

CHURCH COMMUNICA- TIONS

Social Networks



WORSHIP & TEACHING

ECO  **CHURCH**
AN A ROCHA UK PROJECT



ALLCHURCHES TRUST LIMITED®
OWNERS OF ECCLESIASTICAL INSURANCE GROUP

www.ecochurch.arocha.org.uk



WORSHIP & TEACHING

Church communications

WHY?

Communicating about the issues of climate change and the environment might be considered as being as simple as informing and warning people from the pulpit. However, we all know that the reality is much more complicated if we want to make an impact and see changed habits and behaviour. We come from different starting points, with varying life experiences and different underlying values and preferences in both the method and the style of communication we best respond to.

Some of us love reading, others prefer powerful images; still others are impacted by clearly presented data. Some like listening to podcasts, some relating on Facebook, and others prefer the speed of Snapchat or Instagram.

In our increasingly diverse society, what we do know is that different methods will reach different audiences, so let's be creative as we seek to communicate as churches about these crucial issues of climate change and the environment.

HOW?

Think about the demographic to be reached, the resources available and the particular gifting of the people doing the communicating. Here, we profile a range of media which may reach your target audience, to provide ideas for you to draw from and translate into your context. And remember, stories are a great way of engaging people, reinforcing ideas, conveying values, influencing culture and inspiring action. Stories move people emotionally as well as challenge intellectually – a combination which brings action.



WORSHIP & TEACHING

Church communications

CONTENT FROM A ROCHA UK

A Rocha UK provides content to keep readers up to date with environmental and climate issues. To stay informed:

- Subscribe to *Root and Branch*, our twice-yearly magazine: <https://arocha.org.uk/our-magazine/>
- Read Eco Church news: <https://ecochurch.arocha.org.uk/news/>
- Keep up to date with our blog: <https://arocha.org.uk/blog/>
- 'Join us': <https://arocha.org.uk/join-us/>

On social media A Rocha UK is found at

Instagram: @arocha_uk, #wildchristian, #ecochurch

Twitter: @ARochaUK

Facebook: @Arochaorguk

WRITE A WEEKLY OR MONTHLY PRINTED NEWS SHEET

Contribute to your existing news sheet or weekly update email. If you have a service sheet, think about adding a short weekly item like 'Eric's Eco Tip' in St Leonard's Church, Bridgnorth's notices: <https://www.bridgnorthteamministry.org.uk/this-weeks-noticesheet/>

All Saints Church, in Springfield, Essex, produce a colour monthly magazine with a profile of Eco Church activities: <https://www.allsaintsspringfield.org.uk/uploads/publications/21-08-Magazine.pdf>

CREATE A SPECIAL MONTHLY OR ANNUAL DOCUMENT

St Mary's, Eaton Socon in Cambridgeshire, prepares a twice-yearly newsletter to update the parish on what is happening and provide topical tips: <https://www.eatonsocon.org/wp-content/uploads/2021/05/CC-Spring-Newsletter-photos-v8.pdf>



WORSHIP & TEACHING

Church communications

MOVE ONLINE

Many churches have had an active online presence for some years; with the advent of the pandemic in 2020, those websites are becoming more necessary, more active and more visited. Here are some ideas of how to make the most of online opportunities:

Through your own website:

Set up a dedicated web page –

- St Leonard's Church, Streatham, has a web page dedicated to their Eco Church activities: <https://stleonard-streatham.org.uk/eco-church-at-st-leonards/>
- Kidlington Baptist Church's page includes their monthly 'Eco Echo' newsletter: <https://www.kidlington-baptist.org.uk/church-activities/eco-resources>
- Epsom Methodist Church encourages people to sign up for a weekly eco-tips newsletter, as well as to flag the church's presence at the local farmers' market: https://www.epsommethodistchurch.org.uk/Groups/354440/Eco_Church.aspx

On a blog page:

Use your own website for a blog –

- St James Piccadilly writes irregular blogs to challenge and encourage their own congregation's thinking and action: <https://www.sjp.org.uk/eco-blog>

Be involved in someone else's blog –

- Lancashire, Manchester and North Merseyside Wildlife Trust incorporates a monthly Eco Church blog from St Michael's Church, Bolton, into their own webpages: <https://www.lancswt.org.uk/blog/st-michael-s-church-bolton>

Or perhaps your denomination has a blog where you can post or read about environmental issues: <https://www.methodist.org.uk/about-us/news/the-methodist-blog/>



WORSHIP & TEACHING

Church communications

Share on social media:

Set up a Facebook page or group –

- St Andrew's Church, Uxbridge: <https://www.facebook.com/St-Andrews-Eco-Church-Uxbridge-108282881061210>
- Christ Church, Bridlington: <https://www.facebook.com/groups/454735362376451/>
- Chelmsford Cathedral: <https://www.facebook.com/groups/727013254703425>

Inspire on Instagram –

- St John's Church in Egham uses Instagram to encourage action on climate change and produce messages of hope: [@stjohnsecochurch](https://www.instagram.com/stjohnsecochurch)

Post a video on YouTube or Vimeo –

Some useful Youtube channels:

- A Rocha UK: <https://www.youtube.com/channel/UCfQM1rfOoPThgV3dQbVGoSw>
- Operation Noah: <https://www.youtube.com/user/OpNoah>
- Green Christian: <https://www.youtube.com/channel/UCp9kRqAFn1vr16HKs18YA4w>

LONGER READS & OTHER RESOURCES

The founders of Climate Outreach, a secular organisation, realised that decades of scientific consensus was not mobilising society to take action. This British charity was founded to focus exclusively on public engagement around climate change. Draw on their resources, including an image library, to support communications in your context:

<https://climateoutreach.org/>

<https://climatevisuals.org/collections/>

One section focuses on how Covid-19 affects climate attitudes and behaviours: <https://climateoutreach.org/programmes/covid-19/>