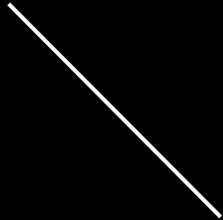


Church Communication Policy



Updated 5/2021



The Communication Team is here to help you get the word out about your ministry event and or communication needs! We strive to reflect the heart of your event while maintaining the best practices to ensure effectiveness, clarity, and consistency. Since there is a limited amount of time, energy and space that can be given to communications, we sometimes have to make difficult decisions about what things will be promoted in which capacities. Any communication decisions are made based on the church's mission and core values and the purpose, target audience, and timeframe.



Please note that until your request is submitted in its entirety (dates, contact information, written material, etc.) we cannot lock in a deadline. We need to have all information before we can guarantee a completion date. Even if you have your own design ideas, it needs to have Communication Director approval.

Submission form can be found: [link](#)

Communication Timeframes:

Item	Timeframe
General Media	
<input type="checkbox"/> Email <input type="checkbox"/> Social Media Graphic <input type="checkbox"/> NextSteps Tile	<ul style="list-style-type: none"> ● <i>At least Three weeks in advance of <i>Run Date</i> in order to be considered.</i>
Video	
<input type="checkbox"/> Event Promotion <input type="checkbox"/> Ministry Highlight <input type="checkbox"/> Welcome videos, training videos, etc...	<ul style="list-style-type: none"> ● <i>At least FOUR weeks in advance of <i>Run Date</i> in order to be considered.</i>
In-House Printing	
<input type="checkbox"/> Nextsteps Poster <input type="checkbox"/> Registration Form <input type="checkbox"/> Flyers <input type="checkbox"/> Postcards/Invitations	<ul style="list-style-type: none"> ● <i>At least FOUR weeks in advance of <i>Run Date</i> in order to be considered.</i>
Professional Printing	
<input type="checkbox"/> Banners/Signs <input type="checkbox"/> T-shirts <input type="checkbox"/> Postcards <input type="checkbox"/> Mugs/Pens/Other	<ul style="list-style-type: none"> ● <i>At least FOUR-SIX weeks in advance of <i>Run Date</i> in order to be considered.</i>



Large projects with multiple items, and requests that don't meet timeframe require a Creative Planning Meeting

Important Information

- The Communication Team will use materials that are free from copyright infringement to the best of their ability and will avoid using images/video/fonts/vectors/music that will violate copyrights and or require licensures.
- Timely proofing and approval are key to timely completion. Please respond to proof requests ASAP.
- Publishing of the communication will be determined by the Communication Team for each media type.
- You will be notified via email when printed materials are available for pick-up.
- If you need access to any digital files, they will be made available via Email.
- Social Media is social, Please participate and encourage others to participate in the digital communication efforts, through likes, comments, and shares. The event leaders can and should invite people verbally and via social media as much as possible to also promote the event. For Facebook Announcements and Events, it's very important to have your entire team RSVP, Post, Share, Invite, Like and Comment on all materials posted.
- Final design decision is made by Communications Director.

