

**DIGITAL**

**COMMUNICATION**

**STRATEGY**

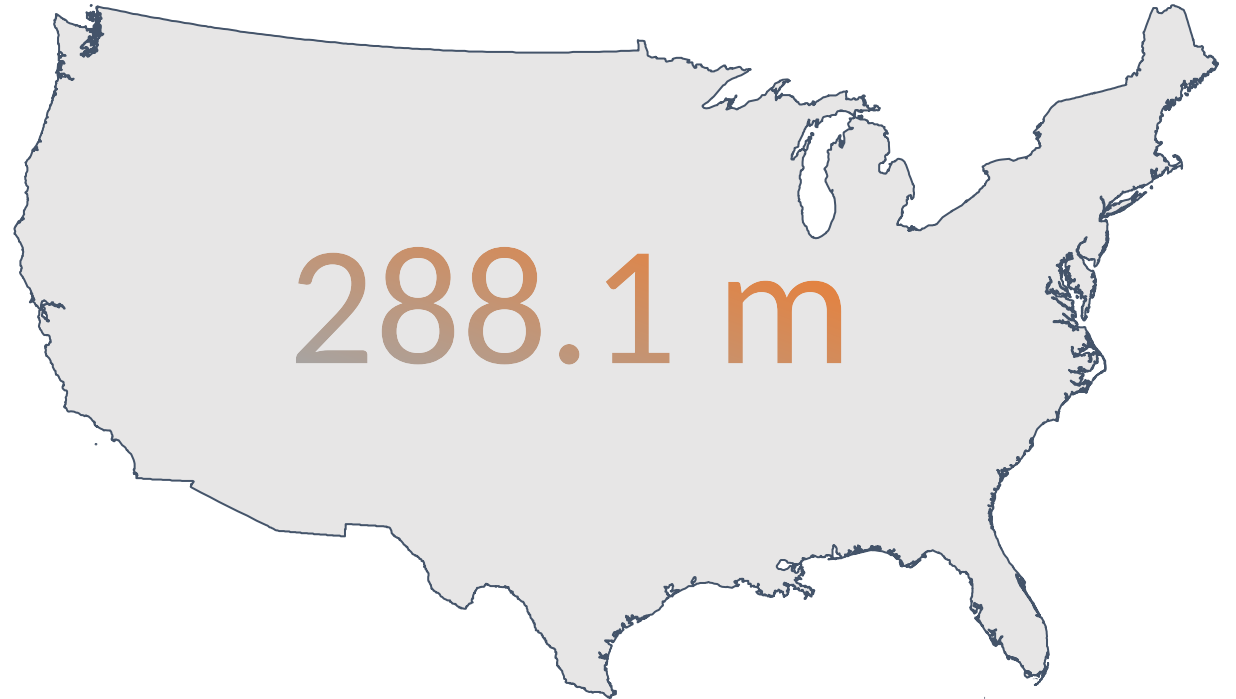
# INTERNET USAGE

89.4%

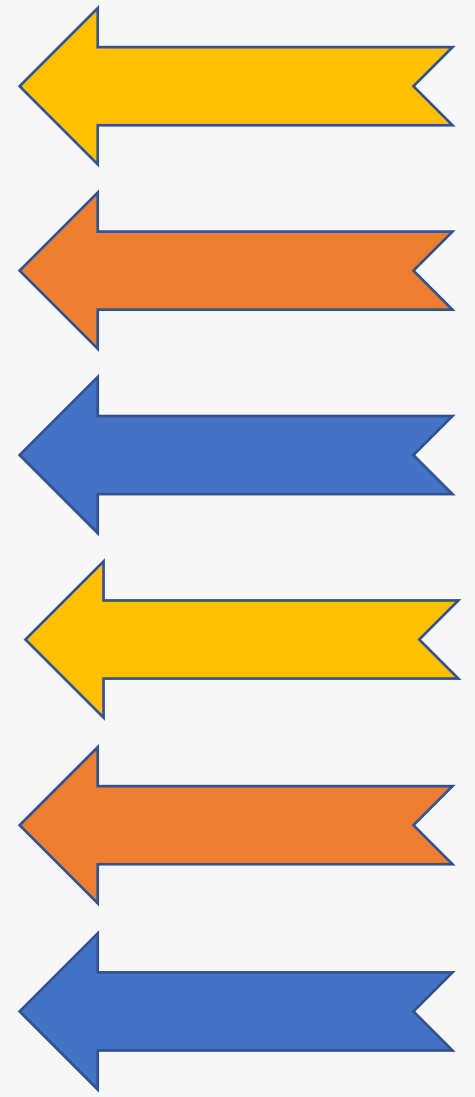
Of the US population uses the internet an average of **7 hours a day.**

33%

Of church-goers first learned about their church online.









