

FIRST PRESBYTERIAN CHURCH COMMUNICATION POLICY

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PLAN YOUR PUBLICATION STRATEGY IN ADVANCE. Due to space and time restrictions, we advise all Ministry Teams to plan their communication strategy for publications at least 4 weeks in advance.

In order to produce quality products and maintain clear communication, it is required that all requests be made by the deadlines stated in order to guarantee publication of your event. Your publication may be subject to delay if you do not plan your strategy effectively.

We do our best to get your information to the congregation in a timely manner. So remember, the sooner you get your information to us, the more time we will have to make sure your message is communicated in an organized fashion.

BIBLE STUDY AND SUNDAY SCHOOL RESOURCES

Powerpoint presentations, handouts, notes, etc.

If you would like assistance creating these items for your Bible study, Sunday School, or other group/event, please submit all related documents and all needed graphics to the Office Administrator by **noon one week before** the day you need them. This ensures we have enough time to prepare your items adequately. This is done on a first-come, first-served basis. Please get your requests in early so we can fulfill and complete them.

BROCHURES & FLYERS

- Submit your request at least **4 weeks** before your event through the *Publication Request Form*.
- Any brochures or event flyers not designed by the office must have approval from the office before distribution.

BULLETINS & INSERTS

The goal of the bulletin is to provide the order of worship for that day. Also, it is to inform the Sunday congregation of the upcoming events and important information for that week and to ultimately direct people to the church website, www.fpc-sal.org, for the latest, up-to-date information about services, events, and ministries.

- Deadline for submissions is **Tuesday at 4:00 pm, 2 weeks in advance.**
Ex. Announcement runs Sunday the 22nd, request needs to be submitted by Tuesday the 10th.
- You must submit all announcements through the *Publication Request Form* on the website or request a printed copy from the office.
- Bulletin announcements generally run for 2 weeks unless otherwise determined by the office or pastoral staff. You may create several announcements for one event, making them more detailed as the event draws closer.
- There is no guarantee that your announcement will be printed. We will make every effort to include each one, but everything is subject to final approval (based on size, content, space restrictions, and priority) before printing.

- Bulletin inserts are reserved for special events only and must have prior approval by Pastoral staff at least 2 weeks prior to the service date.

CHURCH LOGO

At no time can the design of the church logo be altered. That includes the fonts, colors, or graphics the logo utilizes. The logo utilizes several colors. The Office Administrator can furnish you with exact color codes upon request. The color codes will vary and depend on the medium selected, i.e. plain paper, glossy paper, website/social media, t-shirts.

The First Pres logo must be displayed on items intended for external distribution or consumption.

Furthermore, all mass production of any items intended for sale or external distribution or consumption needs to be approved by the Communicate Team and may need Session approval as well.

DOOR SIGNS

Currently, we have door signs on the parking lot and West Fisher Street doors. These signs list the business hours and worship schedule. No other signs should be adhered to the doors without prior approval from the office.

LITERATURE RACK

The Literature Racks are located in the West Fisher Street entrance lobby and in the Sanctuary vestibule at the courtyard entrance. They have very specific items rotated and on display throughout the year. Only those items may be placed in the rack at any time.

If you have some literature that you would like to make available to the congregation, please check with the Office Administrator for further direction.

NEWSLETTERS

Currently, the church newsletters are published on a monthly basis and at times a two-month basis. Articles, Save the Dates, and Announcements should be submitted to the Office Administrator by the monthly deadlines, typically the 3rd Wednesdays, but are subject to change. You may use the ***Publicity Request Form*** to submit your newsletter items. Pictures may be submitted for use and will be approved by the Communicate Team before publishing.

EMAIL

The weekly email is sent out to the entire congregation every Thursday and contains announcements for upcoming events and that week's worship schedule. Sunday morning emails contain the day's schedule of worship and any other events taking place that day. Reminders of Food Pantry Sunday or Communion will also be included in the Sunday email. The email is sent out via Constant Contact to subscribers. Anyone can subscribe to the weekly emails through our website www.fpc-sal.org. Content for the emails come from the Publicity Request Forms and staff.

OFFICE EQUIPMENT

The copier, folding machine, paper cutter, and other equipment are available for the Ministries of First Presbyterian Church. Please contact the Office Administrator for more information or to schedule a time to use the equipment for program events.

*Please note that the copier is not available on Thursdays.

POSTERS/FLYERS & COLOR PRINTS

Posters may be created in standard printing paper size (8.5x11, 8.5x14, 11x17 only) by completing a *Publication Request Form* at least **3 weeks in advance**. Posters/flyers may be printed in color upon approval by the Office Administrator.

Adhering posters/flyers to interior walls must utilize blue painter's tape. No other tape, staples, pins, or adhesives may be used.

REGISTRATION / SIGN-UPS

There are many ways to sign up for events at First Presbyterian Church and vary by event. Sign up strategies will be noted on the *Publication Request Form*.

- Online reservations, either on the church website or by SignUp Genius
- QR-coded links in the bulletin, posters/flyers
- Email, the weekly email, Thankful Thursday, will have online links
- Friendship Pads, during worship on Sundays
- Email the Office Administrator directly
- Call the church office
- Stop by the church office and speak to the Office Administrator

SOCIAL MEDIA

Facebook

The purpose of the First Presbyterian Facebook page is to promote events, videos, news, celebrations of achievements, and announcements. If you would like something to be promoted on Facebook, please submit your request via the website *Publications Request Form*. The Facebook page can only be updated by a page administrator.

Instagram

The purpose of the First Presbyterian Instagram page is to promote _____

Sunday Powerpoint Announcement Slides

Deadline for submissions is Tuesdays at 4:00 pm.

Please submit your request and graphics via the *Publication Request Form*. You may discuss special instructions after the form has been submitted. All submissions run on a first-come, first-served basis. Submissions must be brief. Try to limit the number of words on the slide so that it can be easily read.

WEBSITE

Deadline for general website submissions or changes is **Tuesday of each week**. The website is updated daily, but if your request is complex, it will take more time to implement changes.

Please submit your changes via the website ***Publication Request Form*** or discuss your need in person with the Office Administrator.

Graphics used on the website must be either original photographs (used with permission of those in the pictures), purchased stock photos, or graphics created in the church office. We will not use copyrighted images or those pulled off the web without permission.

New Ministry Pages must be approved by the Communicate Team and Staff. Ministry page changes and updates can be requested at any time. If you are a Ministry Team Chair, it is your responsibility to keep your page content current and up-to-date.