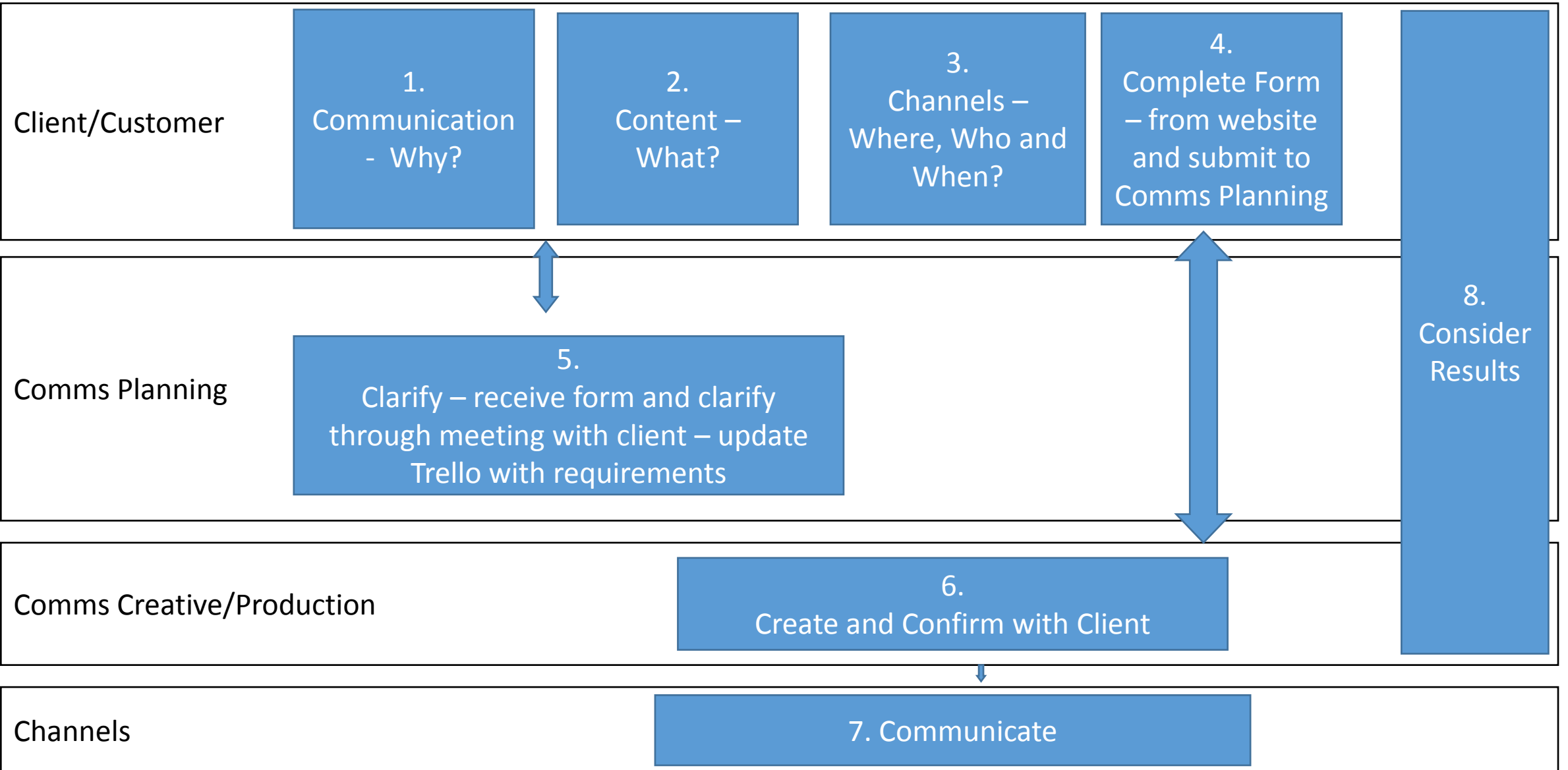


Communications at Broadmead



Communications Process Notes

Introduction – Given the increase in church activity and the resultant demand for communications it is important that there is a planning process in place that will enable the right communications to get to the right people, through the right channels at the right time in the right format. To achieve this we have established a simple but effect process that the whole church family will engage with should they want to communicate both within or outside the church family. The overview of the process is shown on the previous page and this second page adds a little more and hopefully useful detail.. This process should now be used for all communications across the church

- 1. Communication – Why?** – Before you complete a communication request please consider why it is you want to communicate, what it is you are hoping to achieve and the response you would like from those receiving it. Try to see it from the receivers perspective
- 2. Content – What?** – What is it that you are wanting to communicate. What are the details that people will need to know to enable them to achieve the outcomes you would like?
- 3. Channels – Who, Where & When?** – As it describes in the title; who needs to see the communication, where are they likely to want to see it and when do they need to see it to achieve what you want out of the communication?
- 4. Complete Form and submit** – once you have thought through all of the above then please complete all appropriate areas of the attached Communications Request Form. If you have any questions on any areas of the form then please write the question on the form itself and submit it to this email address.....
- 5. Clarify** – Once the Comms Planning team have received the completed request form they will contact you via phone or email to finalise the details or arrange a face to face meeting if required depending on the complexity of the request. Once clarification is achieved then the Comms Planning will complete the request on Trello which will give specific instructions to the Comms Creative and Production Team
- 6. Create and Confirm** – As the Creative and Production Team progress with the various aspects of the request, if further clarification is required then they will contact you directly. Otherwise they will complete all of the jobs and seek sign off from the client for words and images. This may be by email or face to face meeting.
- 7. Communicate** - Once the jobs have been signed off by the client then the communications will go live at the agreed dates.
- 8. Consider** – after or during the communication events it may be prudent to review the results of the communication against the initial objectives . If appropriate this review could be undertaken by a combination of the client, comms planning , comms production and maybe even some of the targetted audience. These learnings can be fed into future comms campaigns to enhance responses.