

## **Communications and Technology Committee (Commtech) Purpose Statement**

**We help FCNC and member churches communicate better, both with each other and with the world, through social media and technology.**

**Vision Statement: FCNC uses social media to communicate inclusively while also growing our audience, to promote our uniquely Quaker values to the world; to support our member meetings; to amplify the impact of our missions; to facilitate Christian education; and to cultivate a broader fellowship.**

Jenny Gullion - Social Media Coordinator

[jenny@friendschurchnc.org](mailto:jenny@friendschurchnc.org)

[www.friendschurchnc.org/resources/business/social-media](http://www.friendschurchnc.org/resources/business/social-media)

<https://www.facebook.com/FriendsChurchNC/>

[instagram.com/friendschurchnc](https://www.instagram.com/friendschurchnc)

## Mission Statement

FCNC will use social media to:

- Cultivate a broader fellowship: promote FCNC-wide events, sharing our events, gatherings, volunteer opportunities.
- Promote our Uniquely Quaker Values: create stronger marketing kit info for new members, info on Quaker values, showcase diverse perspectives on "why I am a friend" and "what friends believe."
- Support our member meetings: support IT/AV needs, create tool-kits for meetings to grow audiences, facilitate knowledge sharing, continue to support professional development, support development of spiritual gifts used for FCNC
- Amplify Impact of Missions and Projects: Acting on the belief that 'we are able to do more together,' communicate stories about the joint impact of our work, share mission-related calls to action such as 'join us on a work trip' or 'donate.'
- Support Christian Education; Hold and promote events for families, pilot programs for families, develop shared educational resources, share events and resources for families, elevate voices of Meetings who have successful youth groups and educational programs. support meetings who are creating classes and materials for new Friends.
- Communicate Inclusively: Tool-kits should include bulletin announcements or phone tree scripts, so that you continue to reach your elders and less-connected Friends, in addition to more tech-savvy Friends.
- Growing our Audience: Pilot programs for young families and young adults. Use empathy-based design practices to design programs that create gains and relieve pains. Budget for promotions to young families and young adults. Involve them in decision-making. Share successful evangelistic efforts between meetings.