

Church Reputation

Executive Summary



EXECUTIVE SUMMARY

The Church of Jesus Christ of Latter-Day Saints or “the Church” is a worldwide faith organization that strives to bring all of God’s children to come unto Jesus Christ. The Church approached the BYU PR Intelligence Lab, a student-run firm, for assistance in strengthening connections with members of other faiths. This project was taken on by four BYU Public Relations capstone students and a project manager. The team met with the client to understand the problem and review previous efforts taken to understand the problem. The team conducted secondary research on the Church using social and new media listening tools such as Meltwater, Muck Rack, and case studies. After gaining insight into the general sentiment, the team gathered primary data through focus groups, in-depth interviews, and two surveys. Once the data was collected, the team analyzed their findings and identified key themes found across the primary and secondary data. Based on these insights, they developed message recommendations to support the Church’s outreach efforts.

COMMUNICATIONS PROBLEM

In January 2025, the team met with their client to understand the challenges the Church was facing. Through this meeting, the team identified that the Church needed insights into the struggles of 18- to 35-year-olds and what helps them feel grounded in their religious life. Additionally, the client sought research on common values between members of other faiths and what aspects of the Church were unique or shared with other religions. To address these needs, the team explored what young adults in this age group value and what they believe defines a “good person.” These insights allowed the team to develop recommendations on how the Church could foster connections with members of other faiths.

INTELLIGENCE

Secondary Research



The team took the time to understand what is currently being said about the Church in social and news media. They looked at this information through Meltwater, and Muck Rack. Then they looked into case studies on faith and our demographic.



Focus Groups

The team conducted focus groups on the BYU campus to understand current perceptions about members of the Church.



Perceptions Survey

A survey was created to learn about opinions and perceptions of the Church from members of other faiths, along with additional questions about what makes a person good.



In-depth Interviews

The team interviewed members of other faiths to learn their perceptions of the Church and what makes a good person.



Social Media Survey

The team conducted a second survey to understand members and what content they post/repost on social media about their personal faith.

FINDINGS

After months of collecting both qualitative and quantitative data, the team was able to identify a set of unique and common values with overarching themes. These emerged as powerful tools for fostering genuine connection and mutual understanding between the Church and members of other faiths. Rather than focusing on doctrinal differences, the team emphasized shared human values. These themes not only encourage meaningful interfaith dialogue but also highlight the universal qualities that contribute to what it means to live as a “good person.” By centering on common ground, the Church can build bridges, nurture respect, and cultivate a spirit of unity across diverse communities.