

Southminster Communications Channels
HOW We Currently Communicate

Communications Channel	Audience	Schedule	Requests Due	Author(s)	Publisher	Send Requests to
LED Sign - The electronic sign is one of our primary means of communicating what is going on at Southminster to the general public.	General Public and SPC	Updated multiple times per week, as needed	3 days before publication	Program Staff	Business Administrator	office@sminster.com
Website - 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.	SPC and General Public	Events: weekly. Other changes: upon request.	3 days before publication	Anyone	Webmaster	webmaster@sminster.com
Facebook - 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.	SPC and General Public	As needed	(no schedule)	All staff have privileges to post	All staff have privileges to post	Southminster Staff
eNews - This is a general email that covers things that have and will happen in the church and beyond. 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	SPC and General Public (by request)	Weekly - Fridays	Wednesday afternoon before release.	Anyone	Business Administrator	office@sminster.com
email "blast" - An ad hoc email to everyone who has subscribed to eNews. This is used to draw special attention to information or for critical communications outside of the normal weekly schedule. It is often used for funeral announcements, weather notifications, and selective campaigns for information.	SPC and General Public (by request)	As needed	3 days before publication	Anyone	Business Administrator	office@sminster.com
Bulletin Insert - Provides attendees with announcements regarding upcoming events, needs for volunteers, special offerings, etc.	People attending Sunday worship	Weekly - Sundays	no later than the Tuesday afternoon before release	Anyone	Business Administrator	office@sminster.com
Sanctuary Video Projection - Provides an additional communications channel (to the spoken word, hymnals, Bibles, Sunday Bulletin, overall announcements) to reinforce or embellish the message.	People attending Sunday worship	Weekly	3 days before publication	Business Administrator or Office Assistant	Business Administrator or Office Assistant	office@sminster.com
Narthex Video Monitor - Provides information regarding church activities to church visitors on Sundays.	People attending Sunday worship	weekly	3 days before publication	Business Administrator or Office Assistant	Business Administrator or Office Assistant	office@sminster.com
Bulletin Boards - Used to display the church calendar, information about community and youth events to church members and visitors.	Anyone visiting the church	Calendar updated weekly. Others as needed.	3 days before publication	Anyone	Business Administrator	office@sminster.com
Posters on Easels - Used to display information about community and youth events to church members and visitors.	Anyone visiting the church	As needed	(no schedule)	Anyone	Anyone	office@sminster.com must approve.
Traditional Mail - A way to communicate information to church members at home. Reinforces critical messages via an additional communications channel. (e.g. annual giving campaign, staff changes)	SPC	As needed	7 days before publication	Typically, Head of Staff or Session when targeting all members	Business Administrator	office@sminster.com pastor@sminster.com
Telephone Messaging - An interactive way to communicate with people church. (e.g. Care Connection Callers)	SPC	As needed	7 days before needed	Anyone	varies	n/a