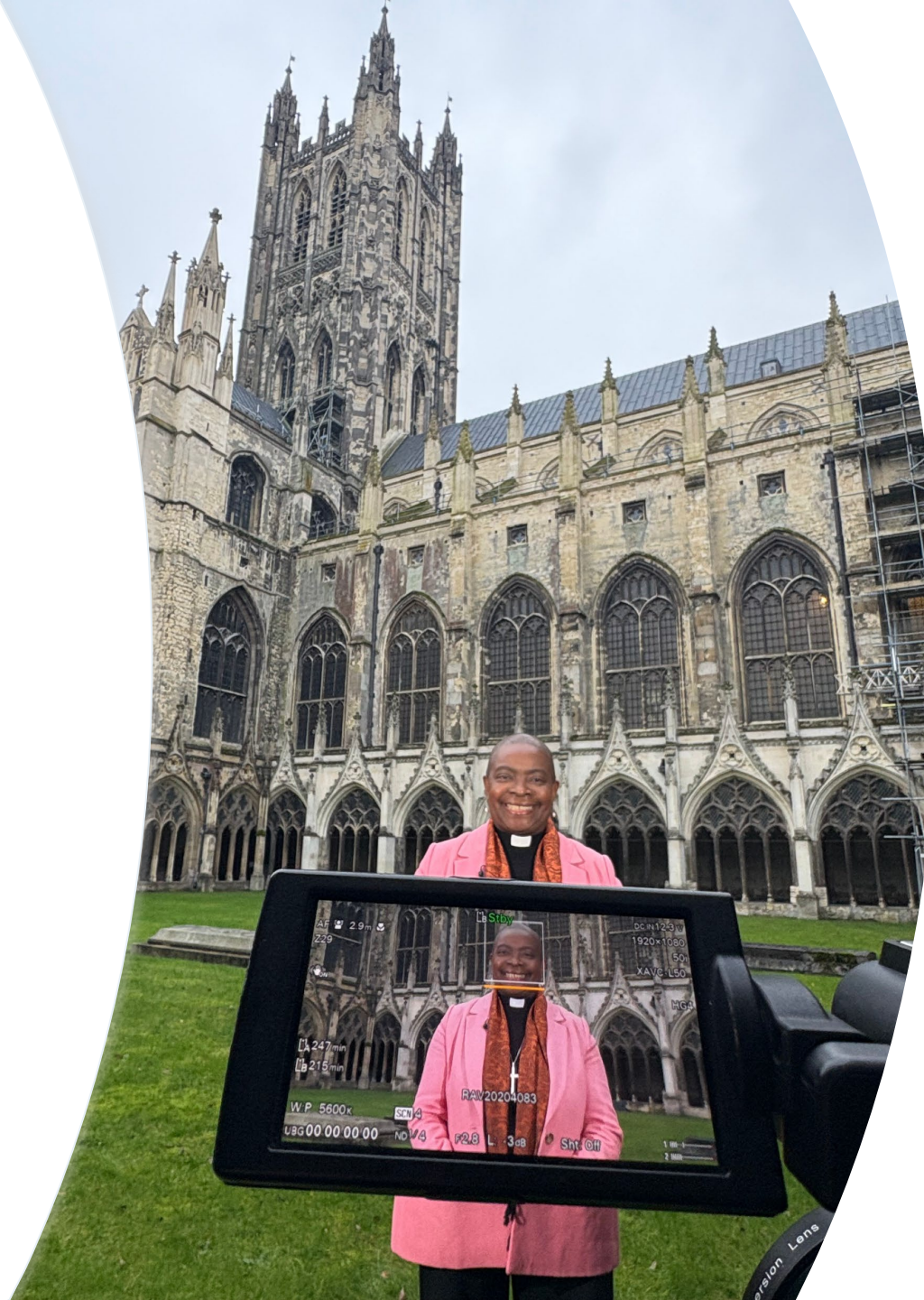


Media Training Day



Diocese of Canterbury
CHANGED LIVES ➡ CHANGING LIVES

Goals for the day



Media and communications essentials:

- What makes something newsworthy
- Key communications channels
- Master the basics of great photography and filming

Social media

- How to get started
- Build and engage your audience
- Handling comments and personal social media use

Working with the media

- Responding to media enquiries
- Facilitating media visits on site
- Guidance for interviews and media appearances.



