

DIGITAL COMMUNICATIONS STRATEGY

ST. JAMES EPISCOPAL CHURCH OF
MONTCLAIR, NEW JERSEY

JUNE 2025



VISION & GOALS

Vision - Continue to build a vibrant, welcoming digital presence that reflects the spirit of St. James.

Further extend the church's mission on relevant digital forums. By being present, consistent, and welcoming online, St. James can continue to deepen its connection with parishioners and increase digital visibility as a beacon for those seeking spiritual community in the area.

Goals

- Deepen parishioner engagement
- Promote church programs
- Reach the wider community

DIGITAL PILLARS

- Digital Hospitality – Make the church's online presence as welcoming as its physical space.
- Content Consistency – Deliver timely, meaningful, and visually engaging content.
- Platform Diversification – Use the right tools for the right audiences.
- Community Listening – Use digital tools to hear from and respond to the needs of the community.

PHASES

Phase 1: Planning

- Review current tools, survey select parishioners, ID digital stakeholders

Phase 2: Infrastructure

- Website refresh, email templates, content calendar

Phase 3: Platform Expansion

- Facebook, Instagram, BlueSky, YouTube

Phase 4: Content Rollout

- Weekly or monthly posts, livestreams, newsletters

Phase 5: Community Engagement (Ongoing)

- Promote events, partner locally, use interactive tools
- 

PLATFORM CONSIDERATIONS

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, info security

METRICS FOR SUCCESS

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