

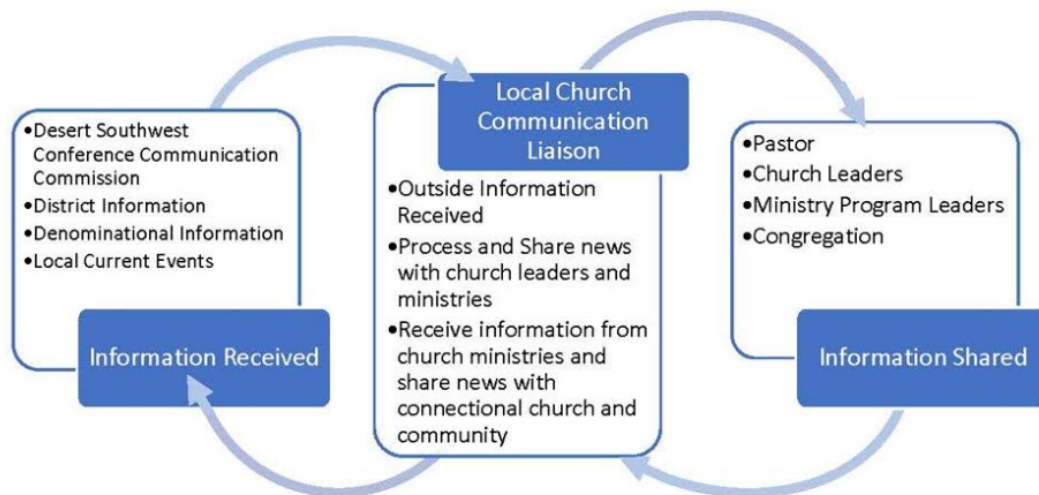
Local Church Communication Liaison Ministry Description

A local Church Communication Liaison is recommended to help church pastors, staff and leaders from a time and efficiency standpoint, to connect with the Desert Southwest Conference (DSC) Commission on Communication, and take advantage of the resources through the Commission on Communication, the conference website (<https://dscumc.org>) and all the various conference communications (<https://dscumc.org/newsletter/>). These resources can be a tremendous help to all but can be overwhelming in all that is provided. The Local Church Communication Liaison can focus and forward pertinent information to the appropriate people within their church. Time expended by many, who may not have the time to research or know all that is available, is valuable time that can be focused on other church needs. The Local Church Communication Liaison can also relay local church information and news of events to the DSC. Everyone benefits, pastors, churches, staff, and congregants. The communication goes both ways.

This leader embodies a passion for communicating a clear message using methods such as verbal, written, and electronic means. This person needs to have some expertise in the field of communication, and interest in developing and sharing knowledge and information, and a clear understanding of who needs the different types of information within the church. This leader needs to be able to connect their knowledge and expertise of the communication from the DSC to the vision and mission of the church and congregation. This person also needs to communicate pertinent information about special events at the church with the DSC. Examples are: local church participation in a local Pride Parade, a church special anniversary, or events other churches in the DSC might be interested in. Sharing events can give other churches ideas and may encourage wider local participation.

Broad brushstroke talents include willingness and the ability to engage regularly with all communication from the Desert Southwest Conference. Examples are: Tuesday Talks, Zoom communication informational meetings, and knowledge of the various trainings the conference offers to various subgroups. The Local Church Communication Liaison can then relay the details of these sources to appropriate staff and/or church leaders and heads of ministry. A coordination of communication pathways between the conference and the congregation can be adopted. Newsletters and social media have had success in churches to disseminate information to the congregation from the conference traditionally, but other communication methods are needed as well. Occasionally arranging interviews or statements to the media from the pastors may be a benefit for all.

A visual flow chart of the above ideas might look like this –



First Steps and Best Practices

- Assess the current communication strategy of the church
- Plan a communication strategy
- Identify interested people to help plan and evaluate
- Share the ministry with others; delegate communication areas to match the talents of various people
- Be knowledgeable about the church's committees, programs, and events
- Discern what specific conference information from emails, announcements and website are needed to be passed on to the appropriate key people in the church
- Become familiar with the Conference website and DSC communication publications (subscribe to the various DSC newsletters)
- Register the Local Church Communication Liaison's name with the District Administrative Assistant
- List the Local Church Communication Liaison in the annual Charge/Church Conference minutes

Best Local Church Communication Practices – Use a variety of the following:

- Up-to-date church website
- FaceBook
- Tik Tok
- Twitter
- Text to Church
- Church Newsletter
- Weekly emails to congregants

The DSC Commission on Communication is here and ready to help with any of these resources and provides training to the Local Church Communication Liaisons.