

Questions to ask as you prepare for a SocialSphere Audit:

To prepare for a church communications SocialSphere Audit, it's important to ask a series of thoughtful questions that will guide the audit process and help you gather relevant information. Here are some key questions to consider:

What are the specific goals and objectives of our church's communication efforts?

What communication channels and platforms do we use regularly?

Who is our target audience, and what are their demographics and needs?

How do we ensure consistency in our messaging and branding across all channels?

What key messages are we trying to convey, and are they aligned with our church's mission and values?

How do we collect feedback from the congregation and the community?

What are the current engagement levels on different communication channels?

Are our technology and communication tools up-to-date and effective?

What is our budget and resource allocation for communication efforts?

Are there any legal or ethical considerations in our communications?

What are the strengths and weaknesses of our current communication strategy?

What opportunities and threats exist in our communication landscape?

What feedback or suggestions have we received from the congregation or community in the past?

What are the most critical communication challenges we've faced recently?

What are our short-term and long-term communication goals and objectives?

By addressing these questions, you'll be better prepared to conduct a thorough and insightful SocialSphere Audit. The answers to these questions will help you assess your current state and develop an effective plan for improvement.