Session 1 - Generating content

- What is newsworthy?
- Channels of communication
- Taking a good photo
- Filming for church comms

What makes a story newsworthy?

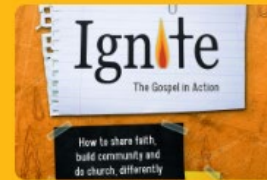
- Timely
- Unique
- Scale
- Three Bold Outcomes

News



Our Clergy Step Up for the London Marathon

Two vicars from our diocese are running the London Marathon 2025! We're bringing you their inspiring stories in the weeks before the event.



How to share faith, build community and do church differently

Patrick and Debbie Ellisdon's new book sets out how to plan and run Ignite in your context

BBC News
coverage of
ordinand in
Diocese of
Canterbury

NEWS

[Home](#) | [InDepth](#) | [Israel-Gaza war](#) | [War in Ukraine](#) | [Climate](#) | [UK](#) | [World](#) | [Business](#)

[England](#) | [Local News](#) | [Kent](#)

Former wrestler swaps headlocks for priesthood





UK NEWS

New Camino honours women pivotal to Christianity in Kent

Sun 21 Apr 2024 by Donna Birrell

Camino honoring women –
coverage in Premier Christian News

St Lawrence
Church,
Godmersham
in Church
Times

CHURCH TIMES

Sign In

Subscribe



The stone relief, restored by McNeilage Conservation for St Lawrence's, Godmersham



Rededication of stone carving



St Martin's
Church
coverage
on ITV
News

itv NEWS

MERIDIAN

Rev CHARLOTTE SLEIGH

St Martin's Church

Channels of communication

- Newsletter – physical copies vs electronic (e.g., email)
- Social media
 - Facebook
 - Instagram
 - TikTok
 - YouTube
- AChurchNearYou



Newsletters – physical copies vs electronic

Physical

- Those attending church can pick one up directly
- Can be posted through doors
- Accessible for those with limited digital skills

Electronic

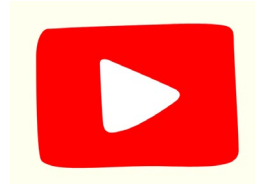
Benefits of email newsletters:

- Cost-effective (no printing or postage costs)
- Eco friendly (reduces paper waste)
- Instant delivery
- Easier to forward to others, increasing reach
- Interactive content e.g., links to videos, sign-up to events
- Monitor engagement





Social media



Facebook

Instagram

TikTok

YouTube

Audience

(Monthly Users and Target Audience)

~3 Billion
30yrs+

~2 Billion
18-34yrs

~1.5 Billion
18-34yrs

~2.7 Billion
25-34yrs

Content type

News, events

Visual posts

Short form
videos

Videos and
streaming

Pros

Community
building

Visual appeal

Engage younger
audiences

Wide reach and
easy to share

Cons

Declining youth
engagement

Requires consistent
visual content

Time intensive
editing, frequent
posting required

Harder to
discover content
organically

Already listed

Simple to update

Build it into a full website

Reach more people





Taking a
photo

Background

- Be intentional about the backdrop of your photos
- Avoid distracting or unsightly backgrounds e.g. bins
- Highlight what your church building offers





Angles and distance

- Come closer to your subject, or use longer lenses
- Experiment with different camera angles

Light source

- Ideally outside
- If inside, make the most of light coming through windows
- Point camera away from light, so the light shines on subject(s)



Candid vs posed

- Be ready to take a photo – sometimes a natural candid photo is better than one that is posed
- How are the subjects arranged – are they in a line, rows?



