Echo Conference| Breakout 4 | Scott McClellan & John Dyer

Medium vs Platform

Medium – Broad term

Platform – specific outlet

Available mediums and platforms

1. Announcements
2. Teaching
3. Slides
4. Video
5. Signage
6. Handouts
7. Kiosks
8. Classes/groups
9. Direct mail
10. Email
11. Sms
12. Phone
13. Twitter
14. Facebook
15. The City
16. YouTube
17. Website
18. Ads

What is a medium? Dependent upon context, text can be cold and informative. An image is worth 1,000 words, a sentence is worth 1,000 emotions

Mediacology – There's a system with the way that the world works with media. If you start focusing on one, you'll lose another

How Media Works

Media enhances. It makes something better. It's going to enhance the basic human function.

Media makes something obsolete.

Media retrieves. Restores something we do.

Media reverses into. What is media going to give me? What is it going to take away?

Stranger platforms and family platforms

We have to communicate with strangers through very different platforms (Direct mail, Google Adwords)

Best suited to reaching people we don't know

The City, announcements, bulletin, stuff like that is good for family platforms

"Family" has given you permissions to share with them

A lot of the stranger platforms are things that we buy (advertisements, etc.)

Family platforms are something we have to cultivate

The network must be in place long before the crisis

What happens when strangers see family messages (images, lingo, etc.)? They don't make the connection

What would it be like if I didn't know ANYTHING about this church?

What kind of family does this portray to a stranger?

Active, Passive and Selectively Active Platforms

       Active interrupts the audience

       Passive platform – displays content, then waits for audience to come discover

       Selectively active – hybrid, passive, but active when they are monitoring it

If it's not urgent, it doesn't require an active platform

What kinds of things are best suited for the correct platform?

Cultivate each one of them in

Use them appropriately so you've earned the right to use them, you haven't abused them

The Home Base and Outpost

       Identify what your home base is (website)

       Everything else is an outpost

       Outposts by their very nature make poor hosts

       Home base does a poor job of inviting people to it

       Just because someone is in your family doesn't mean your home base beckons to them

       Not all platforms are created equal

       "We have trained you of a certain hierarchy of our communications"

       Well established home base can put all your other outposts into perspective

Values

       Job is to determine the value of a specific communication effort

       What is important to this project?

       Strangers are listening in, keep this in mind

       Motivate people to take action

       Invite people to visit us

       Get feedback

       Don't invite gossip around this message

       Human beings speaking the message

       Establish the values for the project

       Values are what really matter to a communication effort

Working backwards

       Comments are the devil's preferred digital medium

       YouTube invites trolling

       What kind of responses do we want to this message?

We as church communicators have to be critical of how we communicate