

SETTING UP A COMMUNICATIONS CALENDAR

THE BIG IDEA

Every week a church has a ton of different items to communicate. From the weekly sermon, to invitations to church, events, financial updates, membership classes, and more. Every ministry has something to push in addition to your regular Sunday activities.

This can be overwhelming. And it's often hard to be able to say no to anything, because everything is important – and as the communications person, it's often not your call.

A communications calendar is a document that helps put everything into perspective, **and enables you to organize what's being communicated from the church.**

Start by listing out the channels where you communicate. Facebook and Twitter are both **channels (or combine them into “social media”)**, pre/post slides are one, stage announcements, the website, blog, your printed bulletin, email, etc.

Then every week you'll list the things you are communicating on each channel. This way you, and anyone on staff, can see on any given week what is going out and how their request may be affected by **everyone else's requests. Keep the calendar filled in at least 4 weeks at a time and you'll be able to better plan what's coming up.**

This can be a very effective tool to start discussions on how many things you are communicating at once – usually too much!

TO-DO

- ✓ Create a list of every communications channel you use.
- ✓ Upload the Church Comm Calendar XLS file to Google Drive (Be sure to convert it to a Google Sheet)
- ✓ **Add your channels, one per row. Delete the ones you don't need.**
- ✓ Change the dates at the top of each column to begin with this Sunday.
- ✓ **Start plugging in the items you're communicating this week.**

FINAL THOUGHTS

Send a read-only link to the calendar out to your staff on a weekly basis so everyone knows what is being communicated that week, and what is coming up. This gets everyone on the same page, and them to speak into the communications priorities as necessary.