Safeguarding and copyright

- Always check for permissions when publishing pictures of children
- If in doubt, don't publish
- Don't take images from the internet unless you have permission
- Image libraries



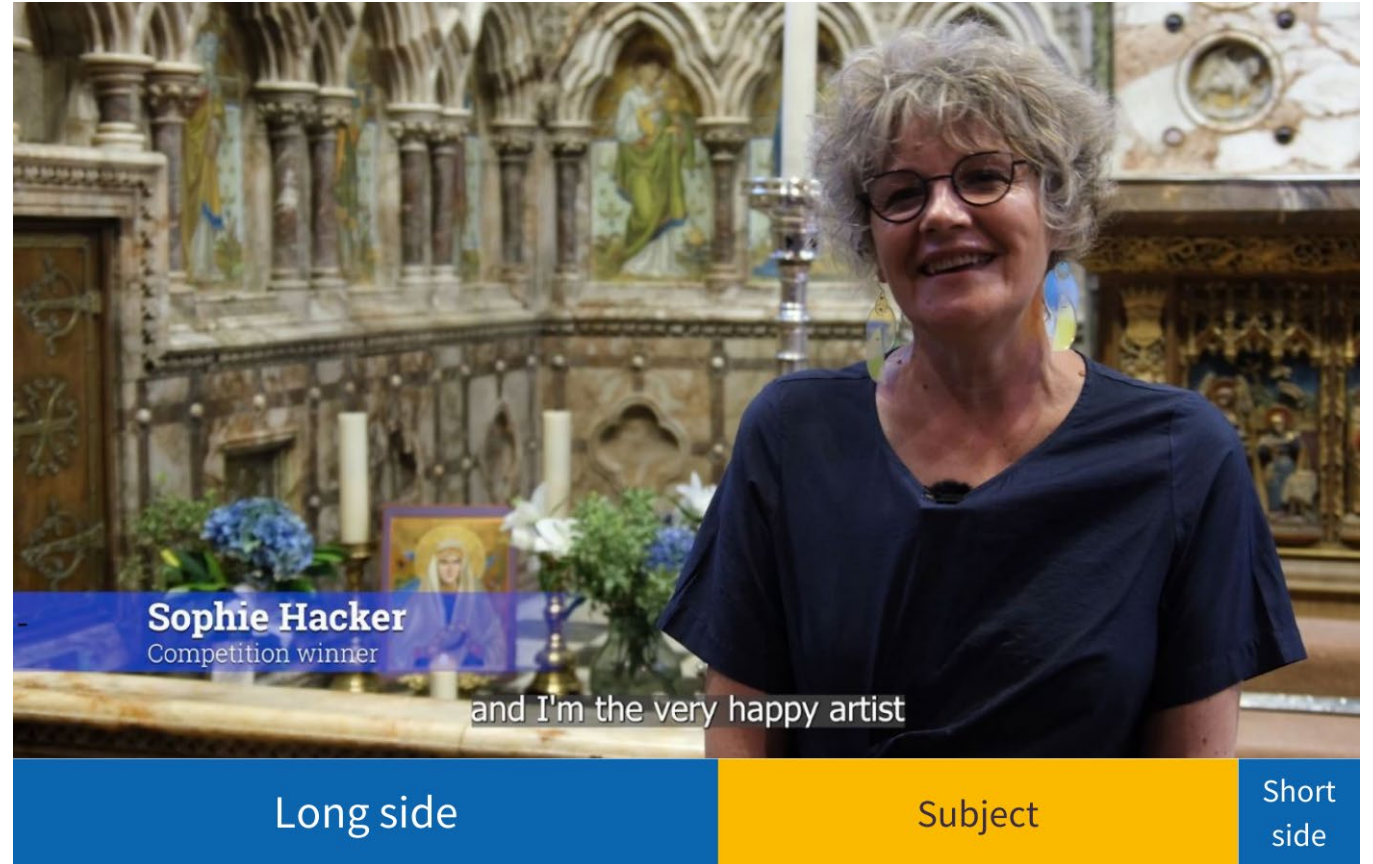
Filming

- Pieces to camera
- Interviews
- B-roll
- Landscape vs portrait



Landscape Interviews

Position the subject in the frame



Shot selection

- Variations in shot selection can impact on the mood of the piece.
- This could change depending on the purpose of your filming and whether it is an interview or spoken down the lens.



