Marketing and Public Relations – Building Audiences

If you haven’t carried out your communication planning before looking at these media go back and complete that step – it really will help you achieve your goal.

Once you know what approach or tactic you want to use, you will find it helpful to **write a creative brief for any print or published communication** – such as a poster or a PowerPoint show – in order to help focus on the specific look and format for your communication. We have included a sample *creative brief* in the appendices to this section. See Appendix Four.

Once you have your plan and your creative brief in place share them with everyone involved in the project. This ensures everyone is clear on what you as a team are trying to achieve and how it fits in with the overall aims of Mothers’ Union in your diocese.

Appendix Five is a table showing which tactics might be useful for different communications. You can probably think of others too. **Again, do let us know.**

As Section One outlined, the reputation of Mothers’ Union is not something you can necessarily control. But forging good relationships with the people who interact with Mothers’ Union – the “stakeholders” we talked about in Section One – is the best way to do all you can to ensure as positive a reputation as possible.

Known as “Public Relations” the strengthening of these relationships with stakeholders sounds daunting – but it really is no more than strategies, which we’ve covered already, and activities, covered in this section, designed to ensure Mothers’ Union has a strong public image. Creating a strong public image means the public have an understanding of Mothers’ Union, both in what it offers members, and in its charitable aims and programme work, and why.

One way of informing and engaging a wider public is by using the media, that is newspapers, local radio, local TV etc. Another is to find ways to include non-members in Mothers’ Union activities, whether fundraising, awareness raising or volunteering.

Writing for the local media is covered later in this section in Part Three: Media Relations.
Fundraising as Communication

Alongside the need to increase membership, one of the most important audiences we need to develop is a strong donor support base. Fundraising, like other communications, is best achieved through strategic planning (see Section One), and good communication. Part Four of this section is devoted to the practicalities of fundraising.

One of the most difficult parts of fundraising however is the communication. Our work is broad. Because our ethos is not to give handouts of money, or things (goats, cows etc), it can be difficult to convey successfully (especially in the competitive environment of giving wells, or garden tools) what Mothers’ Union does fund. One of the key messages to convey therefore is that Mothers’ Union helps people to believe in themselves and work together as a community to improve their situations and give themselves a brighter future. Through education and training, building skills and establishing community initiatives such as savings groups we enable self-sufficient communities fully equipped to steer their own futures.

Once Mothers’ Union has successfully built community programmes with self-sufficiency potential we will move central funding on to the next area identified as needing central funding. In this way we can ensure that those areas most in need benefit from donations to Mothers’ Union. Whilst inevitably some donors want to give to a specific country or need, if the Mothers’ Union there has achieved self-sufficiency, that money – known as designated funding – cannot be used effectively. As fundraising coordinators therefore it is important to try to communicate the broader, rather than specific needs to your donor-base in order for Mothers’ Union as a whole to grow as a complete organisation.

A specialised audience for fundraising is trust and grant-making bodies. For example, you may want to approach your diocese to apply for a grant. Several diocesan funds, for example, have given funding over recent years. This is a specialised communication, often using a set application form. The Fundraising & Communications team would be happy to help you if you are thinking of making an application.

See Part Four: Fundraising which gives more advice on approaching trusts for funding.
Printed Communications
Printed documents will probably form a large part of your budget consideration. Having an actual printed piece of information for people to read however is an effective way of ensuring message retention.

BRANDING: Using the correct logo and branding, including our strapline, is vital when communicating in the public domain. The Mothers’ Union logo is available with each diocesan name included. The brand helps tell our audiences who we are and creates consistency across all our communications. It ensures our professional image in an increasingly competitive charity environment.

On all public domain publications therefore diocesan Mothers’ Union’s must use the Brand Guidelines which includes key messages, use of language and tone, and correct use of the logo. An updated version is available on the Resources for Diocese 2014 CD Rom

Provincial Approval
All print communications produced by dioceses must be approved by the appointed provincial representative. This is usually an experienced current, or previous marketing coordinator who is in regular contact with the Fundraising & Communications team at Mary Sumner House.

Please keep a note in your toolkit of whom your approver is in your province once these are announced at the All Unit Conference:

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Web-To-Print
From September 2013 all dioceses will have access online via the Members Section of the Mothers’ Union’s main website to a Web-To-Print facility. This will enable you to use Mothers’ Union design templates to produce your own printed materials including newsletters, posters, pull-up banners and letterheads. You will be given access to the Web-To-Print via the Office Holders section of the website.

