

Creative Content Team

Telling Our Story for His Glory

Purpose: To assist the church in communicating news, stories, faith and inspiration in a ways that are informative and compelling. We want to encourage the body and to intrigue the community/world with the glory of God expressed through our lives.



BECAUSE WE BELIEVE GOD IS A CREATIVE GOD, AND WE WERE 'CREATED' IN HIS IMAGE, BEING CREATIVE ENABLES US TO REFLECT HIS CHARACTER IN SPECIAL WAYS. IN ADDITION, GOD IS BEYOND WORTHY OF OUR CREATIVITY, THOUGHTFULNESS, EXCELLENCE AND WORK IN SHARING HIS GLORY.

Expressions of Creativity for the Team to Consider:

- Artwork
- Graphics
- Writing
 - ◆ News
 - ◆ "Evergreen"
 - ◆ Stories
- Photography
- Video



How each of the above work themselves out:

1. **Artwork:**

- For special series, emphases and even for announcements/tables in the hallways at BMS, consider how special it would be having relevant artwork would be. "They took the time to do this.." communicates our values and appreciation both of the events themselves and art/talent.
- Art shows. These give our members and guests who are creatives the opportunity to display what they've done. (Think *Immeasurably More Stew.ART.ship*)

2. **Graphics:**

- For use on our website and social media:
 - ◆ Our web graphic design enables us to communicate more effectively with our visual culture.
- For use in printed media:
 - ◆ We've been successful at creating an "invitational" culture and have used postcards.
 - ◆ Northstar Magazine

3. **Writing:**

- This is one of our most strategic areas, and one in which we need consistent "content."
- *Examples:* Member Stories, News, Sermon Blogs, Evergreen content, Staff Articles, Spiritual Growth, Interviews, etc.

4. **Photography:**

- Every significant Northstar event needs to be “documented” with photos. Both large perspective and “face” pictures. In addition, things like small groups, service projects, children’s ministry, occasional worship services, etc.
- Photography helps SO MUCH in sprucing up a blog post or calling attention to a link on social media.

5. **Video:**

- From Member Stories to fun videos helping us advertise/promote events and opportunities. Baptism videos on Sunday, the new Northstar VLOG, etc.

Organization

We will communicate primarily through MyN. Needs will be posted there - especially for graphics, video. If you can respond, please do so quickly. (Jeff likes to “get-er-done” and will knock it out himself otherwise.)

For our Writers: We need both responsiveness and also initiative. All content is appreciated. It will be a rare day that we turn down content. So help us think forward and outside the box. Good communication is essential.

Style: See the Northstar Style Guide. Also, please know that your content will usually be edited.

Questions:

Today’s Agenda: (45 minutes)

- ◆ Review CCT description document - Jeff
- ◆ Blogging, writing - Caitlyn
- ◆ Review Northstar Style Guide - Jeff
- ◆ Q&A