



# **DIGITAL ENGAGEMENT STRATEGY**

**2025 – 2028**

# INTRODUCTION

## Our Vision and Mission:

Our vision is of a society where no-one is unfairly disadvantaged because of their past. Our mission is to support people with convictions so that they re integrate into society, live crime-free and thrive.

## Organisational Vision:

A sustainable and growing Christian organisation that is known and trusted, delivering life-changing services, where all our people are equipped and empowered to give of their best.

## Our Values:

- Christ-like
- Responsible
- Genuine
- Respectful
- Visionary

## Trust Strategic Objectives:

**Core Strength** - To ensure we stay true and strengthen our core mission (creating sustainable transformation in client's lives) our values and ethos in all we do. To retain and enhance Christ at the centre of our work.

To be nationally known and locally loved both as a trusted partner and an excellent employer to our people.

**Growth** – We are committed to developing and growing current models of delivery that we know change lives and are financially viable. We will strengthen the financial foundation to allow growth and maintain safe reserves. And we will work at becoming nationally known and locally loved within our target audiences.

**High Performing Culture** – We will continue to develop and modernise internal processes, systems, procedures, and structures to ensure they are fit for purpose and future proofed. We will also invest in and develop our leaders. And finally, ensure we align closely the forecasting and actual performance outcomes.

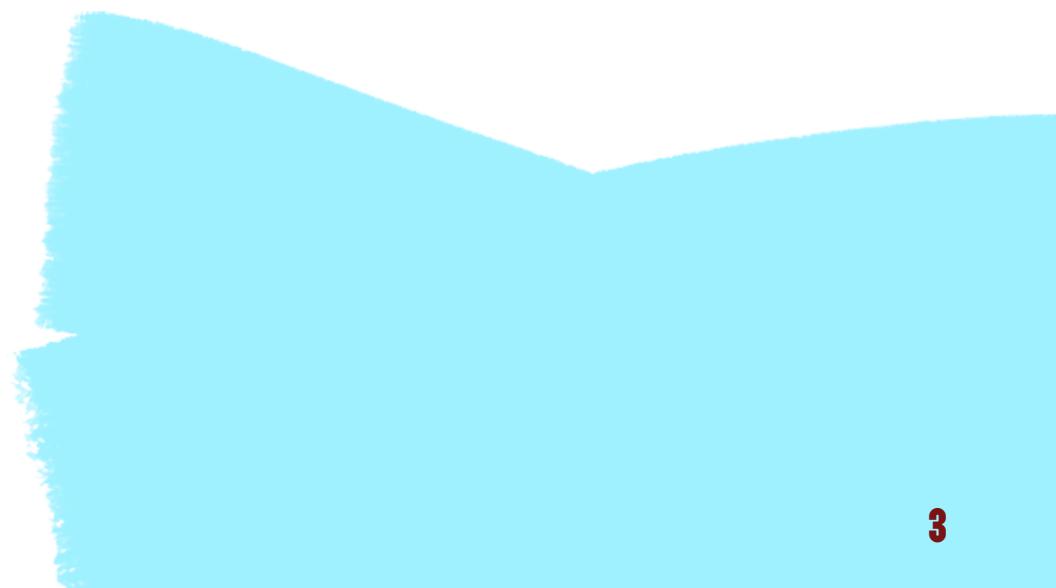
# AIMS AND OBJECTIVES

## Aims:

- Strengthen our brand, our values and our core mission across the Trust (amongst our 2 internal audiences: staff & volunteers and clients) to reinforce our core strength and promote a high performing culture
- Promote our name, our brand, our vision and our work to our 3 external audiences (referrers, recruitment market and supporters) to support Langley in its growth
- To lead and be catalytic in developing our Christian approach across the Trust, embedding our values in all aspects of our culture to fulfil our missional objectives: *Internal Development*

## Objectives:

- Maintain and strengthen strong consistent internal brand messaging and digital content amongst our staff & volunteers for all stages of the staff and volunteer experience with us
- Develop digital and other assets as will respond to the needs of our clients and our work amongst them
- Develop a strong online presence and more effective use of social media to promote the work and visibility of Langley amongst our external audiences: supporters & churches, referral agencies and for recruitment purposes
- Maintain and develop a database of supporters and partner churches



# AIMS AND OBJECTIVES

## Purpose

Effective digital engagement is key to the Trust to support in achieving our core objectives.

Contributing to...

