

# Communications Guidance for Churches



## Noticeboards, signs and displays – The forgotten art of communicating well.

Communications is an art form but one of the areas that we often forget when we talk about communications is looking at the display or noticeboards. Ensuring that all your communication channels are well managed and maintained is as important as the latest live streamed church service or online giving facility.

It's very easy to think that the church noticeboard is well past its sell by date as we have all headed online to church over the past 18 months and embraced digital channels but perhaps it's time to look again at this channel and how it can be integrated with digital.

Any walk through a town or village will tell you that noticeboards are still widely used to attract people attention or to market to them some product or service that they might be interested in buying.

So, why is it that we still fail to make sure our Church noticeboards offer well displayed information that might encourage someone to get the child baptised, get married or lay their loved one to rest?

From a quick google search, it's obvious that display boards, noticeboards and even billboards displaying multimillion pound advertising campaigns are a source of much derision and hilarity. So let me help you by sprinkling a bit of comms magic on the humble noticeboard or display board...

I begin with a few handy tips to help you ensure you get the basics right. Us communications types love a good acronym and so the following 5 P's are a very simple set of principles that can easily be applied to your noticeboard:

- **Point to it:** Do you reference that the noticeboard exists in any of your other communications? E.g. from the front of church, in the parish newsletter, weekly pew sheet, website or online service video?
- **Plan it:** Layout, look, how many items to display, is there a brand or house style to follow that matches all your other communications and branding?
- **Personalise it:** You could include photographs of people in your church and stories (Do remember to think about GDPR rules)
- **Police it:** Be clear about who can use the noticeboard.
- **Prune it:** Keep it tidy and keep it up to date, don't be afraid to change the information you display. Nothing worse than a once beautiful noticeboard that has now become tired, tatty and faded because nobody is looking after it anymore.

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Now that we've covered off the basic principles, it's worth considering your checklist as you begin planning policing and pruning your noticeboard:

1. Where is your noticeboard located?
2. Is your noticeboard clearly visible?
3. Does it need repairing or replacing?
4. Does it need lighting so it can be seen at all times of day and in all weathers?
5. Do you need to invest in a notice board with a plastic or glass cover so that you can protect posters from the elements?
6. Do you need to have bigger font on the display so it's more obvious?
7. Are the font colour and background colour sufficient contrasts so that people can easily read the information?
8. Is at least the key information in a font big enough for people to read at a distance?
9. Who will look after the display on a regular basis? Do they need support and where will they get the information?
10. How frequently will the information be updated?
11. Have you got too much information on your noticeboard? (Less is always more!)
12. What information is on your noticeboard?



**Is your noticeboard clearly visible?**

Does your noticeboard include the name of the current vicar or priest in charge, a phone number where people will answer the phone call and an email and web address? We are in the 21st century now and lots of people no longer use the phone to communicate.

Most importantly, does it include opening times for when your church is open for private prayer or tourists? If not, make does it list a contact with a church key who can let people in.

There are lots of suppliers who can provide church noticeboards from the traditional to the more multimedia billboards to temporary outdoor banners. Don't forget that you will need to apply for a faculty for new noticeboards or to relocate an existing board.

We hope you have found this useful. Please do check out our other resources and videos or get in touch if you're looking for some specific help with your church communications or have a suggestion.