

Communication Request Policy

The purpose of the Grayson United Methodist Church (GUMC) Communications Request 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 and appropriate within the context of Grayson United Methodist Church, a United Methodist faith community.
- Establish expectations for submitting and approval of requests.
- Effectively utilize the budgeted resources for approved communications.
- Protect the privacy of all church members.

Scope of the Policy

The following media types are currently in use and the Minister of Communications (MC) and the Senior Pastor may modify them at any time. **All requests will be submitted at least two weeks prior to publication and if graphics design is required, it will be submitted 3 weeks prior to publication.** The MC will make decisions on what publication medium will be used and final editing of all documents in concert with the pastors and staff. In some cases, space may not allow all items to be communicated in all mediums.

Requests should align with a ministry: therefore requests should come from a staff member, committee chair, team leader, or their designee, that oversees the ministry. One exception, if a congregant has a non-ministry request, the MC will determine acceptability and applicability.

The Minister of Communications will notify the requestor of receipt and acceptance and of any questions, content changes or scheduling issues within 3 days of receipt.

1. Weekly worship bulletin announcements

The main purpose of the weekly worship bulletin is to serve as a guide for worship at the 8:30, 9:30 and 11:00 am services. As such, announcements included should be brief, include location and contact information, and limited to imminent events and activities of the church, which are open to either all members or large segments of the membership and community.

2. Additional Sunday Flyers

Separate flyers to the worship guide will not normally be considered unless approved as exceptions by the MC. Flyers will typically be for one week and not more than 2 weeks.

3. Pulpit announcements during worship services

The Pastor or their designated replacement will make pulpit announcements during worship. Announcements in general should be limited to non-routine church activities or those that require a Pastors emphasis.

4. Screen announcements

Screen announcements are those that will scroll prior to each service and at times on the TV monitors. Announcements may include routine activities, new events, call for volunteers, etc...

5. Monthly newsletter

Submit announcements and articles for the monthly newsletter **to the MC by the 25th day of the month prior to publication date.** Only church related publication requests will be considered.

6. Church web site

The church has one authorized web site, www.graysonumc.org, to represent its ministries, events, activities, staff/lay members, and membership. The MC will approve changes, corrections or additions to the church's web site with the exception of Graysonkids, Grayson Student Ministry and Preschool which are maintained by those respective ministries.

7. Social Media

Social Media will include Facebook, Instagram, Twitter and any other platforms that are identified.

- After event/activity posting will be submitted as soon as practical after the event to the MC.
- Graysonkids, Grayson Student Ministry and Preschool currently maintain their own Facebook and social media accounts.
- MC will have access to the Graysonkids, Grayson Student Ministry and Preschool accounts. These ministries will provide the necessary credentials to the MC to allow access.

8. Email Blasts (church wide)

Email blasts to promote church events occur on Monday and Friday.

Announcements/Information should be brief, include location and contact information, and limited to imminent events and activities of the church.

- MC will distribute the email announcements/information for 2 weeks based on the timing of the event.
- Special content email blasts may be requested. The Senior Pastor will approve all special content emails.

9. Digital Signs

The MC will use the digital signs to announce service times and special events. Space is limited so content must be short but impactful. The MC will be responsible for all graphics.

10. Banners

Banners are limited to church sponsored events and activities and require approval from the Senior Pastor. Banners should not conflict with the digital signs. Requests should be made to the MC.

- Submit requests to the MC **four weeks in advance** of the first display date to allow for graphic development and production.

11. Calendar (Hardcopy and Digital)

A hardcopy of the church event calendar will be published quarterly. Submit to the MC your ministry calendar of events the **by the 15th of the month prior to the quarter of publication**. For example, submit by March 15th the second quarter event schedule. Please do not assume that the MC is aware of all items on your calendar.

The MC will display a monthly calendar on the monitor in the Welcome Center.

Privacy of church member and staff information

GUMC is committed to maintaining the privacy of its membership. The church will take all reasonable measures to ensure the confidentiality of member information to include but not be limited to home addresses, family membership, email addresses, and contact information. 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.

Please 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. If approved, it 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 vehicles in order to be good stewards of church members' time, our environment, and church resources.