Telling your story better

Workshop
12 October 2019

Your stories
- In twos
- Tell your partner a good story – ANY story
- Swap
- 3 mins each

What stood out?
What made these stories worth telling?
a good story...

- is topical
- localises or personalises a national issue
- has strong images
- has ‘human interest’
- is about something new...
- ...or surprising...
- ...or scandalous!

a good story...

...is the kind of story you share with your mates in the pub

"ALL TRULY CHRISTIAN COMMUNICATION LEADS TO AN ENCOUNTER, IN SOME FORM, WITH THE LIVING CHRIST."

John Pritchard
Our stories betray our values

Listening: to God and one another
Trusting that God guides us and that to do his work we need each other
Celebrating what is good
Sharing stories of how God has been at work, in big and small ways, and investing in ‘cross-pollinating’ what we're already learning across the Diocese
Risk-taking
Valuing creativity and trying new approaches, even when we're not sure it'll work. Encouraging supportive accountability with a focus on learning, rather than blame
Every-member ministry
Encouraging and supporting each to discern their calling and play their part, sharing leadership and working together at all levels
Letting the edge shape the centre
Being attentive to the voices of those on the edge of our communities, being ready to learn from them and letting their needs and insights shape our mission

What are our values?

• What are the values and characteristics of your church?
• How can you weave this into the stories you tell?
Working with local media

- Local radio
- Local newspapers
- Video, online & social too

Working with journalists

- Overworked
- Underpaid
- Competing with their colleagues
- Passionate about news
- Generally human

Working with journalists

- Have a cuppa
- How do they work?
- What do they need?
- When by?
- Invite them along
- Write your story – short, clear & catchy
- Provide pictures
- Include a quote – who’s your spokesperson?
- Be available
Cross platform challenge

Write up your story for...

- Press release aimed at local news (headline & 3 paras)
- A post on your local Facebook community page
- Your church’s Twitter feed – approx 55 words

On the third day there was a wedding in Cana of Galilee, and the mother of Jesus was there. Jesus and his disciples had also been invited to the wedding. When the wine gave out, the mother of Jesus said to him, “They have no wine.” And Jesus said to her, “Woman, what concern is that to you and to me? My hour has not yet come.” His mother said to the servants, “Do whatever he tells you.” Now standing there were six stone water jars for the Jewish rites of purification, each holding twenty or thirty gallons. Jesus said to them, “Fill the jars with water.” And they filled them up to the brim. He said to them, “Now draw some out, and take it to the chief steward.” So they took it. When the steward tasted the water that had become wine, and did not know where it came from (though the servants who had drawn the water knew), the steward called the bridegroom and said to him, “Everyone serves the good wine first, and then the inferior wine after the guests have become drunk. But you have kept the good wine until now.” Jesus did this, the first of his signs, in Cana of Galilee, and revealed his glory; and his disciples believed in him.
Social media & church
- 42% of the world's population uses social media
- 54% of users research products
- 366m new people started using social media in the past year
- >1m people join every day
- Av user spends 2hrs 22 mins on social networks & messaging

Facebook
- 36.68m
- 55.91% UK population

Twitter
- 13m

Instagram
- 500m daily active users
- 95m photos/day

What do you want to achieve?
- Who do you want to communicate with?
- About what?
- What's the best tool for the job?
- What's worth your time?
Events & news
Drive traffic to your website
Visual – use images/photos wherever possible
Videos – short & subtitled
Dominant network – can be linked to other networks for maximum effect (YouTube/instagram/Twitter...)
Pages for official Church comms
Groups

People receive and share local news through Facebook
They seek out local groups and networks – be connected with those groups, share relevant info with them. Maybe even set one up?
‘Boost’ posts to reach local residents and consumer groups
Plan & schedule posts

Social media key principles
1. Don’t rush in
   Is this my story to share?
   Would I want my mum to read this?
   Would I want my PCC/that annoying person in my church to read this?
   Would I want God to read this?
   Would I want this on the front page of a newspaper?
Social media key principles

2. Transient, yet permanent
   - Assume that anything you post will be there forever
   - Links/comments by others may outlive your original post
Social media key principles

3. You are an ambassador
   - Role/ person confusion
   - Clarity re personal opinions vs views of the church
4. No hiding
   • Nothing online is ‘secret’
   • No to multiple accounts
   • Can’t say it in public? Don’t say it online.

A single account keeps you honest and should make you careful.

5. Safeguarding
   • Professional distance
   • Treat online space as if it were physical space
   • Openness & transparency
   • Age restrictions?

6. Stay legal
   • You are a publisher
   • Who owns the images?
   • Are the images properly consented?
Social media key principles

7. Confidentiality
   - Good practice applies
   - Don’t do formal business in the social space
   - Broken confidences can spread
   - Is it your story to share?

8. Privacy
   - How vulnerable should you be?
   - Be genuine – but don’t overshare
   - What’s the risk – to you or others?
   - Check your settings

Useful tools & info

- Hootsuite/Buffer – schedule and manage your social media posts and interactions across multiple platforms. Usually free for one user.
- Pexels/Unsplash – free-to-use high quality stock photography
- Canva – free & easy to use design tool for print & social media
- Trello – free project management/collaboration software
- Church of England Digital Charter
- Church of England Digital Labs
- A Church Near You
More support

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