- Core Strength by embedding our mission and values in all events and content, and ensuring engaging and modern communication to effectively communicate these at all levels.
- Core Strength and Growth as we seek to become nationally known and locally loved by presenting a modern and professional suite of resources and online presence to our audiences. Supporting the recruitment of staff, referrals, prayer and support.
- High Performing Culture by prioritising and supporting high quality, modern and relevant resources, content, training material and events in an increasingly digitally discerning culture.

## Recent Progress:

In 2023, we re-branded the Trust and rebuilt the website; in 2024, we initiated a planned social media presence, a new fellowship and reappointed patrons. During 2024, we built the first Digital Engagement Team within the Trust and appointed a key part-time role to manage the CRM and maintain our supporter base.

# OBJECTIVE 1: MAINTAIN AND STRENGTHEN STRONG CONSISTENT INTERNAL BRAND MESSAGING AND DIGITAL CONTENT AMONGST OUR STAFF & VOLUNTEERS FOR ALL STAGES OF THE STAFF AND VOLUNTEER EXPERIENCE WITH US

WE WILL	WE WILL ACHIEVE THIS BY	MEASURES OF SUCCESS
<ul style="list-style-type: none"><li>Monitor the brand identity and ensure branded assets are available in response to appropriate and timely requests</li><li>Produce content for the Learning &amp; Development system</li><li>Produce brand &amp; design support for key Langley events</li></ul>	<ul style="list-style-type: none"><li>Promoting the DE Team and its request system across the Trust to manage demand and response</li><li>Provide templates for local use</li><li>Develop the brand accordingly</li><li>Develop studio space to improve quality of output and give podcast/conversational content capabilities</li><li>Being well integrated into the L&amp;D development plans to help shape the digital demand and to produce the required assets</li><li>Early engagement with plans for events such as People Conference, Langley Leadership Retreat, Christmas Carol Service and award events</li></ul>	<ul style="list-style-type: none"><li>Satisfaction by the various audience representatives</li><li>Good sustained use of templates across the Trust</li><li>Clear brand visibility at all levels</li><li>Fewer rogue designs and timely digital content requests</li><li>First lessons complete for launch of LMS - Dec 2024</li><li>Interactive lessons created with department teams - working to time-line provided by L&amp;D</li><li>Positive staff response to training</li><li>Staff and volunteer feedback</li><li>High and increasing quality of branding and assets at large scale events such as People Conferences and Retreats</li><li>Consistent branding and quality at meetings such as NMM, NCG</li></ul>

# OBJECTIVE 2: DEVELOP DIGITAL AND OTHER ASSETS AS WILL RESPOND TO THE NEEDS OF OUR CLIENTS AND OUR WORK AMONGST THEM

## WE WILL

- Ensure our clients are not overlooked as we develop digital expertise and content
- Collect, tell and celebrate client's stories of changed lives

## WE WILL ACHIEVE THIS BY

- Working with the Care and Operations Teams to discern future client needs with regard to good quality comms and digital content
- Recording high quality stories for use as appropriate internally or externally as required or as they occur
- Develop and improve quality of story telling video style to increase impact
- Developing a 'creative lab' working approach to all significant or new pieces of work

## MEASURES OF SUCCESS

- NCG feedback
- Client comms regular supported with variety of content styles/formats - videos, easy-read guides
- Client portal developed and utilised by clients and client comms teams
- Greater awareness across the Trust and beyond of client success
- Stories of clients regularly shared on social media, in Breakout and board meetings
- Increasing engagement metrics on social media for stories content leading to

# OBJECTIVE 3: DEVELOP A STRONG ONLINE PRESENCE AND MORE EFFECTIVE USE OF SOCIAL MEDIA TO PROMOTE THE WORK AND VISIBILITY OF LANGLEY AMONGST OUR EXTERNAL AUDIENCES: SUPPORTERS & CHURCHES, REFERRAL AGENCIES AND FOR RECRUITMENT PURPOSES

## WE WILL

- Expand and deepen our presence on social media
- Maintain and develop our website content and branding

## WE WILL ACHIEVE THIS BY

- Good quality stories, images and messaging
- Begin and optimize paid and focussed campaigns
- Launch Instagram account
- Create channel specific content such as shorter Reels/Stories for Facebook and Instagram
- Respond to analytics and monitor click through journeys, using data to plan and create new content leading to greater engagement
- Focussed frequent maintenance and regular review with stakeholder feedback
- Audience specific content
- Optimize SEO and google ranking using external agency
- Develop google analytics analysis and report to SLT/ET for future planning

