

Top 10 Findings About Church Communications

This summer, The Unstuck Group, a church consulting company, released its latest research report: Say What?! Key Research on Church Communications. We paused to ask 186 churches about the ways in which they communicate. Here are the 10 most interesting findings from that research:



1. Smaller churches (1-499 attendees) have significantly higher levels of social media engagement on all major platforms.
2. Churches are most engaging on Facebook.
3. Study resources are one of the least offered components online.
4. More churches communicate their beliefs than their vision online.
5. Smaller churches (1-499 attendees) engage more volunteers per capita in the area of communications.
6. Larger churches (500+ attendees) keep communications more focused on church-wide programs than individual ministries.
7. The average church bulletin includes 7 announcements. (In our experience, that is too many to be effective.)
8. The average church service includes over 4 stage announcements. (In our experience, 1-2 is most effective.)
9. Most churches do not have a style guide to communicate with consistency.
10. Nearly half of churches with a style guide do not use it consistently.

This is definitely the short list of everything contained in this report on church communications. In it, you'll discover key findings that could enhance the way you communicate in five critical areas. You will also find suggested action steps to get unstuck along with a Communications Scorecard to see how well you're really doing.

Best of all, this report comes at no cost to you! We simply want to resource your team to get unstuck. So take a moment and download your copy of Say What?! Key Research on Church Communications from The Unstuck Group.

By Jason Vernon, Director of Content Development for The Unstuck Group

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