

# The Diocese of Southwark

## Communications Strategy



# A Biblical Perspective

***“How, then, can they call on the one they have not believed in? And how can they believe in the one of whom they have not heard? And how can they hear without someone preaching to them?” Romans 10Vs14***

## Purpose of the Diocese of Southwark Communications Department

The purpose of the Communications Department is to serve, support, lead and enable (through a Communications lens) the Diocese of Southwark - parishes, deaneries, schools and communities - in fulfilling the aims and objectives of *Southwark Vision* and the mission of God as it is worked out across the Diocese. This is achieved by sharing stories, news and information from:

- the Diocesan website
- social media - *Twitter* and *Facebook*
- media relations
- publications and resources:
  - *The Bridge*
  - *Noticeboard*
  - *E-Bulletin*
  - *Prayer Calendar*
  - reports
  - booklets
  - blogs
  - fliers and leaflets
- Bishops' letters
- *Coronavirus Bulletin*.

### Communications tools used:

- press releases
- photography
- videography
- writing
- design.

# The Pandemic and Communications

*Coronavirus* has changed how the world communicates forever. Continuing to meet the needs of our parishes and staying connected is paramount. Therefore, our online presence **MUST** be fit for purpose. This has been achieved with the new website (fulfilling a Diocesan strategic objective). Our online and digital presence has grown over the last two years, not just in numbers, but engagement, and continues to do so. Our new website has enabled us to be more creative in telling our stories and sharing important information. *The Bridge* newspaper is integrated within the website and social media. We have aimed for our social media presence to be more engaging and interactive. By working with colleagues across the departments, including Area Offices, SDBE and the Cathedral, we schedule news and information, key dates and *What's On* and articles from *The Bridge* across all our platforms.

The *Coronavirus Bulletin* has underpinned communications during the pandemic and has been vital tool providing crucial and timely information to our parishes across the Diocese.

A *Digital Communications Group* was launched at the outset of the pandemic and more recently has expanded and evolved to become the *Communications Group* which provides representation from Archdeacons and Diocesan Teams. Membership also includes the Dean of Southwark. A representative from the SDBE will also be invited.

As the pandemic restrictions lift, our engagement with parishes is also increasing. However, the challenge we face is to ensure that those who do not have an online presence are also reached. Focusing on clergy well-being is also important and we need to develop communications that support this.

## **\*This is a Communications Strategy, NOT a Communications Plan**

This is a strategy of direction for 2022-2025 showing how the department will support the Diocese strategically across all our platforms. The team supports a number of projects and departments, for which separate Communications plans are developed at the start of the project and agreed and signed off by the project lead and the relevant Communications team member with oversight from the Director of Communications.

