

Communications Policy

The purpose of the Shandon United Methodist Church Communications Policy is to:

- Ensure consistent, high-quality, and appropriate communications to all members of the church, prospective members, and the community.
- Ensure all communications are accurate.

Scope of the Policy:

- Weekly Bulletin Announcements
- Monthly Newsletter
- Friday E-News
- Forms
- Church Website
- Graphics
- Social Media
- Email Blasts
- Monitors
- Outdoor Banners
- Signs and Flyers
- Church Branding

Weekly Bulletin Announcements

The main purpose of the weekly worship bulletin is to serve as a guide for worship. As such, announcements should be limited to 2-3 sentences, including location and contact information, and pertain to near-term events (within the next two weeks) which are open to all members or at least large segments of the membership and/or community. Events that require advance registration may also run during the week before & after registration opens. All weekly worship bulletin announcements should be submitted to shandon-umc.org/communications by close of business (5:00 pm) Tuesday.

Save-the-date one-line announcements for events further in the future will be accepted as space is available.

Inserts to the worship guide will not be normally considered unless approved as exceptions by the Senior Pastor.

Monthly Newsletter

All announcements and articles for the monthly newsletter will be submitted through shandon-umc.org/communications by the date outlined on the Newsletter Calendar. Only church-related articles will be considered for publication. With the exception of events that require enrollment, articles will be published only for the current and subsequent month.

All submissions will need to be edited prior to submission, as the form will not provide feedback on misspellings or other grammatical issues. If you need help with editing or need a second eye on your content please contact the Communications Director.

Friday E-News

Friday e-news is designated to provide sermon details, Sunday Bulletins, and a variety of links that allow members/subscribers to access additional details regarding activities at Shandon. The e-news also features a special announcement section that is utilized to promote an upcoming event or announcement. These are limited to two a week. If you would like your announcement featured here, please email your request to the Communications Director as early as possible.

Please keep in mind that this space is limited and reserved for requests in the order they are received. Exceptions are made in emergency circumstances.

Note: In all cases above, although all communications requests will be given due consideration, there is no guarantee that an announcement requested will be included.

Bulletin, Newsletter, and E-News submissions may be edited as deemed necessary for content and length. Thank you in advance for understanding and respecting the church's need to limit the number and length of communications in order to be good stewards of church members' time, our environment, and church resources.

Forms

If you have an upcoming event/activity that requires registration, please submit your request for the form 14 days prior to when you will need to begin using the form. If your registration is announced in the upcoming newsletter, please be sure you've submitted your form request far enough in advance for the form to be created prior to the newsletter publish date. Please be sure to provide the end date for your registration. Requests for forms will need to be sent directly to Communications through:

shandon-umc.org/communications

Church Website

The church has one authorized website, www.shandon-umc.org, to represent its ministries, events, activities, members, and membership. All requests for changes, corrections, or additions to the church's website may be directed to and must be approved by the Communications Team, allowing 14 days from the date of the request for updates.

Special exceptions may be made for updates related to emergencies or inaccuracies. They will be made as soon as possible.

Website updates or change requests that aren't related to an upcoming event submitted through shandon-umc.org/communications, will need to be sent directly to the Communications Director via email.

Graphics

If you need graphics or logos designed for your upcoming event, please make your request at least 14 days prior to when you need to begin using it. This includes graphics

needed for inclusion with your newsletter request. Please submit here:

shandon-umc.org/communications

Social Media

Event posting to the church's main Facebook, Instagram, or YouTube page must be presented to the Communications Team. Most events are posted and added to Social Media. If there is a specific time you would like your event posted please contact the Communications Director.

Church-Wide Email blasts

Church-wide email blasts to promote church events must be submitted to and approved by the Communications Team. In an effort to limit the number of email blasts sent, please work with the Communications Director to utilize one of the other channels. Ex: Newsletter, Friday E-News, or Bulletin.

Monitors

Monitors shall be used only for church-related or sponsored events and activities. Requests which meet this requirement may be directed to the Communications Team.

Note: Most events are posted to the Monitors without special request.

Outdoor Banners

All other outdoor banners on church property will be limited to church-sponsored events and activities. Please make requests to the Communications Director at least 21 days in advance to allow appropriate design, printing, and display time.

Signs and Flyers

Our church lobby is like the living room in your home. It creates a lasting first impression and tells a story about the occupants of the home. Our goal is to tell Shandon UMC's story in a clean, attractive, comfortable, uncluttered environment so that the messages can be clear, impactful, and memorable.

- All flyers, signs, and posters (paper or electronic) must be approved and posted by the Communications office.
- As much as possible we seek to be paperless - approved items will be broadcasted on the hallway monitors.
- Do not tape anything to the wall or doors. Contact the Communications Director for alternatives.

Church Identification – Brand Marketing

Please be sure to use official Shandon branding for all communications, including logo, colors, and fonts. If you need a copy of our Style Guide of Logos, please request them from the Communications Director.