Illustrations and Photographs
Pictures are a unique way of communicating with people. They can be the one chance that you have to make an impression on someone. A good picture can inspire and empower people. But a bad picture can misrepresent what you are trying to illustrate and leave a negative impression of Mothers’ Union.

A picture tells a thousand words
• Do you want graphic illustrations or photographs? Perhaps a mixture. Clip art can look very amateurish – be careful.
• Rows of members can look boring and only appeal to a “clique”. Try to ensure pictures of members tell the story and show members in action.
• Photos of beneficiaries really tell the story. Get their permission if you use individual or family shots – and this is obligatory for under 18s.
• Give a balance of local and overseas shots
• Set your camera to high resolution. Often images are great on screen but will be poor quality once printed. Aim for 1MB or higher.
• The marketing team at Mary Sumner House are happy to provide photos and every year coordinators are given a CD Rom “Resources for Dioceses” which include photos, images and other useful tools for promoting Mothers’ Union.

Some questions to ask yourself:

• When taking a picture think about the kinds of words that could be used to describe it. Are they the same words that you would use to describe Mothers’ Union?
• If that picture were to be put in a newspaper or on the website for the public to see, would it show Mothers’ Union in an accurate and positive light?
• If somebody who knew nothing about Mothers’ Union saw this picture would you be happy with the image portrayed that they would be left with?
• Pictures are often the only chance we have to show the work of Mothers’ Union around the world. Does your picture give a good representation of the great work that you are doing in a project or programme?

A picture with a line-up of people looking directly at the camera is not very interesting to look at and does not do justice to who the people are and the work that they are doing.

✓ Shots with some action are much more visually pleasing. The viewer instantly has a clearer idea of who these people are and it represents Mothers’ Union much more accurately and positively

The TARES test outlined in section one can also be applied to our images. Photographs used to portray our organisation must always convey the truth of a situation. Never manipulate or exploit a picture in order to get a better response. Use positive images that show people as active, not dependent.

A word about banners! Processional banners are often valued by members and have been for many years. However, if such a photo is used to represent Mothers’ Union to the general public we may be interpreted as an outdated, traditional organisation rather than the empowering, forward-thinking one that we are.
**Pictures of Children**
Photographs of children can be sensitive and there are certain rules that you must follow. Here are some general rules to remember:

**Do**

- Ensure that you are not the only adult present with children and that you are always within sight or hearing of the project’s team members
- Try and avoid all physical contact with children and vulnerable adults
- If a child approaches you remember that touch should be age-appropriate
- **Touch should be related to the child’s needs not the worker’s**

Remember, if you are taking a photo of a child in the UK for any Mothers’ Union printed and promotional material, you must get permission. For under 13s this must be from a parent, guardian or a group leader who already has spoken to the parents. For those over 13 but under 18 you need to get the child’s permission. A sample photo consent form is Appendix Six of this Toolkit.

Here at Mary Sumner House, we rely on you for your great photos. We appreciate any of the photos that you can send in to us, helping us to communicate the fantastic work that we do.

**Advertising**
Advertising is a form of commercial mass communication designed to promote the sale of a product, service or message on behalf of an organisation. Next to TV, billboards and other Out Of Home (OOH) messaging has the highest message retention rate. It is also the most expensive way of communicating!
As a charity we rarely have the budget to advertise on a large scale. However you may be offered advertising opportunities at low or no cost, especially as part of a reciprocal arrangement.
Advertisements are designed to invite and give information in a very succinct way. Ideally they should be written to promote the benefit to the reader of the advert – so rather than just advertising the date and place of a cake sale, you should highlight the benefit to the reader of a) the cause – they’ll be able to do good and b) the yummy cakes!
If you are producing a poster for a specific campaign it is worth asking your designer to include quoting for a smaller version in case you are able to advertise.

**Newsletters (printed)**

If you are responsible for producing a Mothers’ Union newsletter, make it attractive and interesting. Be responsible for the production process, planning layout, typing, dealing with the printing firm and arranging distribution.
Remember newsletters need to be:

- Informative and newsworthy – hence the description “news”letter.
- Interesting and readable.
- Useful for the target audience – with ways to get involved.
- Authentic - reflecting the true vision and ethos of your Mothers’ Union.