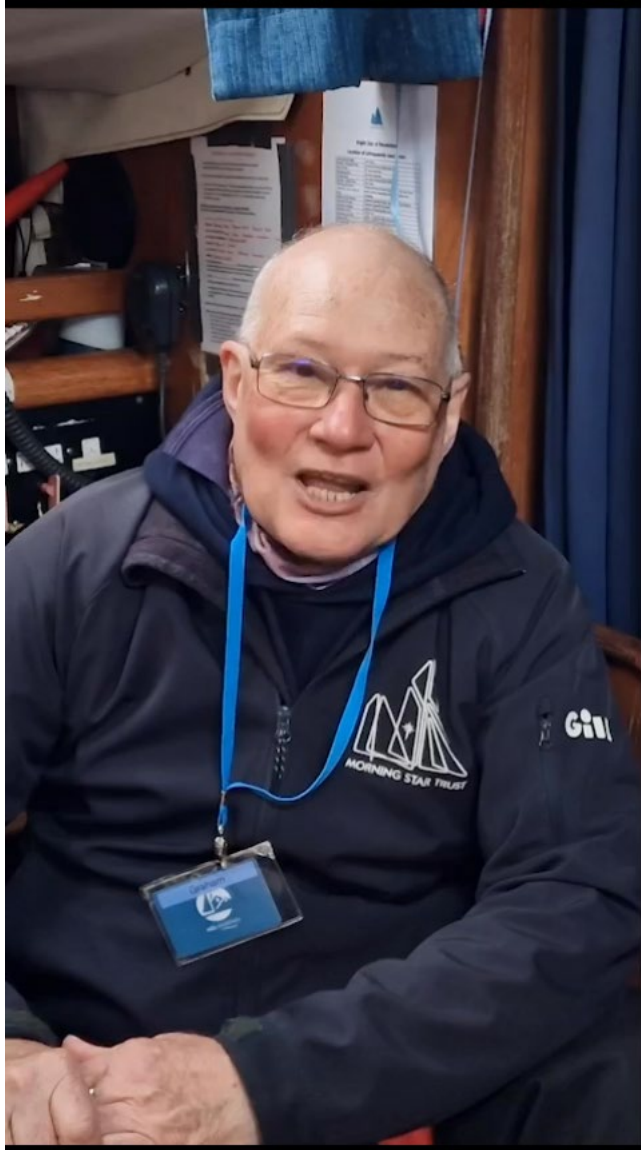
Landscape Interviews

Subject looks across camera to the interviewer, and NOT directly at the camera.



