

RPC Social/Communication Resources, Tips & Style Guide:

Resources:

- Royalty Free Images (*royalty free – meaning not copyrighted and we can use without getting in trouble*)

- Vector designs/icons (*a vector is a design that can be made any size without becoming pixelated or grainy, and SVG is similar to this as well*)

- PNG images and designs (*much higher quality than a jpeg and FB does better with pngs*)

- Design resources and templates to help create creative images, gifs and videos for social.

--- Most of these are free, but several have free and purchased options. ---

Unsplash - Royalty Free Images:

<https://unsplash.com/>

Creative Commons - Royalty Free Images:

<https://search.creativecommons.org/>

FreeStockImages.com - Royalty Free Images:

www.stockfreeimages.com

Pexels – Royalty Free Images:

<https://www.pexels.com/royalty-free-images>

StockSnap.io - Royalty Free Images:

<https://stocksnap.io/>

FreeStocks.org - Royalty Free Images:

<https://freestocks.org/>

FreeImages - Royalty Free Images:

<https://www.freeimages.com/>

Pixabay – Royalty Free Images:

<https://pixabay.com/>

Shutterstock – Royalty Free Images:

<https://www.shutterstock.com/explore/royalty-free-images>

DesignersPics – Royalty Free Images:

www.designerspics.com

Vecteezy - Free Vector Resources:

<https://www.vecteezy.com/>

VectorStock - Vector Resources:

<https://www.vectorstock.com/>

PNG Tree - Free PNG/Images Resource:

<http://pngtree.com>

Free SVG Planet – free SVG vector images:

<https://freesvgplanet.com/page/3/?s=ring>

Dreamstime - Photo/Vector Resources:

<https://www.dreamstime.com/>

DaFont - Free Fonts for Download:

<https://www.dafont.com/>

Font Squirrel - Free Fonts for Download:

<https://www.fontsquirrel.com/>

1001 Fonts – Free fonts for download:

<https://www.1001freefonts.com/>

FDR: Free Design Resources – free designs, templates, mockups, fonts, etc:

<https://freedesignresources.net/>

Canva – Design Tool Resource: pro acct

UN: jpow@rpcstaff.org | PW: RockPointe1!

<https://www.canva.com/>

Over – Design Tool Resource:

UN: jpow@rpcstaff.org | PW: RockPointe1!

<https://web.over.app>

Creative Market - Design Resources – photos, vectors, backgrounds, fonts:

This spans off JPow's personal acct because the amount of already purchased materials under account, feel free to use – if you purchase anything more please use your own cc.

UN: RockPointeChurch | PW: RockPointe1!

<https://creativemarket.com/>

JPow's Personal Design Resource folder (lots of free resources organized-ish in folders – feel free to download and use files you need)

https://www.dropbox.com/sh/ryep7ryfoitql2b/AAC_i9YPviaa_sJYuxzJHM-a?dl=0

Tips, Tricks, Trends for a more successful Social Presence:

-Most of these tips, tricks and trends come from other social experts that specialize in running social media specifically for churches.

- RELATIONSHIP & EDUCATION over PROMOTION & ADVERTISING: As we continue to have more of a presence on social than in person throughout this season, let's do our best to use these platforms as an extension of our ministries rather than a walking advertisement. Think community and how can I educate versus advertise/promote. Think about what you like to see in your own feed. A more powerful approach is to tell a story that inspires someone to care about your event or announcement. If they care, they'll find the times and dates.

- Don't Sell, Educate: We're a teaching church, that shouldn't change. Our goal to spread the gospel and love of Jesus to our community as well as to the world, think how can you use your social accounts as an opportunity to educate instead of promote?

-Be careful to overuse churchy words for any unbeliever that may stumble across your account, who wouldn't understand.

- The 10/10/10 strategy: We have never been a numbers church, and social likes and followers shouldn't change that. Don't just invest in content, invest in people and our community. When you can take 10 minutes to watch and respond to 10 stories and comment on 10 posts (it seems like a lot, but we spend more time than that on our personal accounts).

- QUALITY IS IMPORTANT: If the image is pixelated, grainy, blurry, not high quality, or has a watermark on it, please find something else to use in its place using free resources listed above or contact your communications team for help. Pick quality over quantity every time.

- Real-life imagery mixed with text and graphics performs better than something fully designed.

- Each social media platform has its own sort of subculture, and what works on each platform will vary. The dimensions for images and video are different. Recognize these things and create content specific to each platform. If you need help identifying these, please reach out to your communications team.

- Instagram was created for especially for imagery/photography, not text based documents or forms – viewers cannot zoom in to read these, they are better suited for FaceBook. Quality of the image is key!

- Be diverse in your content and the imagery you use while still staying in line with RPC's look and feel. Think of RPC as more of the Joanna and Chip Gains versus hipster, we are that favorite sweater in the back of your closet.

- Rotate your days. Rotate what you are giving them vs what they are giving us (engagement/fun posts).

- STORIES: Stories on IG and FB are currently a very popular trend and tend to get more engagement than posts themselves (mainly on IG) because they are quick to keep viewer's attention (IG has a younger audience so this reaches them better).

- Stories are a great way to engage your viewer by adding a way to allow them to interact (polls, questions, reactions, etc). They are a great way to show the behind the scenes or act as a window to the inner workings of the church. They do not have to be as polished and can be as simple as a photo or video from Sunday or an event.

- To extend your message/reach, you can add new posts to your stories. You can use stories to promote events daily vs posting them daily often in your feed. This is how your communications team will advertise your events as well on the main accounts.

