

# Communications Policy

Updated 5/15/15

A high level of excellence is very important at Sugar Grove Church. As a church we strive for excellence in everything, including design. For this reason, we require all forms of communication to be brought to the Director of Administration/Communications for discussion, review, and/or creation.

## Communication Vehicles:

- Bulletin (iGuide)
- Website
- Mass Emails
- Video Communication (The Minute/testimonials/illustrative)
- Printed Material (T-shirts/postcards/flyers, etc.)
- Social Media
- Church Mail Boxes

## Sugar Grove church is comprised of four major demographics:

- Men
- Women
- Students/Youth
- Children

When announcements pertain to a particular demographic (where a large percentage are expected to participate), all attempt will be made to give them full visibility through as many communication vehicles as are pertinent.

## Process to follow for an event to be publicized:

1. Make sure the event is on the church calendar
  - For on-site events: submit a Facility Request (on our website—"Resources Tab")
  - For off-site events: contact the Director of Administration to confirm the date on the church calendar
2. Submit a Publicity Request (on our website—"Resources Tab")
  - Clearly communicate the details of your event or need
  - No Facility Request is needed if the communication material requested is not tied to an event (examples: custom nametags, ministry webpage update, flyer for off-site event)
  - All Publicity Requests will be considered and evaluated based on promotional emphasis (size of demographic affected) and are subject to final discretion of the Communications Department.

## Deadlines

### Communication Vehicle/Publication:

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| • Bulletin (iGuide)                                     | Two weeks prior to 1 <sup>st</sup> announcement date |
| • Website   | Two weeks prior to 1 <sup>st</sup> announcement date |
| • Social Media  | One week prior to 1 <sup>st</sup> announcement date  |
| • Mass Emails   | One week prior to 1 <sup>st</sup> announcement       |
| • Printed Publications<br>(T-shirts, Flyers, Postcards) | Four weeks prior to need                             |
| • Video (for The Minute)<br>date                        | Three weeks prior to 1 <sup>st</sup> announcement    |
| • Video (creative/testimonials, etc.)                   | Six weeks prior to 1 <sup>st</sup> announcement date |
| • Church Mail Boxes                                     | With Elder approval only                             |