



GENEVA PUSH

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SOCIAL MEDIA AND EMAIL/ NEWSLETTERS

In this episode we are considering the questions; how can we communicate with our partners about what's going on, and engage those we are trying to reach?

To communicate and engage well, we must know our audience and raise awareness.

This raises 3 questions

1. How do we avoid triumphalism?
2. What are the avenues to communicate? (Social media, email, etc.)
3. How do we engage the whole church in this process?

Social media is a key way that people connect and communicate. Australians are using social media in droves. Data released by Sensis a while ago states that 80% of Australians are actively using social media. Those who use social media access it on average 5 times a day. The question for churches and church plants then is - how will we both care for people in this area, and raise awareness of what we're doing in our church plant.

This is firstly a theological question, secondly a practical question. There is a podcast linked at the end of this ebook to encourage further thinking, but our individual context will shape the decision we make.





Perfection is not the goal of social media for our church plant

- getting started is. Get a page on Facebook, create an Instagram account. These are currently the two most used and important channels for Australians. If we want to create videos, we should add Youtube. There will be the urge to create a presence for every social media channel, but we shouldn't create it until we can resource it. One post every few months does as much damage (or more) than no profile at all. People want to see that we're active, engaged, and that they have the opportunity to both hear from us, and ask questions. In the past, people who felt uneasy or had questions about church used to call, which shifted to emailing. Now people will just send a quick question over social media. If we're not active and present in this space, we're potentially closing the door to those who might consider joining us.

As we think about what and how often to post, here's some areas to consider. **The most important question to start with - for all communications - is who are we talking to?** If it's those already in the launch team; aim to build a community and build engagement. If it's those considering joining us; cast the vision and give them a glimpse of where they'll be heading if they join us. If it's those who don't know Jesus; point them to the Gospel and how we can help them discover it for themselves. Some churches have different pages on Facebook or their website to separate public and internal communications. We must consider the best option in our own context. To support these channels, we must build a communications calendar to manage the content and frequency of the posts.

Areas to consider for social media good practices:

1. Point to the Gospel, not ourselves. We want people to join us, not because we are compelling, but because Jesus is a compelling saviour.
2. Begin the conversation how we want to continue it. Invite those who don't know Jesus to come and discover him, and provide a way for them to do that from day one.
3. Cast our vision, celebrate our values, and help people partner with us for the right reasons, through prayer, finances or as part of our launch team.

We have not yet considered one of the more “mundane” areas of communication for people: the email newsletter. **This may seem archaic, but is an incredibly effective communication medium to help our partners know what's going on, what they can pray for, and how they can continue to partner.** On our website, in our prayer & information nights, and in our personal interactions with people, we must provide a way for them to keep in contact with us through this medium.

Lastly, we need to consider how we resource this area. It doesn't, and shouldn't, rest on us. Here are two tips;

1. Create a team to look after the public face of our church. There will most likely be people in our church who are skilled in communication. **Our role is to bring guidance to content and tone, and allow them the space to execute this vision.**
2. Create a communications calendar. This should align with our lead up to launch, key events in your mission funnel, and celebrate how God is working in our plant. **A calendar will make this manageable, and drive towards our vision and outcomes.**



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For more help in this area, you can see the Geneva Push Social Media best practice guide and the full Communications & IT course linked below.



[SOCIAL MEDIA BEST PRACTICE GUIDE](#)

[COMMUNICATIONS & IT COURSE](#)

[PODCAST - SOCIAL MEDIA](#)



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