

# Digital Communications Strategy

St. James Episcopal Church,  
Montclair, NJ  
581 Valley Road

# Vision & Goals

- Vision: Build a vibrant, welcoming digital presence that reflects the spirit of St. James.
- Goals:
  - - Deepen parishioner engagement
  - - Promote church programs
  - - Reach the wider Montclair community

# Strategic Pillars

- 1. Digital Hospitality
- 2. Content Consistency
- 3. Platform Diversification
- 4. Community Listening

# Phases & Timeline

- Phase 1: Audit & Planning (Month 1)
  - - Audit current tools, survey parishioners, identify digital team
- Phase 2: Infrastructure Upgrade (Months 2–3)
  - - Website refresh, email templates, content calendar
- Phase 3: Platform Expansion (Months 3–4)
  - - Facebook, Instagram, BlueSky, YouTube
- Phase 4: Content Rollout (Months 4–6)

# Platform Recommendations

- Core Platforms:
  - - Facebook: Events, livestreams
  - - Instagram: Visual storytelling
  - - YouTube: Sermons, music
  - - Email: Newsletters, updates
- Emerging Platform: BlueSky
  - - Opportunities: Thoughtful dialogue, younger audience
  - - Risks: Small user base, content moderation

# Metrics for Success

- - Email open/click rates
- - Social media engagement
- - Website traffic and event RSVPs
- - Livestream attendance
- - New visitor inquiries