If you already produce a newsletter, take a fresh look at your present newsletter with colleagues and ask yourselves:

- If it is for members, is it informing members of new and exciting initiatives and how to get involved?
- Does the content reflect the objectives of Mothers’ Union? (This is especially important for the front page which will be the key to people reading it or not.)
- Does it give an idea of the worldwide aspect of Mothers’ Union?
- Similarly does it inform the readers about the diocesan aspects of Mothers’ Union?
- Does the content and appearance reflect Mothers’ Union as a forward-thinking and relevant organisation?
- Is the content newsworthy and actually about Mothers’ Union?
- Does it comply with Mothers’ Union style guide and branding?
- What kind of dialogue does it invite with the readership?

If the answer is no to any of these questions then think through how you can best develop it.

Even if you are not the compiler or editor of the newsletter, the Fundraising & Communications coordinator should have an oversight of, and be involved in, the planning and content of each newsletter.

The Fundraising & Communication team at Mary Sumner house writes a monthly article for members to use in their Mothers’ Union newsletters. The article aims to share some of the work that members are doing around the world. These articles can also be sent to your local dioceses and parishes for inclusion in their magazines and publications. Editors of such magazines are often looking for new content so approach them and kindly ask if they’d be willing to include our articles. You will be given both a Word document and a PDF so amends can be made by you if, for instance, you need to shorten the word count.

**Leaflets**

Leaflets are a useful and important tool – but can also drain the financial resources if they are not ‘on target’ or their effectiveness is not monitored. When producing a leaflet think about:

**Who will read it?**

Through your strategic plan you will have identified the key audience(s) you are trying to reach with your leaflet. Avoid aiming your leaflet at “The general public”. A homogenised group such as this is far too large and unspecified a target.
You might break it down into a more manageable audience: “potential members in church congregations” or “potential beneficiaries: couples, families, parents”. At first you may think this restricts who you can give the leaflet to. But in the longer term, printing fewer leaflets for a specific audience, but producing a different version of this for another audience, will help you target your messaging more effectively and save effort and cost in the long run. Using the Web-to-Print section of the website will mean that cost effective small print runs are now more achievable. This will help you to write your message more succinctly and clearly.

Complete a Creative Brief beforehand to give your ideas and message clarity.

**How will it be distributed?**
Leaflets are no good to anyone stuck in garages. They date more quickly than you would think. Have a distribution scheme included in your strategic plan. This will help you plan the number of copies you want to print.

**How will they respond to it?**
Always include a contact email, telephone and street address which people can use to find out more. Ideally include the diocesan website address, always ensuring the information people need is already up on your website!

In order to build up a rapport with potential donors, members or volunteers it is also a good idea to include a response form on a leaflet which your reader can use to send back to you. If you ask for their name, email and address information you can start to build a relationship with that supporter. Use their details to keep in touch with them regularly through different types of communication. Ask what they prefer, and make sure that’s the system you use.

**Will you need a designer to work on your ideas?** Maybe someone from the diocese can do it or you may need to approach a designer or design company. Some printers are able to provide a design service. Do you have a budget for design?

**Consider the cost of printing.** Consider how much the diocese can afford. Is the design cost included in your print costs, or in addition to? How many copies will you need initially? It can be only a few more pounds to print 100 extra copies, or 1,000 extra. Ask your printer for option costs so that you can make an informed decision as reprints are more expensive than initial print runs when costed up overall.

**Don’t forget to proofread the leaflet.** Make sure the leaflet is checked carefully before it goes to print (you don’t want careless mistakes to look unprofessional). It is best to have it checked by someone other than the person who wrote it because we tend to see what we know should be there rather than what is actually is there and can overlook errors and omissions. The communications team is always happy to be an extra eye over any print you would like checked.

**Posters**
It is relatively simple on modern computers to produce small scale poster resources. Most computers and tablets have programmes such as Word, Paint, PowerPoint in which you can design an effective poster.
Like all print communication you need to decide who your poster is aimed at before you begin.

Restrict your key message to only a few words. The poster should be eye-catching and inviting, able to be read at a glance and time-bound. Above all it should be visually exciting and tell the story of Mothers’ Union or your specific message.