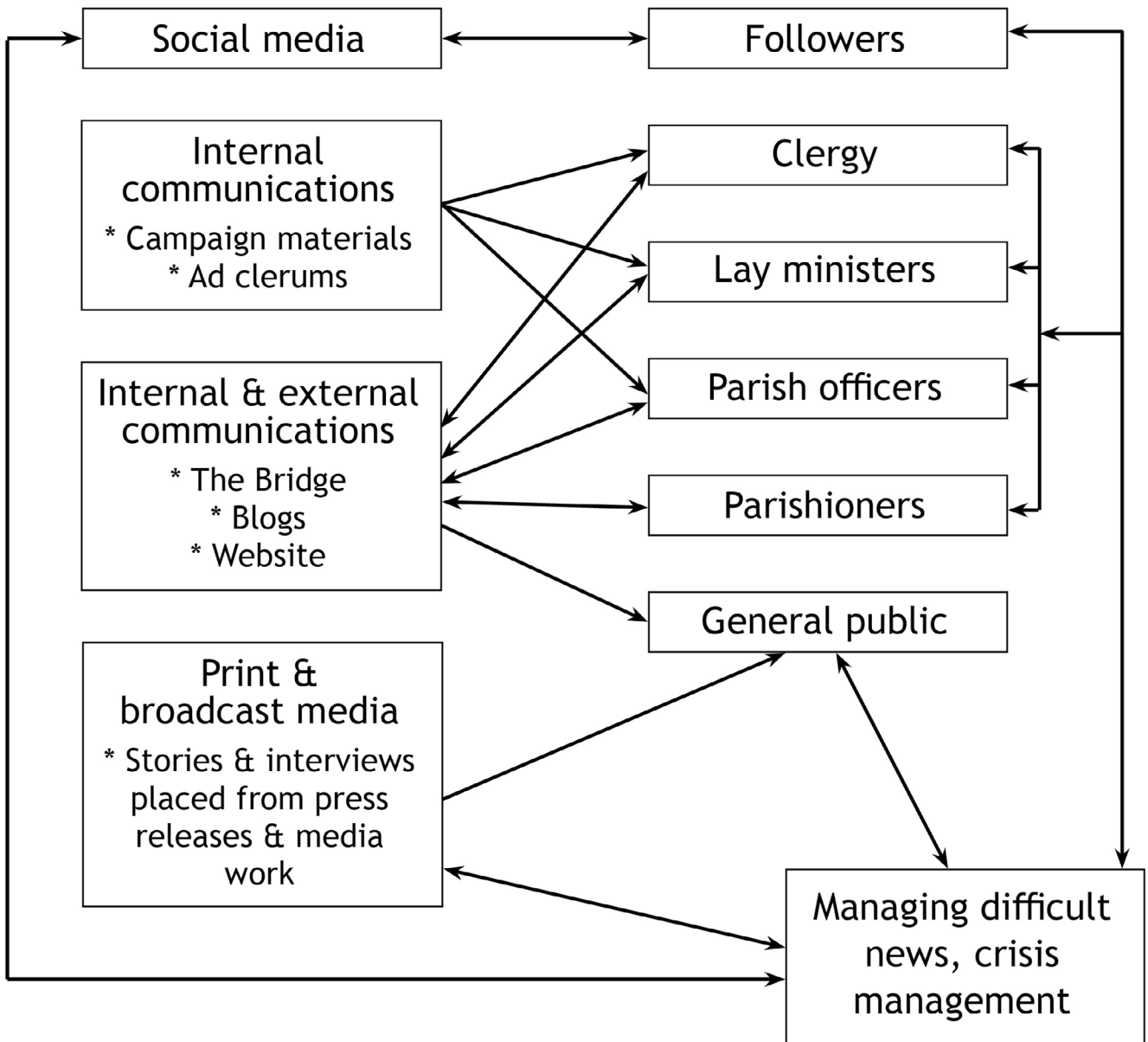
# Stakeholders / Linkages

<b>Functional - Input</b> <i>(Stakeholders to the function of the organisation)</i>	<b>Enabling</b> <i>(Stakeholders who have authority over the organisation)</i>	<b>Functional - output</b> <i>(Stakeholders who consume the products or services)</i>
Diocesan Staff Deanery Teams Parish Clergy Parish Officers Lay Ministers Vergers, Servers, greeters, Sunday School volunteers Paid parish workers Church musicians and Choirs Assistant Clergy Chaplains Fresh Expressions leadership teams CofE School Staff Volunteers Staff of businesses run on church premises	The Bishop Suffragan Bishops Archdeacons Diocesan Secretary Bishop’s Staff and Advisers SMT DCT Diocesan Synod The CofE/Archbishops Parliamentary legislators The Queen	Parish Electoral Roll Casual churchgoers Spiritual Seekers Presenting for marriage or baptism Bereaved families Young families AA, NA Bell-ringers Concert-goers Foodbank users Night shelters Social Action groups Lunch clubs etc Uniformed groups CofE schools Fresh Expressions Tourists Customers of businesses



