

Communications Policy (Working Document)

www.bozemanumc.org/communications

The purpose of the Bozeman United Methodist Church's (BUMC for the remainder of this document) Communications Policy is to:

- 1. Provide a clearinghouse process for internal and external communications including how we receive information and distribute it as a team.*
- 2. Ensure consistent, high quality, and appropriate communications to all members of the church, prospective members, and the neighboring community*
- 3. Ensure all communications are accurate and appropriate within the context of our faith community.*
- 4. Effectively utilize the limited budgeted resources for approved communications*
- 5. Protect the privacy of all church members*

Scope of the Policy:

- Process for Receiving and Distributing information
- Weekly worship bulletin & video screen & pulpit announcements
- Monthly newsletter "The Chimes"
- Church website
- Social Media
- Weekly Email blasts
- Printables/posters/flyers
- Outdoor Banners
- Print and online advertising, marketing, and information (Paid & InKind)
- On-site and off-site printing
- Church identification – brand marketing
- Emergency communications
- Privacy of church member and staff information
- Outside Bozeman UMC Events
- Filming & Video Production for ministry and music

Process for Receiving and Distributing information

1. Plan & schedule your event with your team at least 2 weeks prior to the start of the event.
2. Put your event on the Bozeman UMC Breeze Calendar
 - a. Staff schedule your own.
 - b. Other groups schedule calendar with Office@bozemanumc.org
406-586-5413
3. Communications Form: At least 10 days prior to the event complete the communications delivery request to our communications coordinator using this form: *(All Groups & Staff) Communications Delivery Request Form:*
https://docs.google.com/forms/d/e/1FAIpQLScOxacMONd0fL8jwnVMuRiUO3bh4ytcYvt8Fyno_kvA1bbjOw/viewform
4. *Multimedia Form: At least 10 days prior to the event, if you need multimedia for your event (video, social media, poster, graphic/logo please complete the (Staff Only) Multimedia Creation Request Form:*
<https://docs.google.com/forms/d/e/1FAIpQLSfg08B7DhfkrIWfMra5Ot9NUAZh6x9yjhJ5h9K7uK7D29-U6w/viewform>
5. Follow up with the Communications Coordinator if there are any changes or cancellations as soon as possible.

Weekly worship bulletin & video screen & pulpit announcements:

The main purpose of the weekly worship bulletin is to serve as a guide for worship each of the BUMC services. As such, announcements included should be brief, include location and contact information, and limited to near term events and activities of the church, which are open to either all members or large segments of the membership and community. All weekly worship bulletin announcement requests should be submitted at least 10 days prior to the Communications Coordinator. Inserts to the worship guide will not be normally considered unless approved as exceptions by the Lead Pastor for Worship & Administration.

Pulpit announcements during worship shall be made by the Lead Pastor for Worship & Administration or designated replacement. All requests for video announcements (videos not created by the Communications Department) or presentations outside of the worship outline should be directed to the Communications Coordinator at least 10 days prior to the service date.

Monthly newsletter “The Chimes:

All announcements & articles for the monthly newsletter will be submitted to the Communications Coordinator by the 15th day of the month prior to publication date. Only church worship and program related articles will be considered for publications. Email written articles and graphics/photos to Janna@bozemanumc.org by the 15th of the month.

Please do not copy and paste graphics into a Word doc - instead attache them as jpegs to an email.

Church website

The church has one authorized web site, www.bozemanumc.org, to represent its ministries, events, activities, members, and membership. All requests for changes, corrections or additions to the church’s web site may be directed to and must be approved by the Communications Coordinator with exception to the Campus Ministry pages which will be maintained by the Campus Ministry Coordinators or Lead Pastor for Congregational Development & Community Engagement.

Social Media

Event posting to the church main Facebook page must be presented to the Communications Coordinator. Posting to the TNT Facebook page will be maintained by the Campus Ministry Coordinator or Lead Pastor for Congregational Development & Community Engagement. Posting to the Bozeman UMC Facebook page will be maintained by the Youth Ministry Coordinator or Lead Pastor for Congregational Development & Community Engagement. Posting to the BUMC Kids Zone will be maintained by the Children Ministry Coordinator or Lead Pastor for Congregational Development & Community Engagement

Weekly Email blasts

Email blasts to promote church events must be submitted to and approved by the Communications Coordinator. Mondays: Connect (Programs & Activities). Wednesdays: Help (Missions & Service Opportunities). Friday: Worship (Sunday Worship & Small Group Info). For the Monday & Wednesday emails the deadline is 10am that day. The deadline for the Friday Worship Email is Thursday at 5pm.

