



**Florida-Bahamas Synod**  
Evangelical Lutheran Church in  
America

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**Communications**  
**Strategy**

**He said to them, “Go into all the world and preach the gospel to all creation.”** Mark 16:15

**So they set out and went from village to village, proclaiming the good news and healing people everywhere.** Luke 9:6

**You have made public profession of your faith. Do you intend to continue in the covenant God made with you in holy baptism...to proclaim the good news of God in Christ through word and deed...? I do and I ask God to help and guide me.** – Affirmation of Baptism, Evangelical Lutheran Worship

**S6.02. To participate in God's mission, this synod as a part of the Church shall...Proclaim God's saving Gospel of justification by grace for Christ's sake through faith alone, according to the apostolic witness in the Holy Scripture, preserving and transmitting the Gospel faithfully to future generations.** – Florida-Bahamas Synod constitution

**“Cause I'm just a nobody trying to tell everybody, all about Somebody who saved my soul.”**- *Nobody*, Casting Crowns (2018)

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As the Florida-Bahamas Synod of the Evangelical Lutheran Church in America, we have a responsibility to effectively and frequently communicate our mission and ministry work to our members, partners, and the world. We take this responsibility seriously and strive to utilize modern communication and marketing strategies to share the good news of God's grace with the world.

Today, we are bombarded by constant communication efforts from every industry, organization, and individual. It takes a lot of strategizing to create a voice for our synod that stands out among the masses. The Office of the Bishop invests extensive time and effort into our communications strategy and encourages input from all congregations.

Our Mission Statement – **“Boldly Sharing Christ. Passionately Making Disciples. Faithfully Doing Justice.”** – is central to our communication efforts. We aspire to share the love of Christ, encourage discipleship, and promote the pursuit of justice with every post, article, and email we share. By focusing on our calling, we are reminded that all we do must be done to the glory of God.

We encourage all Florida-Bahamas Synod congregations to actively participate in synod communications. If you need any help creating or implementing your own communication plan, please contact the Office of the Bishop.

Go forth and share the good news!

Marina Ernst, Communications Specialist for the Florida-Bahamas Synod, ELCA  
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## Florida-Bahamas Synod Communications Channels

The following communications channels are the central platforms for which our Communications Strategy is designed. They may change or improve over time, but their core purpose is to provide key information to our audience.

If you would like assistance in subscribing or connecting with any of the following channels, please contact the Office of the Bishop.

### E-Spirit Weekly Newsletter

- **Purpose:** E-Spirit is the weekly newsletter summarizing the most important events, articles, links, resources, and clips from the week. It often includes an update from the Bishop and relevant resources for rostered ministers.
- **Audience:** Everyone. All members of Florida-Bahamas Synod congregations and our partners should subscribe to E-Spirit.
- **Frequency:** Once weekly

### Colleagues Updates

- **Purpose:** Colleagues Updates are intended to provide direct communication between our Bishop and our rostered ministers. It usually includes a pertinent message from the Bishop, as well as necessary resources.
- **Audience:** Florida-Bahamas Synod Rostered Ministers
- **Frequency:** Once quarterly

### Direct Email

- **Purpose:** Special events, very important links, and reminders are sent via direct emails to our mailing lists. You must be subscribed to our Constant Contact email listing to receive direct emails.
- **Audience:** Everyone. We share a variety of information via direct email.
- **Frequency:** As often as needed

### Florida-Bahamas Synod Website

- **Purpose:** Every organization needs an active website. On ours, you can find important information, articles, resources, links, photos, and more.
- **Audience:** Everyone.
- **Frequency:** Daily

## Synod Blogs

- **Purpose:** Our Bishop and other key staff frequently release blogs with messages, important updates, or prayers.
- **Audience:** Everyone.
- **Frequency:** Typically, weekly or bi-weekly

## Facebook

- **Purpose:** Our synod Facebook page is intended for sharing stories, updates, pictures, scripture messages, videos, and more.
- **Audience:** Everyone is encouraged to follow and interact with our Facebook page.
- **Frequency:** Daily

## Twitter

- **Purpose:** Twitter is a short-form social media platform that allows us to share quick blurbs, messages, updates, or links.
- **Audience:** Everyone is encouraged to follow and interact with our Twitter account.
- **Frequency:** As needed

## Instagram

- **Purpose:** Instagram is a photo-sharing platform. We use it to regularly share photos and advertisements with our followers.
- **Audience:** Everyone, especially our youth members, are encouraged to follow our Instagram account.
- **Frequency:** As needed

## Calls & Texts

- **Purpose:** The Synod office will periodically call or text individuals based on need.
- **Audience:** Varies based on need.
- **Frequency:** As needed