The Fundraising & Communications team aim to send out resources to the F&C Coordinators and committee each month, including posters and new images. These can be used to communicate Mothers’ Union to your branches and in churches across your region. You will be sent both a Word document and a PDF so you can amend the poster to be more relevant to you or simply print it off and stick it up.
Section Two: Part One: Implementation
Marketing and Public Relations – Building Audiences

Displays and Exhibitions
A well thought-through visual display of Mothers’ Union work can be as effective as a high-profile speaker in communicating positively. As with any other form of marketing, ensure that you know your target audience and that your display tells people what you want it to.

Display boards are an excellent resource as they can be cheap and effective, dependant far more on the thought that goes into producing them than on the cost of expensive resources. They are also simple to update regularly and keep fresh. Ensure that you plan this communication – as all your others – with the audience in mind, and ensuring the branding of Mothers’ Union is correct.

Here are a few tips that others have found to be useful:

- Pictures should be large, colourful, with lots happening in them (you can laminate for durability if you intend to keep the display for a long time, but don’t let it become out-of-date). A few simple words underneath describing the scene are all that is needed.
- If you can, use large display boards like the tri-fold ones with Velcro-friendly material to make attaching pictures much easier. Use large print headings; ensuring the heading is relevant to the display material. Some churches have permanent space for Mothers’ Union displays; others may have a small space on the church notice board.
- Include contact details for readers of your display.
- Plan before you pin!
- It is possible to get quite a lot of information and a few pictures on an A4 piece of paper but don’t overcrowd it or have too many words
- Try to keep displays up to date, bright and looking neat and tidy. Large display stands can be expensive, careful planning is needed to get it right and ensure they stay relevant and last for a long time.
- Please use Mothers’ Union’s central publications if you need to. However, ensure they are up to date.

If You Don’t Have a Computer

- Use a stencil to achieve print-quality lettering
- Use a good thick water resistant fibre pen
- A ruler width is good for lower case letters and twice that for capitals
- Use local talent – calligraphers, photographers, artists, etc

Pull Up Banners: These are a great way of promoting Mothers’ Union and providing a good backdrop to your activities. Pull up banners are relatively cheap to produce, and are extremely portable – folding down into a small cylindrical carry case.

The Web-To-Print section of the Mothers’ Union website has pull up banner templates you can use to produce your own, locally branded pull up banners.
The standard size of these banners is 2 metres high x 800 mm wide. Because of this large-scale print it is important that you supply your designer/printer with very high resolution of any images you want included.

For specific exhibition opportunities – such as a long-term display in a cathedral – you could consider banners or large-scale posters with more information on (like a pop-up exhibition). These should only be used in situations where your audience has a long time to read information and will be looking to be informed.

Pull up banners are also available to hire from Mary Sumner House. These are generic in approach, so can be used anywhere for most audiences. The hire cost is simply the cost of the courier charge. Any damage will be invoiced in order to cover replacement or repair. To request the banners for specific dates please email marketing@themothersunion.org

**Exhibitions**

Whereas displays are static and generally unmanned, an exhibition or fair offers the opportunity not only to visually communicate Mothers’ Union but also to meet and talk to your audience.

Exhibiting, however, can take a lot more planning, wo/man power and possibly more cost so think about this before setting out to take part in an exhibition or fair. Before setting out to exhibit think about the demographic of those who might be attending and who your target audience will be. Exhibitions such as the Christian Resources Exhibition, diocesan synod or local wedding fairs are likely to have visitors who may be interested in our work.

Exhibiting at a fair or event can be a great opportunity to engage with potential members and supporters while also increasing Mothers’ Union’s brand awareness. Any opportunity to converse with members of the clergy and dispel any misconceptions of our organisation is very useful.

Wo/man power – think about who will be manning the stall; ensure they are someone who knows a lot about Mothers’ Union and can talk confidently on the subject. Remember they will be representing Mothers’ Union and could possibly face difficult questions from the general public. It is fine to direct people to the website to find out more information. Engaging with people consistently for a whole day or more can be tiring; ensure your volunteers have sufficient breaks and that you have enough people to work for the whole event.

Depending on the event you may be required to complete a health and safety form. It is always advisable to complete your own risk assessment too. Your local Mothers’ Union diocese should have a standard format for this, alternatively you can contact Mary Sumner House for more help.

