

Communications

How do we connect with one another?



In this day and age where technology and the way we gather are continuously changing, it is essential to the ministry of the church to offer effective communications that keep people connected and ensure information is readily available to not only church members but also to anyone in the world without information overload. A key component of communications is that it shapes the narrative and message around the mission of the church.

The focus of the office of communications for the Diocese of the Central Gulf Coast is to help churches communicate effectively. It is also to equip leaders with the necessary skills and knowledge for effective leadership and to disseminate resources and information to help church leaders maintain the day to day operations of the church.

Missioner for Communications

Role and responsibilities

- Manage publications
- Manage website, social media
- Maintain database
- Serve as a resource to equip churches with information and tools to support their communications ministry

My name is Jenn Johnson. I've served on Bishop Russell's staff for eight years, and as the missioner for communications for six years. If you've ever called the diocesan office, chances are I've been the person on the other end answering the phone.

My key duties are those listed above. My true passion lies in guiding churches, teaching new skills and helping people navigate new technologies and communications platforms.

I belong to the Episcopal Communicators – a group of diocesan level and parish level communications specialists. We have an active Facebook page and listserv. We meet annually for a week long conference focused on collaboration and continuing education. So, if I don't know the answer to your questions, I probably have someone I can reach out to who can.

I am the administrator for our private communicators Facebook group.

Communication Platforms

Communication is the way to build community and connection.

- Website
- Publications
- Social Media
- Personal Email
- Text

At the diocesan level, we share information through a variety of channels in order to reach our intended audiences. Depending on the topic, we may use all, some or just one channel to share information and news.

Website – www.diocgc.org



The diocesan website should be your first stop when looking for information, resources and news.

Www.diocgc.org is updated consistently. If you ever are not able to find what you are looking for, please let us know!

Website Resources

Administrative

- Audit Forms & Procedures
- Health & Insurance Information
- Clergy Compensation
- Employment Resources
- Helpful Publications
- Parochial Reports
- Pledge Report
- Safeguarding Online

Under the Resources tab of the diocesan website: [www.diocgc.org/
administrative-resources](http://www.diocgc.org/administrative-resources), you will find links and documents that help church administrators and vestries maintain church business.

Website Resources

Clergy

- Annual Reports
- Bishop's Visitations
- Continuing Education
- Convocations
- Directories
- Discernment
- Helpful Publications
- Lay Licensing
- Liturgical Resources
- Remarriage
- Transition Ministry

Under the Resources tab on the diocesan website, www.diocgc.org/clergy-resources, you will find links and resources that pertain the clergy. Vestries will find this page helpful as well.

Website Resources

Congregational

- Archives
- Congregational Enrichment Venture
- Congregational Loan Fund
- Diocesan Alcohol Policy
- Directories
- Disaster Preparedness & Response
- Insurance
- Planned Giving & Stewardship
- Scholarships & Grants
- Vestry Toolkit

Under the Resources tab on the diocesan website, www.diocgc.org/congregational-resources, you will find links and documents to help church leadership on a number

Communications Tab

- Communications support and recommendations for tools
- Quick Links for communications related forms

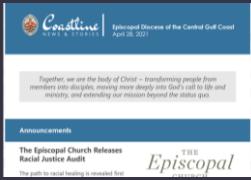
The screenshot shows the DIOCGC website with a dark header. The header includes the tagline "Discipleship. Development. Discernment.", navigation links for "find a church", "make a gift", and "contact us", and a "DONATE" button. Below the header is a social media icon bar with links for Facebook, Instagram, and YouTube. A search bar with the placeholder "Search Site" is also present. The main navigation menu includes "HOME", "ABOUT US", "MINISTRIES", "YOUTH", "NEWS & EVENTS" (which is highlighted in blue), "RESOURCE CENTER", and "2021 DIOCESAN CONVENTION". The "NEWS & EVENTS" page features a large section titled "COMMUNICATIONS" with a sub-section titled "Communications Support". It includes text about the office's role in equipping church leaders, contact information for Jenn Johnson, and a list of helpful recommendations. To the right, there is a "quick links" sidebar with links to "SUBMIT a Coastline article", "SUBMIT an event", "SUBMIT a job posting", and "publication archives".

You are encouraged to share our website with your vestries.

In my role as missioner for communications, you will find a page under News & Events, www.diocgc.org/communications. There is a curated list of links and resources for communications related topics and quick links to forms where you can submit news items for publication in our newsletters.

Publications

Coastline



GreenSheet



Youth News



Views from the Bishop's Chair



- Sent to all subscribers
- Twice monthly

- Sent to church leadership
- Once monthly

- Sent to church leadership
- As needed

- Sent to all subscribers
- At Bishop Russell's discretion

The publications listed above are email newsletter that are our main way to send out news and information.