Landscape vs Portrait





Social media examples



Session 2 – Social Media Workshop



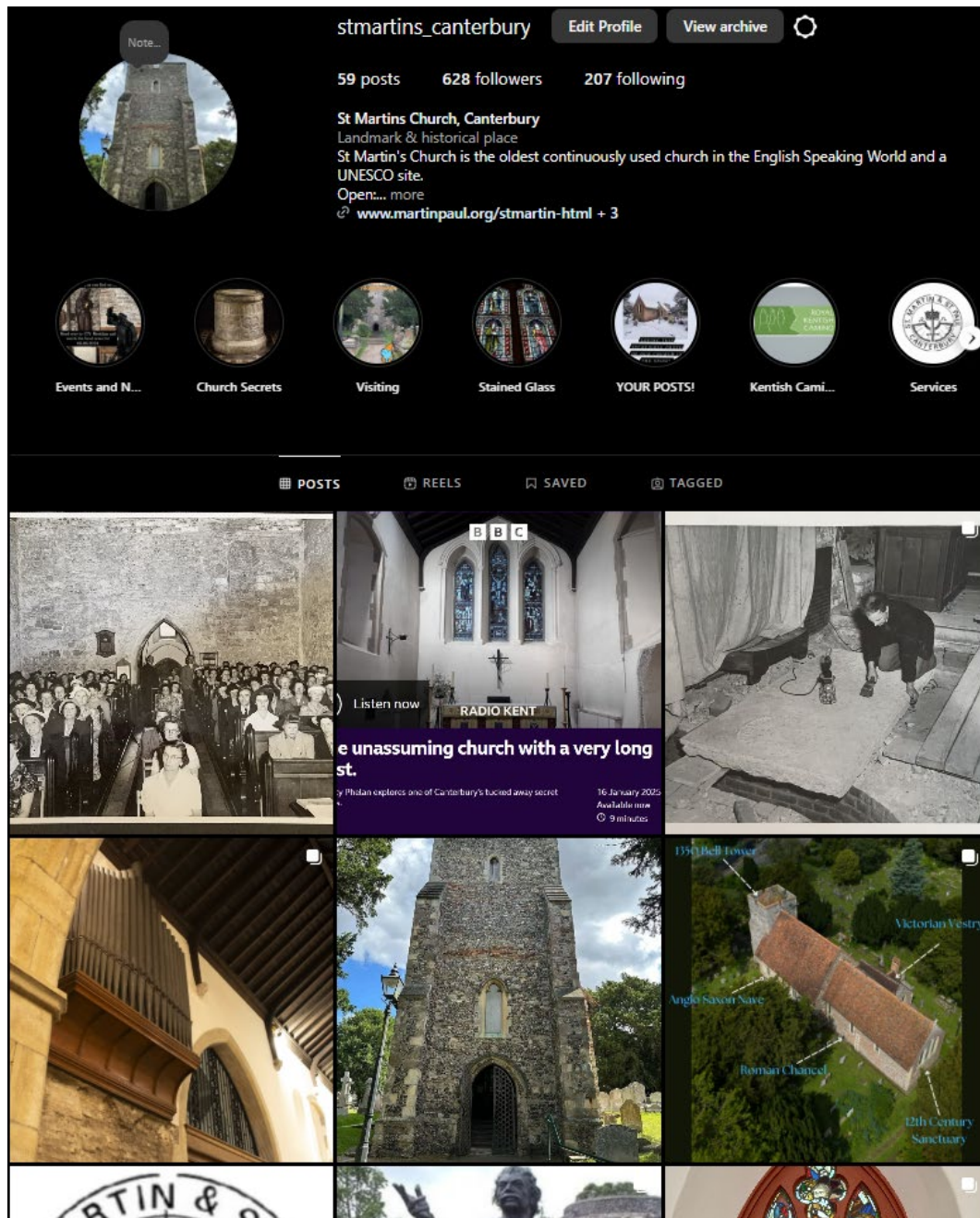
- Where to start?
- What to post?
- Growing and engaging your audience

Robyn Trainer, Worship and Creative Pastor at St Luke's Maidstone

Ideas, examples,
recommendations
and exploring the
point & purpose of
social media