Printables/posters/flyers

All promotional space shall be used only for church related or sponsored events and activities. This policy includes all paper and electronic bulletin boards, monitors, oor 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 Coordinator. All events/promotions designated for the Welcome Center shall be designated by the Lead Pastor for Worship & Administration and the Lead Pastor for Congregational Development & Community Engagement, but must still follow communications guidelines. Placement of flyers on windshields in the church parking lot is prohibited. Non church related announcements may be placed on the community bulletin board outside the friendship room, which will be edited at church's discretion.

Outdoor banners

Use of the outdoor church stucco marquee and wood banner display shall be used only for display of worship schedule. All other outdoor banners on church property will be limited to church sponsored events and activities. Requests should be made to the Communications Coordinator.

Print and online advertising, marketing and information (Paid & Inkind)

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

On-site and off-site printing

Church communications team staff, paper, copiers, and printers are precious resources reserved primarily for church communications including but not limited to weekly worship bulletins; funeral and memorial worship bulletins; monthly newsletters; Sunday School class information; Bible study and small group information; visitor, new member, and informational brochures. If you are creating or having someone create and print something offsite and need approved logos or other graphics, please send to Communications Coordinator at least 10 days prior to event.

Church Identification – brand marketing

Official church name to be used on all communications is - Bozeman United Methodist Church. Along with the official name, one of the following must be included: website, phone number, address, map, or city/state and website www.bozemanumc.org

1. Glossary of identifications:

- a. Bozeman United Methodist Church or Bozeman UMC NOT Methodist Church or UMC
- b. BUMC abbreviation is to only be used for in-house correspondence not exterior or printed materials or marketing materials.
- c. Friendship Room NOT multipurpose room
- d. Welcome Center NOT Narthex, Fellowship area, Entry Way

- e. United Methodist Women NOT UM Women
- f. The Gathering Place CLC NOT CLC, Day care, child care, school.
- g. Christus Collegium at 714 S. 8th NOT Christus or Campus Ministry House
- h. TNT Campus Ministry NOT Campus Ministry, TNT, college kids etc.

Please use the correct Bozeman UMC 2020 Logo with the motto "Faith for the Mountains, Hope in the Valleys" on it. We want to avoid blurry or off color logos so all promotional/informational materials published must include the approved BUMC 2020 logo (see below).

Font: GILL SANS SEMIBOLD ALL CAPS

White Font: FFFFFFFF



Graphic Colors:

Dark Blue 062133

Dark Teal 098AAD

Medium Teal 2999B7

Light Teal 56AFC7

Dark Green 537435

Semi Dark Green 60863C

Medium Green 6A9D41

Semi Light Green 7BA740

Light Green 89B23F

Outside Bozeman UMC Events

In the Works... Stay tuned or contact janna@bozemanumc.org

Filming & Video Production Notes

We provide: microphones, lights, sound mixing, video editing and on site production of BUMC program and music groups for promotion of their ministry or events as well as Sunday Music and Specials. Strict cleaning of microphones, piano and organ are required so please help us by letting us know if you are using these items.

Scheduling of performances, messages or events must be done no less than 2 work weeks (10 days) prior to the event. We have this strict deadline because we have a large number of worship filming, program promotions and musicians to schedule each week. You must schedule your film slot in consultation with your Accompanist, Musicians and the BUMC Communications staff so please make sure you have multiple available dates pinned down before scheduling with us. Email janna@bozemanumc.org

Starting the week of Aug 26th, 2020 all filming of small group musicians can be done Tue thru Thurs from 9am - 12pm or on a Wednesday Evening at 5pm, 6pm or 7pm. Music groups can schedule 1.5 hour of set up of microphones & filming. If you would like to practice beforehand that would be helpful so that our microphones and cameras are ready to go when you are. If you decide you want to film more than one small group in the same evening let me know and we can schedule 2 hours of set up and filming.

Emergency communications

When a significant event or grave situation occurs at BUMC or local churches or schools, it is important to communicate the event or grave situation to the Lead Pastor for Worship & Administration immediately. This may include, but not be limited to natural disasters, accidents with injury or death, law enforcement or other emergency response, or a serious misconduct by a member, student, faculty, or staff . No member should speak on behalf of the church without receiving prior consent from the Lead Pastor.

Privacy of church member and staff information

BUMC 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.

End Notes:

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.

Please know this is a working plan that could change in the event of quarantines, natural disasters or leadership changes. When major changes are made - you will be notified via email. If you have any questions please reach out to us via email or give us a call.

Contact: Janna@bozemanumc.org or Office@bozemanumc.org