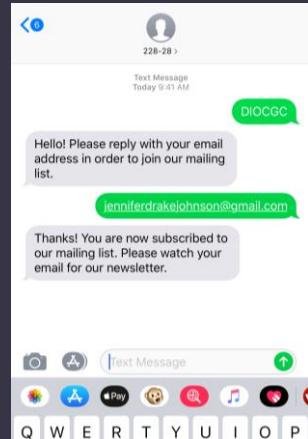
As a church leader, it is essential that you are receiving these newsletters. If you have not ever received these emails, send a note to jenn@diocgc.org or text DIOCGC to 22828 to subscribe.

Subscribe to our publications

Text **DIOCGC** to **22828** to join

or

Visit our website where you
will find a link to subscribe



The screenshot shows the homepage of the Diocesan website for the Episcopal Diocese of the Central Gulf Coast (DIOCGC). The top navigation bar includes links for 'find a church', 'make a gift', and 'contact us'. A 'DONATE' button is prominently displayed. The main logo 'DIOCGC' is followed by the tagline 'The Episcopal Diocese of the Central Gulf Coast'. Below the logo is a navigation menu with links to 'HOME', 'ABOUT US', 'MINISTRIES', 'YOUTH', 'NEWS & EVENTS' (which is highlighted in blue), 'RESOURCE CENTER', and '2021 DIOCESAN CONVENTION'. A search bar is also present. The main content area features a section titled 'PUBLICATIONS ARCHIVES' with a call-to-action button 'Subscribe here to receive our e-newsletters'. Below this are four publication thumbnails: 'Coastline' (April 28, 2021), 'GreenSheet' (May 2021), 'View from the Bishop's Chair' (January 7, 2021), and 'Youth News' (Dec 2018/Jan 2019).

You can find issues from the past two years of our publications at www.diocgc.org/publications-archives.

Staff Email Addresses

STAFF EMAIL ADDRESSES can be found at

www.diocgc.org/diocesan-staff

Please contact us anytime you have questions or want to suggest a resource you have found helpful.

The office of Bishop Russell and staff is located at the Duvall Center at 201 N Baylen Street in Pensacola, Florida. We are open Monday through Friday from 8am to 4pm. You are welcome to stop by but an appointment is best if you would like to set time aside for a more in-depth conversation.

Our phone number is 850-434-7337.

Social Media – search “diocgc”

- Facebook
- Instagram
- YouTube
- Twitter

Facebook Group

There is a closed Facebook Group for church communicators.

Email Jenn at jenn@diocgc.org to join.

There is a private Facebook group specifically for Diocese of the Central Gulf Coast, past and present senior wardens. The group is administered and monitored by Jenn Johnson; however, the group is meant to be a way for senior wardens to interact and share their collective wisdom. Any questions or comments directed to Bishop Russell and staff should be done through email or a phone call.

What is great about joining this group is you can share helpful articles and resources and ask questions. You can even share files and documents.

Alert Media

Emergency notification software used by our office to reach church leadership quickly after an event.



AlertMedia

- Test notification by email and text message
- Post-emergency check in
- Follow-up if needed

Alert Media is the platform used by our office as an emergency notification system. The US Disaster Program of Episcopal Relief and Development made Alert Media available to dioceses to use in the event of any emergency situation.

We've already used Alert Media to quickly and efficiently check in with church leadership after severe weather events along the Gulf Coast. It allows us to know who needs our immediate assistance.

We will be testing the system at the beginning of June, so please be aware that you will receive a test notification via text and email. Please respond using your preferred channel so we know the system is working properly.

Collaboration

- Read each other's newsletters
- Make communications part of your vestry meeting agenda
- **Appoint a diocesan communications liaison**
- Promote, promote, promote
- Use our publications to help support your publications
- Offer suggestions / resources

Consultation/Training

Jenn Johnson

Missioner for Communications

jenn@diocgc.org

- Communications audit
- Communications strategy and planning
- Training on various tools used in communications such as:
 - Website Design
 - Graphic Design
 - E-newsletters
 - Social Media

Please contact me if your church needs help with any of the items listed above. I love visiting churches and working with church staff and volunteers to get you on the right communications strategy that helps share the mission and ministry of your congregation!

52nd Annual Diocesan Convention

Holy Trinity, St. Cyprian's and St. Monica's
Location to be determined

February 16-18, 2023

Share with Us

- Special services/events
- Stories of God's presence
- Pictures
- Mission
- Outreach
- Programs

Forms for submitting articles and events are
found on our website at
www.diocgc.org/communications

For help with any communications
related topic or to set up a
consultation

Email Jenn Johnson at

jenn@diocgc.org.