



First Unitarian Society of Milwaukee

A How-to Guide for Effective & Welcoming Communications

03/08/21

First: Prepare Tools

- 1) Gather basic info:
 - a) Title, date and time (if an event).
 - b) Is registration needed? Fee to collect? Deadline to register? (if an event)
 - c) Engaging copy, including a call to action.
 - d) Suggested photo/image.
 - e) Invitation about how to participate on your team or ministry.
 - f) Who is your intended or potential audience?
 - g) Goals of the communication / promotion?
- 2) Work with Office Manager Shari Wright to create (if an event):
 - a) Zoom room reservation (or actual room). Request via [online form](#); Shari will confirm.
 - b) Forms, either registration or simple, secure Zoom meeting ID.
 - c) Any extra requirements for further comm with registrants (e.g. handouts in advance).

Next: Promote

- 1) DIY: Here is promo for you to do.
 - a) Weekly announcements, submit [online form](#).
 - b) Monthly Chanticleer newsletter, submit [online form](#).
 - c) Post on the First Church Facebook Group (more info below).
- 1) Website page: Email complete copy and info gathered in steps above, including links to forms, to Director of Administration Jean Johnson. She'll provide you the web page link for you to share in your personal social media, and your team members' social media.
- 2) If more complex promo is requested, contact Director of Administration Jean Johnson. She'll evaluate how more promo fits into current priorities.
- 3) Additional social media is managed by Digital Outreach Coordinator (DOC) Molly Sommerhalder. Since a focus on social media at First Church is newer, here are more details.

The DOC creates and maintains a social media plan which is strategically scheduled monthly with the objective to educate, share our mission, values, ends, social justice, and programs in order to attract new, possible, and current members to First Church.

The process for requesting a post to **Instagram and the Facebook Business Page**:

- a) First, be sure you've completed the steps above: tools created, DIY promo, website info.
- b) Then, DOC Molly will take information from these items you've completed, place it into the social media schedule, and post to these accounts.

The schedule is based on event priority, along with non-related program items, to enhance engagement and obtain the objective of outreach to the community. We will work to include as many as possible in this schedule, but cannot guaranty inclusion.

The **Facebook Group** is a community space to stay in touch with members and potential members. To keep engaged, we encourage staff, lay leaders, and other group members to post about their upcoming events, thank you's, reportage on successes, updates on progress, videos, meetings, and other announcements. Folks want to hear from *you*.

Information you wish to share from the Facebook Group to the Facebook Business Page can be requested by tagging Molly Sommerhalder in your post. She will work to place it into the schedule if possible.

Who Does What?

Here are Comm Team members with the primary point of contact for some specific comm tasks:

[Jean Johnson](#), Director of Administration:

- management of comm program
- prioritizing & scheduling comm campaigns
- website
- proofing & editing
- design review
- PPT announcements

[Shari Wright](#), Office Manager:

- Zoom room reservations (real room reservations)
- forms (including registrations)
- secure links to Zoom rooms
- announcements
- Chanticleer newsletter
- eblasts
- order of service
- worship recordings

[Molly Sommerhalder](#), Digital Outreach Coordinator:

- Facebook Business Page & Instagram
- some Facebook Group posts
- monitoring social media accounts comments and engagement

Find complete communications policies on our website: <https://uumilwaukee.org/policies-and-procedures/>