Using the new Web-to-Print service you can create and print your own large displays with pull up banners and other materials. You are still also able to hire the displays from Mary Sumner House at a small fee for postage. It may also be useful to order some resources and leaflets from Central Services, which can be handed out to passers-by to encourage them to find out more.
Collecting data at events is a great way to assess how successful your event has been and whether or not it’s worth doing again in the future. You could encourage those you meet to sign up to the e-newsletter by taking their email addresses and then passing this on to the Fundraising & Communications team or if they are interested in finding out more you could take their details and stay in touch with them in the future; inviting them to local Mothers’ Union events or encouraging them to look into membership.
Online Communication

Websites
Now-a-days it is almost unheard of for an organisation to exist without having its own website. Websites are one of the easiest ways to keep audiences informed of all Mothers’ Union events as it can be updated and accessed at any time with minimal effort.

The Internet has changed the way people go about their daily lives. In the UK over 36 million adults – 73 per cent of the total population – access the internet every day. 72 per cent of users buy goods or services online (consider having online joining!). Six out of ten adults access the internet via a portable computer or mobile phone whilst not in the home.

Whilst the majority of those who access every day are under 40 years of age, the over 65s are also one of the highest growth areas for internet use, with nearly 40 per cent of over 65s accessing daily. News and information are one of the main drivers of online searching.

This is a massive potential audience for Mothers’ Union and one that we cannot ignore.

Diocesan websites are therefore an important way for your diocese to build a relationship with potential audiences. If your diocese does not yet have a web presence, ask the team at Mary Sumner House for help if you need it.

If you are wanting to setup and run the website yourself it would be wise to gain some training. Local communities often run workshops on how to create and operate websites. There are also lots of free to use, easy to adapt templates available to create your own websites.

Purpose: be clear on the purpose of your website, and know which key messages you have decided the website is the best method for communicating.

Be up to date: Websites are the new news media with more people accessing news online than in print. Keeping the information up to date is therefore essential so that your audience do not write you off as irrelevant. Work with whoever is responsible for updating the site to ensure that you set dates together to keep your website fresh.

Audience: Bear in mind that your website is for external audiences rather than for members. By all means have a members section or page, but the main sections should always be informative for new visitors or those wanting to update their knowledge about all your activities. At the time of writing http://www.mothersunion-london.org.uk/ is an excellent example of an opening page of a diocesan Mothers’ Union website. This welcomes, tells you about the organisation in London and what their main areas of work are.

Join: Include prominently on your site how people can get involved by joining in your area, including costs and benefits of membership.
International detail: Quite a few diocesan websites include details about the overall membership of Mothers’ Union and how many countries – details that are the same as on the international website. Some even have Mary Sumner House as the contact. The difficulty with this is that if the international information changes, particularly statistics, diocesan sites may not keep up to date. It is preferable to provide local information for your audience, and a link to the overarching organisational information.

Jargon: People may have no idea what AFIA, Provincial President etc are. Be careful to ensure your language on the site does not become to jargonistic, (which could be a barrier), or explains what the terms mean.

Response: Finally, include a way people can contact you: in this way you begin to build a relationship with your audience. If people could not find information they were looking for, as well as meeting this offline, look at ways that in future you could try to provide this as part of your website if appropriate.

Mothers’ Union are happy to help dioceses with setting up a website if that help is needed.

Enewsletters

Central Mothers’ Union sends out a monthly enewsletter to members and supporters, encouraging them to become more involved and sharing the work of the wider membership. As a F&C coordinator part of your role is be aware of this information, and to encourage others in your diocese to subscribe so that they can be informed. Forward the email on to anyone you think may be interested, share the information with members in your area and local Christians and grow the number of people who engage with your organisation. In the past members have printed off the enewsletter and stuck it on their notice boards – this is not the way an enewsletter should be used. Sending information in an enewsletter should encourage people to read more on your website by clicking through on the links. We also use measuring tools to see how many people have read the enewsletter and which articles are most read – we can only gain a clear picture of what interests people if every individual signs up themselves online.

As a diocese you too can set up your own enewsletter, which can be sent out as often as you like. There are free tools online to enable you to send out HTML emails, which look pretty and engaging. Be sure to add links into the texts or images so that people can easily get to your own site.