<p style="text-align: center;"><b>Normative</b></p> <p style="text-align: center;"><i>(Organisations or groups that the organisation has a common interest, share similar values/goals)</i></p>	<p style="text-align: center;"><b>Functional - output</b></p> <p style="text-align: center;"><i>(Stakeholders who consume the products or services)</i></p>
<p>Southwark Cathedral</p> <p>SDBE</p> <p>Mothers' Union</p> <p>National Church institutions</p> <p>Religious organisations</p> <p>Charitable organisations</p> <p>Social Justice groups</p> <p>Conservation organisations</p> <p>Funeral Directors</p> <p>W.I</p>	<p>Local communities</p> <p>Unchurched</p> <p>Local councils</p> <p>Pressure Groups</p> <p>Special Interest groups</p> <p>The Media</p>

# What does Diocese of Southwark Communications look like?



# Bringing Strategy to life

## Objective

*The overall objective of Communications is to serve the Diocese of Southwark with timely, relevant, engaging content from across our platforms to the whole people of God in the Diocese of Southwark, reflecting our Christ-centred and outward-focused nature.*

## Key work streams for which there are KPIs

### Justice

#### Racial Justice

The Diocese of Southwark Anti-Racism Charter (ARC) was unanimously approved by the Diocesan Synod in March 2021. An ARC resource pack was created by the Communications team and it was officially launched at the Black History Month celebrations at Southwark Cathedral in October 2021.

#### Communications Objectives:

- support the Diocese in rolling out and embedding the ARC at parish level
- create Communications plans based on key dates throughout the year - i.e. Black History Month, Stephen Lawrence Day, Racial Justice Sunday, etc.
- develop stories, press releases, assets for social media platforms, blogs based on the ARC Communications Plan (start including stories from Hong Kong arrivals, refugees, etc)
- meet regularly with DMEACC, Racial Justice Lead, Diocesan Secretary
- ensure that all communications tools and platforms are used to share and promote the Anti-Racism Charter and anti-racism resources
- continue ongoing partnerships with relevant organisations - CTBI, Churches Together in South London
- support the planning of Black History Month.

## Serious Youth Violence

The Diocese of Southwark is committed to ending the tragedy of serious youth violence on the streets of South London and East Surrey. This is part of the Southwark Vision which calls for justice and peace to be built up, and violence challenged, in our local and global community.

### Communications Objectives:

- increase the amount of related stories and news
- build on existing partnership via Head of JPIC with the Synergy Network to ensure that relevant information about services, events, press statements/announcements are shared
- identify key dates to raise awareness.

## Refugees, Asylum Seekers and Hong Kong Welcome

We are committed to being a Diocese that welcomes migrants, supporting churches to be welcoming and open, giving them tools they need to fulfil this.

### Communications Objectives:

- work alongside JPIC colleagues to develop messaging and raising awareness of issues that affect migrants and refugees and offer advice and resources on how to welcome and support migrants, and celebrating good news stories
- develop communications plans to enable the regular sharing of stories and news across all platforms, including, where appropriate and timely, the media.

## Poverty

Together Southwark is a charity of the Diocese of Southwark that supports the vision of the Diocese especially in the area of social action. It aims to promote mission, ministry and practical action in response to human need in our parishes and communities across the Diocese by enabling and supporting the work of our churches in alleviating poverty and deprivation.

### Communications Objectives:

- ensure that stories and news are shared regularly, linking with key dates, activities, events and policies
- build relationships with Project Officer to help churches access resources to help their local communities.



## Modern Day Slavery

Raise awareness in churches and, through them, communities, of the signs of modern day slavery and what to do if it's suspected.

### Communication Objectives:

- ensure that stories and news are shared regularly, linking with key dates, activities, events and policies
- sharing messages from organisations such as the Clewer Initiative to raise awareness which is a key means of tackling modern slavery.

## Environment

The Diocese of Southwark's Synod unanimously approved its renewed Environment Policy in July 2021, thereby continuing, and building on, the Diocese's commitment made at Synod in 2019 to register as an Eco Diocese and work towards achieving the Bronze Eco Diocese Award by 2025.