# IF YOU CONFUSE, YOU LOSE

Donald Miller

**OUR  
AUDIENCE  
DETERMINES  
OUR  
APPROACH**

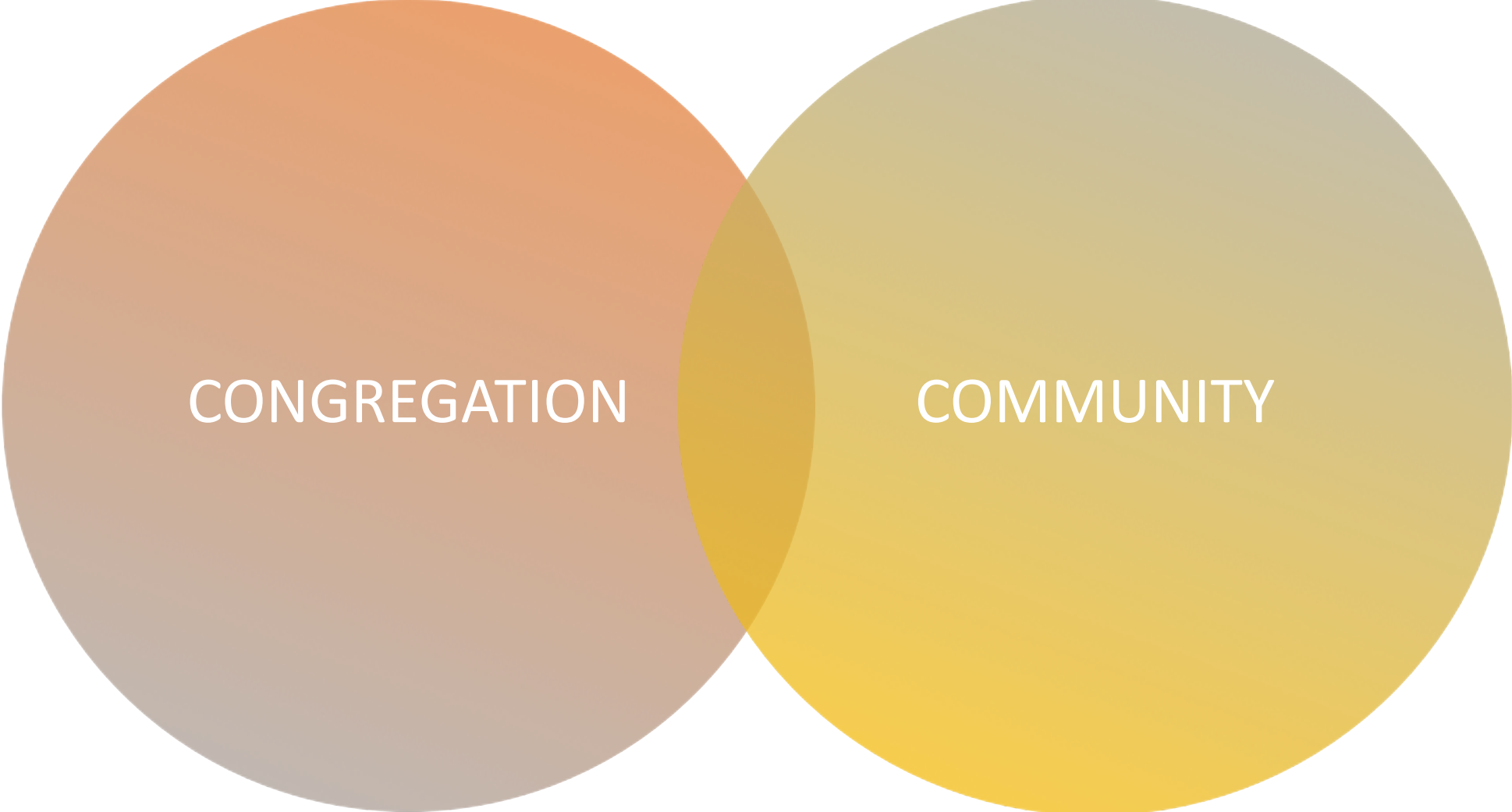
## Our Congregation

Insiders who have some level of commitment to your church already.

## Our Community

Outsiders who currently do not see your church as a resource.

# Communication Strategy Approaches





## CARE

Know your audience.



## CONTENT

Create useful, bite-sized content.



## CONNECTION

What do you want people to do?



**THE MORE YOU KNOW, THE  
BETTER YOU CAN SHOW CARE.**

Know your audience.



## CARE

Know your audience.



## CONTENT

Create useful, bite-sized content.



## CONNECTION

What do you want people to do?

**ARE YOU TALKING ABOUT THE  
THINGS THAT INTEREST YOUR  
COMMUNITY, OR THE THINGS  
THAT ARE IMPORTANT TO YOU?**

Create useful, bite-sized content.



## CARE

Know your audience.



## CONTENT

Create useful, bite-sized content.



## CONNECTION

What do you want people to do?

**DEFINE THE “WIN” AND THEN  
MEASURE IT.**

What do you want people to do?



## **MASTER YOUR TOOLS.**

Don't chase new tools before you have mastered what you have.



## **BE RELEVANT IN YOUR CHANNELS**

Key words and relevant titles help people discover your content.

# BUILD A TEAM

