

Communications Strategy

Find & Follow Jesus // Revere, Connect, Contribute – always keep in mind

External – [Educate or Inspire Only](#) – Use the FOR strategy and the Riverside “voice” & style ...#rcccares

Internal – Inform (Insider Info), Educate, and Inspire (Make even informative communications compelling)

Current Social Media Strategy

1. **EXTERNAL - Insta & FB Page** – [Educate or Inspire Only](#) – Use the FOR strategy and the Riverside “voice” & style ...#rcccares

Social Media Notes from our experts:

Instagram (limited designers)

- Black/white/blue theme
- Alternate quote/photo
- Even split of photos between Oaks/Mills
- Feed pics are “inspirational, educational, aesthetically pleasing, and share-worthy”
- Stories are calendar items that will come and go, more “insider focused”.

Facebook Group (Internal, usually staff)

- insider focused
- dates, times, “family” events
- posts where we want to tag an individual (can’t tag people in page post from official RCC account)

Facebook Page (usually designers)

- similar to Instagram feed
- shareworthy
- not a church bulletin

Facebook story (A mixture of celebrations and events)

- similar to Instagram story (usually shared to both)

2. **INTERNAL - Private Facebook Group** – [Inform, Educate & Inspire](#) – Use the FOR strategy and the Riverside “voice”

Events

Bible Reading Plans

Connect & Contribute Groups & Opportunities

Worship/Revere nights

Often share compelling things here that are also on the public channels

Condolences

Internal Communications other than social media

Monthly Items:

1. Mid-month, information is gathered by the office manager that should be publicly shared for the **two following months**. Information is pulled from a master document and the calendar.
2. A **two-month list** is compile and ministry leaders are asked for their specific details, additions, removals, and changes from previous years. This is the time ministry leaders can easily make changes before communication happens to the congregation.
3. Next, communication/campus support members review the list. This is the time to help catch things that have changed and can help make the language current to our mission and voice. Language will also be adjusted in the master document.
4. This list becomes the working “insider” communication list that gives us a starting place for the:
 - a. app events – there are two event calendars – one for outreach/missions and one for general church events
 - b. online news
 - c. monthly email (Riverside News, scheduled for 10 am on the first of the month)
 - d. ProPresenter announcement slides (weekly)
 - e. social posts
 - f. this document also becomes the flyer we distribute to the few who prefer hard copies
5. The flyer is produced for distribution on the first Sunday of the month.
6. Events are added to the App
7. Riverside News email: If a new series is starting or we want to “push” an idea or event, we do that...keeping in mind “find and follow Jesus” and “Revere, Connect, Contribute” as we write. The lead pastor sometimes writes intro and/or shoots a video. The ministry partner updates from the previous month are linked at the bottom of the email. Once finalized, it is scheduled for the first of the month at 10 am.
8. The email/flyer content is added to the online “news” page (linked in the app and in the Facebook Group).
9. Facebook Group social posts are scheduled and the experts who handle the external social media (Instagram and Facebook pages) are told about any events, series, or ideas that need to be shared publicly (they meet the “For” criteria).

Graphic & Video Production: currently contracted out

Series Related Items: Assets (graphics) in place, ProPresenter Template, Sermon Notes Template, Planning Center media, App media