# Telling your story better

Workshop 12 October 2019

# ANGING LIV

# 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?



# a good story...

- 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

**John Pritchard** 

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# Our stories betray our values



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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



(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



### 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

- 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<br>Middleton and Prince William 'shallow<br>celebrities' |   |
|--|---|
| f > 28   | (# Like Click to follow the Evening Standard  |
| Consessal On Billing of Williams, Pau Studiers, but staff Para On                            | aria: Ng. Lan' and dates regulay in "consper" |



# Social media key principles

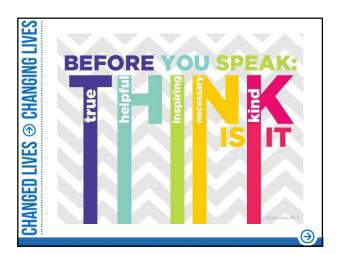
#### 3. You are an ambassador

Role/ person confusion

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 Clarity re personal opinions vs views of the church





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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.



## Social media key principles

#### 5. Safeguarding

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



### 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.
- <u>Pexels</u> / <u>Unsplash</u> free-to-use high quality stock photography
- Canva free & easy to use design tool for print & social media
- <u>Trello</u> 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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