### Communications Objectives:

- continue its monthly planning meetings with the Environment Officer and Head of JPIC - develop a communications plan
- attend the Eco Diocese Working group
- build on the success of the COP26 Communications, share stories news and information across all digital platforms and media.

## Diocesan Teams

Good Communications between departments is crucial. By communicating effectively between teams, everyone will have a better understanding of what each teams' plans are.

## Giving Team

The Parish Support Fund (PSF) resources the costs of our clergy and the support given to each parish in the Diocese of Southwark. Each year parishes are invited to make a pledge to the PSF which is realistic, challenging, and generous. These pledges fund our shared mission in each community in every part of the Diocese.

### Communications Objectives:

- develop engaging supporting resources for print and digital which encourage generosity from the parishes

- regularly share impact stories and updates
- advise and support the Giving Team working together to adapt and develop the messaging and communications approach to our ever-changing circumstances.

## **Safeguarding**

The Diocese of Southwark is committed to the safeguarding of children, young people and adults and for many years this commitment has been at the heart of our work across the parishes

### **Communications Objectives:**

- support the DST by attending Core Groups when relevant and requested
- support parishes with reactive statements when needed
- attend Communications Safeguarding training

## **Lay Leadership and Lay Ministries**

### **Communications Objectives:**

- support the Ministry and Discipleship Department in designing lay ministry resources
- support the Ministry and Discipleship Dept raise numbers in Lay Ministries by writing and sharing stories, news and information across our platforms and in the media.

## **Children and Youth**

### **Communications Objectives:**

- support CYP in regularly sharing news, stories and information

## **Episcopal Areas**

The Diocese of Southwark is presided over by the Bishop of Southwark who is assisted by three Area Bishops. Each Area contains two Archdeaconries and Archdeacons assist the Bishops in leading the Church in the Diocese. The areas are: Croydon, Woolwich, Kingston.

### **Communications Objectives:**

- ensure that stories, news, events, updates and information are regularly shared across the platforms and, where appropriate,
- keep up to date with events and news from each Area
- support and advise Area Bishops and Archdeacons with media relations, as and when needed

## Cathedral

Southwark Cathedral is the Mother Church of the Diocese. As a Cathedral, it is the place where the Bishop has his Chair (cathedra) and where major celebrations of life and faith take place all the time. The Cathedral is led by a Dean with five Residentiary Canons whose primary responsibility is to maintain the tradition of prayer and worship on this site which began in the 7th century. They work in and serve the Diocese and support the Diocesan Bishop in his ministry.

### Communications Objectives:

- news, stories, events, services (in particular Diocesan services) are shared on all platforms and with media
- support the Dean of Southwark and team with media relations both proactive and reactive

## Link Dioceses

Raise awareness of our Link Dioceses by telling stories from Zimbabwe and Jerusalem throughout the year.

## Southwark Diocesan Conference 2022

The Southwark Diocesan Conference takes place from 1-3 September 2022. It will be an online and in-person gathering of Clergy and Lay.

### Communications Objectives:

- create interest in attending the conference
- attend monthly SDC2022 Comms planning meeting
- attend Monthly SDC2022 Board meeting.

## Parishes

The cornerstone of our Southwark Vision is that we are journeying together as Christians. Part of the Communications Strategy, therefore is to enhance that feeling of togetherness by sharing good news stories from our parishes, both within and without the Diocese.

### Communications Objectives:

- share good news stories with our parishes and followers
- seek to place good news stories in the national and local media

- clergy/lay well-being - Share advice and best practice - using stories which showcase and prioritise clergy and Lay Minister well-being
- generosity - showcase stories of churches demonstrating generosity.

## **Secretariat**

The *Communications Team* works closely with Secretariat, updating employment manuals and other official documents (*Handbook of Governance, Clergy Terms and Conditions, Diocesan/Deanery Synod elections, Diocesan Synod constitution, Obligations and Legalities, Annual Report, Anti-Racism Charter, etc.*).



The Diocese of  
**Southwark**

