

Introduction

What we will do today

- Land Acknowledgment
- Opening prayer
- Background/Impetus
- Web-based tool
- Do's and Don's
- Examples
- Closing

Opening Prayer

Let no corrupt communication proceed out of your mouth, but that which is good to the use of edifying, that it may minister grace unto the hearers. KJV Ephesians, 29.

Social Media Prayer by Meredith Gould

Christ has no online presence but yours
No blog, no Facebook page but yours,
Yours are the tweets through which love touches the world,
Yours are the posts through which the Gospel is shared,
Yours are the updates through which hope is revealed.
Christ has no online presence but yours,
No blog, no Facebook page but yours.

By Meredith Gould

Theme 2: Empowering the Call to Action and Service

We are all ministers – lay and ordained. We support each other in discerning and living out unique callings and expressions of ministry.

We encourage actions and service to be formed by prayer and in collaboration with the Holy Spirit. We develop skills to carry out our ministry in sharing the work – ministry is all of us working together.

Theme 5: Expanding Regional Reach and Welcome

We welcome all and serve as a gathering place for the Diocese of Olympia, the Seattle community, and interfaith and mission-related organizations.

- We reach geographically diverse participants via livestream and hybrid offerings and regularly check in with these groups to consider their experience.

Theme 6: Connecting and Telling Our Stories

We offer ways to connect with one another, navigate ministry resources, and tell our stories as a Parish and Cathedral.

- We offer and strengthen hybrid capabilities to offer full participation for online participants.
- We will create a toolkit (e.g. templates and resources for planning and training), in collaboration with the Cathedral's Communications Committee, to support ministry groups.
- We will explore channels and tactics (e.g. electronic bulletin board, meal trains, apps) to make it easier to connect and share our needs and gifts.
- We find opportunities to gather feedback after events and share this information with ministry leaders and staff.
- We highlight ministries year-round to expand awareness of skills, gifts, and needs, and make it easy to know how to get started and who to contact.
- We share and receive our stories with respect and humility to deepen relationships with one another as we join in sharing the love of Christ.

CATHEDRAL COMMUNICATIONS

Telling Our Stories

Gregory Bloch, director of Communications



[illegible]

COMMUNICATIONS INCLUDES:

email

website

social media

printed material

worship bulletins

quarterly magazine

podcast

photography

informational videos

livestream & hybrid events

interior & exterior signage

print & radio advertising

press relations

branding & visual identity

and more...



saintmarks.org/CommunicationsToolkit



“Official” vs. “In-House”

the Cathedral Newsletter

the website

official social media

brochures in the narthex

Ministry Newsletter

flyers & postcards

closed Facebook group

community bulletin boards



“Official” vs. “In-House”

the Cathedral Newsletter

the website

official social media

brochures in the narthex

**must go through the Dean
and Comms Director
(and sometimes Vestry)**

ministry newsletters

flyers & postcards

closed Facebook group

community bulletin boards

Make it yourself!

There is a grey area....



COMMUNICATIONS CHANNELS

Newsletters

- ◆ *Cathedral Newsletter is sent Friday morning*
- ◆ *Content deadline in EOD Tuesday*
- ◆ *use saintmarks.org/announce*
- ◆ *ministry newsletters*
- ◆ *Across the Diocese*



COMMUNICATIONS CHANNELS

Social Media

- ◆ *cannot be a primary channel*
- ◆ *Facebook, Instagram, YouTube*
- ◆ *closed FB group: “Saint Mark’s Community Life”*
- ◆ *dedicated accounts (e.g. Yoga, Flowers)*



COMMUNICATIONS CHANNELS

Printed Material

- ◆ *narthex brochures (visitors & newcomers)*
- ◆ *flyers/postcards*
- ◆ *Canva — and the Saint Mark's Canva Team*
- ◆ *where to distribute*
- ◆ *remember QR codes!*



COMMUNICATIONS CHANNELS

The Website

- ◆ *Minsitry Description*
- ◆ *dedicated pages*
- ◆ *Events Calendar*
- ◆ *“posts” and the Community Life page*



COMMUNICATIONS CHANNELS

The News Media

- ◆ *Do not, under any circumstances, communicate with the media regarding the cathedral or its ministries without first speaking to the Dean and Communications Director.*



THINK CREATIVELY!

**Consider new and different
communications tools & strategies!**

- ◆ *but use thoughtfully*



saintmarks.org/CommunicationsToolkit



The Communications Toolkit includes a step-by-step guide to planning, publicizing, and running an event.

Reserve spaces early.

Make events hybrid when possible.

A note on style...



SHARING AFTER THE EVENT

The community wants to know!

- ◆ *photos, videos, handouts, minutes...*
- ◆ *social media*
- ◆ *use saintmarks.org/announce*



*“We share and receive our stories with respect and humility to **deepen relationships** with one another as we join in sharing **the love of Christ.**”*

—2024 Strategic Plan





Start summary

Ask meeting questions



React



Share



Host tools



AI Companion



Apps



More

