

COMMUNICATION POLICY
ST. MARK PRESBYTERIAN CHURCH
Effective: 09/28/2020

At St. Mark Presbyterian Church, we live and share the miracle of God's grace. We are a loving congregation with a heart for all God's people. We enact these policies and guidelines so that all communication from St. Mark is appropriate, accurate and reflects our mission which is to glorify God and, by the power of the Holy Spirit, provide opportunities for all people to know, love and follow Jesus Christ.

PURPOSE:

- To ensure consistent, high quality, and appropriate communications to all members of the church, prospective members, guests, the neighboring community and the general public.
- To ensure all communications are accurate and appropriate within the context of a PC-USA faith community.
- To effectively utilize the limited budgeted resources for approved communications.
- To protect the privacy of all church members and others who use St. Mark facilities and resources and/or participate in St. Mark ministries.

GENERAL GUIDELINES:

All promotional space and mediums shall be used only for church related or church sponsored events and activities, or for other activities that groups from St. Mark are supporting and/or participating in. This includes all paper and electronic bulletin boards, screen monitors, floor displays, countertop displays, posters, flyers, handouts, or other signage on church property.

- All materials must be submitted to the church office for approval by the appropriate ministry. **Materials should be submitted at least 5 working days prior to the desired posting or distribution date.**

Church Identification – Brand Marketing

The official church name to be used on all communications is St. Mark Presbyterian Church. Along with the official name, one or more of the following should be included: website address, phone number, address, map, or city/state.

- All promotional/informational materials published for external use should include the approved St. Mark logo and website address: www.stmarktx.org/.
- Only official approved logos provided by the church office are to be used. The office can provide printed and electronic logo files in different formats. Where appropriate, the PC-USA logo and seals can be included as well. These can be downloaded from <http://oga.pcusa.org/section/stated-clerk/stated-clerk/get-seal/#instructions>.

Glossary of identifications:

St. Mark or St Mark NOT Saint Mark or St Mark's or St. Mark's

Family Life Center NOT FLC (unless the abbreviation is footnoted)

Early Learning Center NOT ELC (unless the abbreviation is footnoted)

Emergency Communications

When a significant event or grave situation occurs at St. Mark or in the local community, it is important to communicate the event or grave situation immediately to at least one or more of the people listed below in the following order of notification when possible:

1. Pastor, Head of Staff
2. Director of Christian Education
3. Clerk of Session
4. Communication Elder or Committee Chair.

No church member should speak on behalf of the church without receiving prior consent from one of these designated people. Significant events may include but are not limited to the following: natural disasters, accidents with serious injury or death, public health emergencies, law enforcement or firefighter notification and response, violent attacks committed on church property or in the Boerne community, or serious misconduct by a member, student, faculty, or staff.

Privacy of Member and Staff Information

St. Mark is committed to maintaining the privacy of its members. 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. Members can opt out of having their contact information in the published directory. 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.

COMMUNICATION COMMITTEE RESPONSIBILITIES:

Please note: Although all communication requests will be given due consideration by the primary contact, there is no guarantee that a request will be approved and included. If approved, content may be edited as deemed necessary for clarity and length.

HAPPENINGS WEEKLY EMAIL BLAST

Primary Contact: Office Administrator

Due by Tuesday noon.

An electronic newsletter published weekly. Intended to be an email blast of short announcements about activities of interest to members and visitors.

SUNDAY ANNOUNCEMENT HANDOUT

Primary Contact: Office Administrator

Due by Tuesday noon to be assured of being in the following Sunday announcements
Worship Committee is responsible for worship service content in the bulletin.

WEBSITE (<https://www.stmarktx.org/>)

Primary Contacts: Communications Elder or Committee Chair, and/or Office Administrator
The website is St. Mark's face to the world. Content is designed to provide general information on the church and its ministries, and to facilitate opportunities for non-members to visit and participate. It also provides timely information for members. Only those granted login credentials can make updates and changes to the website. Access is granted by the Communications Elder or Committee Chair and implemented by the Office Administrator. Specific guidance for website, internet and computer network use by staff is noted in the Computer Network and Internet Policy section of the Employee Handbook for Shared Employees of St. Mark Presbyterian Church adopted July 1, 2012.

(<https://www.stmarktx.org/wp-content/uploads/2019/03/8-Employee-Handbook-2012.pdf>).

SOCIAL MEDIA

Primary Contact: Communications Elder or Committee Chair, and/or Director of Christian Education

Public Church Facebook, Instagram and YouTube pages and a Private Instagram page for Youth. Only the Director of Christian Education, Youth Director, Communications Elder or Committee Chair and designated Communications Committee members can post to these pages.

Social media is used to promote and share information about activities, encourage people to register for activities, share outcomes of ministry projects, and reinforce that St. Mark is actively living out our mission in the community. Specific guidance for social media is noted in the St. Mark Youth and Child Protection Policy, pages 12 & 13

(<https://www.stmarktx.org/about/st-mark-operations-manual/>).

EMAIL BLASTS

Primary Contact: Pastor or Director of Christian Education and Office Administrator

The Pastor or Director of Christian Education approve all requests for email blasts other than the weekly Happenings. The Office Administrator or volunteers granted REALM access specifically for that purpose create and send messages. Email blasts should be used sparingly and with discretion, based on the importance and timeliness of the message.

VIDEO SCREENS in SANCTUARY, HOSPITALITY CENTER and FAMILY LIFE CENTER

Primary Contact: Office Administrator

Requests to post information are due by Tuesday noon to be shown on the next Sunday.

PNG files are preferred. Times and content for Sanctuary screen use will be decided jointly by Worship Elder and Communication Elder or Committee Chair.

PERMANENT BANDERA ROAD SIGN

Primary Contact: Office Administrator

Sign message changed at least twice monthly and when worship service times change

TEMPORARY BANDERA ROAD BANNERS

Primary Contact: Director of Christian Education

Only one banner can be shown at a time and must be displayed as per Boerne City ordinance.

Respective ministries are responsible for the cost of producing and maintaining banners.

Director of Christian Education manages the banner schedule and coordinates set-up/take-down with the Sexton and Property Elder.

MEDIA ADS/ARTICLES

Primary Contact: Office Administrator and Communications Elder or Committee Chair

Ads/articles are due two weeks before intended publication date

- All paid advertisements must be approved by the Communications Elder or Committee Chair.
- News articles and/or public service announcements can be submitted by any ministry committee after getting approval from the Communications Elder or Committee Chair. Copies should be shared with the Office Administrator before submission as an FYI so the office can respond appropriately to follow up calls or inquiries.

QUARTERLY DIRECTORY

Primary Contact: Office Administrator

Updates are published the first month of each quarter (January, April, July, October). A PDF of the directory is emailed to all members and printed copies are mailed to those not using email. Printed copies are available in church office as well.

PICTORIAL DIRECTORY

Primary Contact: Communications Elder or Committee Chair

Coordinated by an ad hoc committee appointed by and chaired by the Communications Elder or Committee Chair.

BULLETIN BOARDS

Primary Contact: Ministry Elders

Ministry Elders are responsible for keeping hallway bulletin boards maintained.

Nine boards: Adult CE (1), Children/Youth CE (2), Outreach (3), Communication (2), ELC (1)