

Church Communications Ministry

Guidelines

The Church Communications Ministry creates content across platforms to plan, strategize, organize, facilitate and implement events/schedules requiring the use of church facilities including maintenance at both campuses. The current process does not include generation of bulletins.

The Church Publicity program addresses:

1. Emails – The objective is to use REALM emails as a reminder of certain schedules or events or emergency situations.
2. Calendaring – Ensure the facility use and the REALM events are updated. Share specific events or schedules on the REALM newsfeed but do not saturate the Newsfeed with every event or schedule. This would include routing the request for facility use to the appropriate channels to get an agreement in place with insurance specifics based on the facility use policy.
3. Document Routing and eSignature – Ensure that the documents requiring approval for financial or for building use are prepared and submitted thru the channels for electronic signatures. Then filed at the church.
4. Contact Cards, Parish Registration – Ensures all information submitted through the contact cards and parish registration process is recorded in REALM adhering to the partially-closed model and provided to the rector.
5. Newsletter – the weekly newsletter is sent out on Thursdays to ensure receipt of the information for Sunday services.
6. Website – the website is updated on Wednesday or Thursday to ensure information is available for Sunday services or other special events. The website provides information pertaining to the church services, Rector, sermon, Vestry, promotion of events, information of ministries and specific information for church members. Ensures policies and procedures are maintained online and updated.
7. Facebook – weekly newsletter updates are applied automatically; notices or events are updated as needed but updates should be applied weekly.
8. Banners – banners are created for special events and services.
9. YouTube – weekly sermons are posted on church YouTube channel and other recorded items.
10. Marketing – The objective is to get the word out about St. Martin de Porres Episcopal Church and what it has to offer. This may be advertising, post office post cards, mailings, press releases, and other types of advertising options.
11. Church Branding – The objective is to ensure that overall St. Martin de Porres Episcopal Church achieves a clear message of its mission and goals. This would apply to any publicity item developed or used, such as a unique icon or standard phrase that would convey St. Martin de Porres instantly.

12. Bulletin Board – There is a bulletin board in the Narthex that should be used for the purposes of promoting events at the church and local communities.