

# Communication Cluster Digital Communication Protocol

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## 1.0 Rationale

The Communication Group of Winnipeg Presbytery imagines that a strategy for our ministry is twofold: internal and external.

As part of the Body, it is our hope to nurture, support, celebrate and share the endeavours of faithful service in a manner of mutuality that learns from one another, finds ways to collaborate and further initiatives through great communication patterns we do well and continue to learn how to do it even better!

That Body includes both the local congregational and community ministries, as well as those individuals and activities that strive to make Winnipeg just and inclusive, grounded in sharing the Good News that invites all within its bounds (ecumenical, inter-faith, secular) to work towards the common good. We believe such ministry to be both pastoral and prophetic.

### Values

- Action & Reflective Model
- Intentional
- Internal & External
- Missional
- Mutual
- Servant Oriented

### Strategic Plan

- Social Media: Twitter & Facebook (Deployed)
- Social Media: YouTube (In Progress)
- Website (In Progress)

## 2.0 Tools

Internal  
&  
External

In respect to the internal nature of our strategy, we imagine that a website will be the central hub through which the Body will communicate well. With the use of various features – i.e., blogs, photo galleries, news feeds, podcasts and focused features – it is possible to continue to nurture our identity as Winnipeg Presbytery.

The use of social media – through such platforms as Facebook, Twitter, YouTube and Google+ – we imagine that the relational nature of the medium will enable us to share our ministry with the wider city. Furthermore, owing to the reciprocal nature of social media, it is just as important that we discern the needs of the city and how we might collectively respond by harnessing our community ministries and our congregational grounding as community spaces in the public domain.

The use of social media and its effectiveness as a communication tool is directly dependent upon engagement. We therefore encourage all members of the Body to utilise their own presence on various platforms to *Share*, *Like* and *Follow*. Such engagement will allow us collectively to share the Good News through these media.

### 3.0 Content Creation & Gathering

#### Overview

First of all, use clear, plain language; straight forward, concrete words familiar to the audience. Most news items involve people, places, and events. These news items should blend background, colour, and, when appropriate, personal touches. News should be fresh, imaginative, and relevant. Style requirements of web news are intended to facilitate clear communication.

For news, the journalistic 5-Ws (Who, Why, Where, When, What and How) works well as does the inverted pyramid form of writing by placing the most important news in the heading and first paragraph. For consistency and uniformity of style, I suggest we stick to Canadian spelling.

News items about people are the most popular stories and these involve promotions, appointments, special recognition, achievements, and milestones (anniversaries, birthdays, and retirements).

Reminders about upcoming events of wide interest is another key news item. Other news material include: leader profiles, presbytery and church promotions, national and international news, public meetings and forums, speakers, hearings, changes in church policies, individuals who have made news in the media, and new church developments.

The new webpage format will use photos, videos and graphics. While newsgathering, it is always useful to think visual as well as what to write about.

### 4.0 Content Population

#### Internal

Content Population refers to a Presbytery website as a hub, email communication, as well as the use of social media to share the work that is occurring. Content will be populated in cases such as education and events that are outreach in nature. Where an internal body (congregation or community ministry) is engaged in events of a fundraising nature, Communications will not disseminate such content per se. In the case of fundraising, nonetheless, internal bodies can make use of such Presbytery's social media presence by posting to [Facebook](#)<sup>1</sup> and [Twitter](#)<sup>2</sup> with their own corresponding account, as well as the existing micro-site on the current Presbytery website.

#### External

Content Population refers to a Presbytery website as a hub, email communication, as well as the use of social media to share the work that is occurring in respect to providing opportunities of education or solidarity within the city of Winnipeg. When internal bodies are involved, supporting or providing such opportunities, information can be sent to [Kathryn Basso](#)<sup>3</sup>, [Jordan Basso](#)<sup>4</sup> or [Dea. Richard Manley-Tannis](#)<sup>5</sup>. It should be noted, that Communications is involved in disseminating existing digital content that has already been created by an internal body and not the creation thereof.

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<sup>1</sup> <https://www.facebook.com/wpgpres>

<sup>2</sup> <https://twitter.com/wpgpres>

<sup>3</sup> [kathrynmebasso@gmail.com](mailto:kathrynmebasso@gmail.com)

<sup>4</sup> [jordanbasso@hotmail.com](mailto:jordanbasso@hotmail.com)

<sup>5</sup> [rmmt@wpgpres.ca](mailto:rmmt@wpgpres.ca)

## 5.0 Membership: Roles

Gordon  
Taylor

Gordon continues to provide support for the Team in respect to facilitating and coordinating Communications work. Furthermore, he ensures that communication refers back to our role as part of the Body of Winnipeg Presbytery and how to ensure our accountability is honoured and shared in a transparent manner.

Jordan  
Basso

Jordan is providing secondary support in respect to Presbytery's facebook presence. As well, he is creating and sharing his own music to be shared through social media, which initially refers to Facebook and future utilisation of YouTube.

Kathryn  
Basso

Kathryn is providing support in respect to Presbytery's facebook presence. She is the primary person responsible for populating content from various sources (internal and external).

Ken  
Murdoch

Ken is creating the structure for the Presbytery website that will be built upon a WordPress infrastructure. In consultation with the Communication Team, he is working on functionality of a website as hub that addresses both the internal and external nature of this Digital Communication Protocol.

Michael  
Hartley

Michael is ensuring that the use of social media is consistent in presentation that ranges includes matters such as grammar, spelling and is reflective of a United Church ethos. Furthermore, he will be assisting in the design functionality of the website and – once deployed – continue in the support he currently offers with the existing website.

Richard  
Manley-  
Tannis

Richard is providing tertiary support in respect to Presbytery's facebook presence. He is creating content for the facebook platform: [Twitter->Meme](#).<sup>6</sup> He is providing primary support to the twitter presence. He also continues to share two ongoing blog features through Presbytery's existing social media utilisation: [A Deacon's Musing](#)<sup>7</sup> & [Verses](#)<sup>8</sup>.

Tim  
Crouch

Tim is providing tertiary support in respect to Presbytery's facebook presence. As well, he is currently investigating the use of podcasting and utilising YouTube to create content that is reflects the ethos of the United Church of Canada within the City of Winnipeg.

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<sup>6</sup> <https://www.facebook.com/media/set/?set=a.297633387042709.1073741828.297630123709702&type=1&l=900aa704ba>

<sup>7</sup> <http://mayawalk.ca/blog/a-deacons-musing/>

<sup>8</sup> <http://mayawalk.ca/blog/verses/>