

# LOM Communications Plan 2017

January 4, 2017 Revision

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**Mission Statement:** To promote a positive image of Lutheran Outdoor Ministries through comprehensive communications and to keep member organizations informed about all aspects of the organization.

## Guiding Principles:

- Our communications will represent the organization accurately and fairly through information in all forms.
- In order to maintain a full commitment to accountability in all communications, both internally and externally, LOM shall not permit anonymous communications, or employ technology in such a way that sponsors or even encourages communication that is not accountable.
- Where applicable, permission shall be secured for the fair use of photographs and videotape. We are especially intentional about securing written permission when minors appear in photographs.
- The LOM Webmaster, as editor of most publications, will follow best practices and use industry standards in written communication, including following the AP Style and Libel Manual, Chicago Manual of Style, and ELCA Style Manual for communication. LOM seeks to embrace inclusive use of language and imagery with reference to human beings wherever possible.
- Periodically, and at least every two years (usually in even numbered years), materials produced by LOM should be reviewed by professionals not affiliated with the organization directly to get feedback for future planning and modification. LOM can use communications professionals from related Lutheran entities for this purpose. (For example, the communications person at one of our ELCA seminaries.)

## Common Avenues of Communication

**Blog:** The organization will maintain a blog ([www.lomnetwork.weebly.com](http://www.lomnetwork.weebly.com)). Blogs are the most searched item on the internet and provide a way to post information, commentary, and get feedback. A blog allows us a platform to share information with members. We will focus the blog on these areas:

- Executive Director's travel posts
- Longer articles that will not fit in newsletter
- Newsletter articles to be shared with a wider audience.

**E-Mail Blasts:** As needed, and usually monthly, the organization will send out an e-mail blast through MailChimp with information usually from the Executive Director. As a general rule, this communications plan sets up two vehicles for monthly (non-summer) contact with LOM members and friends. It is hoped that all communications will be distributed through these two channels (once monthly e-mail blasts and the newsletter.) If there is something more urgent to share that happens between the time of the e-mail blast (usually the first two weeks of the month) and the newsletter (the last week of the month), then it should be posted on Facebook. The newsletter will include a section "What You May Have Missed on Social Media This Month." E-Mail blasts are automatically posted to Twitter and Facebook.

In the event that we have a death of one of our members or a catastrophic event at one of our sites, we can use an e-mail blast to inform members. Since these are also posted to Facebook and Twitter, this would help us to reach as many people as possible.

**Facebook:** Our social network marketing activity should be driven by the organization's offline goals. With social networking, we need to remember that it is not news, but there is a slant to using social media since users can comment and give their opinion. Social media shifts the power from the institutions to people. The

community generates content to sustain it and create partnerships. Our primary audience of all posts would be LOM members. The goal of our Facebook postings is to use Facebook to engage and connect members of LOM by doing the following:

1. Steer people to information or news on our website
2. Share new information for our FB fans that is current and relevant
3. Increase understanding of what we as an organization do and what resources are available
4. Get feedback on a particular topic or event
5. Uplift the positive news found in other media about our member organization
6. In short, anything that puts LOM in a positive light.

Administrators should never post from a personal voice. Always use third person. When posting, remember that your primary voice is “Lutheran Outdoor Ministries.” If you want to have a more personal message, please post indicate the author in that note, preferably at the beginning and end. We strive to have 1-3 posts per month. Administrators should view the page at least weekly to respond if necessary to what they have posted. We should strive to have our Weekly Stats always trending upward.

**Podcasts:** The executive director has arranged a platform for delivery podcasts that would typically include an interview with a person of note who has ideas worth sharing throughout the LOM network. These would be done eight times during the year.

**Newsletter:** An almost monthly newsletter will be produced and will be two pages (front and back) copy-ready that LOM organizations may print and share with their board and interested parties. The newsletter articles may also be placed in the body of the electronic mail through MailChimp as well, if that is desirable to members. Newsletter articles will also be posted to the blog so that they also get distributed via social media. They could be staggered over the month following their initial release.

**Website:** [www.lomnetwork.org](http://www.lomnetwork.org) is the organization’s website. It is updated as needed, usually once a month. The website will be reviewed annually by the LOM webmaster.

**YouTube:** An area that we could explore would be occasional YouTube videos. If we decide to increase our use of video, we would probably need someone to handle those duties.