

Southminster Communications Procedures

Last Updated: July, 2017

Purpose

- Explain the different communications channels available, how to use them, and the schedules for publishing information.
- Ensure consistent, high quality, and appropriate communications to all members, prospective members, and the community outside of Southminster's walls.
- Ensure all communications are accurate and appropriate within the context of Southminster's faith community
- Effectively utilize the limited budgeted resources for approved communications
- Protect the privacy of all church members
- Establish proper and effective use of branding for communications purposes.

Scope

This document covers the following areas:

1. General Guidelines
2. LED Sign
3. Website
4. Facebook
5. News and Notes
6. email "blast"
7. Bulletin
8. Sanctuary Video Projection
9. Bulletin Boards
10. Narthex Video Monitor
11. Posters on Easels
12. Telephone Messaging
13. Mailing to all members
14. Weekly Homebound Letter
15. Monthly Homebound Mailing
16. Branding Guidelines
17. Privacy of church member and staff information / photos / videos

General Guidelines

Requests for exceptions to this Procedure (e.g. changes to schedules, including content not normally approved) may be submitted to the Head of Staff for his / her approval.

All requests for communications must be submitted in writing (versus by phone or verbally) to avoid confusion.

Announcements will be run for one week, unless otherwise requested

We will not knowingly post anything that would be offensive, objectionable, embarrassing or hurtful to anyone.

We will gladly remove any text, photo or video immediately upon request. If you would like something removed, please contact the church office (937-433-1810, office@sminster.com)

LED Sign

Description: Electronic sign at the corner of Far Hills and Alex Bell - Provides information regarding church events, services, and Sunday Worship topics.

Purpose: The electronic sign is one of our primary means of communicating what is going on at Southminster to the general public. The sign should not be used to promote events that are not at the church or sponsored by the church.

Audience: General Public and SPC

Schedule: Updated multiple times per week, as needed

Author(s): Program Staff

Approver: Head of Staff (as needed)

Publisher: Business Administrator

Who to send Requests to: office@sminster.com

Requests Due: 3 days before publication

Website

Description: www.sminster.com - The public web presence for Southminster.

Purpose: Our web site is a reference site for regular attendees to learn about upcoming events, church policies, committee activities, and information about staff and lay leadership. It also provides a critical first impression of the church for those not familiar with Southminster."

Audience: SPC and General Public

Schedule: Events are updated weekly. Other changes upon request.

Author(s): Anyone

Approver: Head of Staff (as needed)

Publisher: Webmaster (currently Ken Irwin)

Who to send Requests to: webmaster@sminster.com

Requests Due: Three days before publication is required.

Facebook

Description: <https://www.facebook.com/sminster/> - Southminster's presence on Facebook."

Purpose: Facebook provides ongoing communication to members and attenders. It is easily updated more frequently than the website, more interactive and provides dynamic and current information about Southminster and our ministry.

Audience: SPC and General Public

Schedule: As needed

Author(s): All staff have administrative privileges to post to the church's Facebook page. The general comment can reply and comment.

Approver: Business Administrator has administrative rights to add additional administrators.

Publisher: All staff have administrative privileges to post to the church's Facebook page

Who to send Requests to: Southminster Staff

Requests Due: (no schedule)

[News and Notes](#)

Description: A weekly email publication entitled, "News and Notes" sent to anyone who has submitted an email address.

Purpose: This is one of the major communication methods used by our church and is used to provide information such as Upcoming Events, Adult Education, Opportunities to Serve, and Information of Interest. It provides information about upcoming events to those who may not have seen the Sunday announcements and also provides more detail than might be available in the Sunday announcements

Once per month, there should be an article from Pastor Steve, the clerk of session and the head of stewardship on the status of the church"

Audience: SPC and General Public (by request)

Schedule: Weekly - Fridays

Author(s): Anyone

Approver: Head of Staff (if needed)

Publisher: Business Administrator

Who to send Requests to: office@sminster.com

Requests Due: Wednesday afternoon before release.

[email "blast"](#)

Description: "On demand" / unscheduled email communications sent to anyone who has submitted an email address. (This uses the same contact list which is maintained for the News and Notes weekly e-mail.)

Purpose: This is used to draw special attention to information or for critical communications outside of the normal weekly schedule. It is often used for Elderberries, funeral announcements, weather notifications, and selective campaigns for information (i.e. Breakfast with Santa)

Audience: SPC and General Public (by request)

Schedule: As needed

Author(s): Anyone

Approver: Head of Staff (if needed)

Publisher: Business Administrator

Who to send Requests to: office@sminster.com

Requests Due: Three days before publication

[Bulletin Insert](#)

Description: Sunday print communication, included with the Order Worship.

