

# **Improving Communications Across Hertford and Hitchin Area Meeting**

## **Background**

Across our Area Meeting, Friends are doing valuable work, nurturing worshipping communities, caring for our buildings, and reaching out to local people. By improving our communications we can make information about meetings, events, and opportunities easier to find, and create chances to connect with seekers and with one another.

Our websites and social media pages are often the first introduction people have to our meetings. Although our area meeting website is kept up to date and contains good information, it has become outdated and is not mobile-friendly. Some meetings have social media accounts, and now Welwyn Garden City has its own separate website, which is simple and effective. All of this is hard to keep updated by volunteers alone. We do not (to my knowledge) invest in advertising to make ourselves known.

## **The Opportunity**

Clear, consistent communication and a coordinated plan to support one another could help us to:

- Welcome newcomers and make our meetings more visible in local communities.
- Share stories of what's happening across the Area Meeting.
- Strengthen links between meetings and make good use of our resources.
- Support outreach, social witness, and the work of Area Meeting.

## **Proposal**

That Hertford and Hitchin Area Meeting agree in principle to develop a simple communications plan and explore employing a freelancer to coordinate communications across our meetings.

This might include:

- Maintaining a shared website or social media presence.
- Supporting local meetings with posters, leaflets, and event publicity.
- Helping us share good news and stories of witness.
- Creating consistent information for those exploring Quaker worship.

## **Suggested next step**

That Area Meeting empowers someone to:

- Map current communication methods and needs across local meetings.
- Draft a short plan and outline costs and options (e.g. paid freelance support).
- Report back to the next Area Meeting with recommendations.

## **Rationale**

Across our meetings we will surely have many gifts of ministry that can enable us to share our way with others, but often lack time or coordination. A modest investment in communications would help us make better use of what we already have and support our shared witness as Friends.