

Gracious Street
Methodist Church



Gracious Street Methodist Church Communication Strategy

An update for Church Council –
24th January 2018



Purpose and Intent

- Our evolving communications strategy is directly informed by the mission of Gracious Street Methodist Church.
- It's only purpose is to support that mission and actively engage with the real community in which we live.
- We seek that engagement in order to create opportunities to bring people into a relationship with Christ and develop discipleship.
- We recognise our obligations to use our resources in a way that helps build momentum locally but also at a Circuit and District level.

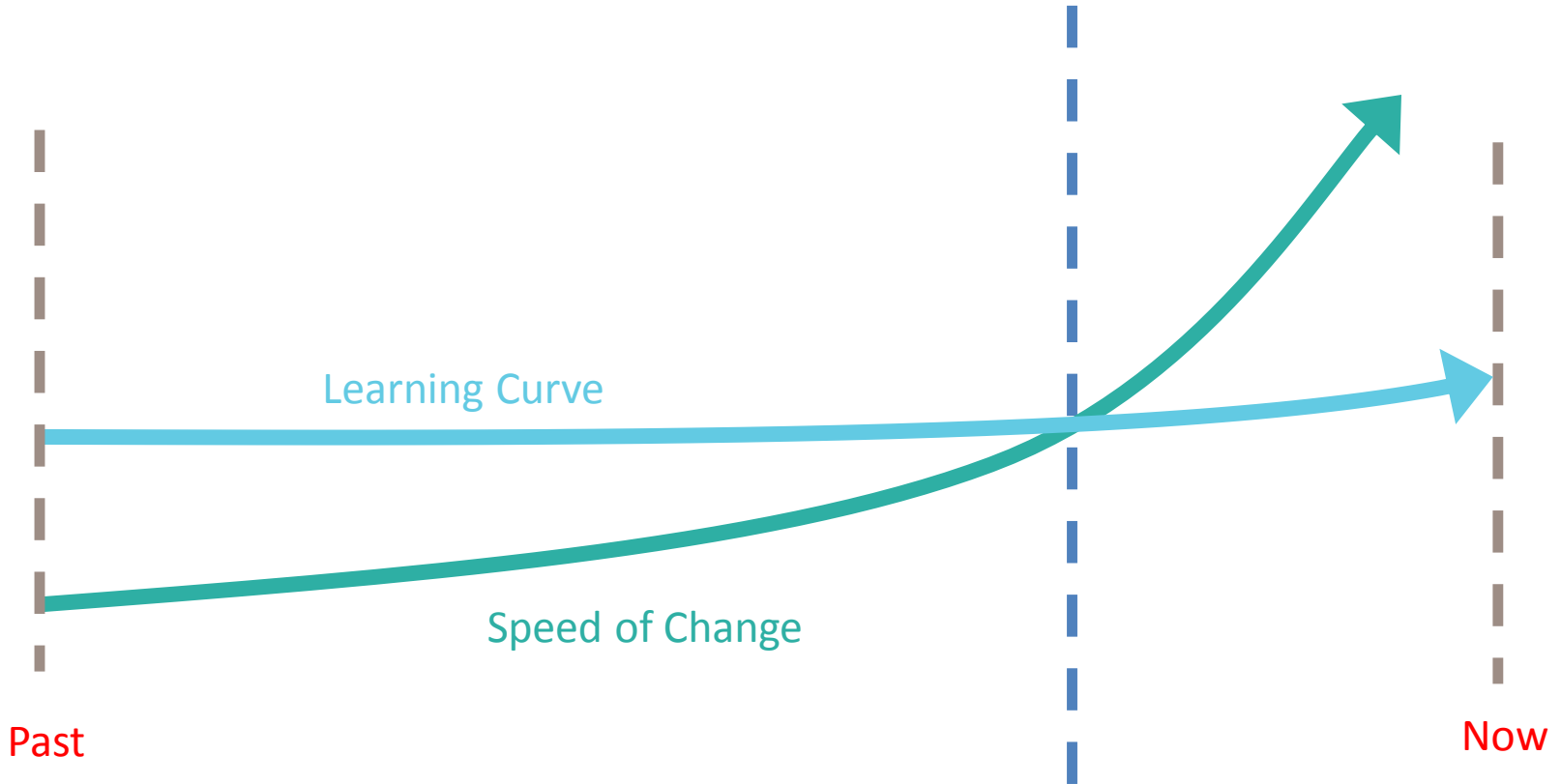
Why?

