



CREATIVE COMMUNICATIONS PHILOSOPHY

After years of serving the church through creative and communications ministry, I have learned a few things. Recently, my team and I developed a philosophy and framework that we operate by when it comes to creative communications. It is what we use to drive strategy, decision making, and creativity in a faith-based communications context.

THE PURPOSE OF A COMMUNICATIONS TEAM

Priority:

To inspire, inform, and enhance the experience people have with Jesus.

Secondary purpose:

To provide support through web, print, media, and training.

THE FUNCTION OF A COMMUNICATIONS TEAM

- Brand ambassadors
- Story Tellers
- Content creators, managers and editors

Champions of the Experience

Every interaction people have with a church or organization, from the web presence to the pew contributes to the experience. A Comms Team is responsible for creating a consistent, clear, and helpful experience.

Champions of Storytelling

People come into the story at different points. It is an ever evolving plot line. A Comms Team is responsible for creating content that provides touch points along the way in order to keep people engaged with the story, ground them, inform them, and inspire them to take the next step.

What that looks like:

- Presenting the unique message God has called a church or organization to bring to their context and do so in a clear, consistent, compelling, and creative way.
- Advocating for the overall experience of members and visitors.
- Protecting the brand consistency, design, and voice in order to build trust and value in the organization.
- Disseminating relevant and valuable content throughout our channels:
 - Web
 - Mass Email
 - Social Media
 - Print Media
 - Photo/Video

HOW DOES A COMMS TEAM ACCOMPLISH ALL OF THIS?

- By knowing the pulse of the church/organization and community
- By having eyes on culture and the greater communications landscape and adapting accordingly.
- By pursuing excellence. Recognizing that (whether consciously perceived or not), consistency and quality communicates care and intentionality.
- By valuing aesthetics and style and knowing that these things matter because they have the ability to build bridges or to put up walls.
- By casting vision to key leaders and colleagues about why the team communicates the way it does and how they can join in.

WHY COMMUNICATE THIS WAY?

Because people matter. A church or organization needs to communicate to people in a way that inspires, informs and enhances their experience. So, voice and visual brand are important. But it needs to be true to who the church or organization actually is.

Questions to ask about all content:

Does it make Jesus happy?

Does it enhance the experience people have with the church or organization?

Is it true to who the church or organization is?

Does it Inspire?

Is it informative?

Is there a call to action?

What is the next step?