

## COMMUNICATION MINISTRY POLICY

09/18/2023

### **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/](http://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 on the St. Mark campus 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.

No staff or 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 or online directories. 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.

## **Online Media Sites**

The church website (<https://www.stmarktx.org/>) is St. Mark's face to the world. Final decisions on content are made by the Communication Elder or designated Communication Committee members. Specific guidance for website, internet and computer network use by staff is noted in the Employee Handbook of St. Mark Presbyterian Church adopted May 10, 2023 (<https://www.stmarktx.org/wp-content/uploads/2023/05/8-Employee-Handbook-5-10-2023.pdf>).

St. Mark social media sites include public pages on Facebook, Instagram and YouTube, and a private Instagram page for youth. Content on these sites is limited to information that supports the mission of St. Mark, especially activities such as children/youth/adult programs, Christian education and small group activities, mission and outreach programs and support, and the congregational life of this church and its members. Shares from and links to other social media sites or posts will be limited to those of St. Mark programs and activities such as the Early Learning Center, programs and activities of organizations or groups officially supported by St. Mark, and programs and activities of PC-USA churches, presbyteries, synods, and the denomination. If it is unclear whether a particular post is appropriate for a St. Mark-focused social media site, it must be approved by the Communication Elder before posting. Other specific guidance for social media is noted in the St. Mark Youth and Child Protection Policy revised November 29, 2021, pages 12 & 13 (<https://www.stmarktx.org/wp-content/uploads/2022/03/3G-Youth-and-Child-Protection-11-29-2021.pdf>).

## **Realm Email Blasts**

The Pastor, Director of Christian Education or the Communication Elder must approve all requests for email blasts other than the weekly Happenings. Only staff with appropriate Realm permissions or the Communication Elder may send email blasts.

## **On Campus Promotional Space**

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

- All materials must be submitted to the Office Administrator who will seek approval from the appropriate ministry. Materials should be submitted at least 5 working days prior to the desired posting or distribution date.