

# Telling your story better

*Workshop*  
12 October 2019

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## Your stories

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

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## What stood out?

What made these stories worth telling?

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## 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!

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## a good story...

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



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

**John Pritchard**

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## Our stories betray our values



© Alamy Stock Photo

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## What are 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

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## Speaking from our values

- What are the values and characteristics of your church?
- How can you weave this in to the stories you tell?

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## Working with local media

- Local radio
- Local news papers
- Video, online & social too

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## Working with journalists

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

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## 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**

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## Swanwick Methodist Church in kitchen extension plan

 Derby Telegraph  Follow Tuesday, January 29, 2013

A VILLAGE church has asked for permission to expand its kitchen.

Swanwick Methodist Church has told Amber Valley Borough Council its kitchen is "poorly situated and undersized."

It says it is "difficult to cater for large functions in the hall."

A decision will be made by the authority in March.

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## 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 55words



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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.



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## 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

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### Facebook

- 36.68m
- 55.91% UK population

### Twitter

- 13m

### Instagram

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

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## 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?

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## facebook

- 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



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## Local is your strength

- 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



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## 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?



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## Social media key principles

### Church of England bishop suspended over royal wedding comments

Pete Broadbent wrote disparaging posts on Facebook, one of which spoke of the 'nauseating tosh' surrounding the event

The Rt Rev Pete Broadbent was suspended over his comments about Kate Middleton and Prince William. Photo: JAP

By Martin Beckford  
7:50AM GMT 13 Jan 2011  
5,933 followers

The Rt Rev Pete Broadbent has been allowed to resume public ministry having been suspended since late November for his "deeply offensive" comments about the Royal wedding and the monarchy.

The Bishop of Willesden had first written on his public Twitter page that he would take a "republican day trip to France" instead of watching the Royal wedding.

He then expanded on his comments to his Facebook friends, calling for a party in Calais for anyone else who "can't stand the nauseating tosh that surrounds this event".

Bishop Broadbent went on to describe the Prince of Wales and the late Diana, Princess of Wales, as "Big Ears and the Porcelain Doll" and said their marriage had been a "disaster in slow motion".

The senior clergyman said there were a lot of "broken marriages and philanderers" among the Royal family and claimed the monarchy "cost us an arm and a leg".

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## 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

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## Queen snubs bishop who branded Kate Middleton and Prince William 'shallow celebrities'

News & Politics  
JON HADFIELD / Friday 10 November 2016

Click to follow the Evening Standard

28 photos



Commentary by Bishop of Willesden, Pete Broadbent, has added Prince Charles 'big ears' and claims royalty is 'toxic'

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### Acting Bishop of London criticised for comments on 'faffy' High Church

By Abigail Frymann Rouch  
27 JANUARY 2018 - 11:20PM



**T**he acting Bishop of London has been criticised by senior clergy for describing the High Church tradition as "faffy ceremonial" and suggesting it lacks "deep faith".

Bishop Pete Broadbent, bishop of Willesden, made the comments in a Facebook discussion beneath a job advertisement that referred to a church in the "modern catholic tradition". Asked by a priest if he meant "High Church", the bishop replied: "No ... High church is faffy ceremonial without teaching the catholic faith."

By contrast, "properly catholic" meant "they teach the faith ... and inhabit the liturgy". On Thursday he added: "High Church [as viewed] in London catholic circles tends to mean just the ceremonial without the deep faith and taught and lived experience that catholic Anglicans understand and live."

The Anglo-Catholic Bishop of Wakefield, Tony Robinson, said the comments were "upsetting" for worshippers in the High Church tradition.

"We all need to respect each other in the Church of England," said Bishop Robinson, "It's not right for anyone to disrespect somebody else's way of worshipping."

Bishop Broadbent 'will probably call a spade a shovel', according to some commentators

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## Social media key principles

### 3. You are an ambassador

- Role/ person confusion
- Clarity re personal opinions vs views of the church

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## BEFORE YOU SPEAK:

**T** **H** **I** **N** **K**  
true helpful inspiring necessary kind  
**IS IT**

© Trinity Leites 2013

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## Social media key principles

**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.**

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## Social media key principles

**5. Safeguarding**

- Professional distance
- Treat online space as if it were physical space
- Openness & transparency
- Age restrictions?

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## Social media key principles

**6. Stay legal**

- You are a publisher
- Who owns the images?
- Are the images properly consented?

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## 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?

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## Social media key principles

### 8. Privacy

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

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## 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](#)

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## More support

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