

DIOCESAN COMMUNICATIONS POLICY



Communication is a key element in the Church in its mission, teaching and evangelism. Good communication therefore should be one of the cornerstones of its ministry. As we live in an electronic and digital age, the importance of communication is vital if the Church is to be effective in the 21st Century and beyond.

Principles

1. Communication for Christians is a gospel imperative and therefore is a responsibility of the whole church both lay and ordained. Evangelism is about communicating the Gospel and the mission and ministry of the church. Those who promote the Church to the world should be sufficiently trained and equipped to do so effectively.
2. Clear communication should be a high priority for everyone in the Church from the people in the pews to the Bishop.
3. Communication is as much about hearing and listening as it is about speaking and entering into dialogue.
4. Because we live in a largely rural and geographically vast area it is important that all parts of the Diocese feel that they are connected not only in prayer and fellowship but also with one another through the use of modern and traditional communication methods.
5. In order that the Church is fully aware and responsive to the green agenda of the world and acts as a careful steward of its resources, the Diocese should endeavour to move towards a paperless organisation as much as is possible, using modern technology such as e-mail and the internet, whilst recognising that there are those who are still not equipped to move on.
6. We live in a bilingual culture and the dual use of English and Welsh is our aim with all official communications. As part of the Church in Wales we should be always conscious of its Welsh Language Policy.

Policy

1. The Diocesan Communications Officer will co-ordinate and equip the Diocese in the field of Communications. It is the role of the Diocesan Communications Team and its sub-groups to assist in facilitating this.
2. The role of the Archbishop's Media Officer is also important as a link between the Diocese and Province and as a facilitator for training and skills.
3. The Diocese should establish a five-fold communications strategy utilising all of the following when information needs to be shared:
 - The continuing use, and continual updating, of the Diocesan Communications Network, with at least one contact in every Benefice or Ministry Area;
 - The move towards all Diocesan mailings being in electronic format;

- The use of the Diocesan Website as a preferred way of disseminating news, information and resources;
 - The use of Pobl Dewi as a medium for helping to foster the understanding of “Diocese” and as a means of linking up parishes across the Diocese;
 - The use of social media delivered across a variety of platforms and at all levels, as part of our communications mainstream, enabling the Diocese to communicate interactively with individuals and organisations alike.
4. It is our aim to equip parishes, Diocesan officers and committees with the necessary skills to ensure that they can communicate effectively and to provide the necessary resources for communication in a digital age.
 5. When all future appointments are made at parochial, deanery, archidiaconal and diocesan level the need for clergy and laity who are computer literate and on email is essential. Where skills are lacking it should be the role of the Diocesan Communications Officer and/or the Diocesan Communications Team to help provide relevant training or skills.
 6. The role of the Welsh Language Advisor and any team he/she may put together is vital in promoting the bilingual culture of the Diocese in its communication both internally and externally.
 7. Parishes and deaneries should be encouraged to foster links with local media e.g. newspapers, magazines, radio and receive appropriate training, ideally with a communications / press officer in every Deanery if not Benefice or Ministry Area.
 8. Ministry to visitors and tourists should be encouraged and developed with training, skills and resources provided by the Diocesan Communications Team via its Tourism Sub Group. This is a vital way in which the Church shows its mission and evangelism.
 9. When there is a church presence at external events, it should promote itself clearly and have material that explains who we are, why we are and what we do.
 10. The Diocese should provide a resource pack, available online, on best practice in communications (e.g. what to put in a press release, what sizes to use on posters, what makes a good newsletter, guidebooks, how to do bilingual notices/posters etc).
 11. In the interest of transparency and good internal communication, our aim is that all Diocesan meetings should be able to produce a digest that can be published on the web.

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