

Creating Engaging Content



Stay Informed – Keep In Touch – Get Involved

Purpose of Content:

Content on *The City* should encourage growth in our relationships with Christ through living together in community. Though some communication will be informational, we should be striving to make content engaging by creating content that expects responses (i.e., question-based, conversational, and as brief as possible.)

For example, a church bulletin is informational and akin to a monologue. *The City* can be collaborative simultaneously with many and akin to a dialogue.

Questions to ask yourself when posting content:

1. Who needs to see this information? Will they value it?
2. Who is likely to engage with it?
3. Should it be shared to any other groups?
4. Should we create a promotion that leads to this content?
5. Should this post be listed on the Plaza?
6. Can I make this post more engaging?
7. Should this be a featured piece of content or Priority Topic?
8. When is the ideal time to post this information?
9. Am I using the best type of post for this information? Topic? Event? Need? Prayer?

How to Create Engaging Content:

Instead of posting information readily found in the church bulletin, share your Group's (a) meeting schedule with speakers, (b) projects, (c) events and needs, and (d) documents that all need to be aware of.

There is still a place for announcements to be made, but whenever you can open the doors for dialogue, you should open them wide.

Concepts to Drive Content:

1. Laser Focused

In order to be a relevant voice, we need to be sure the people getting our messages are those for whom the message is intended. Consider this before sharing content from your group to other groups or people.

2. Conversations > Announcements

Announcements are useful but conversations build relationships, and our purpose is to build a desire to be part of community. If people are part of our community, they will know when the next event is and where to find the information for them on *The City*.

3. Get Real

The City is for real life, not just Sunday morning. It's not just for "spiritual" things, because everything is under God's domain. Open up and be real in all areas: share prayer requests about little things and big things, share needs and help others, discuss theology in that recent movie, connect all things to your faith, and grow together.

4. Stay Engaged

Content creation doesn't stop at the first post. Contribute and be part of the topics created by others. RSVP for events, even if your answer is no or maybe. Pray for others and let them know with an encouraging word.

5. Be a Good Citizen

Encourage others to get involved on *The City*, and be an example that others will follow.

6. Make it Pretty

Content should be well formatted and concise

Real Life. Together.