- When posting a story on IG or FB do your best to tag the main RPC account (and any staff, other RPC accounts or followers in post) to extend engagement and reach. This allows those accounts to add to their stories as well.

- Tag people or other ministries in your posts, either on FB or IG, to create more engagement and connect people in the right environment. This helps to extend your reach and engagement. You can share, like, comment and converse on your personal pages to extend reach too (at the end of the day our goal is to spread the gospel, sometimes your personal account will reach the unchurched more than our RPC accounts). Encourage others to tag you back in their posts as well to have it seen by even more viewers.

- Your FB group and IG account do not always have to match!!! This one is big!! They are different platforms, created for different uses. You likely

have a lot of cross over between the two and your viewers don't always want to keep seeing the same thing pop up in their feed. Each platform was created to be different – FB fosters community with groups and the reaction interaction, whereas IG was created more for imagery and for quick scrolling.

- Late nights and early mornings seem to be the best time to post, (especially on IG). You can always look at your insights to check when your most

- Videos with captions perform better than videos without captions.

- Pinned comments is a great way to show off what other people think of your post (new IG feature).

- On IG, sliders (or carousels) tend to have more engagement than single posts.

- It's ok to have fun, specially in this climate. Post fun and interactive posts that stay in line with RPC's voice.

- Avoid long url addresses in IG. People cannot click on these or copy/paste them on Instagram and would have to type out them out in a browser to get there. Short urls are best, and a Link Tree is the best (currently in progress for the main account and in use on the men's acct – reach out to your communications team to learn and to help you create this).

- Quality over quantity is essential on social media, especially in this current season. Be aware that there are many RPC accounts currently in play and our followers can receive A LOT of RPC posts in one day (think of your own newsfeed). We never want to 'annoy' or over-blast our audience or cause them to snooze us. Posting content is only one half of a conversation; focus on communication versus over posting. Stories allow you to post more, without tarnishing your brand's image.

- Proofreading is a must. One error can convey that the information or the audience is not important or valued. Double check before posting/sending, Do not rely on your computer's spelling and grammar checkers. When in doubt, reach out to your communications team.

- Use these tips, tricks and trends to let your ministry shine through social. Be you. Amplify the unique voice that God has given you.

RPC Style Guide Guidelines (condensed version):

- These are for anyone using an RPC account or sending out communications under an RPC name or email.
- The purpose of this style guide to create consistency across the board so we sound, look and feel like the one voice.
- Some exceptions can be made to accommodate for a distinct style, design or spacing issue.
- *This is not meant to be legalistic*, but rather to serve as a general reference guide so that we can show a consistent image to our members and guests. This is also a living document, which may be updated and/or revised periodically.
- When in doubt check with your communications team!

References:

- Our style guide is based *mostly* on the *Associated Press Stylebook*, with some exceptions. You may also refer to the following preferred/recommended references:
 - *Merriam-Webster Dictionary: Merriam-webster.com* (Use the *first* spelling listed and refer to this for questions of where to hyphenate, how to abbreviate, etc.)
 - English/Grammar: *The Associated Press Stylebook*

Abbreviations:

- Avoid in general, particularly when referring to events or groups.
Example: RockPointe Church upon first mention; RPC to be used in subsequent references.
- May be used for books of the Bible, if needed for spacing issues, but preferably, spell them out. Okay to use them for Bible translations (NIV, ESV, etc). Use your discretion.
- Spell out months/dates where space allows.

Dates & Times:

- Use Arabic figures, without st, nd, rd, or th.
Example: Join us on September 3 for a bonfire. Not: Join us on September 3rd for a bonfire.
- Drop reference to year when appropriate (if what you're mentioning is in the current year). Don't abbreviate if at all possible (unless limited by space). Use day of week when referencing dates unless more than one day is included or space is limited.
Example: Tuesday, March 9 (not Tues., Mar 9, 2017); March 9-12

- Dates can be numeric where needed (if spacing is an issue). To be consistent, numeric dates should contain slashes, not hyphens or periods.
Example: 9/17/20 Not: 9-17-20 or 9.17.20

- Times should be written consistently and concisely.

- Time format should be without the 'M' in the meridian - a/p or A/P without periods and no spaces.

- Unless format, design or spacing demands it, 00 can be left off time.

Example: 6p or 6-6:30P Not: 6:00 p.m. or 8:30 P.M. or 6:00 – 6:30 p

- Only use the meridians once after the last number in time frame.

Example: Class runs from 9-10:30a Not: 9a – 10:30a

Example: 8, 9:30 & 11:15a, NOT 8a, 9:30a & 11:15a

Web:

-Use lowercase for all web addresses.

Example: rpc.fm/studentministry Not: RPC.fm/StudentMinistry

-Internet addresses should not be underlined.

-Drop the www in body copy (*the exception is on FB where the RPC short url does not work on its own*).

Spacing:

- Use ONE space between all ending punctuation (period, question mark, or exclamation point) and the start of a new sentence.

Capitalization:

- Avoid all caps, except for emphasis. It gives the impression of YELLING.

- Capitalize pronouns when referencing the Deity (God, Father, Holy Spirit, He, Him, etc.) and all names of God, such as King of Kings, Lord of Lords, the Almighty, Holy Spirit...

- Capitalize the first word after a colon if what follows could stand alone; otherwise, do not capitalize the first word following colons.

Example: She voiced some concerns: The playground equipment did not appear safe. What I remember best are the two things I did well with in school: grammar and history.

Widows/orphans:

- Eliminate Please. A widow is the last line or word of a paragraph on a line by itself. An orphan is the first line or word of a paragraph on a line by itself. *Do your best to correct these issues – orphans are more acceptable in design than widows.*

(^ example of widow)