

I have been involved with church newsletters for over 30 years. I was editor of the Canadian Anglican Military Ordinariate's quarterly newsletter for seven years and Editor of the Canadian Military Chaplain Branch's ecumenical and then interfaith magazine, *Dialogue*, for five years. Public Communication is important to me... Communications builds up community, enhances team work, and is a tool of evangelism. Here are my personal thoughts and lessons-learned. I have composed this for you this morning in hopes that our All Saints' communications tools will be better understood and used well.

EVERY SUNDAY HAS A STORY

Every Sunday has a story or else we should not be meeting at all. Something is always different. The flowers are great, the preacher was great, the music was great, the altar cloth was different, someone was baptized, we had a guest speaker/preacher, or there were some visitors... there are some departures pending... one, two or even three sacraments was/were celebrated.

FACE BOOK versus WEBPAGE

We have two main means of communication at All Saints' – FaceBook which has been moderated by Stéphane and me and which is now moderated by Amanda. And our Webpage's Newsletter section with longer articles, mostly written by me, and posted and maintained by Gaston.

FaceBook is best used for the here and now, recent history, and near future events. It is interactive – people can response by “liking” a posting, commenting on a posting, and sharing a posting. Everyone who is a friend of our FaceBook group page will see our postings as soon as they are made. FaceBook posts are seen by them without them asking for them – that is how FaceBook works. FaceBooks posting should be short-ish.

Our webpage has a newsletter section. Articles there are held and accessible for years. No one sees them unless they access our webpage. They can access our webpage by searching for key words like “Anglican”. “English”, “Church”, and “Marseille”. They will then be given our webpage as an option to click on. If they desire they can read about our history, our people, and our newsletter articles. They have to click on the section for “newsletters”, then click on the article in which they are interested, and then click on the article to enter it. That is four or five clicks before they can read the article... They can also find our articles by “Googling” a key word in the article. If you or a stranger Googles “Amanda Haste” or “Christine Portman” or “Anglican Churches of the Riviera” then our website will show up as one of the options. Website newsletter articles should be longer-ish than FaceBook posts.

The main difference is that articles on FaceBook are “pushed” immediately to those who have registered as being interested friends of the chaplaincy... and articles in our newsletter are “pulled” by interested people when/as required. Both are important, both are valuable, but it is good to know they have different methods and uses.

ARTICLES CAN BE WRITTEN BY ANYONE BUT THERE ARE CONCERNS

FaceBook is here today gone tomorrow... it thrives on today's opinion and activities happening in the very near future.

- FaceBook postings can be made by anyone who has “liked” our group page
- Only the poster or the Moderator can then delete or edit the posting
- The Moderator does not need to write all the articles... but it is important for the Moderator to animate the page and keep it from getting stale
- The Moderators also ensures that inappropriate postings are addressed or deleted. Sometimes spammers will pitch items they are selling, or use profanity, or post inflammatory remarks that do not represent the opinions or best interest of the chaplaincy... and the Moderator must act quickly This has not happened to us... yet
- I wish more congregational folks would post to FB... especially of things that have delighted them about their church community.

Our webpage newsletter articles stay there FOR YEARS!

- Their postings should be edited and considered.
- It is best to have a second opinion editor of the articles and to ensure a similar format for consistency.

- Articles are composed by the author, usually in MSWord, and illustrated with pictures with captions in text boxes... and the Word document and jpg pictures files are submitted to our Wardens for edit/review. They are then sent to Gaston who manages our webpage. Gaston does another technical review, transforms them into a PDF file, and posts them quickly.
- But email articles, with pictures, to the Wardens are also highly encouraged. The Wardens are well prepared to take a good email, move it into the MSWord format and send it on to Gaston. Article submissions are encouraged and welcomed! Remember to send the picture files too with the text in the email.

KEEP FACEBOOK POSTINGS SHORT

Twitter limits you to 140 characters. FaceBook is best with postings that are three or less sentences. Five sentences if they are short. Additional info, names or detail are best added as captions to the photos.

KEEP THE WEBSITE ARTICLES LONGER

Webpage articles can and should be much longer... three or four paragraphs with one, two or more photos. There has to be some "meat" to an article though. FaceBook is great for fluff... "Here are today's altar flowers... aren't they pretty". Articles are about the story behind the story... "Robin and the ministry of hospitality (why is church fellowship important?)".

ALWAYS HAVE A PHOTO

Or at least 95% of the time have a photo. The eye pauses on photos. Frequent text postings are glossed over. Taking a good photo is an acquired art. Yes the PCC met... saying that it met is boring... having a picture of us huddled around a table looking managerial or Michael standing up explaining the budget and looking authoritative just gives an anchor to a story... it brings it alive... and makes the text/data become a flesh and blood ministry.

Plus people always secretly like having the photos of their loved ones included.

DISCRETION and SANCTITY

The most holiest and private moment is also what is usually the most obvious key desirable image. These include:

- lifting the chalice or bread during holy communion,
- the kiss or nuptial blessing at a wedding,
- the anguish of someone during confession,
- the grief of a family at a funeral,
- the water or oil being anointed on the baptized,
- laying on of hands at an ordination,
- an animated preacher or
- a nervous scripture reader/lector.