• 2 forms of social media

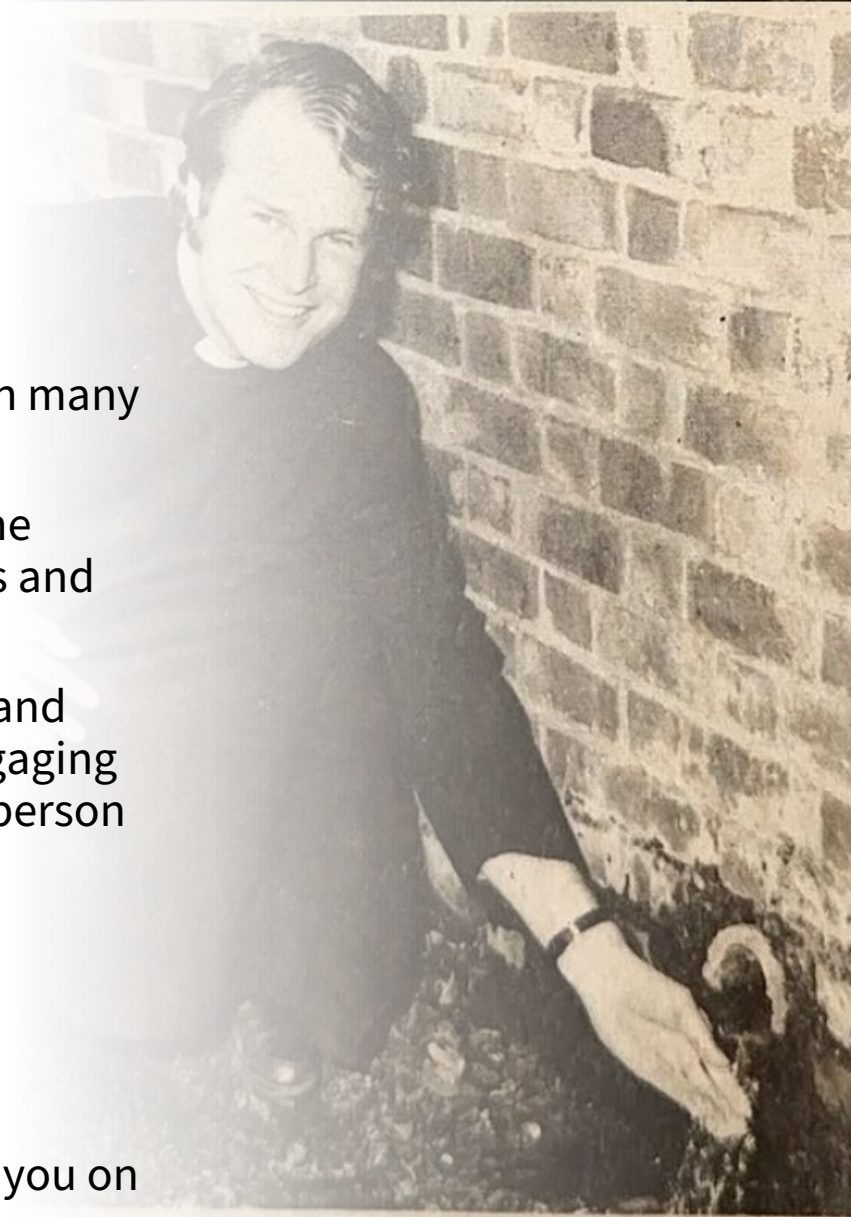
- Facebook
- Instagram

WHY?

- Share information about Services for St Martin's and St Paul's
 - Facebook can even share the services themselves
- Share History posts
- Promotes visiting and tours
- Shares special events
- Ask for volunteers for events
- Engages with local community and businesses
- Engages with a wider audience
 - Both local community and worldwide
 - Varying ages – St Martin's Instagram has over 70% of its audience between 18-44 years old

HOW

- St Martin's did not start with many followers
- Followed other churches, the Diocese, then local charities and businesses
- Slowly, sharing our history and events, residents began engaging with us online as well as in person and soon those from other countries too
- Hashtags help reach wider audiences
- Adding a 'Location' means someone can click and find you on a map!



...see of a spring whose water is believed to have baptised King
Fr Christopher Kelley hopes it will become more than just a
in North Holmes Road, Canterbury. (See East Kent Diary on
page 9).



stmartins_canterbury

St Martin's Church, Canterbury



stmartins_canterbury #archivefinds Today we have had a newspaper clipping from sometime in the 1970s (we are in the process of trying to track the original paper down).

The spring shown in the picture is still visible to this day. For those who approach St Martin's from the main road, it comes out of the brick wall opposite our Lychgate!