Purpose: Provides attendees with announcements regarding upcoming events, needs for volunteers, special offerings, etc.

Audience: People attending Sunday worship

Schedule: Weekly - Sundays

Author(s): Anyone

Approver: proofed by the staff at Wednesday staff meetings and again on Thursday morning before printing by Business Administrator

Publisher: Business Administrator

Who to send Requests to: office@sminster.com

Requests Due: no later than noon, the Monday before release

[Sanctuary Video Projection](#)

Description: slides or video projected on the sanctuary wall before, during and after Sunday services

Purpose: Provides an additional communications channel (to the spoken word, hymnals, Bibles, Sunday Bulletin, or announcements) to reinforce or embellish the message. Announcements regarding upcoming events should be limited to one slide.

Audience: People attending Sunday worship

Schedule: Weekly

Author(s): Business Administrator or Office Assistant

Approver: Business Administrator or Office Assistant

Publisher: Business Administrator or Office Assistant

Who to send Requests to: Office@sminster.com

Requests Due: Noon Tuesday, the week it is to be used.

[Bulletin Boards](#)

Description: There are multiple boards throughout the facility: many for church-only info, one for community events, and two for youth.

Purpose: Used to display the church calendar, information about community and youth events to church members and visitors.

Audience: Anyone visiting the church

Schedule: Calendar updated weekly. Others as needed.

Author(s): Anyone

Approver: Business Administrator

Publisher: Business Administrator

Who to send Requests to: office@sminster.com

Requests Due: Three days before publication

[Narthex Video Monitor](#)

Description: PowerPoint slides projected before and during Sunday services

Purpose: Provides information regarding church activities to church visitors on Sundays. Announcements regarding upcoming events should be limited to one slide.

Audience: People attending Sunday worship

Schedule: weekly

Author(s): Business Administrator or Office Assistant

Approver: Business Administrator or Office Assistant

Publisher: Business Administrator or Office Assistant

Who to send Requests to: Office@sminster.com

Requests Due: Three days before publication

[Posters on Easels](#)

Description: Posters on Easels

Typically placed in the Narthex to publicize upcoming events.

Purpose: Used to display information about community and youth events to church members and visitors. The use of posters and easels is strongly discouraged due to the clutter, potential trip hazard and inconsistent appearance.

Audience: Anyone visiting the church

Schedule: As needed

Author(s): Anyone

Approver: Business Administrator

Publisher: Anyone

Who to send Requests to: Business Administrator

Requests Due: (no schedule)

[Telephone Messaging](#)

Description: Phone calls to members and attendees.

Currently, Care Connection has volunteers using this communications channel. No automated mass dialing solution in use."

Purpose: A proactive way to communicate with people not at the church.

Audience: SPC

Schedule: Monthly?

Author(s): Anyone

Approver: n/a

Publisher: varies

Who to send Requests to: n/a

Requests Due: 7 days before needed

[Mailing to all members](#)

Description: Printed communications for the members of the church. Sent via the US Postal Service.

Examples: Letters about pledging, new membership.

Purpose: A proactive way to communicate critical information to church members who may not have attended service. Also, reinforces critical messages via an additional communications channel.

Audience: SPC

Schedule: As needed

Author(s): Typically, Head of Staff or Session

Approver: Head of Staff

Publisher: Business Administrator

Who to send Requests to: office@sminster.com or pastor@sminster.com

Requests Due: Seven days before publication

[Branding Guidelines](#)

The Southminster logo should not be used without permission of the church staff. The logo is to be used as is, without changes to color or content. The logo should be used without a border. When enlarging, or shrinking the image to fit a new use, the original aspect ratio must be maintained so it does not appear stretched horizontally or vertically. The logo files and approved templates will be maintained on the church file server and are available on request from the church staff.

[Privacy of church member and staff information / photos / videos](#)

Southminster is committed to maintaining the privacy of its membership. The church will take reasonable measures to ensure the confidentiality of member information to include but not be limited to home addresses, family membership, email addresses, and contact information.

Email distribution lists, contact lists or mailing lists containing member information may be used only for communications related to the activities of the church, staff, committees, or sponsored groups. Under no circumstances may member lists be used to solicit or communicate events or activities which are not specifically church-related.

Our Procedure for using pictures or video:

1. Unless permission has been granted, we will not post online a photo or a video with any full names or other identifying information (e.g., phone numbers, emails, addresses) except for church staff, officers and ministry leaders. This includes tagging photos on Facebook.
2. We will only post photos or video for which we have a release on file for the minors featured in the photograph or video.
3. We will only post photographs of minors after an event has occurred. For example, we may post a photo of a past youth event but will not post a child's photo with the date and time of a future youth event.

The Director of Children's ministries maintains release forms for the use of photos of children.