



VILLAGE CHURCH

COMMUNICATIONS POLICY - Updated 10.28.16

I. PURPOSE

The purpose of the Village Church Communications Policy is to:

- Ensure consistent, high quality, and appropriate communications to all members of the church, prospective members, and the neighboring community
- Ensure all communications are accurate and appropriate within the context of our faith community
- Effectively utilize the budgeted resources for approved communications
- Protect the privacy of all church members

II. GENERAL POLICIES

- Consideration will be given to events/ministries which are in harmony with our Promotion Strategy.
- Village Church events are promoted for a maximum of six (6) weeks, but usually for four (4) weeks. The Communications Manager reserves the right to fully edit submitted information to comply with communications standards.
- We ask that all communication requests be submitted via the appropriate Communication Request form on our website <http://www.vcob.org/vcresources/communicationsrequests> or on our Mobile App under ...More > Leaders Resources > Communications Requests.
- Upon receipt of your form, the Communications Team will determine if the content will be accepted and how it will be most effectively presented.

- Additionally, please refer to the Village Church Written/Digital Communications Guide for branding guidelines, especially when you are outsourcing your design work. The Communications Guide is available for download at <http://www.vcob.org/vcresources/communicationsrequests> or on our Mobile App under ...More > Leaders Resources > Communications Requests.

(a) Weekly Paper Bulletin/Digital TV Slide Announcements

The main purpose of the weekly worship bulletin and tv slide announcements is to serve as a guide, as well as inform those attending the worship services.

- **Policies/details:**
 - Announcements included should be brief and limited to upcoming events and activities of the church, which are open to either all church attendees or large segments of attendees and community members (i.e. all women, all men, all children).
- **Submission Deadline:** All weekly paper bulletin/tv slide announcement requests should be submitted to the Communications Team at least **nine (9) days** prior to the worship service via the *Ministry Event/Program Form*. *Turn around time will increase if the request includes the need for design work. (Please refer to the communications deadlines and turn-around times at the end of this document for accurate time frames).

(b) Pulpit announcements/presentations during worship services

It is our intent to keep our Worship Service flowing and to limit the number and length of pulpit announcements.

- **Policies/details:**
 - At present, we allow no more than four announcements per week in addition to our weekly welcome and connect announcements.
 - Announcement requests directed to the church as a whole, i.e. all church campaigns/events/ministries, will take priority and will be approved for pulpit as space allows.

- Announcement requests directed towards large segments of the church, i.e. women/men/children, may submit a video announcement for consideration that is no longer than two minutes in length.
- We do not announce non-Village Church specific ministries from the pulpit.
- **Submission Deadline:** All announcement requests should be submitted to the Communication Team at least **seven (7) days** prior to the worship service via the *Ministry Event/Program Form*, available at <http://www.vcob.org/vcresources/communicationsrequests> or on our Mobile App under ...More > Leaders Resources > Communications Requests.

(c) Weekly Friday E-Newsletter

The church sends out a weekly email with upcoming activities to staff, members, attendees, and visitors who have subscribed to our email list.

- **Submission Deadline:** Requests for announcements to be included in this update should be submitted at least **seven (7) days** in advance via the *Ministry Event/Program Form*. *Turn around time will increase if the request includes the need for design work. (Please refer to the communications deadlines and turn-around times at the end of this document for accurate time frames).

(d) Village Church Web Site

The church has *one* authorized web site, **www.vcob.org**, to represent its ministries, events, and activities.

- All requests for changes, corrections or additions to the church's web site should be submitted via the *Website/Mobile App Update Form*, available on our website at <http://www.vcob.org/vcresources/communicationsrequests> or on our Mobile App under ...More > Leaders Resources > Communications Requests.
- **Turn Around Time -** Expect a **seven (7) day** turn-around time on website additions or changes. *The turn around time will increase if the request includes the need for design work. (Please refer to the communications deadlines and turn-around times at the end of this document for accurate time frames).

(e) Bulletin boards/monitors/displays/posters/flyers

- **Policies/Details:**

- All bulletin board space shall be used only for church related or sponsored events and activities, with the exception of our community bulletin board.
- This policy includes all paper and electronic bulletin boards, monitors, floor displays, countertop displays, posters, flyers, handouts, stickers, bookmarks, or other signage on church property.
- Requests which meet this requirement may be directed to the Communications Manager (CM).
- Placement of flyers on windshields in the church parking lot is prohibited, unless approved by the CM.

(f) Sunday Foyer Promotions

- **Policies/Details:**

- All ministries must first seek approval prior to setting up ministry tables and/or sign ups in the church foyer. This request can also be placed through the *Ministry Event/Program Form*.

(g) Outdoor sign and banners

- **Policies/Details:**

- Use of the outdoor church sign and any outdoor banners on church property will be limited to church sponsored events and activities. Requests should be made to the Communications Manager.

(h) Print and online advertising, marketing, and related information

- **Policies/Details:**

- No print or online advertising, marketing, or information (including newspapers, magazines or online articles) should be planned -- with or without cost -- on the church's behalf without the review and approval of the Village Church Communications Manager.

III. EMERGENCY COMMUNICATIONS

When a significant event or serious situation occurs at Village Church, it is important to communicate the event or situation to a member of the Pastoral Staff, Ministry Staff or Elder/Deacon Board immediately. This may include, but not be limited to natural disasters, accidents with injury or death, law enforcement or firefighter notification and response, or serious misconduct by a staff, ministry leader, member, or attendee.

- **Policies/Details:**
 - No member should speak on behalf of the church without receiving prior consent from Pastoral Staff or Elders.
 - For death of a loved one -> contact one of our Pastors, Elders, or Deacons as well as an administrative staff member.
 - For emergency prayer request -> contact our Communications Manager as well as administrative staff.

IV. PRIVACY OF CHURCH STAFF, MEMBERS, AND ATTENDEES

Village Church is committed to maintaining the privacy of its attendees and members. The church will take all reasonable measures to ensure the confidentiality of member information including, but not limited to, home addresses, family membership, email addresses, and contact information.

- **Policies/Details:**
 - Email distribution lists, contact lists, or mailing lists containing member information may be used only for communications related to the activities of the church, staff, committees, or sponsored groups.
 - Under no circumstances may member lists be used to solicit or communicate events or activities which are not specifically church-related.

V. COMMUNICATION DEADLINES AND TURN-AROUND TIMES

(a) Deadlines

- Announcement (Pulpit, Visual Slide, Physical/Digital Bulletin): seven (7) days prior to inclusion date. *This deadline increases if design work is also needed. Please see design turn-around times below.
- Friday Newsletter - seven (7) days prior to inclusion date. *This deadline increases if design work is also needed. Please see design turn-around times below.
- Social Media Post - Request must be submitted seven (7) days in advance to your requested post date.

(b) Turn-Around Times

Here are the general timelines (turn-around times) for common projects once we have the necessary information from form submission:

- Website/Mobile App addition or change: seven (7) days from when submitted
- Graphic Design/Branding:
 - Update to existing design, brochure, or publication: seven (7) days from when submitted
 - Design only (new design): one (1) - two (2) weeks from when submitted, depending on complexity
 - Design (new) and outsourced printing: Three (3) - Four (3) weeks from when submitted, depending on complexity
 - In house printing only (from already made design) - seven (7) days from when submitted
 - Outsourced printing only (from already made design) - two (2) weeks from when submitted