- We are not in denial. We recognise that, for many people, church feels: unfamiliar, irrelevant; alien, boring; threatening.
- We also know that the the perception of Christianity and churches of all denominations is undermined by relentlessly negative media.
- We recognise the forces of inertia - of 'how things are done round here' - that can be powerful in holding us back from responding faithfully to our present challenges.
- Too often present ways of being church mean that we risk spending too much time cleaning nets. "We have worked hard all night and haven't caught anything." (Luke 5:5)

Focus

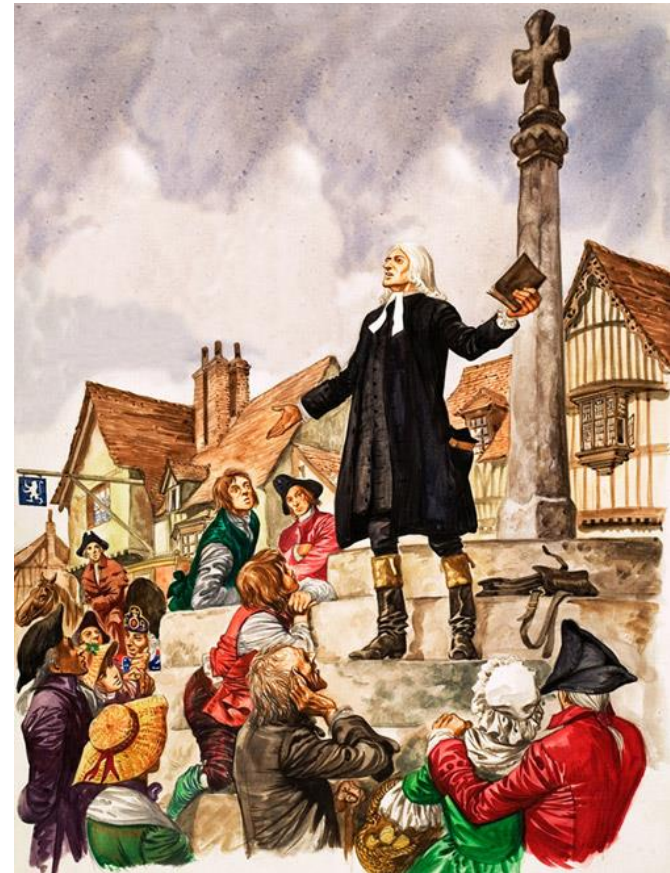
- We are developing an inclusive strategy recognising the needs of working age people (and families).
- From a communications perspective, we are going to where people are; rather than expecting them to come to us.
- Building our confidence in apologetics and engaging with contemporary culture.
- Evolving how we communicate, internally and externally, especially with regard to technology. The digital community is just as real and legitimate as the physical one.

And this is how the secular world describes it



How Wesley set about things in the 1730s

Wesley	Target Audience
Field Preaching	Whole Community
Society Meetings	Church/Chapel
Class Meetings	Home/Small Groups
Intentional Visitation	1:1
Social Engagement	Whole Community



What he was seeking to achieve

Wesley	Target Audience	Purpose
Field Preaching	Whole Community	Access/ Pre-Evangelism/Evangelism
Society Meetings	Church/Chapel	Evangelism/Teaching/ Worship/Discipleship
Class Meetings	Home/Small Groups	Fellowship/Learning/ Discipleship
Intentional Visitation	1:1	Pastoral care/Support
Social Engagement	Whole Community	Witness, Faith in Action

2018: Same approach; Different context

Target Audience	Purpose	Wesley Definition	Our Definition
Whole Community	Evangelism/ First Contact	Field Preaching	First Contact
Church/Chapel	Teaching/Worship	Society Meetings	Church Services
Home/Small Groups	Fellowship/ Learning	Class Meetings	Small Groups
1:1	Pastoral care/Support	Intentional Visitation	Pastoral Care
Whole Community	Creating access/ Pre-Evangelism/ Faith In Action	Social Engagement	Faith in Action

Helps define what is already happening

Definition	Purpose	Examples
First Contact	Access/Pre-Evangelism/ Permission/ Evangelism	Family Film Night Messy Church Schools and Age Concern
Church Services	Evangelism/Teaching/Worship/ Discipleship	Sunday Morning Worship Youth Service
Small Groups	Fellowship/Learning/ Discipleship	Home Groups Virtual Groups? Alpha Course
Pastoral Care	Pastoral care/Support	Hospital Visiting Elderly Care Homes Pastoral Team & Flower Ministry
Faith in Action	Witness, Faith in Action	All We Can Harrogate Homeless Project Personal resonance/activities

Push or Pull?

