Church Communications
Strategy Training Course

Content Framework Worksheet
How to Leverage Each Channel

Tracking Your Church's Communication Footprint

A communication footprint is a listing of all the different places your church communicates with anyone (members and nonmembers alike). This could be things that you actively manage, like a bulletin or a website, or places that are established once and not regularly updated, like a phone directory or a listing on a denomination's website.

It's important to use this list to mark only the locations you currently communicate with your audience, rather than to list the channels you want to use. It is perfectly okay to not use certain channels if your audience does not communicate with you there.

After you have reviewed this list, create a folder on your computer with images of your church's work in each channel. That could be photographs, screen shots, or the original files. This will help you easily review and share your channels with others.

Social Media

- ☐ Facebook page
- ☐ Facebook group
- ☐ Instagram
- ☐ Twitter
- ☐ LinkedIn
- ☐ _____
- ☐ _____

Search Engines

- ☐ Google
- ☐ Bing
- ☐ Yahoo
- ☐ DuckDuckGo
- ☐ _____
- ☐ _____

Directories

- ☐ Denomination website
- ☐ Church district website
- ☐ Chamber of Commerce
- ☐ Wikipedia
- ☐ _____
- ☐ _____

Paid Advertising

- ☐ Google ads
- ☐ Facebook ads
- ☐ Yellow Pages
- ☐ Billboards
- ☐ TV ads
- ☐ _____
- ☐ _____

Content

- ☐ Church blog
- ☐ Pastor blog
- ☐ Pinterest
- ☐ Tumblr
- ☐ Reddit
- ☐ Medium
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Video

- ☐ YouTube
- ☐ Facebook Videos
- ☐ Roku
- ☐ Vimeo
- ☐ TikTok
- ☐ Twitch
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Websites

- ☐ Church website
- ☐ School website
- ☐ _____
- ☐ _____

Messaging

- ☐ Emails (single)
- ☐ Emails (newsletter)
- ☐ Texting
- ☐ Facebook Messenger
- ☐ WhatsApp
- ☐ Snapchat
- ☐ GroupMe
- ☐ _____
- ☐ _____
- ☐ _____

Close Community

- ☐ Microsoft Teams
- ☐ Slack
- ☐ Workplace
- ☐ Nextdoor
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Print

- ☐ Newsletters
- ☐ Welcome packets
- ☐ Flyers
- ☐ Postcards
- ☐ Signs
- ☐ Sign-up forms
- ☐ Posters
- ☐ _____
- ☐ _____

In Worship

- ☐ Bulletins
- ☐ Bulletin inserts
- ☐ PowerPoint slides
- ☐ Pew cards
- ☐ Verbal announcements
- ☐ Banners
- ☐ _____
- ☐ _____
- ☐ _____

Other

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Sample Content Framework

Your church's content framework is the strategy you use to share content with your audience in order to get them to take the next step toward your desired goals.

Outposts

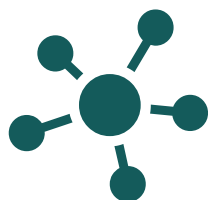The outposts are the places where your audiences are spending their time.

Where is your church being discovered by your audiences?

- Facebook
- Instagram
- Google ads

⬇

Media Empire

Your media empire is the place where your audience receives a correspondence.

What is your church using to distribute your content?

- Emails
- Blogs
- Weekly bulletin

⬇

Home Base

Your home base is your church website, where conversions to the next step occur.

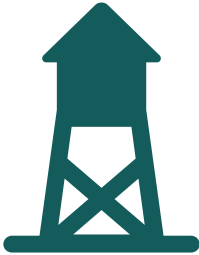### What next steps do you want your audience to take?

- Sign up for new member class
- Attend Bible study regularly
- Volunteer for Vacation Bible School

Sample Content Framework

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The outposts are the places where your audiences are spending their time.

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_____

_____

_____

_____

⬇

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Your media empire is the place where your audience receives a correspondence.

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_____

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What next steps do you want your audience to take?

_____

_____

_____

_____

Concordia Technology Solutions

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