

# **UNITARIAN CHURCH OF LINCOLN (UCL) COMMUNICATIONS PLAN 2020/2021**

**Compiled/Edited by Jean Helms, Administrative Director**

**Presented to UCL Minister/Staff/Board**

**End Users: Staff and Member Volunteers in communications**

**August 31, 2020**

*Editors notes:*

- *This document grew out of the Communications Audit process which began in the Fall of 2019. It is, in part, a response to strategic direction from the Board of Trustees.*
- *I consider this document to be a living document, meaning that changes will be made based on further insight as the plan develops and more questions are answered.*
- *As this document has been in development, many have asked essentially the same question: "Who will be the end user of this document?" Which is why that information is included within the heading.*

## **POSITIONING STATEMENT**

*What makes us unique?*

The Unitarian Church of Lincoln is known for our long history of commitment to social justice and climate justice. We are held out as a local leader in green building options for churches. We affirm the inherent worth and dignity of all people. We value the diversity of racial and cultural identity, nationality, sexual orientation, gender identity and its expression, religious background and belief, marital status, family structure, age, mental and physical health and ability, political perspective, education and financial means. The Unitarian Church of Lincoln aspires to be a loving community uniting reason with spiritual exploration to transform ourselves and our world.

## **OBJECTIVES**

*What do we want to achieve?*

These objectives support the whole congregation in achieving success with strategic goals for membership growth. We want to:

1. increase our visibility to all target audiences
2. enhance opportunities to connect virtually during the pandemic
3. hone the messages with monthly/yearly themes and be consistent across platforms

## **TARGET AUDIENCES**

*Who are we trying to reach?*

- Internal:
  - our members/friends
  - visitors/newcomers
  - leadership/staff
- External:

- people seeking community and/or connection
- community members who hold similar values
- community partner organizations (share the plate)
- young adults (age 25 - 40)
- young families
- Unitarian Universalist (UU) transplants/new residents
- church shoppers
- current and potential users of the building
- neighborhood residents and neighborhood association
- other UU churches
- the local interfaith community

## **DESIRED ACTIONS (DURING BUILDING CLOSURE)**

*What actions do we want our target audiences to take?*

In order to increase participation we will provide opportunities for engagement shared via available communication channels. We want:

- our members and friends to engage more robustly online with UCL
- church shoppers and visitors to engage more robustly with our public FB page, Instagram and our website

## **MEASURABLE RESULTS**

*What metrics or analytics will be used to measure results?*

We will create a system for reporting the measurements as a part of the UCL Scorecard Gant Chart. We will begin reporting at the October 2020 Board meeting.

## **UCL SCORECARD GANT CHART (PANDEMIC VERSION)**

**SEPTEMBER 2020 PROPOSED REVISIONS** (to the March 2020 original draft)

### **IMPACT AREA: TRANSFORM OURSELVES AND OUR WORLD**

GOAL: Social Media Analytics

HOW WE WILL MEASURE ENGAGEMENT

1. YouTube Views
2. YouTube Watch Time (Hours)
3. YouTube Unique Viewers
4. Website Page Views
5. Website Unique Visits
6. Facebook Page Views
7. Facebook Post Reach
8. Facebook Post Engagement
9. Instagram Accounts Reached
10. Instagram Total Followers

## **MESSAGING**

*Are we using weekly/monthly/yearly messaging themes?*

### **Unitarian Church of Lincoln (UCL) 2020/2021 Church Year**

#### **Possible thread Connecting (and/or reconnecting)**

##### **Connecting with:**

- our past collective UU history (150th Anniversary)
- how to be a church in a pandemic
- our hopes and dreams for the future (Strategic Planning)
- vision, mission, covenants
- our principles and sources
- visitors and newcomers
- member and friends
- our selves (body, mind, soul)
- our fellowship
- our partners in the community
- the changing of the seasons
- nature / the web of all existence
- what feeds our souls
- what nurtures each other
- our inner child(ren) (allowing play and imagination)
- our interfaith partners (celebrating holidays and holy days)

### **2020/2021 Church Year**

#### **MONTHLY Soul Matters Themes**

Initial thoughts on how the SOUL MATTERS THEMES might relate to Connecting.

September: Renewal (see article in September Beacon)

October: Deep Listening (Re)Connecting with each other

November: Healing (Re)Connecting with our bodies and souls

December: Stillness (Re)Connecting with nature

January: Imagination (Re)Connecting with the web of all existence / Interconnectedness

February: Beloved Community (Re)Connecting with building the community that we dream of

March: Commitment (Re)Connecting with our interfaith partners and our CRR

April: Becoming (Re)Connecting with our vision, mission, covenants

May: Story (Re)Connecting with our collective history and  
with our hopes and dreams for the future

June: Play (Re)Connecting with our inner child(ren)

<b>UCL KEY DATES general</b>	<b>UCL KEY DATES worship</b>
<ul style="list-style-type: none"> <li>● Pledge drive</li> <li>● Auction</li> <li>● Sorensen Lecture</li> <li>● Winter Lecture Series</li> <li>● Religious Education (SoUUpper Supper, UU Penpals, Summer Camp)</li> <li>● General Assembly</li> </ul>	<ul style="list-style-type: none"> <li>● Water service</li> <li>● Thanksgiving service</li> <li>● Christmas/Solstice services</li> <li>● Stranger Share Our Fire</li> <li>● Easter</li> <li>● Flower service</li> <li>● General Assembly</li> </ul>

## **COMMUNICATION PLATFORMS**

*What platforms are we using now - who is the primary target audience - and how frequently are these messages going out?*

### **CURRENT PLATFORMS:**

- Newsletter “The Beacon” - members and friends - monthly
- All-Church email blasts - members and friends, visitors - daily except Sunday
- Facebook Social Group - members and friends - ongoing
- Facebook Public page - all target audiences - weekly
- Website - all target audiences - daily video uploaded M - F - ongoing changes
- Community/Public Radio (KZUM and NPR) - all target audiences - weekly
- Newspaper Saturday Church page - potential visitors - Saturday
- Instagram - all target audiences - weekly
- YouTube - all target audiences - weekly
- Yard Signs - all target audiences - periodically (1-2 x per year)
- Bulletin boards - members & friends, visitors - ongoing (on hold)
- Brochures/Pamphlets - visitors, users of the building - ongoing (on hold)
- Press releases - all target audiences - periodically (1-2x per year)
- Podcast - all target audiences - weekly (on hold)
- Religious Growth and Learning Blog - weekly - (in development)
- Worship/Music Blog - monthly - (in development)
- Exterior Sign - all target audiences - ongoing
- Wayside Pulpit - neighborhood and community members who hold similar values (monthly)
- Order of Service onscreen- members, friends and visitors (weekly)(on hold)
- Indoor electronic sign(s) - members, friends, visitors, building users (weekly)(on hold)