Some/many will be offended if a photo flash happened at those times. If you want to take a photo to represent this... it should be discussed with the celebrant or intended subject **AHEAD OF TIME**. They indeed might be agreeable for a **FLASHLESS** photo to happen or they might rather have a photo afterwards or a staged photo instead.

CURRENT and FREQUENT IS THE KEY

There needs to be a FaceBook posting every week and at least once a month an article on the webpage... or else we look stale and out of date.

HAVE AN APPOINTED CHAPLAINCY PHOTOGRAPHER

Cynthia hates to have her photo taken and so she has volunteered to be the photographer to assure that she is always behind the camera. She has grown into this ministry and has learned how to discretely take a small group of photos... and what angles work best... and what makes good photo composition. A designated photographer, from the congregation, means the person will know when something is happening that needs to be photographed.



Our Parochial Council meeting in 2017.



Fr David Greenwood celebrating Holy Eucharist in the summer of 2016.

She/he comes prepared... and knows that the gospel is processed after the New Testament reading... that the blessing comes before the announcements... that the baptism happens at the font... and can discretely move to where they want to be and have their camera ready so that the event is not missed or the photo rushed.

Having a parish photographer means that no one forgets... and then regrets missing an important opportunity... and there are ALWAYS important opportunities.

Parish photography is a ministry that might be just right for someone who does not want to be up front or center stage... like reading or helping with the chalice.

ALWAYS GET PERMISSION FOR PHOTOS

Current safeguarding practices suggest there should never be full-face photos of children. Over the shoulder photos of the **backs** or of the **back of heads** of children engaged in an activity, listening to a story or music, or giving a visitor a present are fine... but **permission of the parent is required**. **Our All Saints' Safeguarding policies requires this** and there is a **release form in the safeguarding binder** which parents (or guardian/grandparent) must sign and we must keep on record.

Never take or use a photo of a child in states of undress or posed provocatively. Naked baby baptisms happen. Children do change into concert costumes or into servers' gowns. Photos of those can easily be misconstrued and hyper-sexualized. Just don't do it... the line between cute and kiddie porn is always changing.

For adults, most do not like having their photos taken, so it is best to ask them for permission... and show them the digital photo when it has been taken so that they are happy they are not making a funny face.

Funny pictures are not funny. Do not use the photo of the warden accidentally sitting on a cold wet chair and making an awful face.

Group pictures... pictures of someone receiving a gift or award... guest speakers, preachers, or celebrants... are all expected. Our Anglican worship is considered a public event and people acting in leadership positions, in public, can expect to have their photos taken.

If someone says, "Please don't take my photo" then don't take their photo. No ifs, ands, or buts.

Canon David Pickering on the occasion of the 50th anniversary of his priestly ordination.

TAGGING PHOTOS (See caution below)

If you post a photo to FaceBook, you are able to tag the photo with the names of the people or agencies involved and a location of this photo... IF THEY ALSO have a FaceBook page. When you do this... all those who are "friends" of THEIR page will see OUR post. This gets our message out to a wider audience... and then some of their friends may choose to like and become friends of ours... and follow our postings... and maybe even come and join our congregation.

Tagging a company, restaurant, church, or place is always welcomed by that place. They have a FaceBook page to highlight their activity and tagging their location allows them to see we were there and interested in them.

Do not tag a person on FaceBook unless you know them well... and quite rightly you should have their permission. All their FaceBook friends will see this photo... the date and location it was taken... and who they were with and what they were doing.

- Someone may not want burglars to know they are away from home on vacation in southern France,



A discrete photo of children in church. Photo by Paul Clarke used with permission. Photo of children used with permission of their mother.



- Someone may not want their family to know they were in a Christian or Anglican church,
- Someone may not want their supervisor to know they were not ill and missing their workplace shift in order to attend worship,
- Someone may not want their spouse to see them holding hands, in church, with that other person.

PHOTOGRAPHY AS EVANGELISM

Parish photography is evangelism. Being able to send baptismal photos to the parents... licensing photos to the Reader... photos to the guest preacher... the same day as the event, allows them to share those photos with their absent extended family members and friends... that day... when it is current. It makes our church look smart, it shows that our congregation cares, and that we are excited about them and their big event.

PHOTOS AS ADMINISTRATION

Photos also form an historical archive. As you know, I love to load the AGM reports with photos from the past year. People dive into AGM reports... to see their friends and themselves. These AGM reports are sent to our bishops and archdeacon... and it lets them know who we are and what work we are doing for Christ. AGM reports can be left out in our church for summer folks who are "church shopping" to take away. When it comes time to write Wardens' reports, Archdeaconry Reports, or to inform interested locum clergy... our photo record reminds us, well yes we did do a lot this year... and yes we are a vibrant community... and yes we are an active group of Christian folk.



Andreï and Roxana light the candles of our 2016 Advent wreath.

All Saints' members on pilgrimage in July 2017.



All Saints' members at the Parish Away Day September 2016.



All Saints' Parish share lunch 24 May 2017.



All Saints' church filled for a Sunday morning worship service, September 2016