The screenshot shows the website's header with the church's name and logo, a navigation menu with 'Worship' highlighted, and a main content area with a photo of people. Below the website is a red heading and a paragraph of text.

Our website uses cookies. By continuing we assume your permission to deploy cookies. [Find out more.](#) **Accept**

Gracious Street Methodist Church In Christ's name we welcome you

Knareborough Cas

About Us **Worship** Life Events Learning Social & Community Children & Families GSYouth

Facilities & Services Contact Us

All Together Worship

Connect

Opportunities for Prayer

Prayer Chain

Worship Group & Band

Fundraising Sermon Recordings

Welcome to Gracious Street Methodist Church.

We are an active and friendly family church at the heart of the Knareborough community.

The screenshot shows the Facebook page's notification and activity feed. The notification panel on the left lists various actions like likes and shares. The main feed shows a post from Jackie Cardiss asking about church services, with replies from the church and another user.

Gracious Street Methodist Church

Page Inbox **Notifications** Insights

Notifications

- All
- Likes
- Comments (1)
- Shares (1)
- Other (12)

Activity

Requests

Promote Page

Invite Friends

Share Page

Grow Your Business With an Ongoing Promotion

Facebook will automatically promote your business to the right people for the best results. Get up to 3 link clicks for \$2 a day.

Get Started

Get Clicks to Your Website

Get the people you care about to visit your website <http://www.graciousstreet...>

Promote Website

1,742 people reached

777 Views

Like Comment Share

Sana Hussain, Janice Fielding and 3 others

Chronological

1 Share 2 Comments

Matt Blake Louisa Fox

Like Reply Message · 2d

Gracious Street Methodist Church Hey matt - if you'd like any information about it don't hesitate to hit us back here, very happy to chat. It honestly won't be pants.

Like Reply · Commented on by Dave Smith [?] · 2d

Jackie Cardiss What is messy church please?

Like Reply · Message · 3h

Gracious Street Methodist Church Hi Jackie - Messy church is an unusual sort of church service for families. There is some food laid on for people to eat together. After that, there is some stuff for the kids to do - craft based stuff, and then there is a bit of time in the actual chu... See More

Like Reply · Commented on by Dave Smith [?] · 35m

Jackie Cardiss Thanks I'll take a look, never heard of it before

Like Reply · Message · 33m

Gracious Street Methodist Church Brill - heres the link if you are interested <https://graciousstreetmethodist.org.uk/chil.../messy-church/>

Messy Church - Gracious Street Methodist Church

GRACIOUSSTREETMETHODIST.ORG.UK

Like Reply · Remove Preview · Commented on by Dave Smith [?] · 4m

Gracious Street Methodist Church Jackie Cardiss we've got loads of other stuff going on too - if you've got any other questions please don't hesitate to get in touch - we are always happy to chat either here or over tea and cake!

Like Reply · Commented on by Dave Smith [?] · 2m

View more replies

Priorities

- Standardisation of brand and creation of templates
 - We are Gracious Street Methodist Church
 - Our visual identity needs to be consistent
 - Everything that comes from us needs to reinforce our message & mission



- Priority focus on first contact and faith in action
 - First contact – invitation, evangelism
 - Faith in action – witness, relevance

Our Channels

- Face-2-Face
- Community Engagement (e.g via existing groups using COGS)
- Traditional Print (such as flyers and newsletters/Grapevine)
- Posters
- (Newspapers)
- Website to provide high quality, up to date information
- Facebook (and potentially other Social Media) to build community profile
- WhatsApp to create networks and groups.

Additional channels only to be added by agreement of the leadership team.

Training to be provided to those unfamiliar with certain channels and platforms.

Our Content

- Combination of written word, video and other imagery.
- Increased use of video and other 'shareable' visual communication
- All original content to have the same levels of 'editorial control' regardless of the channel.
- Gradually build momentum by increasing the amount of social media content and enhancing our other platforms.

Evolution not Revolution - Simple First Steps

We are going to get going on four areas that will deliver some quick wins for a relatively low investment of time and money.

- Standardise branding
- Develop templates for posters and other printed communication
- Deliver social media training
- Identify areas of 'First Contact' or 'Faith in Action' activity that are aligned to the mission strategy and around which we can build content and profile.

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