



## Communications Strategy

### 1. Why do we want to communicate?

Our communication goals are:

- A. To help congregation in Milton Keynes engage with the Five Marks of Mission, namely:
  - a. To proclaim the Good News of the Kingdom
  - b. To teach, baptise and nurture new believers
  - c. To respond to human need by loving service
  - d. To seek to transform unjust structures of society, to challenge violence of every kind and to pursue peace and reconciliation
  - e. To strive to safeguard the integrity of creation and sustain and renew the life of the earth
- B. To increase our engagement with new member congregations, Bodies in Association and other partner organisations.

### 2. Who is our target audience?

- 1. Churches and congregations in the Milton Keynes area
- 2. Church members with an interest in mission
- 3. Local organisations engaged in activities that relate to one or more of the Five Marks of Mission
- 4. External organisations, eg CTE, denominations, etc...

### 3. What are we going to share using which channel?

Here are the themes of our content for each of our communication channels::

Channel	Content	Target Audience	Frequency
<b>Email / MailChimp</b>	News and Notices Messages from CTMK.	Gate Keepers, ie ministers and contact people  Interested people	Twice a month as needed
<b>Website</b>	Holding place for long term information and larger articles  News and Notices that are a priority for CTMK (Trustees?)	People looking for information	As and when needed  Delete when out of date
<b>Facebook</b>	Advertising and reporting on CTMK and priority events  Information about CTMK  Posts from partner organisations that fulfil our goals  Wider information relating to the Christian faith, particularly from CTE or the denominations  Posts marking seasons and festivals	Church leaders and members  Partner organisations	At least once a day
<b>WhatsApp?</b>	Quick communication of news, events and consultation	Ministers and congregation members	As needed
<b>Instagram (experiment)</b>	As with Facebook - but more limited at this stage....  Focus on shareable images	As with Facebook, but focussing on a younger audience	As material is available...