

# Communication Guidelines

## Updated January 10, 2017

### PRIMARY MEDIA CHANNELS – Overseen by Communication Coordinator

#### The Happenings (bulletin):

- *Purpose: A **primary media channel** in which: 1. those without means of e-communication can still receive vital information via print and 2. to re-emphasize announcements from e-newsletter.*
- Best Practices:
  - Topics
    - Priority will be given to information from e-newsletter
      - Priority will be given to topics with specific dates/times
    - Communication Coordinator will begin advertising event 4 weeks/one month prior to event (as space allows)
    - Events/topics (if it pertains to North and/or its congregation members) will be collected from NorthNet and inserted as space allows
    - Topics from North Church groups/committees which were not included in newsletter will be included as space allows
    - Description will be no longer than 3 lines of text
  - Deadlines for submitting information
    - Ministries are encouraged to submit information at least 1 month in advance of event so event can be publicized as space allows

#### Newsletter:

- *Purpose: A **primary media channel** in which internal news from Church ministries to be shared with congregation and supporters.*
- Best Practices:
  - Topics
    - No more than 3 topics submitted per ministry area per week (any additional topics will be at the discretion of Communications Coordinator)
      1. Priority will be given to those topics affecting large groups of people/entire congregation
      2. Priority will be given to time-sensitive events/announcements
    - Topics will be no longer than roughly 50 words. If longer, submission will be created into .pdf and hyperlinked with a teaser in newsletter.
    - Pictures with text submissions are encouraged (will be used at the discretion of the Communications Coordinator)
    - If a North group/committee wants to publicize event etc, they must use one of the ministry topic spots – this will be at the discretion of the Communications Coordinator and Ministry leader.
    - Information from topics will also be listed in The Happenings
  - Events
    - If ministry has an event which has a specific date/time, they will run the 2 weeks prior to scheduled date/time
      1. If event has an RSVP deadline, the event will run 2 weeks prior to the RSVP deadline
    - If no specific time/date, submission will run as space allows (running no more than 2 weeks)
    - Save the Dates will count as one topic but can run farther out than the 2 weeks prior (standard practice- 6 weeks out from event/registration deadline)
    - Special consideration will be given to major campaigns (i.e. Advent/Lent) which will be advertised at 6 weeks in advance
  - Main picture
    - Will be at the discretion of Communications Coordinator based on pictures submitted

- Blue sidebar
  - To be used for special topics which are all church announcements and do not fit in ministry areas (i.e. welcoming new staff, contests, etc)
- Deadlines for submitting information
  - Ministries are encouraged to submit information at least 2 weeks in advance of the targeted run date to allow for edits

Print Material (banner, posters, etc):

- *Purpose: A **primary media channel** in which general church information and additional information from Happenings and E-Newsletter can be shared and posted.*
- Best Practices:
  - Posters will be hung on bulletin board or on the wall in designated locations by Communications Coordinator 4 weeks (one month) prior to event
  - Ministry leaders should work with Communications Coordinator and staff partner to create and order needed materials based on budget
  - Ministries are encouraged to submit information at least 2 months in advance of the targeted need-by date to allow for printing/shipping/etc
  - Banners are reserved for all-church/large events

Social Media (Facebook/Twitter/Pinterest):

- *Purpose: A **primary media channel** in which both internal and external announcements can be shared with congregation members and supporters to emphasize Church news and events or generate conversation regarding a specific topic.*
- Best Practices:
  - Topics
    - No more than 2 collective posts per day from church staff
    - Communications Coordinator will oversee social media to ensure questions, private messages and posts are answered in timely manner
    - Congregation members and supporters may also post information on social media or submit requests to the Communications Coordinator
  - Ministries are encouraged to submit information at least 2 weeks in advance of the targeted start run date to allow for edits

Website:

- *Purpose: A **primary media channel** in which internal news from Church ministries to be shared with congregation, supporters, general public and prospects.*
- Best Practices:
  - Sliders:
    - Priority will be given to All Church Events/special events or those events engaging large groups of people
    - Picture/caption/text will be finalized by Communications Coordinator – drafts or ideas can be submitted
    - No more than 5 webliders at a time will be posted
    - If spots allow, sliders can be posted 1 month in advance of event
    - If submitting a slider, it must be sent as a .jpg at a size of 728x315 pixels (must include a 50 pixel black bar at bottom of image) – Communications Coordinator reserves the right to request edits or request original image to edit
  - General edits/updates to website will be completed within 48 hours of submission to Communications Coordinator
  - Ministry areas/pages will be reviewed semi-annually to update contact and content information
  - Ministries are encouraged to submit information at least 2 weeks in advance of the targeted start run date to allow for edits

## SECONDARY MEDIA CHANNELS

### NorthNet:

- *Purpose: A **secondary media channel** in which external announcements (i.e. from congregation members) are shared with congregation and supporters that may/may not pertain to a specific ministry area. Also, a secondary media channel in which church events and announcements will be shared.*
- Best Practices:
  - Congregation members and supporters can submit information they would like to share directly onto site
  - Users should post no more than 1x per day
    - Topics can include personal announcements (sales, help needed, advice, etc), church announcements (pray for parish, small group updates, etc) and community (ways to get involved, support needed, etc)
    - Those posting must be kind to each other and each other's posts – Communications Coordinator will monitor inappropriate postings and will remove any inappropriate user.
    - Ministry leaders and event coordinators will be asked to promote their events/campaigns directly onto the site (as opposed to Communications Coordinator)
  - Church staff can also post information on NorthNet as needed (i.e. numerous updates may be posted in regards to health status of a member, etc)
  - Information will be collected by Communications Coordinator and used in other media outlets (social media, Happenings)

### Bulletin Boards:

- *Purpose: A **secondary media channel** in which general church information and additional information from Happenings and E-Newsletter can be shared and posted.*
- Best Practices:
  - Ministry teams should incorporate bulletin board to advertise event as well as publicize after event (i.e. photos from event, event statistics, etc)
  - Ministries should develop a year-round strategy for utilizing bulletin boards; Communications Coordinator is not responsible for developing/implementing bulletin boards, but can help with idea creation as needed

### TV Slides:

- *Purpose: A **secondary media channel** in which general church information and additional information from Happenings and E-Newsletter can be shared and posted.*
- Best Practices:
  - Priority will be given to All Church Events/special events or those events engaging large groups of people
  - Picture/caption/text will be finalized by Communications Coordinator – drafts or ideas can be submitted
    - If spots allow, tv slides can be posted 1 month in advance of event
    - If submitting an image, image must be a .jpg measuring 2880x1620 pixels – Communications Coordinator reserves the right to request edits or request original image to edit
  - Must work with Ministry Leader to submit tv slides within the specs/sizes needed and for approval
  - Ministries are encouraged to submit information at least 2 weeks in advance of the targeted start run date to allow for edits
  - Communications Coordinator will regulate the tv slide traffic

### **In summary, events will typically receive the following support from the Communications Coordinator:**

- **Publicity in the eNews 6 weeks out (save the date) and 2 weeks out from event date/registration deadline**
- **Posters/tv slides/Happenings presence 4 weeks prior to the event**
- **2-3 social media placements**
- **Webslider presence (as determined by Communications Coordinator)**