

# Creative & Communications Policy

## Purpose

The goal of this policy is to ensure that all communications and creative efforts at Open Door Church are clear, consistent, and aligned with our mission. By centralizing requests and stewarding how and what we communicate, we seek to serve our congregation with excellence while avoiding unnecessary noise.

## Centralized Requests

All communications and media requests must be submitted through the **Media/Communications Request Form on the Staff Portal**. This centralized system allows our team to plan effectively, maintain quality, and steward time and resources well.

To ensure proper execution, the following timelines must be followed:

- Large events and major design projects: **1-2 months before the start of promotion**
- Branding or rebranding initiatives: **4 months in advance**
- Small events or requests involving Open Door branding: **1 month in advance**
- Social media requests: **3 weeks in advance**
- Long-form video (over 2 minutes): **3 weeks in advance**
- OD News submissions: **2–3 weeks in advance**
- Lobby or Worship Center table requests: **at least 2 weeks in advance**
- Website updates: **at least 1 week in advance**

Requests submitted outside of these timelines may not be completed. Centralizing requests ensures that all communication remains unified, strategic, and aligned across ministries.

## The “50% Rule”

To protect the clarity and effectiveness of church-wide communication, Open Door follows the “50% Rule”:

**Any church-wide communication (social posts, announcements, posters, or emails) should apply to at least 50% of the congregation.**

If a message does not meet this threshold, it should be shared through more targeted and appropriate channels such as ministry-specific social media, group messaging, email segments, or Care Group communication.

This approach helps prevent information overload while ensuring that what is communicated broadly is meaningful to the majority of our church family.

## Approval & Oversight

All communications and creative materials are subject to final approval by the **Communications Team, Media Team, and Pastoral Staff**. This ensures consistency in branding, alignment with church values, and wise use of communication platforms.

## Calls to Action (CTA)

Every piece of communication with a call-to-action should include a clear and consistent next step, and follow our brand voice. Whenever possible, this should direct people to the church website using the full domain: [www.opendoorlife.com](http://www.opendoorlife.com). This reinforces the website as the central hub for information and engagement.

## Communication Philosophy

Our approach to communication prioritizes **clarity, inspiration, and intentionality**:

- We prioritize **inspiration over excessive information**, especially on social media
- Only **1/5 posts should be solely promotional**, with the majority aimed at encouragement and connection
- Communications should guide people to the website rather than attempt to contain every detail
- The congregation is empowered to take the next step by engaging with the website (central hub) of information

By following these guidelines, Open Door Church communicates in a way that is unified and intentional—helping people stay informed without becoming overwhelmed, and always pointing them toward their next step in faith.