Over the years many theories and stories have, if you pardon our pun, 'sprung' up about this spring. Some believe it is evidence that the early Roman building was once a Pagan temple to a water god. Others, as seen in this clipping, claim it is the same spring that baptised King Ethelbert. Unfortunately for us, we will never really know any answers about our earliest life but we do enjoy hearing all the theories that visitors come up with!

(In case you are curious: We have had people drink from this but we do not advise anyone do this at all!)

#stmartinschurch #stmartin #queenberthaofkent #queenbertha #kingethelbert #roman #anglosaxon #norman #medieval #church #old #ancient #victorian #unescoworldheritagesite #staugustine #newspaper #archive #parish #history #canterbury #visitcanterbury #kent #visitkent

17 w



my_canterbury A history mystery! What a fascinating post 🤔

17 w 1 like Reply

[View Insights](#)

[Boost Post](#)



Liked by royalkentishcamino and 44 others

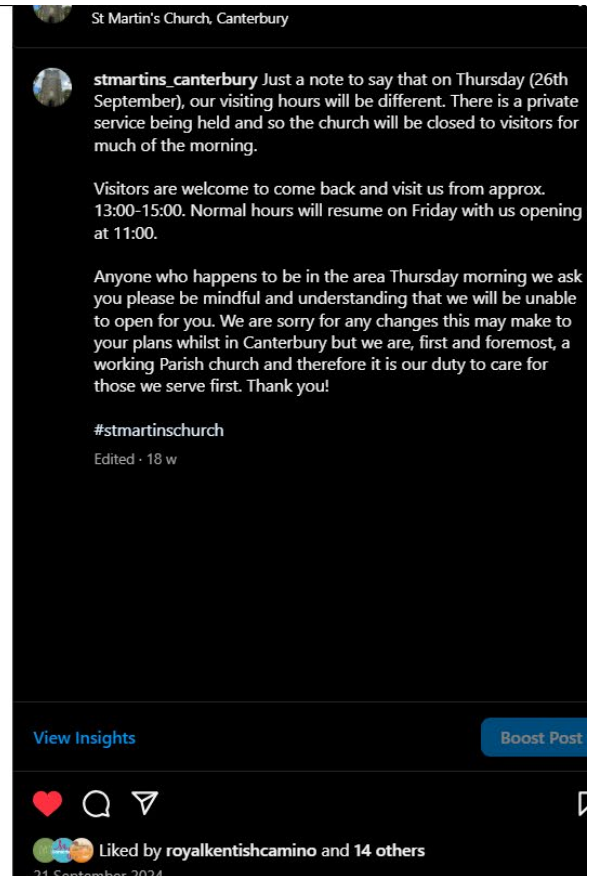
29 September 2024



Add a comment...

Post

Sharing Service
details for people to
attend or to let
people know if the
church won't be
accessible because of
private services





Overall, we have had a lot of success with expanding St Martin's onto social media.

Our guides have welcomed new visitors in from across the world who found us online.

We have been able to share about changes to services even at the last minute.

Gained closer connections to other churches across the world.

Learned more about our own history.



Social media Q&A

Robyn Trainer,
Worship and Creative
Pastor at St Luke's
Maidstone

The Revd Christa
Brodie-Levinsohn,
Assistant Curate at
Thanington: St
Nicholas & St Faith

Social media scenario exercise

- Someone at your church has chosen to be baptised, having never encountered church before coming in for the Easter trail last month. How might you use social media to cover this?



