

# Better Communication With Insiders

## Episode 409

### *Three Communication Challenges for Churches (Part 2)*

We're getting into that busy back-to-school and ministry ramp-up season. If you have communication issues as a ministry, they will start showing up big time this time of year.

When it comes to church communication, most leaders just try to reach *everyone*. But the truth is that you actually have two distinct audiences: insiders and outsiders. This week, we're talking about your communication with your **insiders**—your congregation.

In this episode, Amy catches up with Blue Van Dyke at Studio C. They talk about the need for churches to get better at communicating with insiders (especially at large churches where it can go so wrong) and share practical ways to improve communication.

### *Key Quotes*

1. BLUE: "I'm passionate about communication because it matters; people are incredibly desperate to feel known right now more than ever."
2. BLUE: "Everybody is at a different place and runs at a different pace, but the problem is sometimes we communicate to everybody as if we're all at the same place and going at the same speed."
3. BLUE: "A wrong message is not neutral; it's counterproductive."
4. BLUE: "Don't think of it as sending out messages to your insiders. Think of it as creating communication journeys with your insiders."
5. BLUE: "Technology is and should be submissive to the methodology or the strategy."
6. BLUE: "Understand that using these tools or this data is in support of your members and shepherding them well; it's not trying to manipulate them into something that's not good for them."

### *Self-Assessment: How Are We Doing?*

1. Thinking about our communication channels (see list below), do we have defined job descriptions for each one? If not, let's take some time to create any missing descriptions.
  - a. Website
  - b. App
  - c. Social Media
  - d. Email
2. How often do we preach our announcements? If rarely, when and how could we weave this into our schedule more regularly?
3. How well does our current technology match our strategy? Do we need to look for a better fit to see better results?

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