email comms@salisbury.anglican.org

Upcoming events and networks

- The Create Network
If you would like to join a network for those who want to explore how to use creative gifting and skills to build up the local Church, do get in touch with Will Triffitt on william.triffitt@salisbury.anglican.org
- Diocesan Digital Conference
Saturday 12 September, 10:00–16:00 | St Francis, Salisbury.

With guest speakers Matt Batten (Diocese of Bangor) and Joe Hartropp (Church of England Digital Labs), we will explore topics including AI, social media, making digital work for your church, design and communications.

Book: <https://learning.salisbury.anglican.org/courses-events-resources/digital-conference-2/>

Helping to make your church a welcome space

Key point	Notes from session	Next steps/application in your place
First impression Surroundings, external signage, seven seconds to make an impression		
Tell your story What does your church represent before people step through the door? Online and physical presence are important, focus on authenticity, personality and integrity.		
Take away the barriers What is a service like? What do people need to know? Think of physical accessibility to the building as well as mental and emotional accessibility.		
Content Matters What works well – good news stories, behind the scenes, reuse content from Sunday services, event and service adverts Think about the before, during and after		
Remember to review Social media- up to three times a week Website- once a week Physical- once a month		

