



How to Better Communicate Your Content

Marketing Guide for First Church

1) Write or speak in external language

The goal is to reach beyond your internal group or community. This means that you should be thinking about a reader who hasn't heard about your group while you create your content.

Questions to think about while creating content:

- 1) Who am I trying to reach?
- 2) What is important to them and why?
- 3) Am I using language that someone can understand outside my group and community?
- 4) Does this message “Create accessible, courageous, and innovative welcome to people who might find a sense of belonging and a spiritual home with us?” End 8
- 5) What am I asking them to do?
- 6) How do I want them to respond or what is my call to action?

2) Be authentic and be okay with making mistakes

We think we need to be perfect in order to reach people. Now more than ever, we are craving authenticity and connection to people who are like us and value the same thing as we do.

When creating content, it's okay to be yourself in a respectful way. Remember your audience and think of ways you can invite them in. Refer back to sharing your story.

3) Make your content about them and not you

At times, what we are working on can feel so important to us that we lose sight of our objective on how to share it.

Remember that what we are creating is not for us, but for the people we are trying to reach.

Invite them in and use “you” or “we” instead of “I”.

You don't need to be wordy or defend yourself. Be objective, get to your purpose, and share to connect. Return to authentic connection!

4) It's all about trust

People will want to come to your events, groups, and meetings if they trust you. They can't do that unless they get to know you.

This is where sharing your story and using inclusive language comes in handy. Be open to being vulnerable with your audience.

5) Longer content isn't always better

We don't need to put every word or detail in our descriptions to get people to participate. By having too many words, we can tune people out.

Our attention spans, especially online, are limited and we need to grab someone's attention in the first line or sentence.

The goal is for them to be interested enough to click on a link with more information or go to the event.

This doesn't mean that we include long paragraphs on the link pages. We can communicate better by doing the following:

- Separating out paragraphs with spaces so it isn't one large text block
- Bold the key points
- Bullet point words or statements that are important
- Be clear and to the point
- Always use inclusive language by gearing your language towards a 5th grade reading level

Here is an example:

How committed are you?

As a community, making commitments together makes us stronger.

When we share commitment, we not only deepen our community's resilience, we also amplify the effects we have in the world.

Being a people of commitment means we become a functioning whole that is:

- More beautiful
- More powerful

Than just the sum of individuals.

Join us this Sunday for the closing of our Pledge Drive!

We will celebrate how community transforms us and our neighbors through commitment.

This guide is for
First Unitarian Society of Milwaukee
communications purposes only and can be shared
to your groups associated with First Church.

Please reach out with any questions to:

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A video tutorial is available.

CLICK HERE

First Church Policies and Procedures
on all communications can be found at:
<https://uumilwaukee.org/policies-and-procedures/>