## MEASURES OF SUCCESS

- Click rate and analytics across our audiences
- Increase followers and engagement on all channels
- Positive trends on analytics and click through rates leading to call to actions achieved (eg. donations, job applications)
- Feedback from secure sources
- Visible positive trends in website analytics and google ranking
- Increase in contact through the website such as referrals, recruitment, support
- Audience response

# OBJECTIVE 4: MAINTAIN & DEVELOP A DATABASE OF SUPPORTERS & PARTNER CHURCHES

## WE WILL

- Engage with our supporters and grow a list of partner churches to support the work of Langley

## WE WILL ACHIEVE THIS BY

- Appoint and equip part-time CRM admin to manage our database
- Grow our supporter base and partner churches working with the rest of the directorate using targeted approach working around all services
- Produce, review and develop high quality digital and printed resources in-house such as Breakout and Prayer Diary to inform and attract new support
- Segment and analyse supporter/partner data leading to more personalised marketing and content
- Creation of mapping tool of churches/ supporters local to services and then use to focus recruitment of volunteers, chaplains and partners
- Develop regular email content / newsletter material for supporters

## MEASURES OF SUCCESS

- Increasing numbers of happy supporters
- A growing number of partner churches
- Receiver feedback
- Increased engagement from supporters
- Engagement map used regularly to connect services and local churches
- Increased engagement between services and local churches leading to more local recruitment and support
- Increasing numbers of newsletter subscribers

# TIMETABLE

Some work streams will evolve from year one as follows:

	2025	2026	2027	2028
<b>Objective 1: Maintain and strengthen strong consistent internal brand messaging and digital content amongst our staff &amp; volunteers for all stages of the staff and volunteer experience with us</b>				
Promoting the DE Team and its request system across the Trust to manage demand and response				
Provide and update templates for local use				
Develop the brand accordingly				
Being well integrated into the L&D development plans to help shape the digital demand and to produce the required assets				
Early engagement with plans for events such as People Conference, Langley Leadership Retreat, Christmas Carol Service and award events				
Develop studio space to improve quality of output and give podcast conversational content capabilities				

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Some work streams will evolve from year one as follows:

	2025	2026	2027	2028
<b>Objective 2: Develop digital and other assets as will respond to the needs of our clients and our work amongst them</b>				
Working with the Care and Operations Teams to discern future client needs with regard to good quality comms and digital content				
Recording high quality stories for use as appropriate internally or externally as required or as they occur				
Change, develop and improve quality of story telling video style to increase impact				
Develop a 'creative lab' working approach to all significant or new pieces of work drawing on the skills across the team				

# TIMETABLE

Some work streams will evolve from year one as follows:

	2025	2026	2027	2028
<b>Objective 3: Develop a strong online presence and more effective use of social media to promote the work and visibility of Langley amongst our external audiences: supporters &amp; churches, referral agencies and for recruitment purposes</b>				
Good quality stories, images and messaging				
Begin and optimize paid and focussed campaigns				
Launch and grow Instagram account				
Create channel specific content such as shorter Reels/Stories for Facebook and Instagram and develop in response to analytics				
Respond to analytics and monitor click through journeys, using data to plan and create new content leading to greater engagement				
Focussed frequent website maintenance and regular review with stakeholder feedback				
Audience specific content				
Optimize SEO and analytics using external agency, and review				
Develop google analytics analysis and report to SLT/ET for future planning				

# TIMETABLE

Some work streams will evolve from year one as follows:

	2025	2026	2027	2028
<b>Objective 4: Maintain and develop a database of supporters and partner churches</b>				
Appoint and equip a part-time CRM admin to manage our database				
Grow our supporter base and partner churches working with the rest of the directorate using targeted approach working around all services				
Produce, review and develop high quality digital and printed resources in-house such as Breakout and Prayer Diary to inform and attract new support				
Segment and analyse supporter/partner data leading to more personalised marketing and content				
Creation of mapping tool of churches/supporters local to services and then use to focus recruitment of volunteers, chaplains and partners				
Develop regular email content / newsletter material for supporters				



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# RISK ASSOCIATED WITH THIS STRATEGY:

**Mission or brand drift through poor quality external communications or internal 'rogue' messaging.**

Mitigated by:

- Regular meeting with Director, bimonthly SLT reporting and monthly SLT discussion
- Escalating any early concerns

**Reputational risk caused by poor external communications, misleading visual identity, or rogue social media activity.**

Mitigated by:

- Regular meeting with Director, bimonthly SLT reporting and monthly SLT discussion
- Early intervention as required