Social media

Social media sites are websites and mobile apps which enable users to create and share content or to participate in social networking. Social media is one of the most accessible and straightforward ways to create communities of like-minded people, and importantly, to create dialogic, rather than one-way communication. If you have members and supporters who are using social media this is a great way for you to ask for feedback or remain in touch with what people are saying about the organisation.
Central Mothers’ Union has the following social media profiles:

- **Twitter** ([https://twitter.com/MothersUnion](https://twitter.com/MothersUnion))
- **Facebook Group** ([https://www.facebook.com/groups/MothersUnion/](https://www.facebook.com/groups/MothersUnion/))
- **Facebook Page** ([https://www.facebook.com/MothersUnion](https://www.facebook.com/MothersUnion))
- **Wordpress blog** ([http://mothersunion.wordpress.com/](http://mothersunion.wordpress.com/))
- **YouTube** ([http://www.youtube.com/user/MothersUnion](http://www.youtube.com/user/MothersUnion))

All of which can be accessed through the main website.

**Facebook:**
This is a very interactive website with 33 million UK users, of which approx 50 per cent use daily. Of the over 65s over 19 per cent now use social media daily – that’s a significant number of people.

Facebook is a great way to enable your members and your supporters to engage with you and find out the latest news. It is also a fantastic way to drive traffic to your website to give your audience additional information, or to increase attendance at special events.

Dioeceses, such as Manchester and Lichfield are already using this media to keep their members and supporters updated with events in the diocese. Local groups can also use it to great effect as a way of keeping members in touch in between meetings or to pass on prayer news.

Facebook can be set up in two ways. You can either create a group, for which individual members will need to have a profile on Facebook and be set up as administrators for that group. The administrators can then accept or reject people as members of the group. All who post on the “wall” are equal but administrators can remove posts they think are not suitable or put the reputation of Mothers’ Union at risk. Alternatively you can set up a page, which would be an organisational page. On this page you would be able to comment as the voice of the organisation and posts onto the wall are restricted to the administrators of the page. An organisational page is most useful if you want to put up links to websites for your diocese, or fundraising pages such as Just Giving.

Contact the team in Fundraising & Communications if you would like specific help or advice in setting up Facebook for your diocese.

**YouTube:**
Video and audio footage sharing website. Mothers’ Union has a channel. Make sure that video or audio files you upload are about informing your audience.

**Twitter: twitter.com**
This is an excellent social media site for engaging with your audiences, and creating new audiences. Of all the social media tools, Twitter is one of the best for encouraging two-way conversations. It is also an excellent, speedy way to drive traffic to your website if you have new information or a specific campaign you want to profile.

Twitter is about conversations. The twist is that they have to be punchy and succinct as they are limited to 140 characters.
Key facts to know are:-

All Twitter users have a profile – we are @MothersUnion. Each single communication is called a TWEET. This is an immediate, fast-paced environment – so respond quickly to those who contact you. Unless you DM (Direct Message) all messages are public to the whole of Twitter, and once posted will always exist somewhere.

How does it work?
Your TWEETS show up as from you with @xxx at the beginning followed by your 140 character message. People who like you will “FOLLOW” you. The aim is to build up as many followers as possible. These will be an exciting new group of people you may not have had contact with before. You should also “Follow” people Mothers’ Union in your area may be interested in or want to be in touch with.

There are three main ways to respond to “TWEETS” Reply = click reply on the bottom of a message sent to you or which you want to respond to and send a 140 character message. RETWEET (RT) a message you think your followers would appreciate. FAVOURITE a message that needs no response, but which our organisation likes or appreciates.

Speak on behalf of Mothers’ Union (if you are using our name) not on behalf of yourself. To express your own views you will need a personal Twitter Account. Your strategic plan of messages and issue for the year will help you decide your messaging here, as in other communications.

Bit.ly: Website addresses can take up too much room as part of your tweets. This website is a useful shortening tool which enables you to include URLs more succinctly in your messaging.

Pinterest: If you like sharing pictures of things you have found online that you love, then this is the site for you! If you set up a profile as “Mothers’ Union diocese of” do have a careful plan about what you pin as interesting, ensuring that you reflect the “likes” of the organisation rather than your own. This is definitely one to watch for the future.