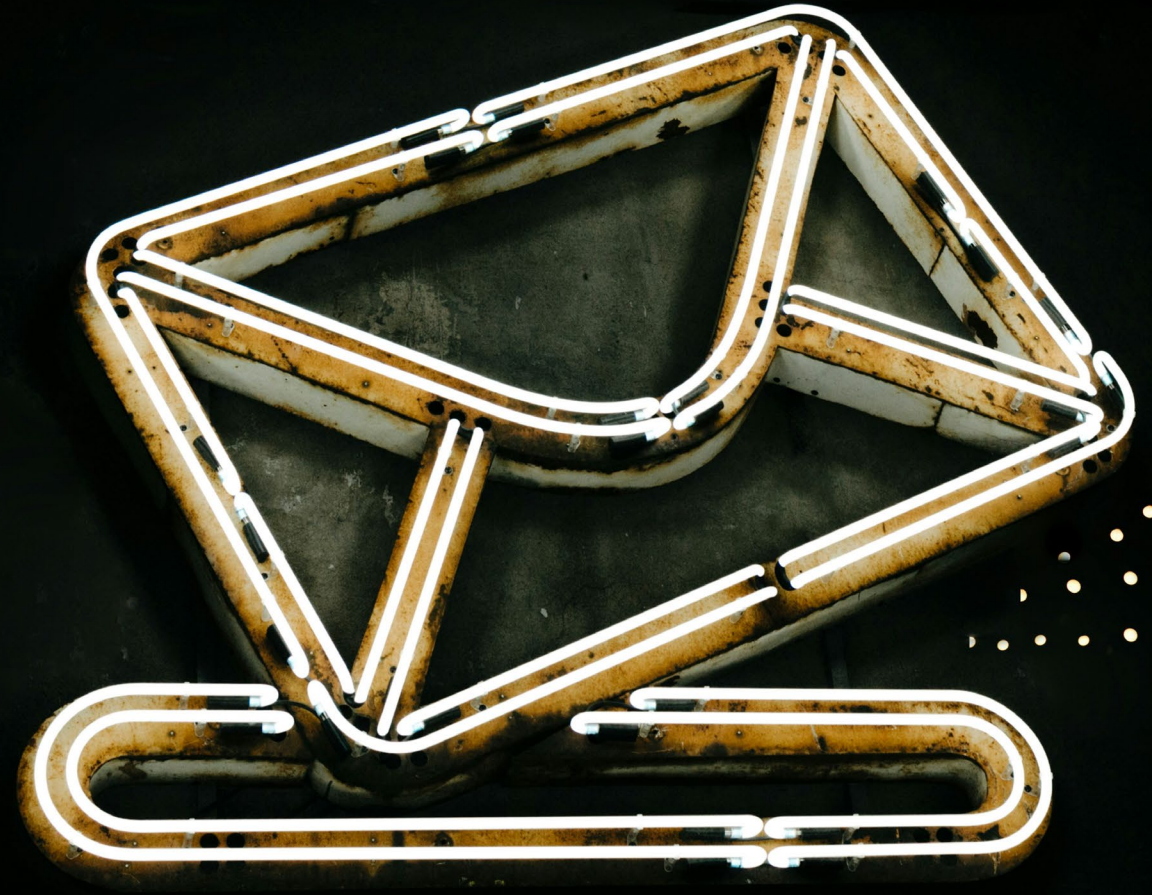
Social media scenario exercise

Your church is hosting the tallest dog competition this weekend. How might you cover this with social media?



Session 3 – Interacting with the media and journalists

- Responding to the media
- Guidance for media appearances
- Spotting a story before it breaks





Rev Ravi Holy

Media scenarios exercise



How to respond



What to look out for



When to seek support

New message



To... Charlie Gurr

Subject... Church heating - media enquiry

I have been contacted by a member of your congregation who says that the church doesn't have any heating, which is putting those who attend services at risk. I plan to interview them to find out more this afternoon. As the churchwarden at this church, would you like to respond to this claim? The aim is for this story to be published by midday tomorrow, so I would need a response by the end of the day.

Kind regards,
Bea Bee-See

SEND

Scenario 1



Scenario 2

You receive a phone call from a production company looking to film a scene at your church for a rom-com titled 'Steeple Chase'.



What next?



click.canterburydiocese.org/media-resources

- Resources and training material on our website.
- Media and Engagement deanery drop-ins.
- Get in touch with communications@diocant.org for further media support, guidance and training.